



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

- ✓ General Goals and Mission of SCOPE
- ✓ Background and History

General Goals of SCOPE

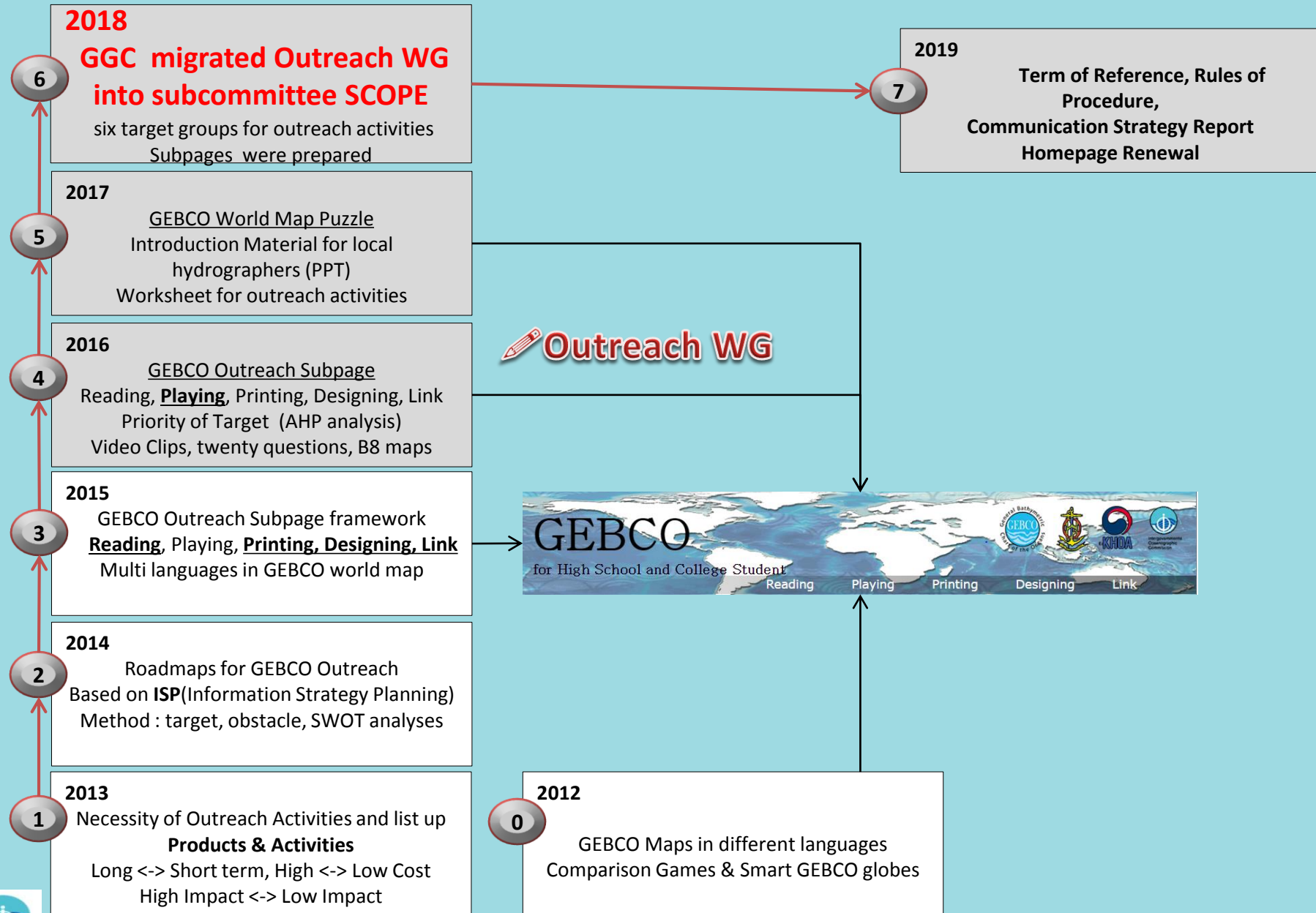
Clearly Define
Purposes of GEBCO
SCOPE



SCOPE Mission

- Support the external relations and communications efforts of GEBCO by developing and advising on communications strategies, developing and/or reviewing material, and identifying opportunities for engagement with GEBCO's diverse community of stakeholders.
- Foster coordination and consistency across the external relations and communication activities of IHO-IOC GEBCO sub-committees and projects.
- Identify the current issues related to the potential usage of GEBCO products and generate publicity.

The Progress of Scope: Background and History



1. The Progress of Scope in 2019

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

1. The Progress of Scope: ToR and RoPs

✓ 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

1. The Progress of Scope: New members

Members of SCOPE

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

- Hyo Hyun Sung, OWG (Chair)
- Vicki Ferrini, SCRUM (Vice Chair)
- 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

- **SCOPE Members To Be Determined:**

- Seabed 2030 - TBD by Director

2. Key Performance of SCOPE in 2018-2019 Nov.

- ✓ Renewal of SCOPE Homepage
- ✓ Development of Communication Strategy

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)

Game (Edward Larson)

2. The key performance of SCOPE

(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) GEBCO sign board and zigsaw puzzle from Vicki Ferrini
- 3-5 Buy multimedia image file for Homepage renewals

