

Seabed 2030

Revised comms strategy

THE NIPPON FOUNDATION-GEBCO



OASIS framework

The OASIS model has been used as a basis for the development of the new comms strategy



Objectives

Organisational:

Ensure we have a definitive map of the ocean floor

Communications:

To create a global movement to map the entire ocean floor

To explain the
need of the
project

To encourage
data collection

To influence
policy on data
collection

To encourage
innovation

Audience

Seabed 2030's **primary audience** encompasses the following:

- Government (policy makers)
- NGOs
- Corporate (policy makers)
- Academic institutions (scientists)

Secondary audience includes:

- Wider academia
- Owners / operators of vessels
- Members of the wider public who are motivated by marine issues

Messaging and audience insight

Messaging

Core message	We urgently need to map the entire ocean floor						
Message pillars	<p>Environmental:</p> <p>'Seabed mapping is pivotal for the Ocean Decade and SDGs, and provides a vital tool to stop irreversible damage from climate change.'</p>	<p>Economic:</p> <p>'By 2030, the Blue Economy's potential to exceed £2.3 trillion and create 40 million jobs underscores seabed mapping as a catalyst for using the ocean sustainably to support economic growth and improve livelihoods.'</p>	<p>Scientific:</p> <p>'Mapping the ocean floor provides an indispensable reference framework for marine protection, supporting work on sustaining biodiversity and ensuring the ocean's health for future generations.'</p>				
Audience messaging	Government key messages	NGO key messages	Corporate key messages	Academic key messages	Public key messages	Owner operator key messages	

Audience insight

Government

Background and demographics

- All global governments and those not in power
- Politicians
- Government ministers

Behaviours

- Ministers / politicians – short term / narrow
- Bodies / arms length bodies – longer term and broadly consistent
- Risk averse

Motivations

- Ministers – votes / securing their position
- Bodies – existence / output / delivery against policies
- To be personally associated with success

Seabed 2030 objective

- To get them to take responsibility of mapping the ocean in their area
- To get them to think this is an easy win in the election

Key messages

- A wholly mapped ocean is fundamental to climate change mitigation, ocean & coastal resilience & a sustainable blue economy
- Better seabed maps enable better management of marine space, safer navigation, enhanced homeland security, geohazard response
- You can't manage what you haven't measured
- You must show leadership in a competitive global economy

Channels

- Policy advisors
- Briefings
- Meetings

Audience insight

NGOs

Background and demographics

- Typically leaders in philanthropic organizations

Behaviours

- May map the ocean
- Has a need for maps themselves
- A user of the GEBCO Grid

Motivations

- Further the fields of education and science
- Association with Seabed 2030 / reputational enhancement

Seabed 2030 objective

- To enter into a Memorandum of Understanding (MoU)
- To gather data from their vessels

Key messages

- By joining us you are connected to a global effort.
- Contribute to ocean mapping by supporting expeditions and technological innovation.
- Share crucial data. If you're involved in marine conservation and research, you can provide valuable bathymetry from fieldwork, to enhance the completeness and accuracy of the global seabed map.

Channels

- Targeted outreach

Audience insight

Corporates

Background and demographics

- High-level executive
- Huge experience in the industry
- Comes from policy world and an expert in the field

Behaviours

- Already an established thought leader with many industry publications
- Speaks at high level conferences

Motivations

- In charge of the organisation's policy
- Responsible for highlighting ESG successes
- Seeks high ROI from partnership

Seabed 2030 objective

- To facilitate data sharing
- To identify existing data
- To drive technical innovation in support of ocean mapping

Key messages

- Supercharge your ESG commitments by contributing essential bathymetric data.
- Join us and the global movement to receive benefits from activities you are already undertaking.
- By 2030, the Blue Economy's potential to exceed £2.3 trillion and create 40 million jobs underscores seabed mapping as a catalyst for using the ocean sustainably to support economic growth and improve livelihoods.

