



# SCOPE 2019 Report

(SCOPE: Sub-committee on Communications, Outreach and Public Engagement)

Portsmouth, New Hampshire, USA

4-8 November 2019

Hyo Hyun Sung, Vicki Ferrini, and Eunmi Chang

# Content

## 1. The Progress of Scope

- ✓ **SCOPE ToR / RoP building in harmony with the ToR / RoP of other subcommittees**
- ✓ **The new Sub-committee Members were comprised.**
- ✓ **Key Performance of SCOPE**

## 2. SCOPE activities presentation

## 3. MAPTHEGAP Symposiums and lessons

## 4. Breakout session Reports : lessons

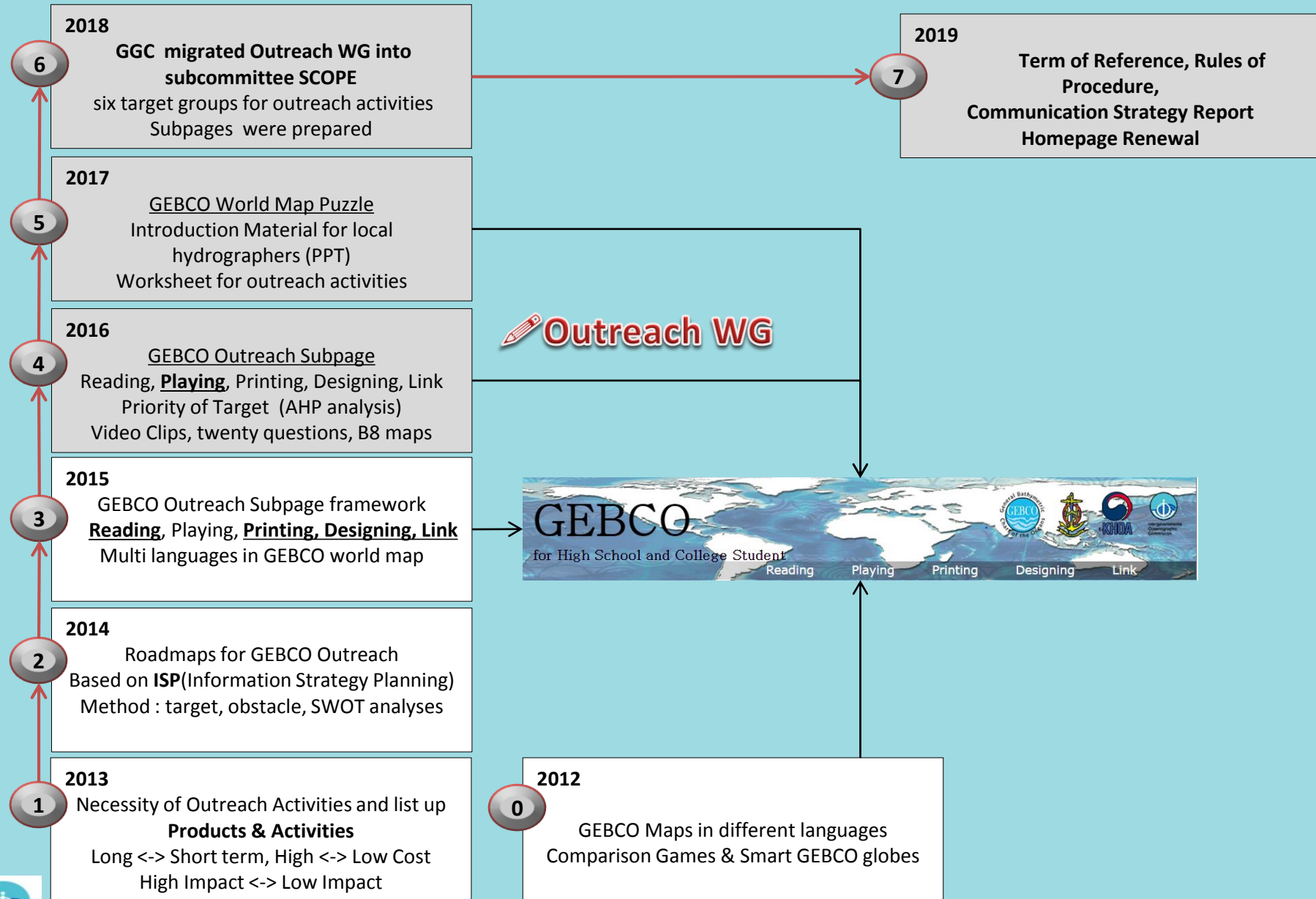
## 5. Changes and Request in SCOPE

## 6. Future plan

# 1. The Progress of Scope



# The Progress of Scope: Background and History



✓ SCOPE ToR / RoP building in harmony with the ToR / RoPs of other subcommittees (Doc. GGC36\_2.9.2\_EN\_SCOPE\_ToR\_Draft):

- Preamble
- Role/Purpose
- Membership
- Roles, Responsibilities and Term
- Meetings and Decision making process

## New Members of SCOPE

- **OWG Members & GEBCO project/sub-committees representatives**

- Hyo Hyun Sung, OWG (Chair )
- Vicki Ferrini, SCRUM
- Pauline Weatherall (BODC/Website Implementation Organization)
- Karen Marks (Science Group)
- Eunmi Chang (Education)
- David Millar (Industry)
- Roxy Wigley (NF-GEBCO Training Program and XPRIZE)
- Mark Zimmermann (TSCOM)
- Tim Kearns (GEBCO Symposium)
- Jennifer Jencks (DCDB, CSB WG)
- First Admiral Dr. Najhan MD SAID (SCUFN) [najhan@hydro.gov.my](mailto:najhan@hydro.gov.my)

