

Report on the SCOPE
(Sub-committee on Communications Outreach and Public Engagement)

Submitted by Chair of SCOPE

SUMMARY

Executive Summary: This document provides details of SCOPE activities since the joint subcommittees meeting and GEBCO meetings in January 2021.

Action to be taken: See paragraph 4

Related documents: SCOPE presentation file:
GGC-IS01_2021_3.1.4._EN_SCOPE_report_v1.0.pdf

1. Overview/Introduction

This is a summary of what SCOPE was accomplished since the joint meeting with TSCOM and SCRUM, 11-15 January 2021, and the 37th GGC meeting, 18-20 January 2021 virtually. At these meetings, a list of major actions to be carried out by SCOPE was derived. Therefore, this report summarizes the work progress of these action lists.

2. SCOPE has held several virtual meetings with the experts to carry out the actions. SCOPE Chair and Co-Vice-Chairs met and held the strategic meetings to carry out these actions.

- It was decided to seek advice from external experts to improve the GEBCO communication strategy, and for this purpose, Dr. Eunmi Chang, co-vice-chair of SCOPE, is working as a communication channel for external experts with the help of David Miller.
- Eunmi Chang and Hyo Hyun Sung developed GEBCO slide templates with the help of a professional designer. The three templates were completed and circulated to the subcommittees' chairs and vice chairs and collected opinions.
- To update B-10, History of GEBCO, Eunmi Chang analysed the document composition of B-10 and the addition of Chapters 9 and 10 was proposed in the History of GEBCO. A separate proposal for a brief history of GEBCO focused on infographics was discussed. The possibility of video production for the new generation was also proposed. At this meeting, timeline preparation, B-10 TF team formation, and author request should be discussed.
- "SNS Group" established using Slack as communication and working platform.

Jaya Roperez is in charge of promoting GEBCO's SNS. She holds regular virtual meetings with the social media team (P.Weatherall, J.Cheveaux, L.Goba, D.Lampridou, T.Martin, H.Snaith, M.dale, E.Chang, J.Roperez, etc...).

3. Tasks to be carried out in discussion with other subcommittees and WGs

- There is a need to develop guidelines including the principles and portrayal information for the creation of GEBCO world maps (for the primary world map and the derived maps)
- The GEBCO Website Working Group (Helen Snaith & Chairs and Vice-chairs of TSCOM, SCRUM, SCUFN and SCOPE) needs a detailed discussion in order to efficiently and harmoniously integrate the subcommittee's subpages with the new GEBCO main website.
- Subcommittees Chairs & Vice Chairs and MaptheGap Symposium convenors should discuss the 2021 GEBCO Week venue and schedule for the Joint subcommittees meeting and GEBCO symposium.

4. Action

The GGC is requested to:

- a. **Note** the proposal that selects the optimal master slide template among the three proposed Master slide templates to enhance the GEBCO brand,