

Work Item I

Develop a communication plan in coordination and collaboration with related efforts (SB2030, GEBCO, etc)

Report to CSBWG15

Hybrid Meeting

23-25 April 2024

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Work Item Update

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Work Item	Title	Priority <i>H-high M-medium L-low</i>	Next milestone	Start Date	End Date	Status <i>P-planned O-ongoing C-completed S-Superseded</i>	Contact Person(s)	Related Pubs / Standard	Remarks
I-1	Develop draft outreach coordination plan	M	Finalize draft 1-2yr comms & outreach plan	2023	May 2024 Dec-2023	O	S Grasty		Almost “completed” – goal to “finalize” by end of May 2024



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Key Activities

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- Sept. 2023 – Team lead transferred from T Kearns to S Grasty
- Oct 27, 2023 – Draft comms strategy sent to work item group
- Nov 15, 2023 – 1-hr in-person meeting to discuss comments/edits to plan
- Dec 2023/Jan 2024 – Discussion and document comments integrated into plan draft, merge with CSBWG-14 comms plan
- Early-Apr 2024 – Plan sent to CSBWG for discussion during CSBWG-15



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Key Activities

Communications & Outreach Strategy:

Crowdsourced Bathymetry Working Group (CSBWG) – Working towards increased participation in and support for CSB efforts.

- Who:** The CSBWG is composed of a diverse group of volunteer representatives from private industry, government, academia, non-profits, and beyond. Their expertise spans seafloor mapping and crowdsourced data programs, from technological and theoretical aspects to the practicalities and logistics of crowdsourced data programs.
- What:** Inform, recruit, and support current and prospective Trusted Nodes and participants to bolster CSB activities worldwide. For the purposes of this document, participants are defined as anyone actively collecting CSB data and contributing it to the IHO DCDB via a Trusted Node.
- Where:** CSB is a global initiative with programs and projects happening at multiple scales.
- When:** This strategy is current as of March 2024 but will be reevaluated every 6 months - 1 year to reflect changes in the global CSB landscape, the working group's evolving priorities, and stakeholder needs.
- Why:** As CSB projects continue to expand across the globe, there is a need to support diverse entities seeking to fund, collect, and use CSB data for a variety of applications.



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MISSION: The CSBWG seeks to expand the quantity of crowdsourced depth measurements in the DCDB by recruiting more Trusted Nodes, participating groups, organizations, and individuals. This plan provides a communications and outreach (C&O) framework to help CSBWG members and other CSB-focused groups to communicate the context and benefits of CSB for a variety of

stakeholders and potential participants. It should be noted that this strategy in its current form is not intended to explicitly recruit new Member States to sign the crowdsourced bathymetry circular letter. This requires its own unique, targeted C&O and is therefore better addressed separately.

OBJECTIVES & OUTCOMES:

Objectives

1. Aggregate relevant communications and outreach tools and resources for Trusted Nodes and other management and leadership bodies to support recruitment and sustained participation in CSB;
2. Develop products to increase awareness and support of CSB for use by Trusted Nodes and other leadership entities (e.g. hydrographic offices, municipal government, nonprofit organizations) by generating CSB communications and outreach content that utilizes storytelling to showcase the benefits of CSB;
3. Actively seeking strategic media opportunities that target a variety of audiences to communicate CSB stories more widely;
4. Provide input and content for the continued development and refinement of the IHO's crowdsourced bathymetry website as needed;
5. Collaborate with and leverage the efforts of Seabed 2030, Map the Gaps, and GEBCO as appropriate in relation to CSB.

Outcomes

1. Grow the number of vessels sharing depth data and contributing to the DCDB's crowdsourced bathymetry repository on a regular basis;
2. Support the working group's efforts to recruit and support new Trusted Nodes.



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Issues/Risks/Concerns

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- Broad scope
- Metrics to measure impact?
- Capacity
- Cross-talk with other WG's? Work items? Seabed 2030? GEBCO?



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Requests to CSBWG

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- Continue providing input of final draft through mid-May 2024
- Brainstorm outreach and/or communications materials you wish you had (or could improve) for your own respective CSB efforts
- Do you have any products or infrastructure you'd be willing to leverage?
- Any upcoming products or efforts that are communications or outreach related?
- Version 2 priorities and objective ideas?



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Upcoming Work

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- Finalize v.1 of comms and outreach plan (incorporate and modify based on other work item updates) and assign action items
- Begin drafting v.2? (bare bones)
- Begin drafting an HO-specific plan?
- TBD based on today's discussion