



GEBCO

# SCOPE Report on Progress

2021. 05. 14

Hyo Hyun Sung, Eunmi Chang, Tim Kearns, and Jaya Roperez



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# Content

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## 01 Introduction of overall activities of SCOPE 02

- External expert consultation progress for SCOPE's communication strategy
- 

**GEBCO Slide templates and GEBCO CI Guideline (See the 2nd presentation file)**

## 03 B-10 , History of GEBCO (See the 3<sup>rd</sup> presentation file) 04

**GBCO Social Media Presence and Networking (See the 4th presentation file)**

# 01

## Introduction of overall activities of SCOPE

- External expert consultation progress for SCOPE's communication strategy
- GEBCO Slide Deck
- B-10 (History of GEBCO)
- GEBCO social media presence and networking

## External expert consultation progress for SCOPE's communication strategy

- It is **recommended** to seek advice from external experts at the proposal of the chairman of GEBCO.
- The SCOPE chair and co-vice chairs meet to discuss the contents of advice for external experts consultation.
- As co-vice chair of SCOPE, Dr. Eunmi Chang was chosen as the communication channel, and Dr. Chang discussed the external advisory plan with David Millar, a chair of GEBCO Fundraising WG through VTC.



## External expert consultation progress for SCOPE's communication strategy

- Contents discussed so far are as follows:
  - ✓ Proposal to request external expert advice from organizations with consulting experience in GEBCO, IHO, IOC and UN decade, as well as the Fundraising Strategic Plan.
  - ✓ We emphasized Seabed 2030 was one of the core program of GEBCO, but it is time-limited project. SCOPE has broader targets and fundamental purposes. So the relationship between the SCOPE and Seabed2030 is clearly shared with external consultants.
  - ✓ We Plan to have a VTC with 2 weeks ~ one month later. Before the meeting, We will send David the zip files of SCOPE's documents (communication strategic plans, recent 3 year presentation materials and website information including Mapthegaps and gebco-outreach pages.)



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# GEBCO Slide Templates & GEBCO CI Guideline

2021. 05. 14

Eunmi Chang and Hyo Hyun Sung



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# Content

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**01** Introduction

**02** Slide template 1

**03** Slide Templat 2

**04** Slide template 3

**05** GEBCO CI guideline

# 01 Introduction



# Introduction

- Developed a slide templates that can enhance the image of GEBCO and make it coherent and harmonious with the GEBCO website.
- Implemented in harmony with the image of IHO and IOC, which are the parents organizations of GEBCO.
- Consultation with professional designers for visual expression.
- Three slide templates were developed, and the opinions of the subcommittee chairs were collected, and most of them chose slide template 1.
- It is necessary to collect and confirm opinions at this Intersessional Meeting.

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- An opinion was suggested that there was a need to develop the GEBCO CI Guideline, and a draft of them was proposed.
- This is also planned to be updated by collecting opinions from GGC members.

# GEBCO PPT Reference

- Font is Noto Sans – Open source font in google.
- Key Color tone

Keycolor



Fontcolor



- Title font is 20pt, Text font is 18pt, Gaps between lines are 1.5 font.

## 02 Slide template 1





GEBCO

# Main Title

GEBCO aims to provide the most authoritative, publicly available bathymetry data sets for the world's oceans.

**Affiliate/ Name**

**2021. 02**



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# Content

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- Insert text here

## 02 Insert text here

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## 03 Insert text here

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## 04 Insert text here

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- Insert text here

01

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01

Insert text here



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value	value	value	value	value
value	value	value	value	value

