



Communication Strategies for GEBCO

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

Portsmouth, New Hampshire, USA

4-8 November 2019

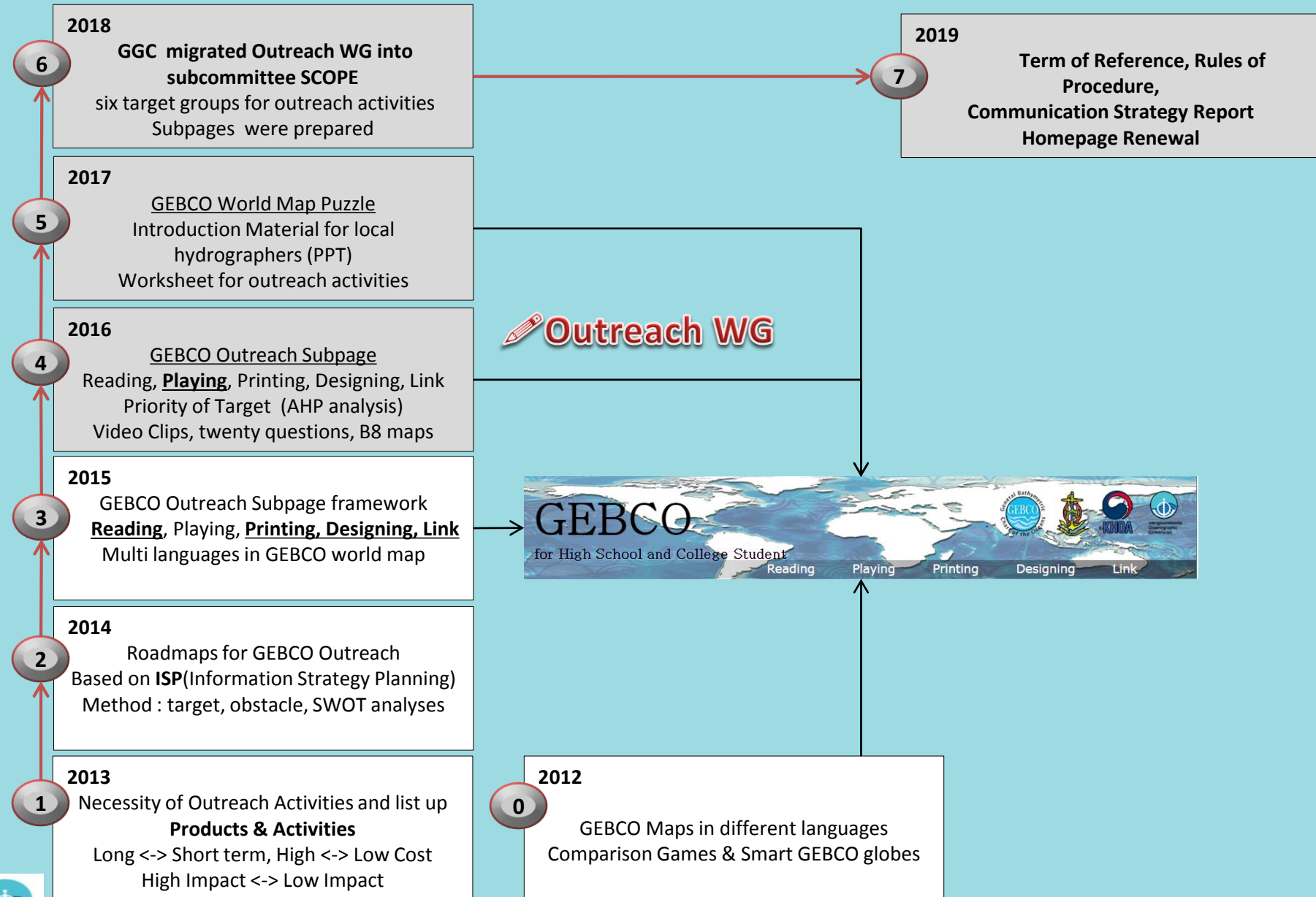
Hyo Hyun Sung and Eunmi Chang

Content

1. Background & Purposes
2. Methods
3. Reviews
4. GEBCO-SCOPE communication plans
5. Communication Methods
6. Discussions and conclusions