2. The key performance of SCOPE

(3) Action Plan and Implementation

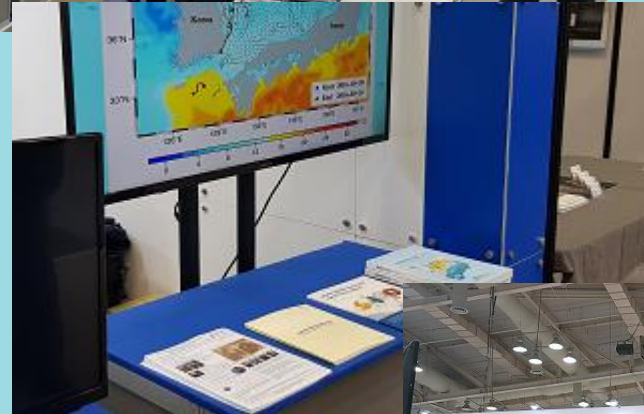
3-1 Funding delegate scientists to conferences and forums (IOC fund 4,000 euro)

| 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 th | Seoul | 400 attendant Ocean Scientists And Ocean business peoples |
| Ocean Forum | Eunmi Chang | Oct 31 st ~Nov 1 st | Busan | 350 attendant Ocean Scientists and IT experts |

2. The key performance of SCOPE

(3) Action Plan and Implementation

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



2. 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. The key performance of SCOPE

(3) Action Plan and Implementation (2019)

| | | 2019 (planned) | 2020 (planned) | What we have done | Nov 2 nd | End of 2019 |
|----------|--------------------------------------------------------|-------------------|-------------------|----------------------------------------------|---------------------|----------------|
| IOC fund | Scope brochure and posters | 5,000 | 6,000 | Two of six are done | Not paid | ? |
| | Funding Delegates for scientific conferences and forum | 3,000 | 2,000 | Four event Attendance More intention? | Not paid | ? |
| |) GEBCO sign board | 2,000 | 2,000 | ? | Not paid | ? |

2. The key performance of SCOPE

(3) Action Plan and Implementation (2019)

| | | 2019 (planned) | 2020 (planned) | What we have done | End of 2019 |
|----------|------------------------------------------------|-------------------|-------------------|---------------------------------------------------------|-------------|
| IHO fund | Webpage design | 2,000 | | Finished | |
| | Webpage Coding | | 2,000 | Finished Need to connect to GEBCO main page | |
| | Storyboard for presentation materials | 2,000 | 2,000 | two of six targets are finished | |

3. Future Plans

IHO-IOC GEBCO SCOPE Work Plan 2020-2021

| Task | Work item | Priority H-high M-medium L-low | Milestones | Start Date | End Date | Status P-planned O-ongoing C-completed | Contact Person(s) * indicates leader | Related Pubs/Stand ard | Funding Bid (€) | GGC Decision |
|------|----------------------------------------------------------------------|-----------------------------------------|---------------------|---------------|-------------|-------------------------------------------------|---------------------------------------------------------------------------------|------------------------------|----------------------------|-----------------|
| G1 | Development of SCOPE webpage | H | | 2018 | 2021 | O | Chair of SCOPE | | | |
| | -content design and development | | | | | O | David Millar, Karen Marks *Eunmi Chang Hyo Hyun Sung Jennifer Jenks | | 2,000(2021) | |
| | -web page design | | | | | O | Eunmi Chang | | | |
| | -web page coding | | | | | O | Eunmi Chang | | 2,000(2020) | |
| | -connecting the subpage to the main page of GEBCO | | | | | P | Eunmi Chang Pauline Weatherall | | 0 | |
| G2 | Communication Strategies | H | | | | P | Chair of SCOPE | | 0 | |
| | -Communication Strategies | | | 2019 | 2021 | O | David Millar/ Eunmi Chang | | 0 | |
| | Development of promotional materials based on communication strategy | | | 2020 | 2025 | P | Vicki Ferrini SCOPE Members | | 3,000(2020) 3,000(2021) | |
| G3 | PPT materials with proper content and PR activities | H | | 2019 | 2025 | | Chair of SCOPE | | | |
| | -Development of story board | | | 2019 | 2025 | O | David Millar, Karen Marks Eunmi Chang Hyo Hyun Sung Jennifer Jenks | | 2,000(2020) 2,000(2021) | |
| | Promotional activities such as participation in conference and forum | | | 2020 | 2025 | | SCOPE Members | | 2,000(2020) 2,000(2021) | |
| G5 | External Relations and Communications | H | Draft strategy plan | 2019 | 2020 | P | Chair SCOPE | | | |

2020-2021 GEBCO SCOPE Work Plan (Budget Plan: 20,000 Euro from IOC)

| 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-A | SCOPE brochure and Posters | H | | 2019 | 2021 | P | Chair of SCOPE | | | |
| | -brochure and poster content plan for each target group | | | 2019 | 2021 | p | David Millar, Karen Marks Eunmi Chang *Hyo Hyun Sung Jennifer Jenks | | | |
| | -brochure design -poster design -modifying scientific articles to the poster frame and travel expense -link to SCOPE Subpage -brochure printing | | | 2019 | 2021 | p | Eunmi Chang | | 6000(2020) | |
| | | | | 2019 | 2010 | p | IHO (Mustapa Iptes) | | 0 | |
| | | | | 2019 | 2021 | p | Chair of SCOPE | | 2,000(2020) | |
| IOC-GEBCO-B | Funding delegate scientists to conferences and Forums | H | | 2019 | 2021 | p | Chair of SCOPE | | | |
| | -listing of external bodies who plan to attend the conferences and forum | | | 2019 | 2021 | p | Karen Marks *Eunmi Chang | | 0 | |
| IOC-GEBCO-C | GEBCO World Map: Basic and Thematic Maps Design and Printing | H | | 2020 | 2025 | P | GGC members/ SOPE Members | | | |
| | Basic Map design | | | 2020 | 2020 | | | | 2,000(2020) 2,000(2021) | |
| | Development of various thematic maps | | | 2020 | 2025 | | | | 8,000(2021) | |

Thank you!