## 03 Slide template 2





# Main Title

affiliate / Name  
2021.02



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# Content s

## Contents



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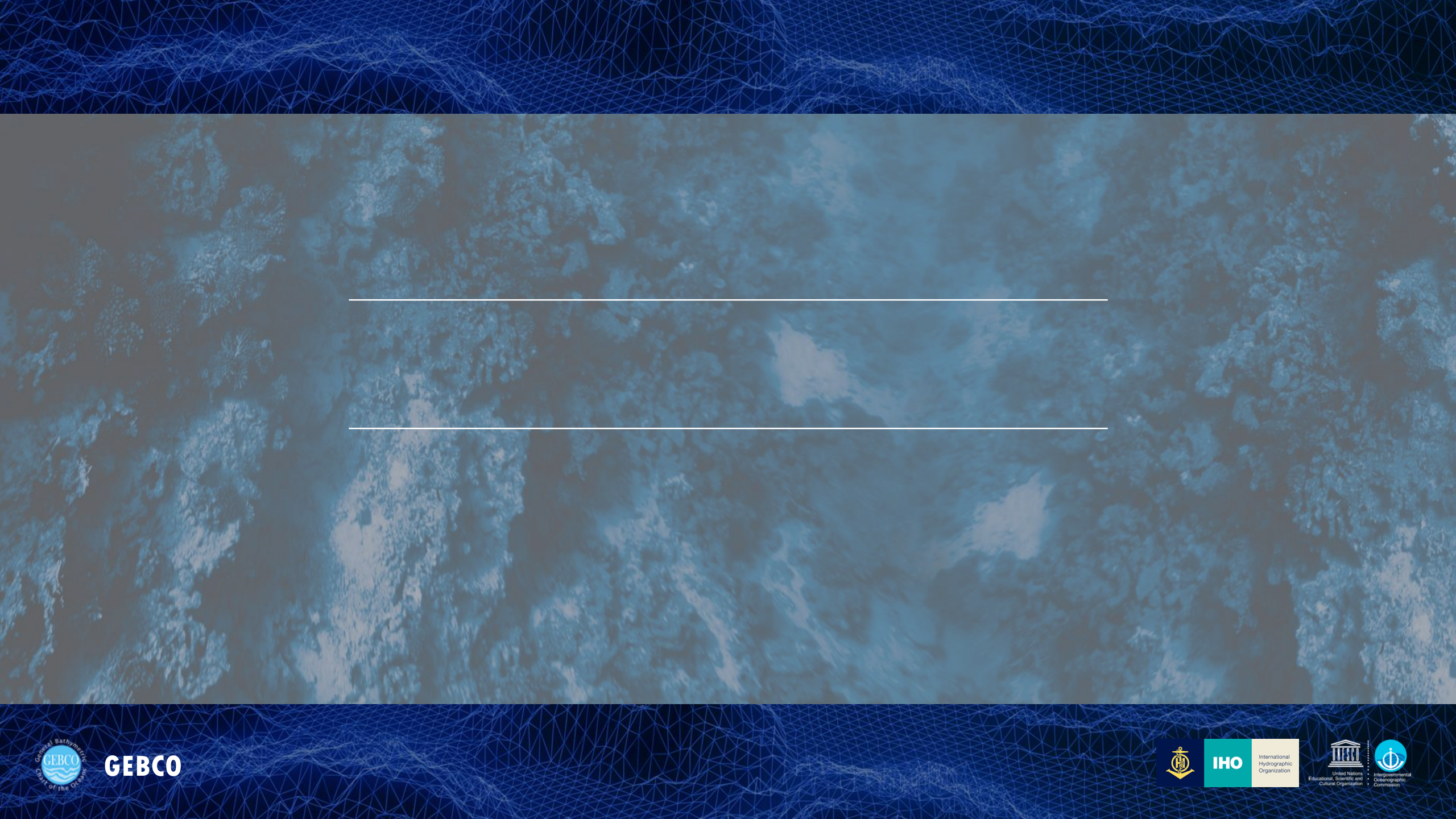


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## Sub Title 1

- Contents

This study is ....