- **SCOPE Members To Be Determined:**

- Seabed 2030 - TBD by Director

# The key performance of SCOPE

**(1) Renewal SCOPE Homepage**

**(2) Development of GECBO Communication Strategy**

**(3) Action Plan and Implementation**

**3-1 Funding delegate scientists to conferences and forums (IOC fund 4,000 euro)**

**3-2 Brochure and Poster content plan for each target groups (IOC fund 4,000 euro)**

**3-3 PPT materials with proper content with development of story board**

**3-4 (added after Canberra meetings) GECBO sign board and zigsaw puzzle from Vicki Ferrini**

**3-5 Buy multimedia image file for Homepage renewals**

# The key performance of SCOPE

## (3) Action Plan and Implementation

### 3-1 Funding delegate scientists to conferences and forums (IOC fund 4,000 euro)

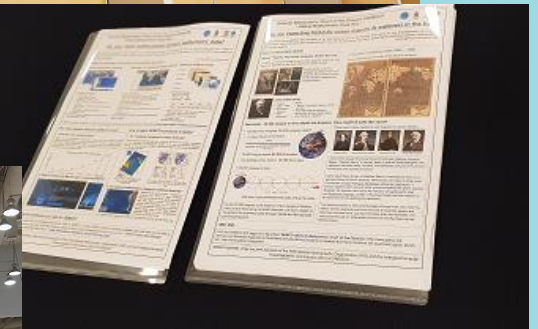
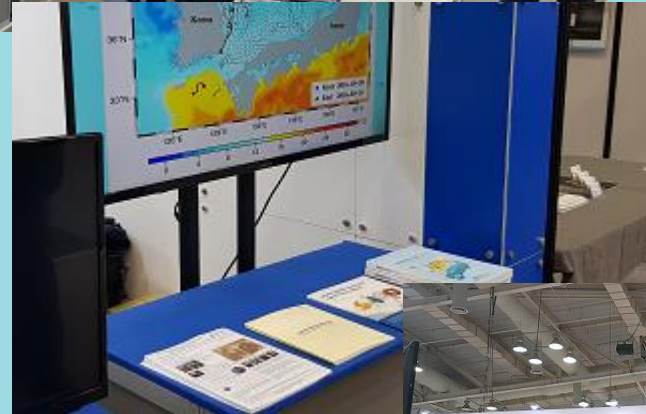
Meetings	Who	when	where	Target groups
International Cartographic Conference	Hyo Hyun Sung	July 15~20, 2019	Tokyo	950 attendants
KorMarine	SM Lee	Oct 24~27	Busan	850 attendant
Ocean and Fishery Commercialization Festival & Investment Promotion Fair	Eunmi Chang	Oct 29 <sup>th</sup>	Seoul	400 attendant Ocean Scientists And Ocean business peoples
Ocean Forum	Eunmi Chang	Oct 31 <sup>st</sup> ~Nov 1 <sup>st</sup>	Busan	350 attendant Ocean Scientists and IT experts



# The key performance of SCOPE

## (3) Action Plan and Implementation

### 3-1 Funding delegate scientists to conferences and forums (IOC fund 4,000 euro)



# The key performance of SCOPE

## (3) Action Plan and Implementation

### 3-2 Brochure and Poster content plan for each target groups

Poster for Science has been updated

The other posters are being processed by SCOPE members after Portsmouth meeting

### 3-3 PPT materials with proper content with development of story board

Poster for Education has been updated

The other PPT materials are being processed by SCOPE members after Portsmouth meeting

### 3-4 (added after Canberra meetings) GEBCO sign board and zigsaw puzzle from Vicki Ferrini

## 2. SCOPE activities presentation

**Nov. 5:1330-1530**

## **SCOPE Activities (Sung)**

**SCOPE Website (Sung)**

**SCOPE Communication Strategy (Chang)**

**GEBCO and Seabed 2030 Website (Snaith)**

**New World Map (Weatherall)**

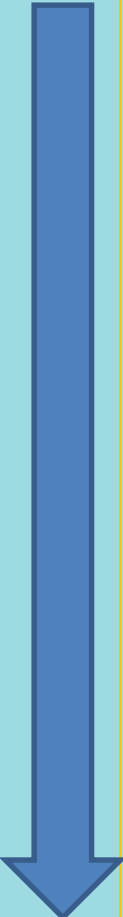
**Symposium (Kearns)**

**Training Program (Wigley)**

**Seabed2030 challenge Game ( (Edward Larson)**

## (1) Renewal of SCOPE Homepage

Homepage construction processes:

- 
1. **Requirements Analysis**
  2. **GEBCO SCOPE Overview and Logo**
  3. **Core Stakeholders settings**
  4. **Benchmarking Site Analysis**
  5. **GEBCO OWG Homepage Analysis**
  6. **Renewal Direction**
  7. **IA (Information Architecture)**
  8. **Main configuration and content analysis**
  9. **Screen structure**



## (1) Renewal of SCOPE Homepage

✓ Identify key tasks based on requirements analysis

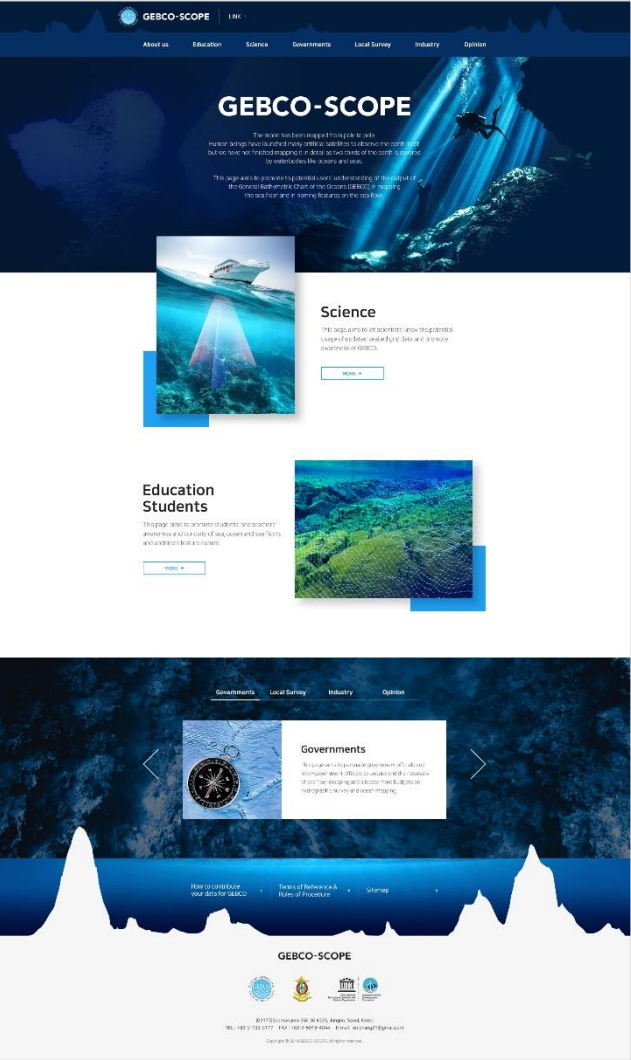
Menu and  
Information  
Architecture  
(IA) change