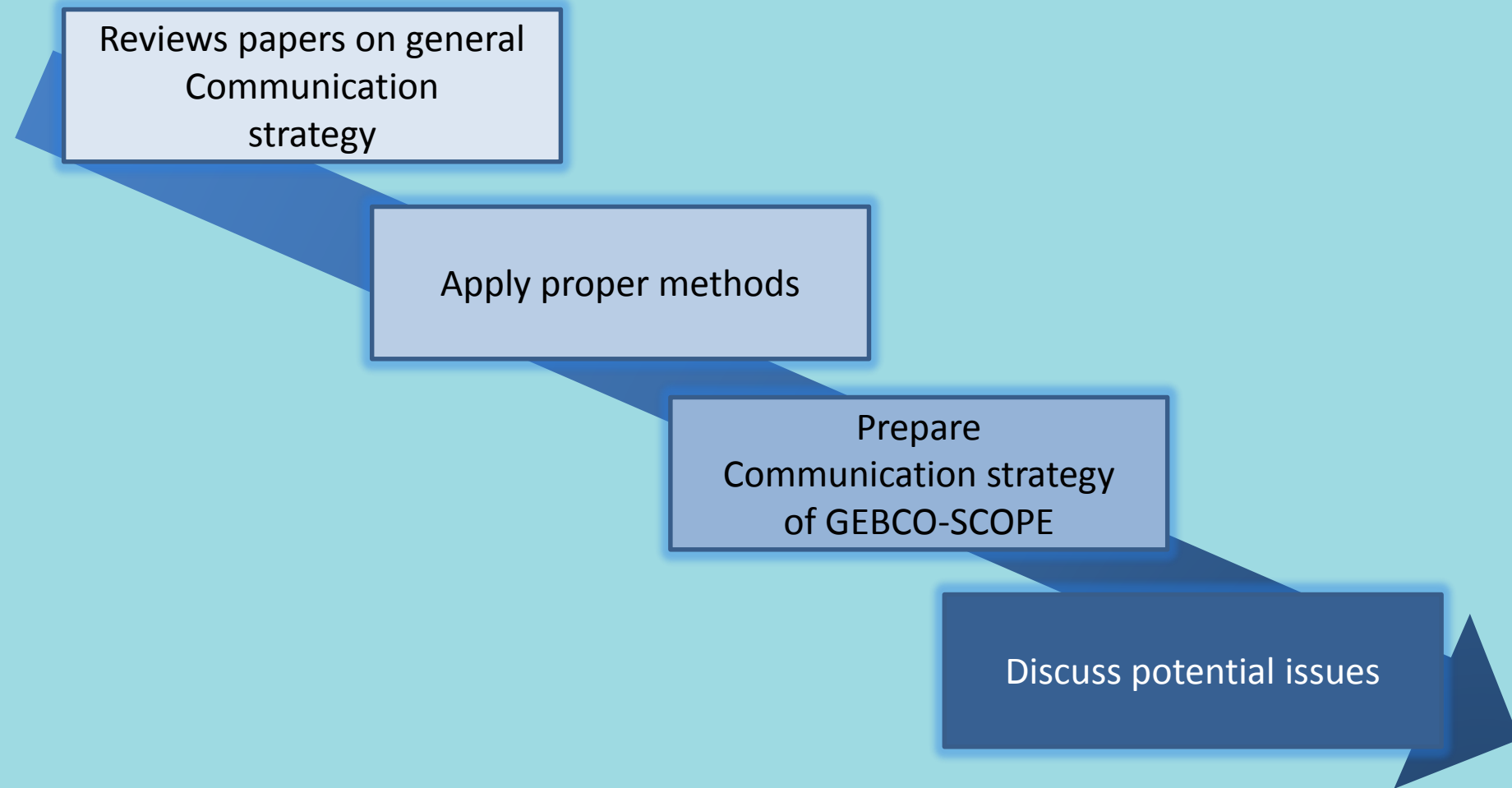
1. Background & purposes

1. Background & purposes



2. Methods

To carry out the writing communication strategies, we set up work flow as follow.