# Sub Title 1

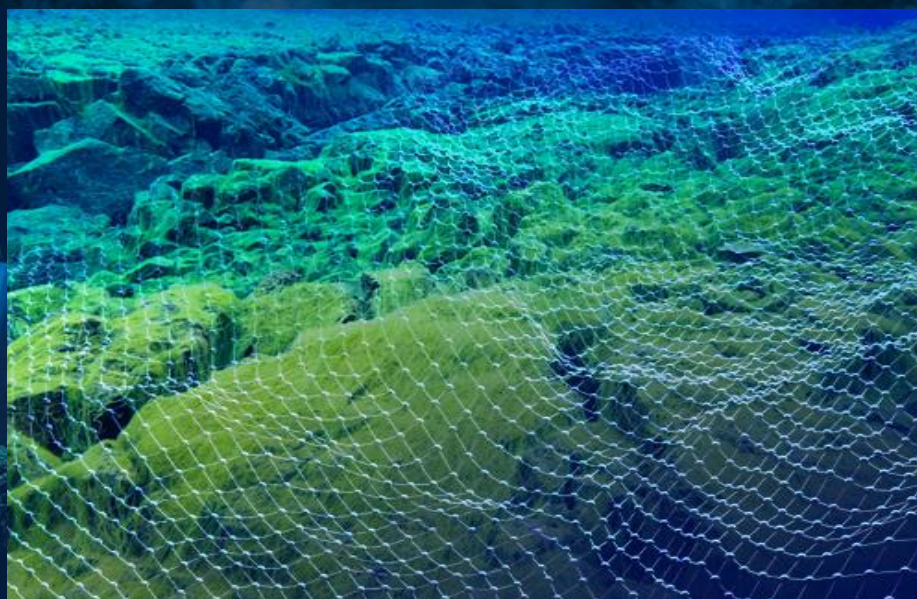
- Contents

This study is ....

Column 1	Column 2	Column 3	Column 4
Value	Value	Value	Value
Value	Value	Value	Value
Value	Value	Value	Value
Value	Value	Value	Value
Value	Value	Value	Value

# 04 Slide template 3





# Main Title

Affiliate / Names

Dates



# Contents

- Content 1
- Content 2
- Content 3





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## Sub Title 1

- Contents

This study is ....



## Sub Title 1

- Contents

This study is ....

Column 1	Column 2	Column 3	Column 4
Value	Value	Value	Value
Value	Value	Value	Value
Value	Value	Value	Value
Value	Value	Value	Value
Value	Value	Value	Value

## 05 **GEBCO CI guideline**

## GEBCO CI guideline

1. GEBCO is a project and community which is operated by IHO and IOC. The GEBCO symbol should be kept. The parental body's symbols need to be added in any presentation material to communicate in a consistent manner. The parent's body's symbols should be inherited to GEBCO presentation.



<https://iho.int/en/search/all?q=company+identity>



[http://www.unesco.org/new/fileadmin/MULTIMEDIA/HQ/SC/pdf/IOC\\_Brochure WEB\\_Spreads.pdf](http://www.unesco.org/new/fileadmin/MULTIMEDIA/HQ/SC/pdf/IOC_Brochure_WEB_Spreads.pdf)

## 2. The symbol of GEBCO

GEBCO symbol is composed of circle of which the upper part covers the acronyms of GEBCO, and the lower part shows the oceans waves or bathymetric contour lines. The full name of GEBCO is distributed around the circle. **#01A9AA**






[https://www.gebco.net/data\\_and\\_products/printable\\_maps/documents/gebco\\_world\\_map\\_2014.pdf](https://www.gebco.net/data_and_products/printable_maps/documents/gebco_world_map_2014.pdf)



## 3. Colors of GEBCO

Main colors are assigned into two colors. Font color is dark gray. The numerical references are given as follows. HEX triplet numbers can be used for programming, and RGB or USL values can be used for designing presentation materials.