Channels

- Targeted outreach
- LinkedIn

Audience insight

Academic institutions

Background and demographics

- Mid-career
- 15+ years experience
- Good academic credibility
- Track record of successful field work

Behaviours

- Specific area of interest
- Active on X / Threads
- Features in scientific publications / newsletters

Motivations

- Build profile within organisation (and also more generally, as a scientist)
- Keen to produce more publications / papers / oral presentations / events
- May experience lack of funding
- Frustrated by politics, lack of credit and high levels of admin

Seabed 2030 objective

- To make building the ocean map part of their ongoing activity
- To advocate within their institution and with peers

Key messages

- Joining Seabed 2030 could increase your impact and enhance your reputation by bringing awareness to the importance of your work
- Join a flagship UNESCO partnership by contributing your data and sharing your insights
- Collaborate to map the ocean floor and provide an indispensable reference framework for marine protection, supporting work on sustaining biodiversity and ensuring the ocean's health for future generations.

Channels

- Scientific publications
- Newsletters
- X

Audience insight

Members of public motivated by marine issues (secondary)

Background and demographics

- Has an understanding of marine conservation issues
- Has an interest in the preservation of ocean health

Behaviours

- Recreational and / or professional association with marine issues
- Makes deliberate decisions over causes they support

Motivations

- Marine environmental issues
- Association (by way of supporting) organisations working to conserve marine ecosystems

Seabed 2030 objective

- To increase their awareness of the importance of ocean mapping
- To create advocates who lobby government, NGOs or companies to map the ocean

Key messages

- Seabed 2030 is working with these partners to map the ocean
- Knowing the seafloor shape is fundamental for understanding ocean circulation and climate models, resource management, tsunami forecasting and public safety, sediment transportation, environmental change, cable and pipeline routing, and much more.

Channels

- Social media
- Press

Audience insight

Owner / operator of vessels (secondary)

Background and demographics

- Global community
- Wealthy owners of yachts / superyachts
- Tend to be recreational boaters

Behaviours

- Attend yacht shows / events
- May participate in citizen science projects

Motivations

- Offset environmental impact
- Forge connections with the community
- Gain exposure

Seabed 2030 objective

- To have a data logger installed on their vessel
- To advocate and raise awareness of the Seabed 2030 mission

Key messages

- Become an ocean champion by adding your data to the global map and helping to recruit more people to gather data
- We can make your life easier by improving your mapping data
- Support science and ocean conservation

Channels

- Yacht shows and events
- Social media
- Trade publications

Insight

What does Seabed 2030 need from its target audience?

Data – new and existing

What does Seabed 2030 offer its target audience?

Principally reputational credit, but also: collaborative opportunities; enhanced ESG reputation; access to a continually improving product and capacity exchange

Audience value proposition

Our value proposition is based on Seabed 2030 generating awareness and recognition for our partners, in exchange for the effort they go to in providing data to GEBCCO



PARTNERS

Partners make a policy change
to enable data collection

Partners provide new and existing mapping data to
GEBCCO, facilitated by Seabed 2030



Seabed2030 provides:

Recognition to improve their brand equity and ESG reputation (corporate/private sector)