Improved  
Information  
Delivery(PDF  
→ HTML)

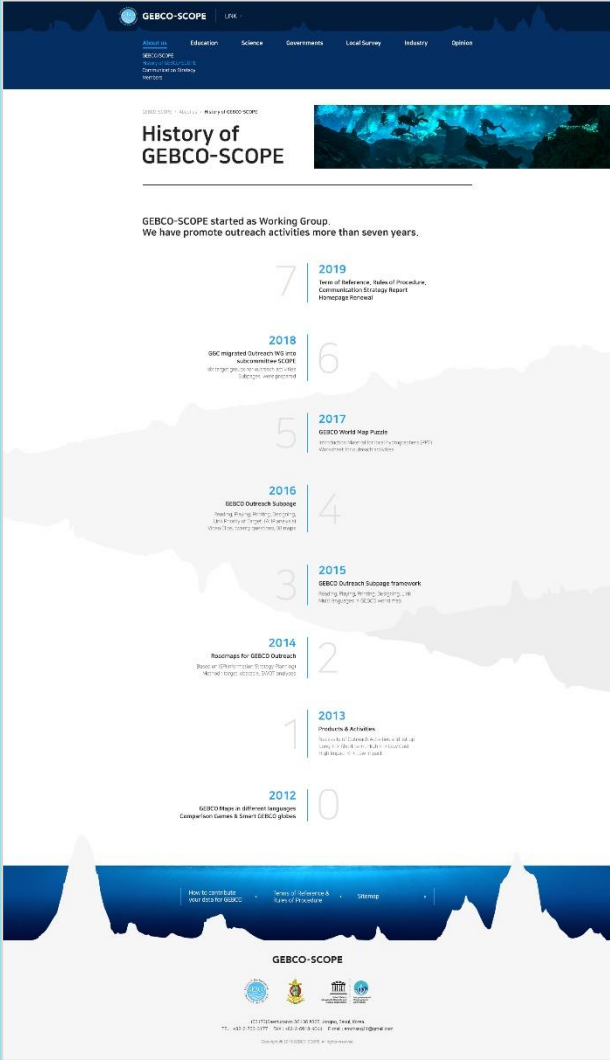
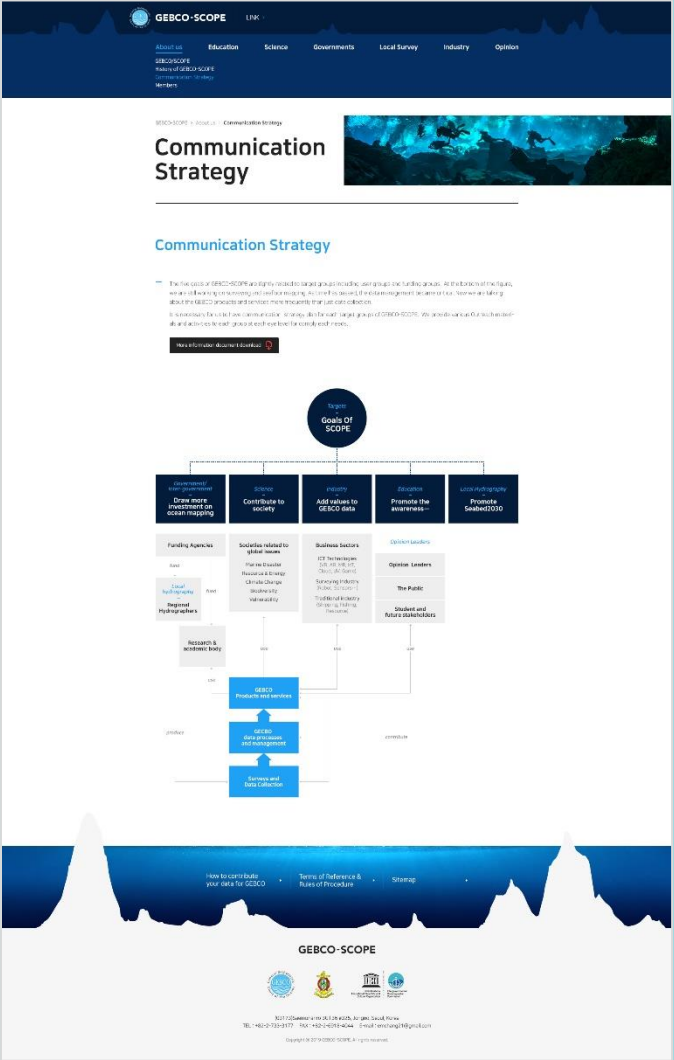
Look and Feel  
progress in  
harmony with  
GEBCO