Main colors		R	G	B	U	S	L	Hex Triplet
	The color takes after from IHO color	1	169	170	128	252	86	#01A9AA
	Dark blue means deep ocean The color takes after the bar color of the main homepage, gebco.net	21	48	91	154	159	56	#15305B
	Font color	89	89	89	170	0	89	#595959

#### 4. Letter of GEBCO : noto San

The font should be easily accessed and obtained for free. Not only roman characters but also Asian characters should be covered including English, Spanish, French, German, Russian, Chinese, Japanese, Korean and Arabian. The fonts can be downloaded from the following site

[https://fonts.google.com/specimen/Noto+Sans?preview.text\\_type=custom#standard-styles](https://fonts.google.com/specimen/Noto+Sans?preview.text_type=custom#standard-styles)



GEBCO

# B-10 History of GEBCO

Preparation of 2nd edition of B-10

2021. 04. 07

Eunmi Chang



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# Content

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## 01 Review of B-10(1<sup>st</sup> edition)

- Content Analysis
- Authors
- Meanings

## 02 Two versions of B-10

- History of GEBCO 2<sup>nd</sup> Edition
- Concise History of GEBCO for young generations

## 03 Timelines

- Basic Plans in 2021
- Writing the additional chapter in 2022

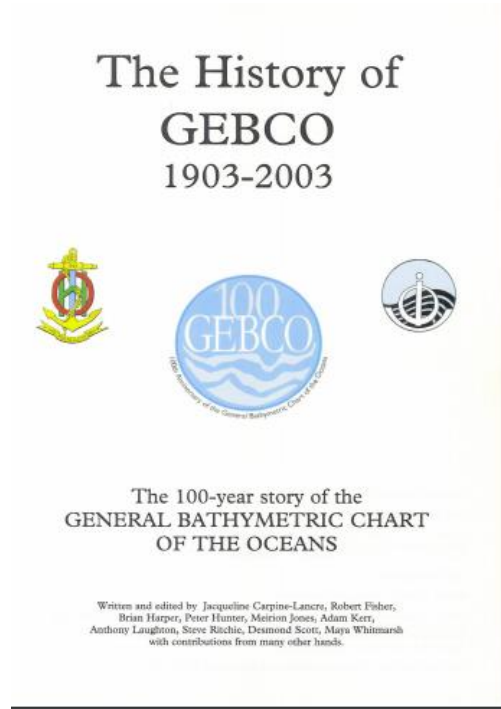
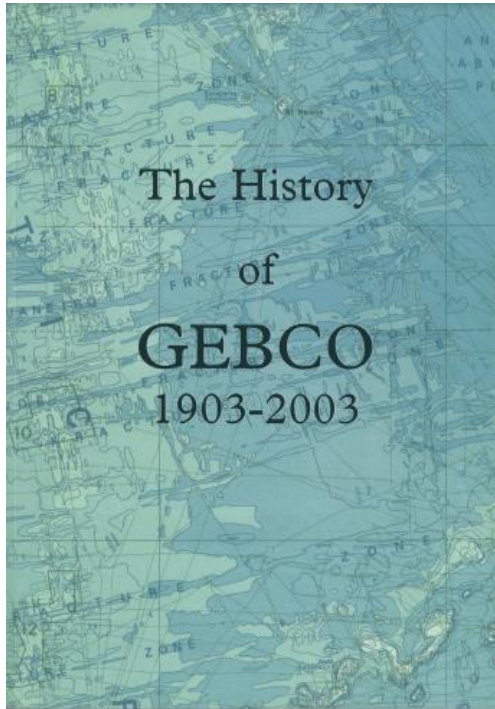
## 04 TF team under SCOPE

- Who
- When
- How many?



# 01 **Review of B-10(1<sup>st</sup> edition)**

- Contents
- Authors



## The History of GEBCO

First print, March 2003

Lay-out : GITC bv, Lemmer, The Netherlands  
 Printing company : Hoonte Bosch & Keuning, Utrecht  
 Publisher : GITC bv, Lemmer, The Netherlands

ISBN: 90-806205-4-8

© 2003, GITC bv, Lemmer, The Netherlands

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 The publisher is not responsible for any opinion or statement made in this book, nor can he be held responsible for any typing or conversion errors.

