

**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 document provides details of the work of SCOPE activity since 2019 GEBCO meeting.

Action to be taken: See paragraph 5

Related documents: None

**1. Overview/Introduction**

SCOPE was formed in 2018 to promote communications, outreach, and external activities for enhancing awareness of the GEBCO Project. In 2019, the Terms of Reference and Rules of Procedure was established, and the Communication Strategy Report was published.

This is a summary of what SCOPE was accomplished since the 2019 GGC meeting. In particular, it attempts to present the renewal of SCOPE members and the structure of the SCOPE strategy based on the new normal of the post-corona era. In addition we present the results of presentation and discussion at the GEBCO SCOPE meetings held during the VTC intersessional GGC meeting, June 2nd&17th, 2021 and GEBCO Week MaptheGaps symposium, January 11-15, 2021. Finally, the priorities of SCOPE work were noted, and organized into 7 action lists.

- 2. SCOPE held a joint meeting with TSCOM and SCRUM, 11-15 January 2021, virtually hosted by the IOC, SHOM and Map the Gaps virtually (from Paris, France). The SCOPE meeting were split into two sessions, the first held on 12 January 2021 and the second on 13 January 2021. The following are critical takeaways from those meetings:**

**a. Updating Active SCOPE members and Extended membership**

In the Scope Membership Update, two co-vice chairs were elected by online voting and a member representing seabed2030 was joined. As a result, the main voting members consisted of representatives from all subcommittees and project teams, as well as members of GEBCO:

Hyo Hyun Sung(Chair )

Eunmi Chang (Co-vice chair)

Tim Kearns(Co-vice chair)

Vicki Ferrini, SCRUM

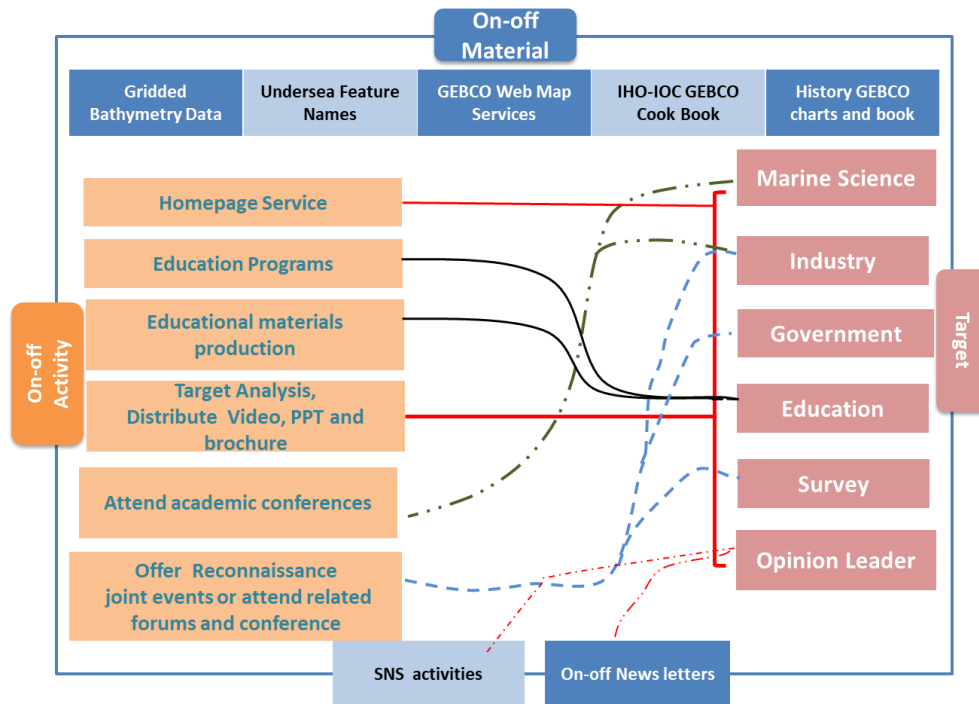
Pauline Weatherall (BODC/Website Implementation Organization)

Karen Marks (Science Group)  
 Eunmi Chang (Education)  
 David Millar (Industry)  
 Roxy Wigley (NF-GEBSCO Training Program and XPRIZE)  
 Mark Zimmermann (TSCOM)  
 Tim Kearns (GEBSCO Symposium)  
 Jennifer Jencks (DCDB, CSB WG)  
 First Admiral Dr. Najhan MD SAID (SCUFN)  
 Jamie McMichael-Phillips (Seabed 2030)

As a new subcommittee in charge of a lot of business, SCOPE needs an expanded member to participate as a non-voting member. Therefore, the following new expanded members joined to SCOPE.