PC / Mobile  
Responsive  
web and  
web  
standards

(1) Renewal of SCOPE Homepage



Design portfolio



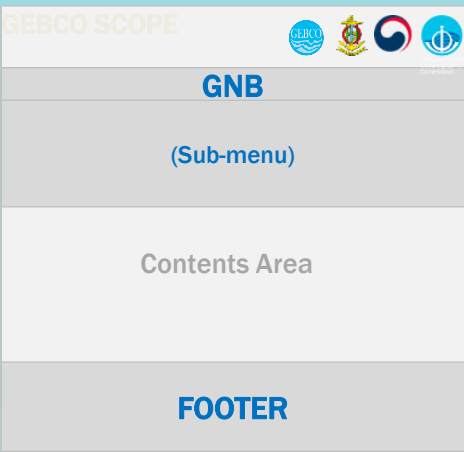
(1) Renewal of SCOPE Homepage

✓ Screen Structure

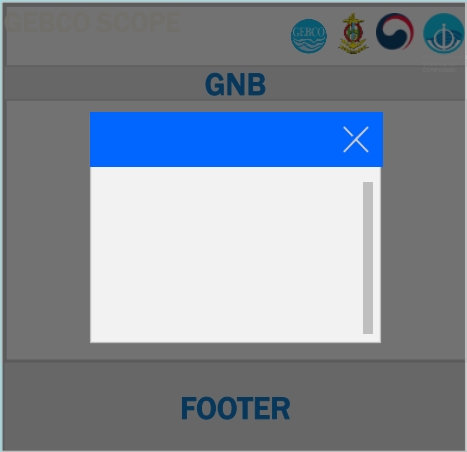
▼ main screen



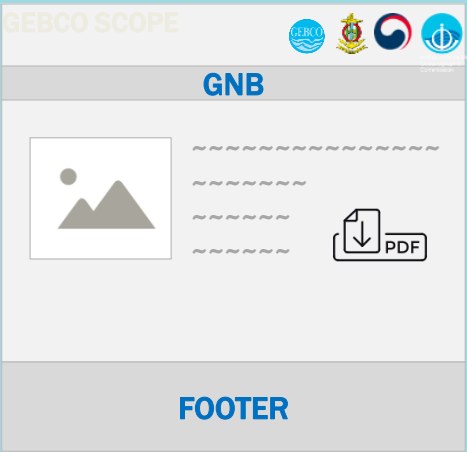
▼ Menu accessibility of sub screen



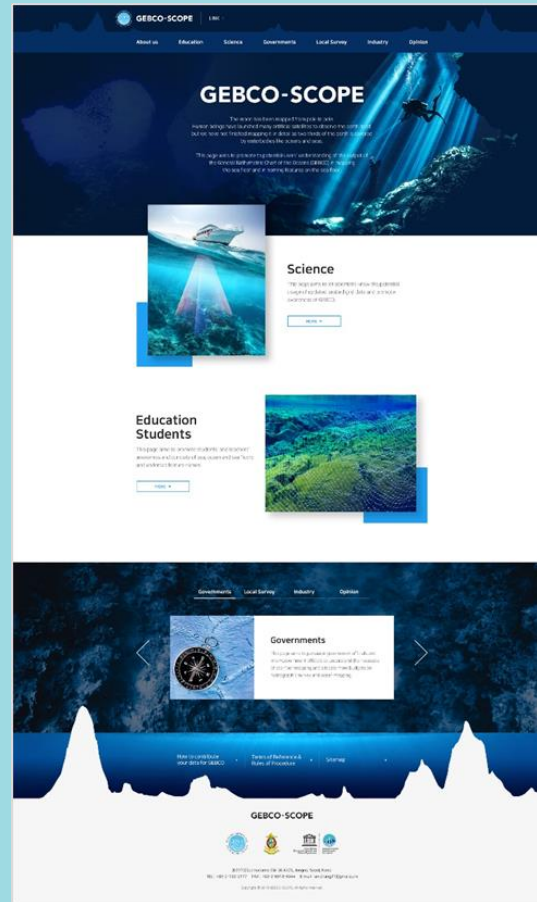
▼ Game / webtoon content is separated into layer popups



▼ Download only when download is required and file type display



Demonstration of SCOPE homepage:  
<http://ziin2010.iptime.org>



How to link SCOPE homepage to GEBCO main homepage?

## (2) Development of GECBO Communication Strategy

GEBCO communication strategy report depends on the purposes of SCOPE under GEBCO.

Clearly Define  
Purposes of GEBCO  
SCOPE

### General Goals of SCOPE





## (2) Development of GECBO Communication Strategy

### Apply the methods and new frameworks

Define what we are!