Front and back covers: Extract from GEBCO 5th Edition Sheet 5.12 (revised).

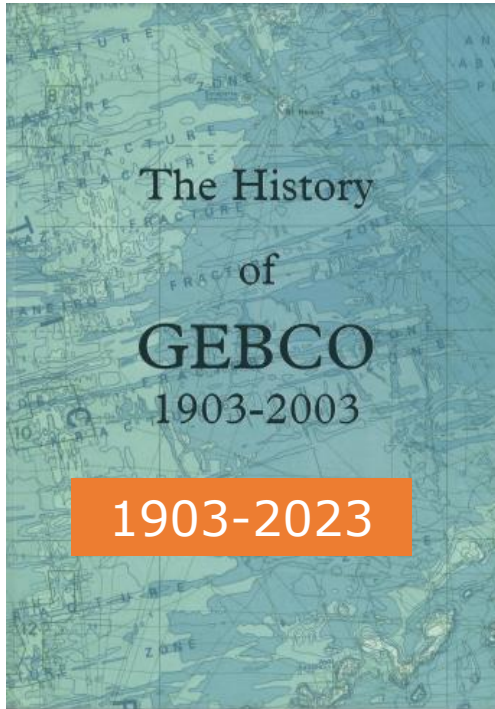
Chapter	# of pages	Author
1. Pre-GEBCO History of Deep-Sea Sounding	7-14 (8 page)	Rear Admiral G. Stephen Ritchie
2. The Origin and Early History of "a carte general bathymetrique des oceans:	15-52 (38page)	Jacqueline Carpine-Lancre (In French, translated in English))
3. International Hydrography Bureau Period (3&4 edition)	53-64 (12 page)	Adam Kerr
photos	65-88 (24 photo)	x
4. Intergovernmental Oceanographic Commission (IOC)	89-90 (2page)	x
5. Scientific Committee on Ocean Research (SCOR) Working group 41- Morphological Mapping of the Ocean Floor)	91-94 (4page)	Sir Anthony Laughton (FRS)
6 The Change of Direction ( 5th Edition)	95-106 (12page)	Desmond P.D. Scott
7. GEBCO's Role in Seafloor Terminology	107-112 (6page)	Dr. Robert Fisher
8. GEBCO enters the digital Age - the gebco digital atlas	113-136 (24 page)	Dr, Meirion T. Jones
Appendix of Names		

Author	Status
Rear Admiral G. Stephen Ritchie	1914-2012 <a href="https://www.hydrographicsociety.org/news_details.asp?v0=641">https://www.hydrographicsociety.org/news_details.asp?v0=641</a>
Jacqueline Carpine-Lancre	1933- ? (88years) <a href="https://data.bnf.fr/fr/11895283/jacqueline_carpine-lancre/">https://data.bnf.fr/fr/11895283/jacqueline_carpine-lancre/</a> <a href="https://oceansciencehistory.com/our-community/carpine-lancre/">https://oceansciencehistory.com/our-community/carpine-lancre/</a>
Adam Kerr	- 2016 IHB Chairman, Canada Hydrography
Photographs	
Sir Anthony Laughton (FRS)	1927-2019 UK's Institute of Oceanographic Sciences Chairman(1977~1988년)
Desmond P.D. Scott	-2015 at the age of 92, Work for 30 years at British Navy. He initiated GEBCO as UNESCO-IOC chair
Dr. Robert L. Fisher	1925- Bob Fisher Ridge was one of the name of Undersea Feature names after his name, He gained Drake Medal. He worked at Scripps Institute of Oceanography, in San Diego, USA. <a href="https://rlfisher.scrippsprofiles.ucsd.edu/bio/">https://rlfisher.scrippsprofiles.ucsd.edu/bio/</a>
Dr, Meirion T. Jones	He contributed to build British Oceanographic Data Center and work for more than 30 years. and he worked for moon exploration project.



