

## **CSBWG OUTREACH IDEAS**

### **General Suggestion:**

1. CCOM-JHC/UNH suggested providing guidance on how to progress and the future actions needed to achieve the desired outcomes with a realistic time plan, these could be tailored to individual companies.

### **CSBWG8 sector-specific actions to increase contributions**

#### **1. Submarine Cable**

- a. Request opportunity to speak at ICPC Plenary Meeting in spring 2020;<sup>[L]<sub>SEP</sub></sup>
- b. Coordinate with GEBCO / Seabed 2030 on who to lead;<sup>[L]<sub>SEP</sub></sup>
- c. Provide update to ASN and Subcom on outcome of Seabed 2030 symposium and this meeting;<sup>[L]<sub>SEP</sub></sup>
- d. See what support or information is required prior to annual meeting.

#### **2. Geophysical**

- a. Request opportunity to speak at IAGC Annual Meeting in 2020
- b. Coordinate with GEBCO / Seabed 2030 on who to lead;
- c. Include PGS if possible;
- d. See what support or information is required prior to annual meeting.

#### **3. Cruise Ships**

- a. Request opportunity to speak at CLIA Annual Meeting in 2020;
- b. Coordinate with GEBCO / Seabed 2030 on who to lead;<sup>[L]<sub>SEP</sub></sup>
- c. Include PGS if possible;<sup>[L]<sub>SEP</sub></sup>
- d. Provide update to CLIA on outcome of Seabed 2030 symposium and this meeting;
- e. See what support or information is required prior to annual meeting.

#### **4. Recreational Boating / Recreational Fishing**

- a. Engage boating and fishing community via clubs, marinas, magazines, associations;
- b. We also need to say why the commercial fishermen should do this instead of/as well as Olex, and why the small craft should participate when there are the Garmin/Navionics and (growing) C-Map/Navico offerings that give them immediate feedback and benefits.

#### **5. Software / Hardware Companies**

- a. Establish a partnership with FLIR Systems;<sup>[L]<sub>SEP</sub></sup>
- b. Go back to other suppliers, Garmin in particular, and show disconnect

between their sustainability initiatives and lack of support for CSB;<sup>[L][SEP]</sup>

### **Key Messaging:**

1. How
  - a. Utilize and leverage the UN brand and the promotion of the UN Ocean Decade;<sup>[L][SEP]</sup>
  - b. Focus on Sustainability showing the importance of bathymetry and CSB to key aspects of societal health, safety and prosperity;
  - c. Emphasize importance of bathymetry to ocean sustainability and ocean uses that they can appreciate;<sup>[L][SEP]</sup>
  - d. Create a demand for their suppliers to support CSB;<sup>[L][SEP]</sup>
  - e. Create expansion of bathy use cases;<sup>[L][SEP]</sup>
  - f. Show where bathy fits into the circle of life;<sup>[L][SEP]</sup>
  - g. Emphasize that we live on a finite planet / ocean supports the air we breath;<sup>[L][SEP]</sup>
  - h. Top down and bottom up approach;<sup>[L][SEP]</sup>
  - i. Utilize flyers, advertisements and social media;<sup>[L][SEP]</sup>
  - j. Engage a professional marketing organization on strategy;
  - k. Use social media platforms of types and at all levels;<sup>[L][SEP]</sup>
  - l. Connect with civil society, youth and professionals;<sup>[L][SEP]</sup>
  - m. Coordinate with GEBCO / Seabed 2030
2. Who?<sup>[L][SEP]</sup>
  - a. Find and utilize celebrity spokespeople who are passionate about the ocean and ocean health;<sup>[L][SEP]</sup>
  - b. Utilize members of this group, IHO, IOC, GEBCO to utilize social media platforms;<sup>[L][SEP]</sup>
  - c. Develop and share social media messages and strategy.