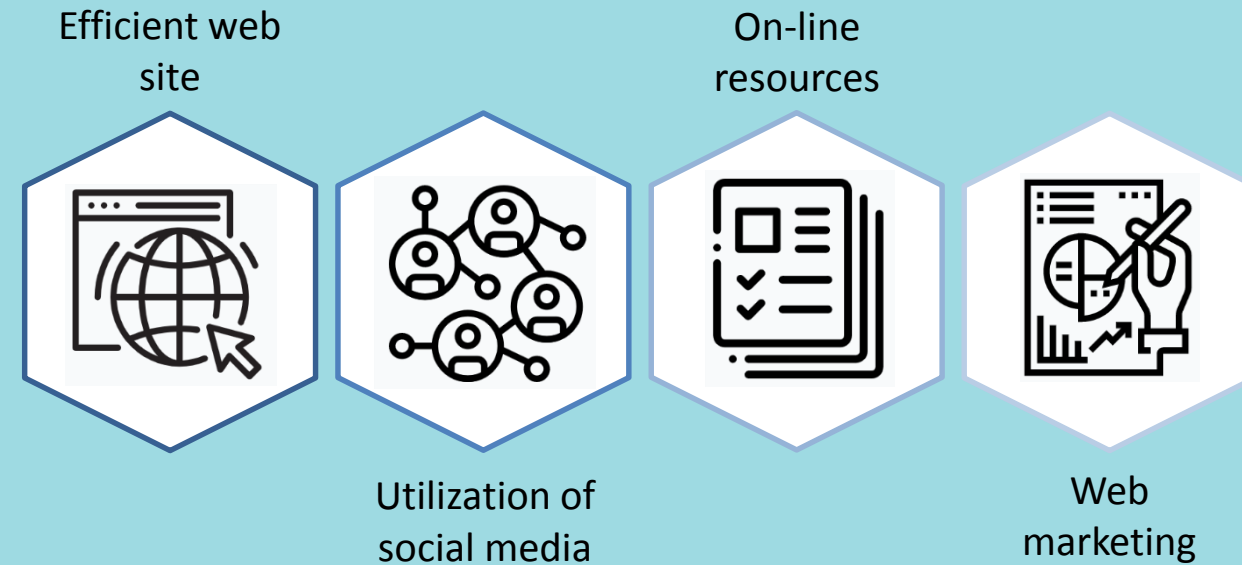


3. Reviews

3. Reviews

1. Digital communication strategy

A digital strategy completes the communication strategy of an international organization, being focused on the manner in which the institution may build up its on-line presence. It includes an efficient web site, utilization of social media which implement on-line campaigns, as well as identification of on-line resources and development of web marketing (Knowhownonprofit, 2017).



3. Reviews

Vladimir STERPU's "Communication Strategies Developed By International Organizations"

2. Clearly Define Purposes and Application

The introductive part of a communication strategy identifies the scope of the organization, its basic functions and domain of activity.



3. Reviews

Vladimir STERPU's "Communication Strategies Developed By International Organizations"

3. PEST analysis

To analyze the current state of an organization, an international one included, the following instruments may be employed.

- Political, Economic, Social and Technological factors
- They may be either positive or negative elements impact upon the manner in which the organization is conducted
- Motivations are offered in relation with the possible effect of each factor

3. Reviews

Vladimir STERPU's "Communication Strategies Developed By International Organizations"

4. SWOT analysis

The introductive part of a communication strategy identifies the scope of the organization, its basic functions and domain of activity. To analyze the current state of an organization, an international one included, the following instruments may be employed.

- Strengths, Weakness, Opportunities, Threats
 - Includes registering of the weak and forte elements, of the opportunities and threats manifested within an organization, derived from its communication priorities
 - Determined are the ways through which threats may be transformed into opportunities and the most efficient manner of taking advantage of the forte aspects of communication.
-
- Permits evaluation of the current condition of an organization by a careful pursuit of the activity of rivals, who should be identified and classified according to certain criteria
 - **Not applicable to GEBCO Communication strategies.**

3. Reviews

Vladimir STERPU's "Communication Strategies Developed By International Organizations"

