

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

Submitted by Chair of SCOPE [Republic of Korea / Ewha Womans University]

**SUMMARY**

Executive Summary: This reports summarizes SCOPE activity since 2018 GEBCO meeting.

Action to be taken: As described in paragraph 5

Related documents: None

**1. The Progress of Scope**

- a. SCOPE reviewed and developed Term of reference/Rule of procedure in conjunction with TSCOM and SCRUM in terms of Preamble, Role/Purpose, Membership, Responsibilities and Term, Meetings and Decision making process.
- b. The new Sub-committee Members were comprised from SCUFN: First Admiral Dr. Najhan MD SAID (SCUFN)
- c. Key Performance of SCOPE
  - Renewal SCOPE Homepage: [ziin2010.iptime.org](http://ziin2010.iptime.org) (tentatively)
  - Development of GECBO Communication Strategy
  - Development of PPT materials with proper content for each target group.
  - Funding delegate scientists to conferences and forums (International Cartographic Conference, KorMarine, Ocean and Fishery Commercialization Festival & Investment Promotion Fair, Ocean Forum).

**2. Hold joint meeting of TSCOM/SCRUM/SCOPE, November 4-5 2019 in Portsmouth New Hampshire.**

- a. There were Seven presentations in SCOPE activity including SCOPE Website (Sung), SCOPE Communication Strategy (Chang), GEBCO and Seabed 2030 Website (Snaith), New World Map (Weatherall), Symposium (Kearns), Training Program (Wigley), Seabed2030 challenge Game ( Edward Larson)
- b. The followings are the summary and lessons from seven presentations.
  - SCOPE homepage has developed successfully but need to balance among the target groups.
  - SCOPE homepage need to be linked to the main page to optimize accessibility from the public.
  - GEBCO Communication Strategy must include collaboration of outreach activities of Seabed2030 and other ocean literacy programs : complementary cooperation
  - Seabed 2030 and GEBCO homepages had developed successfully but it will be necessary to apply IHO logo with variations to increase the awareness of GEBCO

- GEBCO World Map has developed in 2019 based on the schedules. AI format as well as product PDF file will be provided to the public to promote derived or various thematic maps.
- Nippon GEBCO alumni has succeed in networking and winning the Xprize with the help of many companies and faculties in NHU
- GEBCO symposium was held with a great increase in numbers of attendants, almost double.
- Larson showed Seabed2030 games like blue marble in order to let the kids be aware of efficient survey planning and exercising with fun.

c. A breakout session was held at the end of the meeting to review the 2019-2020 SCOPE workplan. The following are the report of the breakout session:

- Developing Online characters , Video clip and short document for promoting GEBCO outreach.
- Coordination with UN Ocean decades: engaged in and use their materials and methods.
- Use Social Media
- Developing the promotional materials for core targets such as surveyor, government, industry, general publics(opinion leaders and NGO)

### **3. MAPTHEGAP Symposiums: Lessons and Request**

a. The followings are the Lessons and suggestions from discussions in Mapthegaps Symposium.

In GEBCO symposium, a lot of discussion on outreach and public engagement was done.

- To develop professional messages for each target
- To develop games and cartoons to promote awareness for the next generations
- To use other ocean literacy programs
- To connect SCOPE to the GEBCO main page with direct access to the public
- Benefit and cost analysis should be phrased in infographics or simple messages
- Consider the impact of SNS to make appropriate materials

b. Further requests by Mapthegap symposium convener: Timothy Kearns

- Consider charging a nominal fee for the Symposium to offset high cost of hosting
- Consider shifting to a 2-day event with Day 1: Symposium, Day 2: Seabed 2030 Project Round-Up.
- Consider keeping Symposium with Sub-committee meetings which are more ‘action-packed’ and could easily interface with the Symposium topics.

### **4. Critical gist from the meeting and discussion session**

a. Changes in SCOPE vice chair

The Chair of SCRUM, Dr. Ferrini noted she was stepping down as vice-Chair of SCOPE and therefore there was a vacancy which needed to be filled. As no volunteer has been identified prior to the GGC meeting, it agreed the necessary administration would be completed by correspondence.

b. Changes in SCOPE annual meeting and discussion

With the creation SCOPE as a formal sub-committee, the two-day meeting during the GEBCO Guiding Committee week now has to include TSCOM, SCRUM, and SCOPE. The time allotted is not sufficient to properly conduct the work of the committees, receive

progress reports on intersessional activities, properly discuss issues, formulate proposed work for the next intersessional period and generate a comprehensive written report to the GGC with fully considered requests for guidance or action of the GGC. In addition, the GGC does not have time to assess the subordinate body reports and consider appropriate guidance or actions prior to formally addressing them at the GGC meeting.

It is proposed that TSCOM, SCRUM and SCOPE meet over a four- or five-day period with a one or two days in the middle set aside for the symposium and possibly a more formal Seabed 2030 Project meeting one month prior to the annual GGC meeting. The subordinate bodies would then have one week to submit their reports and funding request to the GGC for their consideration and approval.

c. **Shift responsibility for B-10 to SCOPE from TSCOM**

The responsibility for B-10 (History of GEBCO) should be shifted to SCOPE from TSCOM.

**5. Action**

The GGC is requested to:

- a. Note the contents of this report;
- b. Consider the requests by Mapthegap symposium convener articulated in paragraph 3. b;
- c. Consider that the election of the Vice Chair of SCOPE and GGC endorsement will be done by correspondence, articulated in paragraph 4.a;
- d. Consider and approve the request articulated in paragraph 4. b;
- e. Approve the transfer of responsibility of the B-10 from TSCOM to SCOPE;
- f. Take any other action deemed appropriate.