## 02 Two versions of B-10

- History of GEBCO 2<sup>nd</sup> edition
- **Concise** History of GEBCO for young generations



Chapter 9 or Chapter 9, 10

Concise History of  
Deep Ocean Mapping

Concise History of  
GEBCO

Infographic based writing

Easy to read

More information than GEBCO  
Brochure

For general public and the next  
generations



## 03 Timelines

- Basic Plans in 2021
- Writing the additional chapter in 2022

2021

2022

2023

2Q	3Q	4Q	1Q	2Q	3Q	4Q	1Q	2Q	3Q	4Q
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B10 2<sup>nd</sup>

- Teaming
- Planning
- Gathering Data

- Writing
- Reading

- PDF printing
- Designing

- Teaming
- Planning
- Gathering Data

- Writing
- Reading
- Designing

Concise History of GEBCO

## 04 TF team under SCOPE

- Contents
- Authors





M. Jakobsson  
Shin Tani  
Mazia Rovere  
Evert Flier

..  
H.H Sung  
E Chang

John Halls

Robin Falconer

Karen Marks

Anthony Pharaoh

....

# GEBCO Social media presence and networking

P.Weatherall, J.Cheveaux, L.Goba, D.Lampridou, T.Martin, H.Snaith, M.dale , E.Chang, J.Roperez, and the rest of SNS team

2021. 05.26

# Content

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**01** Current Status

**02** How WE are Moving Forward

**03** Are We Making Progress?

**04** Some Statistics

**05** Do More on What?



01

## Current Status



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## How WE are Moving Forward

1. **Continued using the existing FB and Twitter Accounts (2 page managers for FB, 3 for Twitter)**
2. **Established “SNS Group” using Slack as communication and working platform**
  - **Members share mined articles in Slack**
  - **Member/s comment/vote**
  - **Page manager post the article**

**TOP 10**  
**MEDIA LITERACY TIPS**

 <b>Read beyond the headline</b>	 <b>Check the author's credentials</b>
 <b>Think if your emotions are being manipulated</b>	 <b>Determine the intended audience</b>
 <b>Decide if the images are accurate</b>	 <b>Look for supporting sources and facts</b>
 <b>Determine the type of information (ie. fact, fiction, opinion)</b>	 <b>Check the date</b>
 <b>Ask the experts</b>	 <b>Think before sharing</b>