5. Analysis of competitors

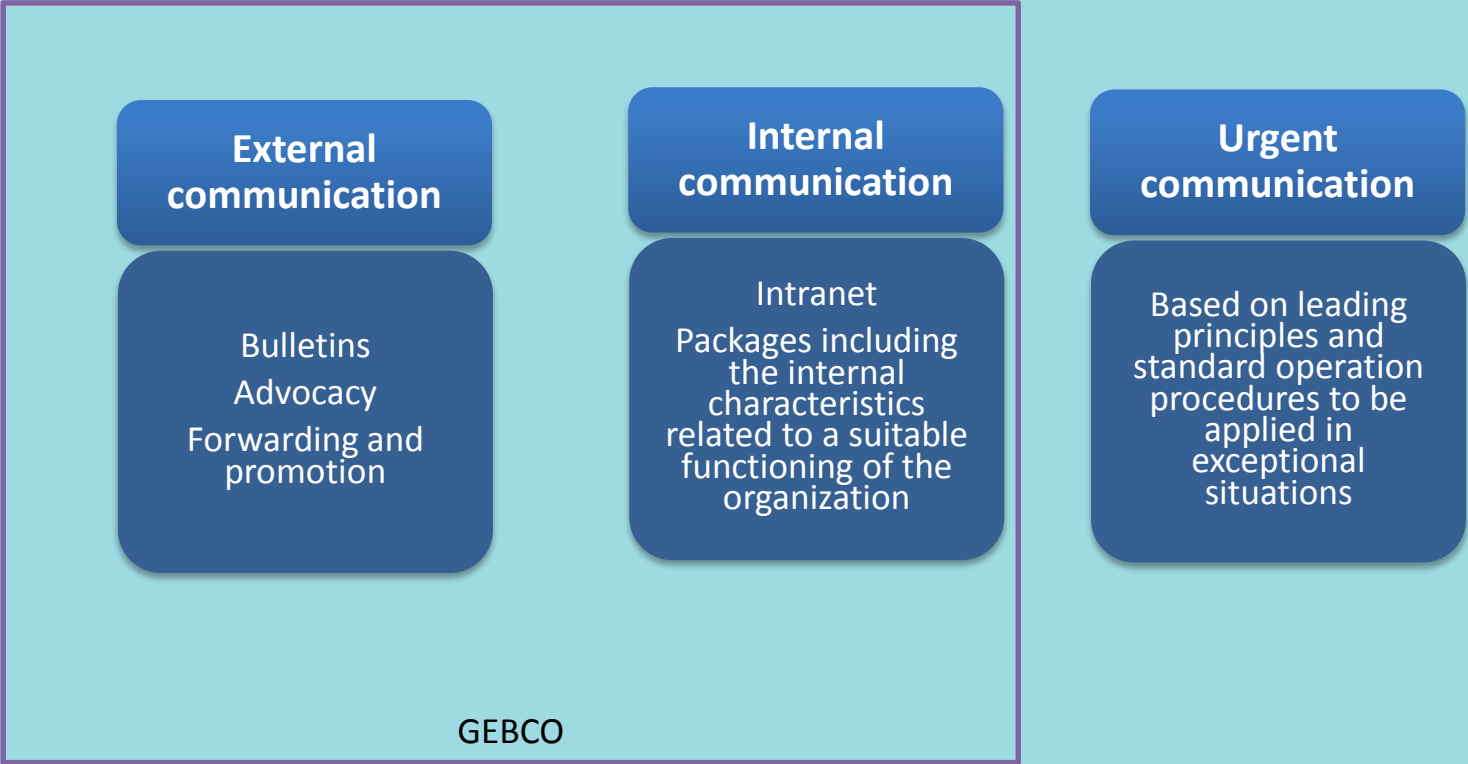
- Permits evaluation of the current condition of an organization by a careful pursuit of the activity of rivals, who should be identified and classified according to certain criteria

- **Not applicable to GEBCO Communication strategies.**

3. Reviews

Vladimir STERPU’s “Communication Strategies Developed By International Organizations”

6. Target Analysis



7. Consider language barriers

International organizations have to develop their communication strategies within a new multicultural and multilinguistic context.

3. Reviews

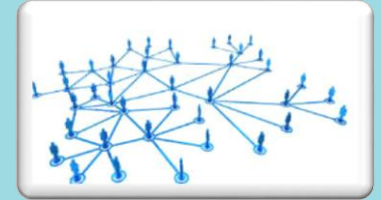
Vladimir STERPU's "Communication Strategies Developed By International Organizations"