Short history of GEBSCO-SCOPE

PEST analysis

SWOT analysis

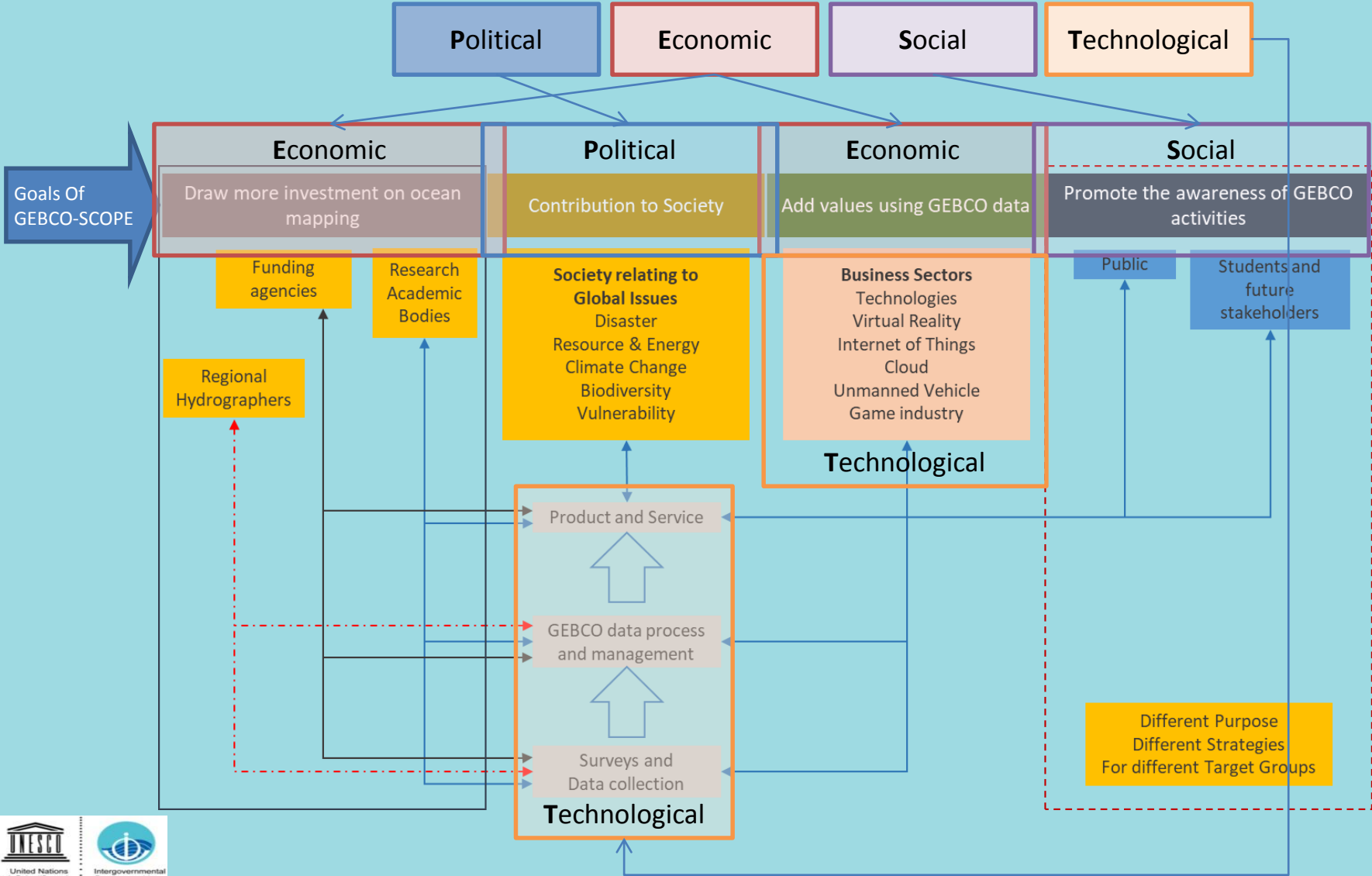
Target Classification

Different strategies for each target group

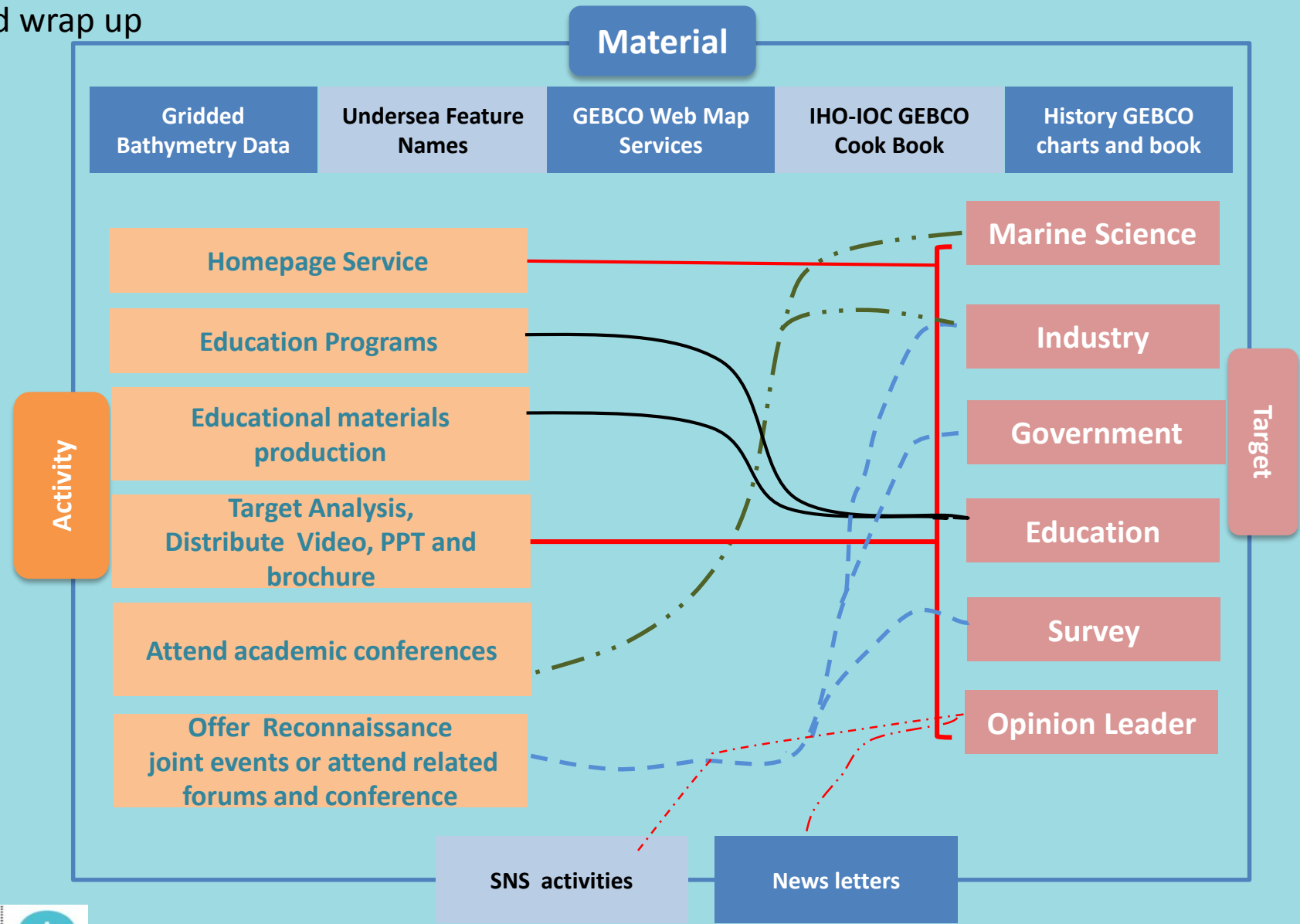
One-source Multi-use strategies

## (2) Development of GECBO Communication Strategy

This diagram shows our goals of GECBO-SCOPE are directly related to PEST factors.