The opportunity to collaborate

The benefit of a continuously improving product

Capacity exchange for co-collaborators in country

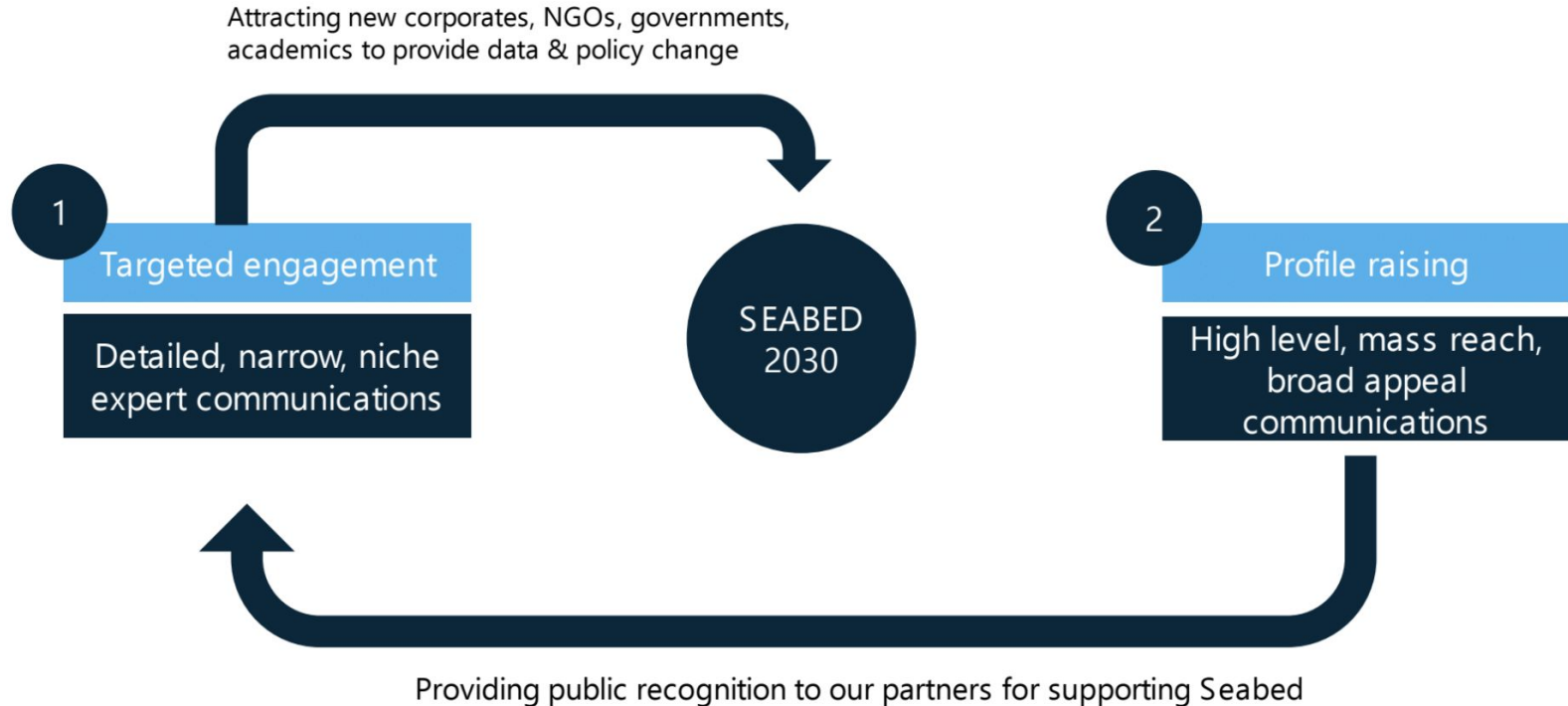
Strategy

Strategy

Two types of communications working in tandem:

1. **Highly targeted engagement programme**, with a focus on policymakers and partners
alongside a...
2. **Multimedia profile raising campaign**

Two types of communication working in tandem



Different types of communication

1

Targeted engagement

Detailed, narrow, niche expert communications

Designed to:

- Generate a pipeline of new partnerships
- Answer questions and creates confidence in decision makers

Targeted at:

A few hard to reach people

- Government (policy makers)
- NGOs
- Corporate (policy makers)
- Academic institutions – scientist
- Owners / operators of vessels

2

Profile raising

High level, mass reach, broad appeal communications

Designed to:

- Increase awareness and positivity towards the cause and the organisations involved
- Create curiosity amongst the public and attract potential partners

Targeted at:

A lot of easier to reach people

- Wider academia
- Wider public motivated by marine issues

Implementation

Implementation

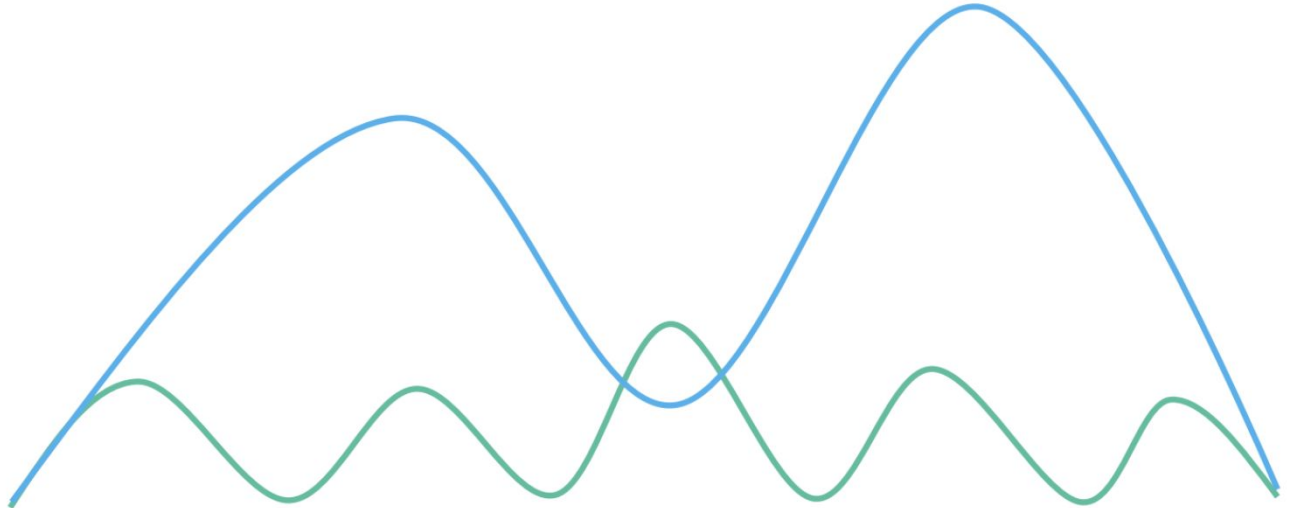
Comms activity will be organised around the following two level approach:

Campaign waves:

High impact cross channel activations driving progress against our key objectives