8. Suggested Activities

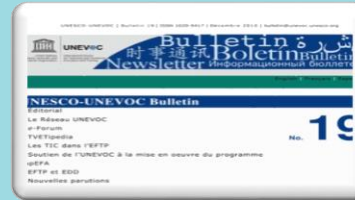
Identification of the audience



Dissemination of information towards



E-bulletin services



Providing on-line communication



Target public



Monitor the information



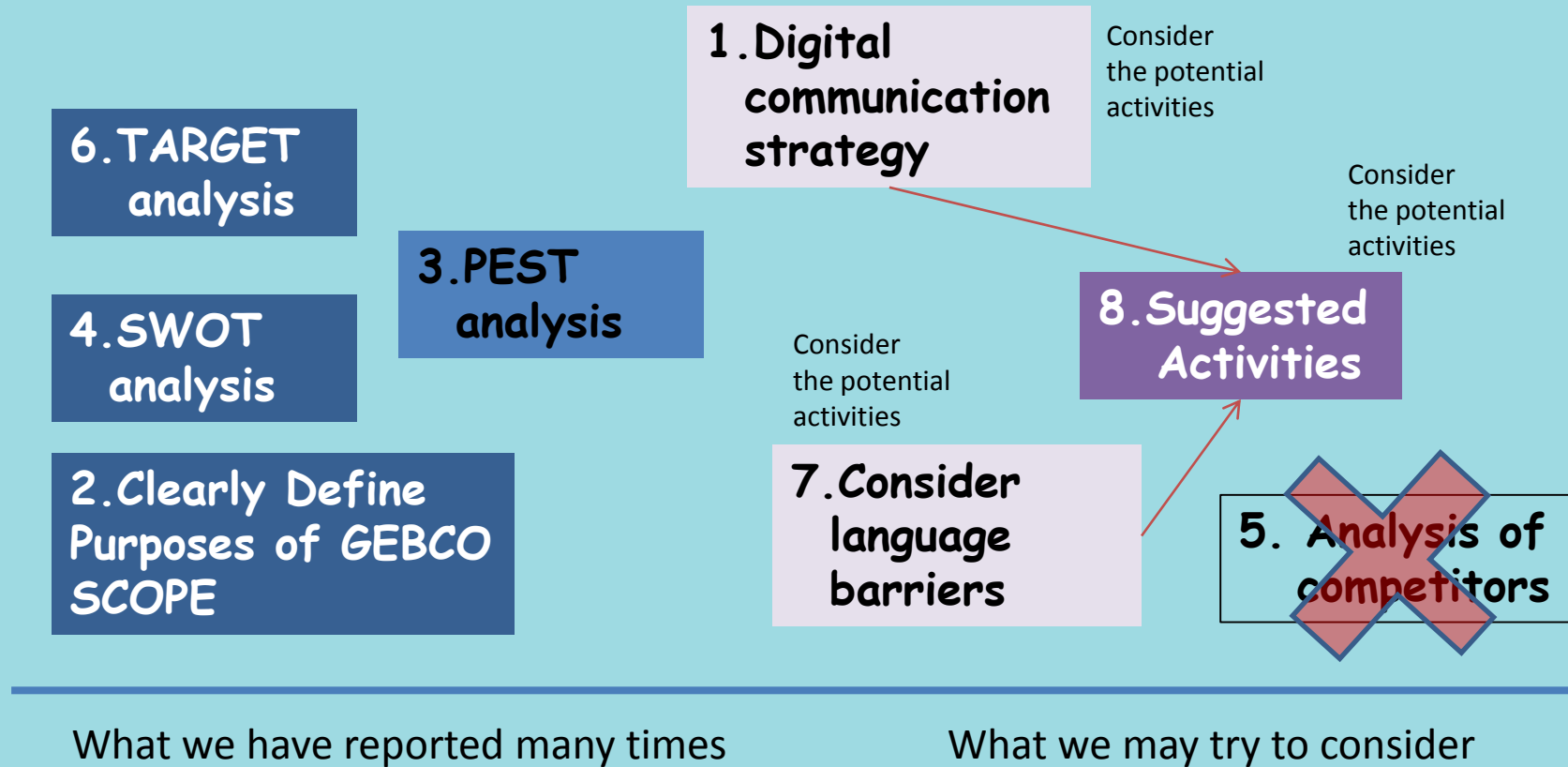
International organization of meetings



3. Reviews

It is not necessary for us to apply all the methods which Vladimir suggested.

We have done some of them (left side) and some of them may not be meaningful to GEBCO-SCOPE.