(3) Discussions and wrap up



# (3)GEBCO & Seabed2030 Websites

Helen Snaith

Head of Seabed 2030 Global Center

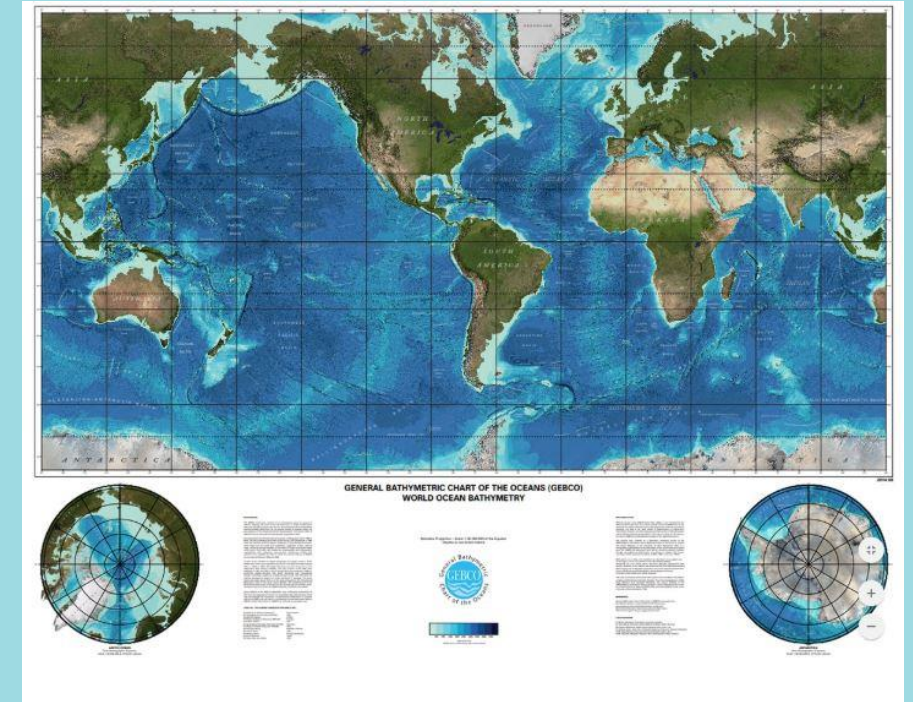
# (3) Updates Since Nov 2018

- Continual adding of News items
  - Both GEBCO and Seabed 2030
- Updates to Regional Centre Pages
  - Staffing updates
  - Regional Mapping Committee Reports etc
- GEBCO 2019 Product release
- Re-release of historical GEBCO products
- Change of IHO logo
- New data download tool



## (4) Developing a new GEBCO World Map – based on the GEBCO\_2019 Grid

- Current world map based on the GEBCO\_2014 Grid
- Over 12,500 visits to printable maps web page
- A new world map based on GEBCO\_2019 Grid would be a useful & popular product
- Prototype image files have been developed
- Style, what's included, feature names etc.
- Review through GEBCO committees
- Develop a printable version/have printed copies available?



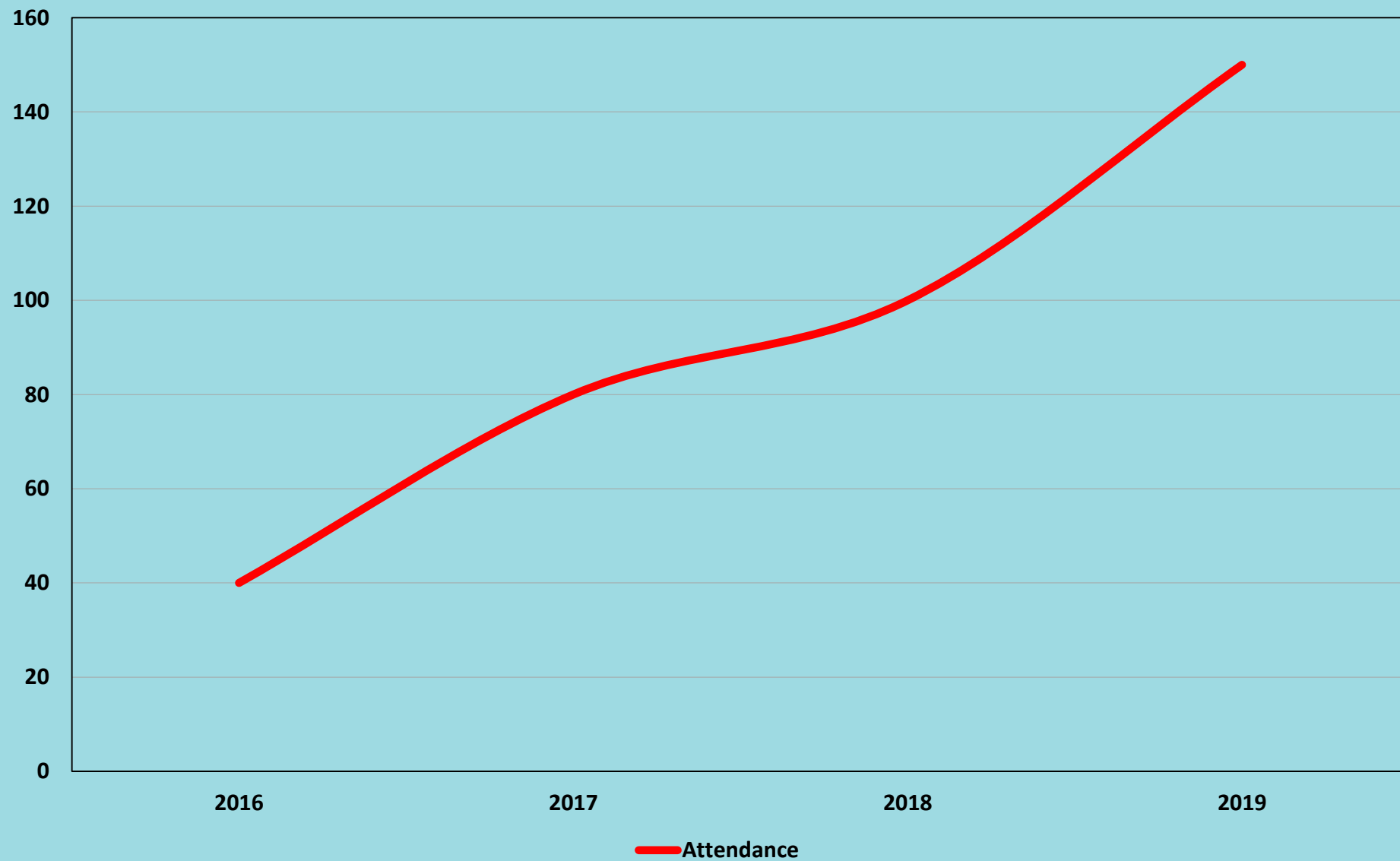
Current GEBCO world map image based on GEBCO\_2014 Grid