**Stop. Reflect. Verify.**

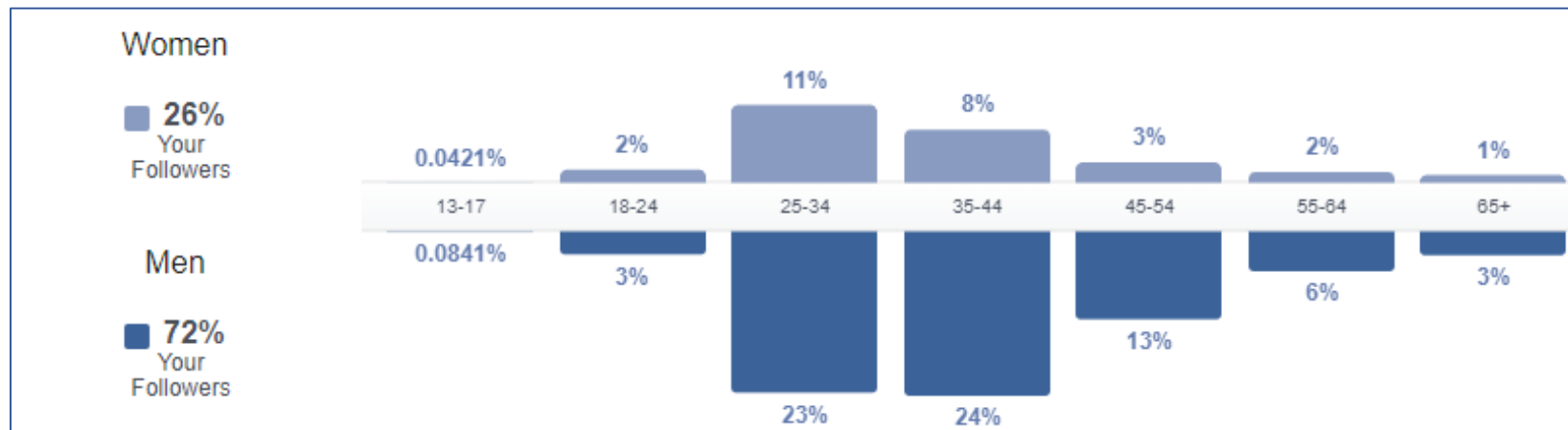
**#YALIChecks**

Learn more at [yali.state.gov/checks](https://yali.state.gov/checks)

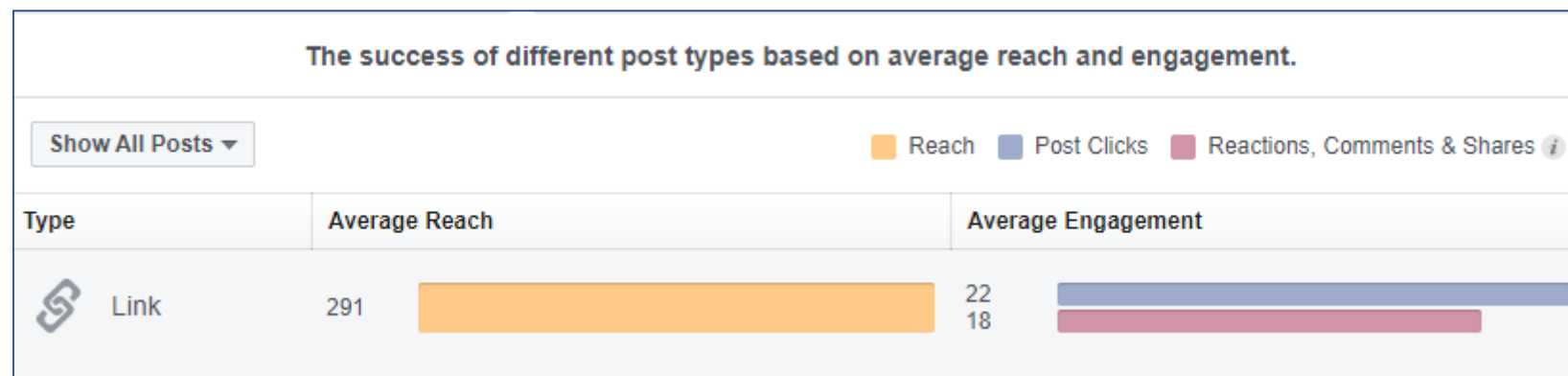
Source: U.S. Department of State

	Facebook	Twitter
Date Created	January 2010	Dec 2009
Total number of likes / followers	2,330 (1.12.2021) 2,447 (5.12.2021)	910 (as of 1.12.2021) 1,023 (5.12.2021)
Number of posts / tweets or retweets	24 (5.12.2021) 6 (2020) 9 (2019) 31 (2018)	9 (5.12.2021) 0 (2020) 0 (2019) 9 (2018)

## Followers



## Posts – Reach and Reaction





- ☐ Try boosting posts
- ☐ Engage with followers and likers
- ☐ Widen the scope of article mining
- ☐ Make posting regularly

**AWARENESS**

**ENGAGE**

**EDUCATE**

**SUPPORT/BUILD  
OCEAN MAPPING COMMUNITY**