4. GEBCO-SCOPE communication Plan

4. GEBCO-SCOPE communication Plan

Apply the methods and new frameworks

Communication strategies

- 1) Define what we are!
- 2) Short history of GEBCO-SCOPE
- 3) PEST analysis
- 4) SWOT analysis
- 5) Target Classification
- 6) Different strategies for each target group
- 7) One-source Multi-use strategies

4. GEBCO-SCOPE communication Plan

GEBCO = **G**eneral **B**athymetric **C**hart of the **O**ceans

SCOPE is **S**ubcommittee of **C**ommunication, **O**utreach and **P**ublic **E**ngagement.

Seabed 2030 started in **2017** for a project funded by **Nippon foundation**.

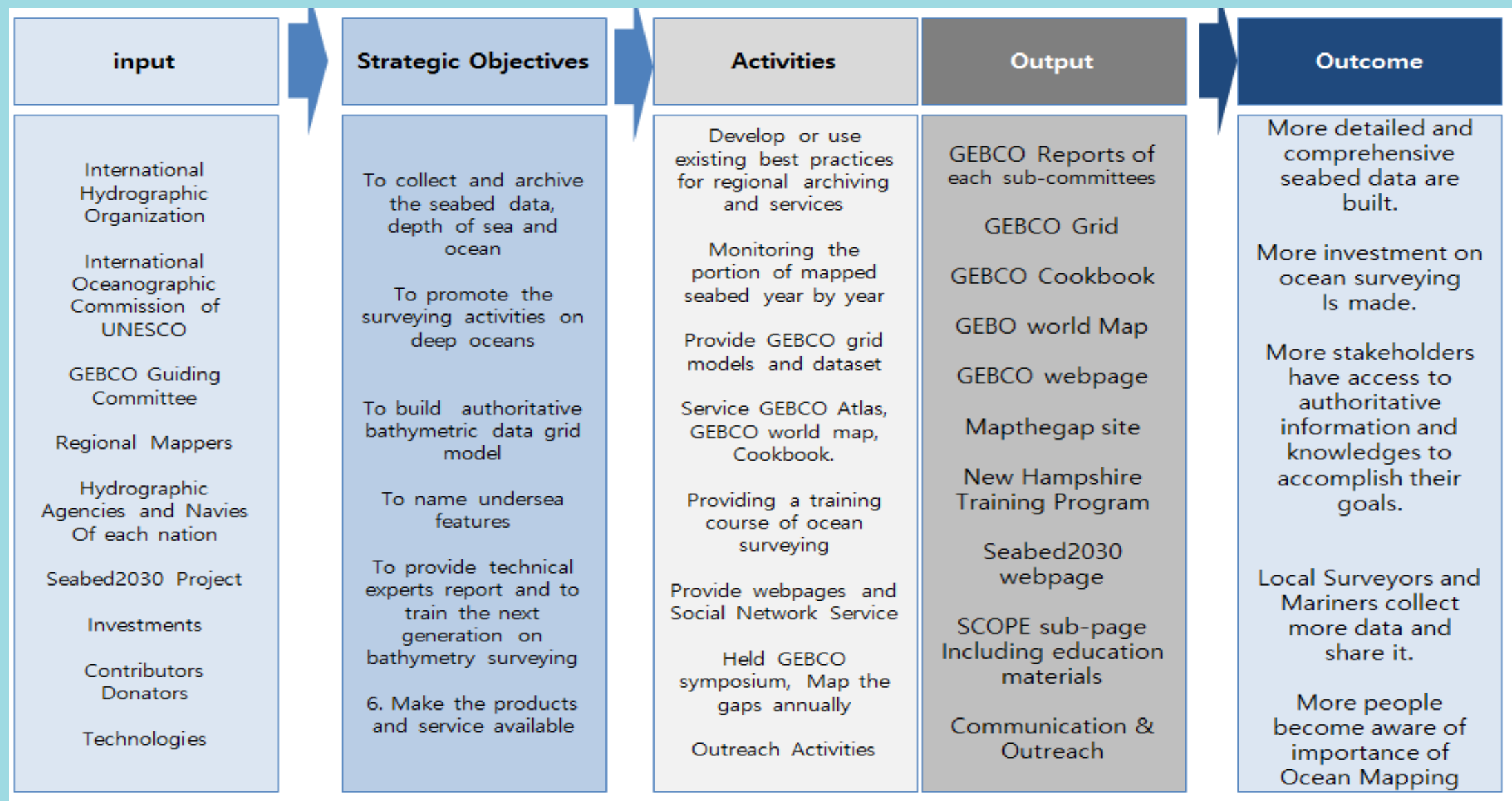
The outreach activities of seabed 2030 are supposed to be related to **SCOPE**.