# **(5) MAP THE GAPS**

## **A GEBCO SYMPOSIUM ON BATHYMETRY**

**Annual GEBCO Meeting  
SCOPE Briefing  
11.05.19 – Portsmouth, NH, USA  
Co-Conveners: Timothy Kearns & Jaya Roperez**

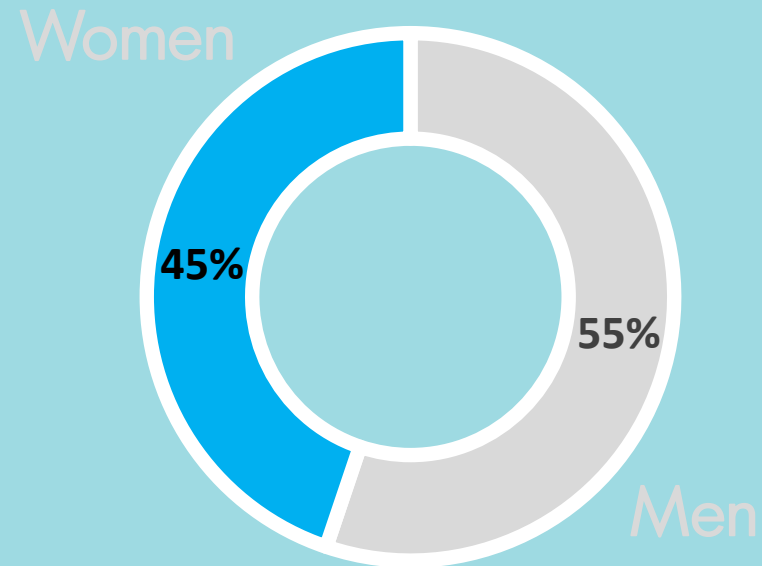
## Symposium Attendance



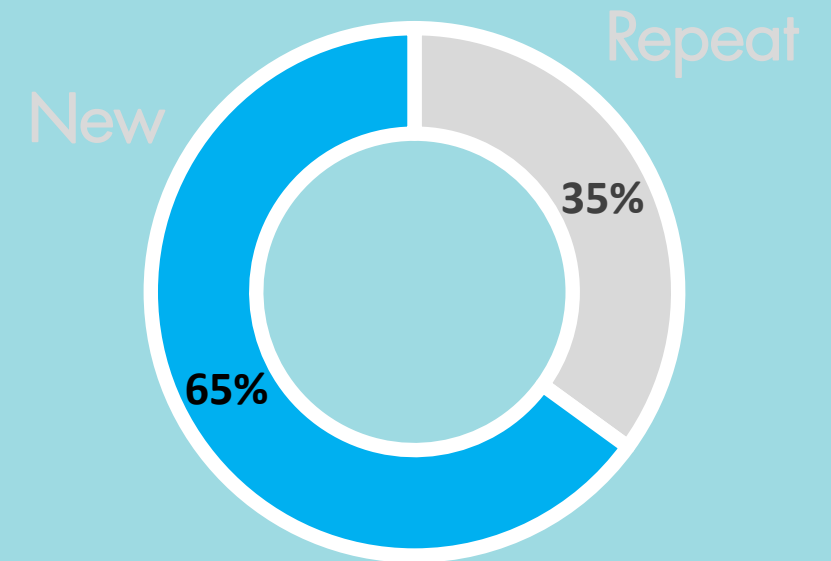
*measures of*  
**SUCCESS**

Quantitative  
Qualitative

**Panelists, Speakers**



**1<sup>st</sup> Time Attendees**



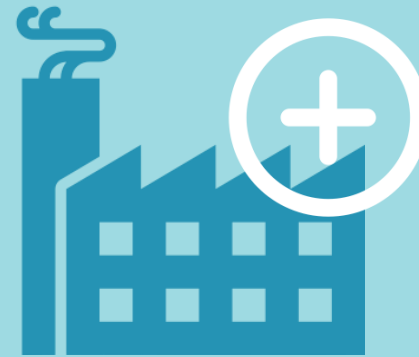


# 2019 Attendance - 27 countries





# Considerations for the Future



Expand to 2 days & combine with a new annual

***Seabed2030 Project Round-Up***

that moves around globally to serve underrepresented countries and  
Seabed2030 franchises

## (6)The Postgraduate Certificate in Ocean Bathymetry

*Designed to train a new generation of scientists and hydrographers in ocean bathymetry*



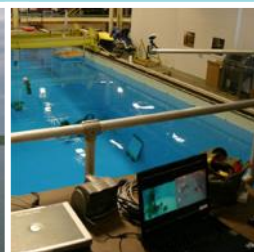
is funded by:

**The Nippon Foundation of Japan**

[www.nippon-foundation.or.jp/en/](http://www.nippon-foundation.or.jp/en/)

and taught at:

**The Center for Coastal and Ocean Mapping /  
Joint Hydrographic Center, University of New Hampshire, USA**

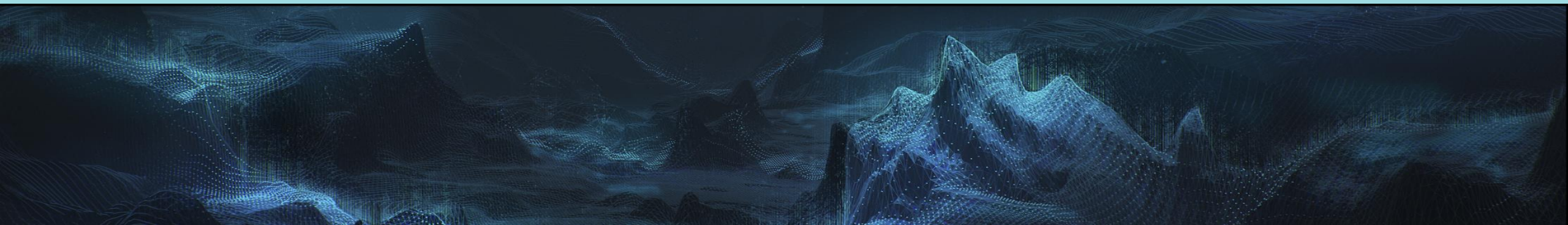




A \$7 million global competition challenging teams to advance deep-sea technologies for autonomous, fast and high-resolution ocean exploration.