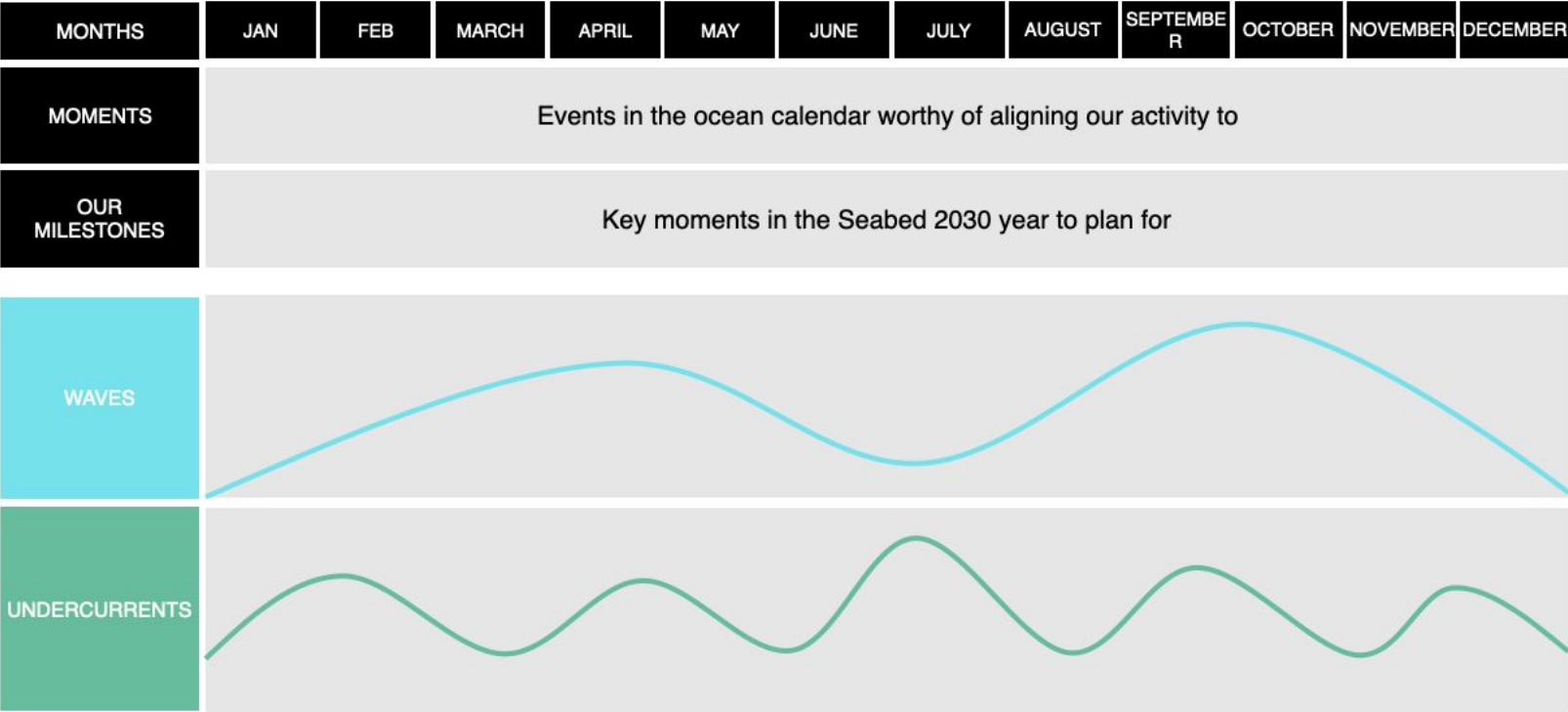
Always on undercurrents

Consistently reinforcing our messages across always-on channels and touchpoints



Operating at two levels of activity

Blending bigger campaign waves with always on undercurrents



Always on communication channels



Website & interactive map

A repository of information and resources to direct audiences to. Allows users to see the current status of the map.

Actions:

Review / refine call to action for various audience groups

Include case studies and video content

Translate for priority geography areas



Newsletters

A way to reach current and prospective partners, as well as supporters / subscribers etc. Content spans ocean news, updates from Seabed 2030 (incl. new partnerships)

Actions:

Segmenting mailing list to enable targeted outreach

Update CRM platform to integrate with partner conversion process

Translate for priority geography areas



Social media

A portfolio of digital platforms to enable us to reach existing audiences, and connect with new ones

Actions:

Develop content themes based on key messages in new comms strategy

Align social media calendar with events calendar



Podcasts

A channel to enable deeper engagement and profile raising amongst the ocean community. Content includes updates from Seabed 2030, as well as featuring partner organisations

Actions:

Increase production value

Expand reach by focussing efforts on promotion and distribution

Additional 'always on' communication channels to consider

Seabed 2030 webinars

- A webinar series covering topics of interest to our target audiences
- Programme of online events mapped out in line with the events calendar
- Possibility of working with partner organisations on content

Increasing number of Seabed 2030 side events at conferences / keynote slot

- Share our thought leadership content and drive the policy agenda
- Attract new partners and have more intimate conversations, to understand their needs and forge partnerships

Campaign waves

Reports from Head of Partnerships

Report outlining key insights, trends and industry news from key conferences and events

Intended outcome:

- Raise Seabed 2030's profile as a one stop shop for maritime-related news and updates
- Drives engagement towards putting seabed mapping on the agenda for policymakers
- Provides an additional channel by which Seabed 2030 can promote partners' activities

Policy briefing events

Seabed 2030 hosts briefing event(s) to inform and inspire policymakers on its mission and asks.

Intended outcome:

- Raise seabed mapping and the blue economy up the political agenda
- Puts Seabed 2030 on the radar of influential policymakers
- Educates and informs

Campaign waves

Roundtable

Seabed 2030 brings together partners and key policymakers in an intimate networking series (i.e. in-person dinner around a specific topic of interest).

Intended outcome:

- Deepen Seabed 2030's relationship with current and prospective partners, as well as allowing the project to gain a better understanding of the challenges and opportunities partners face
- May result in thought leadership content

Interactive globe / PufferSphere

For presentation at milestone events (i.e. Seabed 2030's 2025 event)

Intended outcome:

- Increase awareness of and understanding of Seabed 2030's project ambition and progress