Name	email address	etc. information
Jaya Roperez	jayaroperez@gmail.com	NHU
Sarah Grasty	grastys@usf.edu	USF College of Marine Science
Ana Carolina Lavagnino,	lavagnino.ac@gmail.com	
Yukari Kido	ykido@jamstec.go.jp	
Diana Antochiw	dantochiw@inmmar.com	Marine and Coastal Megafauna Research Institute (Mexico)
Voahangy Martin	vmartin@gmail.com	

b. Updating the GEBSCO-SCOPE communication performance structure  
 Online activities and online materials were emphasized for each target group in a pandemic situation. Along with this, the subcommittee's website integration and SNS activities became more important. We updated the GEBSCO-SCOPE communication performance structure as follows:



### 3. 2021 SCOPE major activities and work priority

#### a. 2021 SCOPE major activities

In order to update the communication strategy, Scope must have a performance evaluation in a systematic manner to diagnose performance based on the current communication strategy method. This will be provided as a basis for updating communication strategies.

We identified the need to improve the communication between the GGC Subordinate bodies to coordinate better and avoid duplication of effort and waste of valuable and limited resources. It is proposed more use of communication media, GEBCO.slack.com, such as GEBCO and more structured activities. It was proposed that it should become a standard process to provide brief feedback on events they attend.

#### b 2021 SCOPE Work Priorities:

The main issues were derived from SCOPE members and experts who attended the webinar. We evaluated these major issues based on their urgency and importance, and then suggested 2021 SCOPE work Priority as follows:

- Review expanded SCOPE member composition covering Voting members, non-voting members and professional observer groups
- Establish a regular virtual meeting for the expanded members to implement SCOPE's mission
- SCOPE communication strategy updating by evaluating SCOPE performance
- SCOPE homepages update and integration with GEBCO main websites
- Task Force team for revising B-10, History of GEBCO

GEBSCO SNS management Group (jointly with other Sub-committees)  
Master slide design (jointly with other Sub-committees)  
GEBSCO world map: the guideline for derived maps (jointly with other Sub-committees)

#### 4. Map the Gaps Symposium

Symposium convenor highlighted the % number of first time participants ( $\approx 80\%$ ) and the gender split of presenters (55-45%). He provided the benefits and disadvantages of holding a virtual symposium, in particular the cost differential of between \$2000 to \$45,000-\$50,000, time zone challenges and lack of interaction and networking opportunities, as well loss of complete focus. It was proposed that additional webinars could be held during the year to take benefit of the ZOOM licence. It was also suggested that a certificate of participation at the symposium could be created and emailed to confirmed participants on completion

#### 5. Action

The GGC is requested to:

##### SCOPE Action 1

**Note** the establishment of a GEBSCO World Map Project Team to revise the principles and include portrayal information: The grid and the primary world map fall under TSCOM and the derived maps are under SCOPE (TSCOM& SCOPE Chairs)

##### SCOPE Action 2

**Note** the establishment of a GEBSCO SNS Management Group to focus on Social media (Jaya Roperez, NFA and all subcommittees)

##### SCOPE Action 3

**Note** the proposal for additional webinars to be held during the year to take benefit of the ZOOM licence (Chair/Vice-Chairs)

##### SCOPE Action 4

**Note** the proposal that a certificate of participation at the symposium could be created and emailed to confirmed participants on completion (Symposium Conveners - Tim/Jaya)

##### SCOPE Action 5

**Endorse** the proposal that a Master slide template should be developed to enhance the GEBSCO brand (SCOPE+ other subcommittees)

##### SCOPE Action 6

**Note** the establishment of a GEBSCO website Project Team to progress the identified tasks in order to efficiently and harmoniously integrate the subcommittee's subpages with the new GEBSCO main website (Helen Snaith & Chairs and Vice-chairs of TSCOM, SCRUM, SCUFN and SCOPE)

SCOPE Action 7

**Note** the establishment of a B10 revising Project Team to revise the publication with a target of 2023, the 120<sup>th</sup> anniversary of GEBCO (Ex-GGC members, NFA & SCOPE)