Create solutions that advance the autonomy, scale, speed, depths and resolution of ocean exploration

*<http://oceandiscovery.xprize.org>*





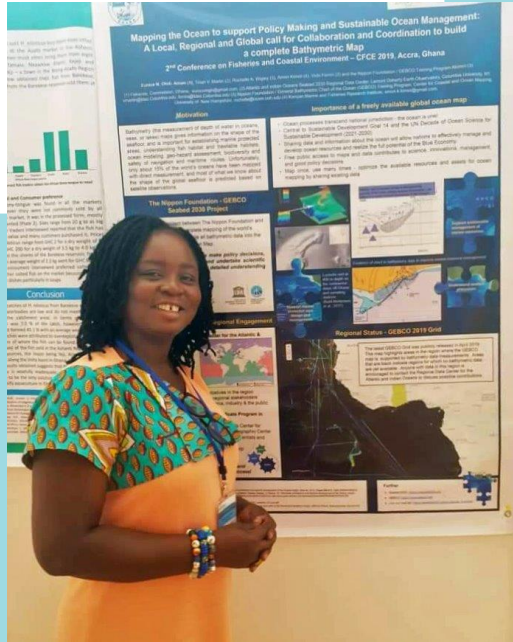
# Announced winners of Shell Ocean Discovery XPRIZE on 31 May 2019 at event in Monaco





# Ambassadors for ocean mapping

- Many conference presentations (9 alone related to XPRIZE in 2019 already)
- More than 40 media articles
- Raising local and regional awareness
- .....



# (7) Seabed 2030 Challenge Game

In support of the Seabed 2030 Initiative, TDSX has developed the Seabed 2030 Challenge Game.



# (7) Seabed 2030 Challenge Game

2 to 8 players can play  
Players take turns launching their exploration  
expeditions to map the seafloor  
discover hidden treasures





### 3. MAPTHEGAP Symposiums and lessons

# Lessons from seven presentations in SCOPE activity Sessions

1. SCOPE homepage has developed successfully but need to balance among the target.  
**SCOPE homepage need to be linked to the main page to optimize accessibility from the public.**
2. GEBCO Communication Strategy must include collaboration of outreach activities of Seabed2030 and other ocean literacy programs : complementary cooperation
3. 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
4. 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.
5. Nippon GEBCO alumni has succeed in networking and winning the Xprize with the help of many companies and faculties in NHU
6. GEBCO symposium was held with a great increase in numbers of attendants, almost double.
7. Larson showed Seabed2030 games like blue marble in order to let the kids be aware of efficient survey planning and exercising with fun.

# Lessons 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
- games and cartoons to promote the next generations to be aware of
- make use of other ocean literacy programs
- to connect SCOPE to the GEBCO main page with direct access to the public
- B/C analysis should be phrased in infographics or simple messages
- Consider the impact of SNS to make appropriate materials

## 4. Breakout session Reports : lessons

# SCOPE breakout meeting Report

1. Online characters : Seabed 2030, 10 characters, Kongsberg alligator (Ellein Ball), kids into surveyors, 3000 pounds)
2. Xpize-week, TV programme, Rambly-crushes, (ROV), swimming Pool ideas, films or **games**, treasure hunting, ROV
3. Coordination with UN Ocean decades: engaged in and use their materials and methods. Short video clips:
4. Video and short documents on ships active in **surveying (20~30 second)**  
Breakout session Reports : lessons
5. Suggest **Netflix series** National Geographic “Drainage Oceans”  
Lakebed 2030
6. Use Social Media (Sara Saerns, USA) ,Falconer Hazmar Geomars GIM HydroInternational ... high priority,  
falconer two proposals  
Andy Taylor's, LinkedIn(Jaya) & Facebook(Eunmi) & Tinah Martin ...
7. Benefits analysis of Seabed mappings (in words) Infographics and video for fundraising documents

# SCOPE breakout meeting Report

## Who will do that? (6 TARGET GROUP)

- **Surveyor (45 min)** Photographers or videographers, documentary experts, Capturing Excitings...)  
Instagram Moment, John (Jaya), Vicki's) Hydrographers
- **Government (Jenks)**
- **Industry David Miller**, (London) Photographers or videographers, documentary experts, Capturing Excitings...) Instagram Moment, John
- **General Publics : NGO, Opinion, ROVs Hobbies to collect data**  
(Larson, Linsay..., )

## 5. Changes and Request in SCOPE



## Further requests by Tim Kearn

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

## Changes in SCOPE vice chair

The Chair of SCRUM 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.

## **Changes in SCOPE annual meeting: action request to GGC**

**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.**

## **Shift responsibility for B-10 to SCOPE from TSCOM**

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

## 6. Future plan

# Future Plan

Task Code	Description of Task	Priority	milestone	Starting date	Ending date	Status P:planned O-ongoing C-complete	Contact Person *indicated leader	Related publication or standards	Funding Bid	IOC decision
IOC-GEBCO-G	Online characters posters	H					Andy Hoggarth		4000(2020) 1000(2021)	
	Video on surveying	M					Jaya Ropez		1000(2020)	
	Paper puzzle	M					Vicki Ferrini		3000(2020) 3000(2021)	
IOC-GEBCO-G	Promote Social Media	H					Sara Saenz		2000(2020) 2000(2021)	
	Online Contents	H							4000(2021)	

# Future Plan

Task Code	Description of Task	Priority	milestone	Starting date	Ending date	Status P:planned O-ongoing C-complete	Contact Person *indicated leader	Related publication or standards	Funding Bid	IHO decision
Development of contents for homepages  IHO-GEBCO-G	Surveyors/hydrographers	H				P	TBD		1000(2020)	
	Government	H				P	Jenks		1000(2020)	
	Industry	H				P	Miller		1000(2020)	
	Opinions/General Public	H				P	Eunmi		1000(2020) 1000(2021)	
	Education	M				P	Eunmi		1000(2021)	
	Science	M				P	TBD		1000(2021)	
	Linked pages	M				p	TBD		1000(2021)	

# Thank you!