The reason to migrate to **GEBCO** outreach **WG** to subcommittee is that outreach activities will last after **Seabed 2030**, one of the project

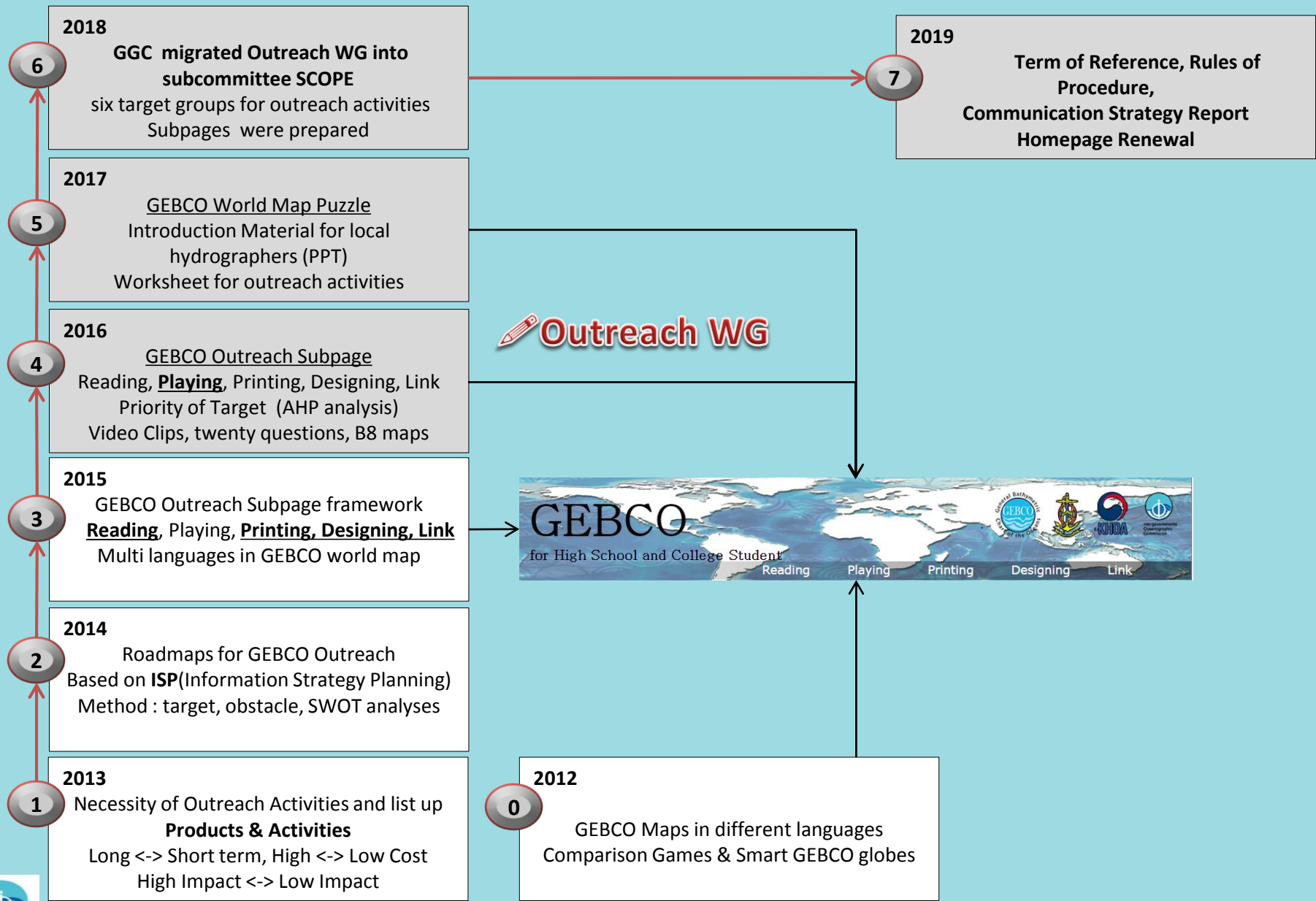
Purposes of this presentation is as follow.

We would like to prepare communication strategy of **GEBCO-SCOPE**

4. GEBCO-SCOPE communication Plan

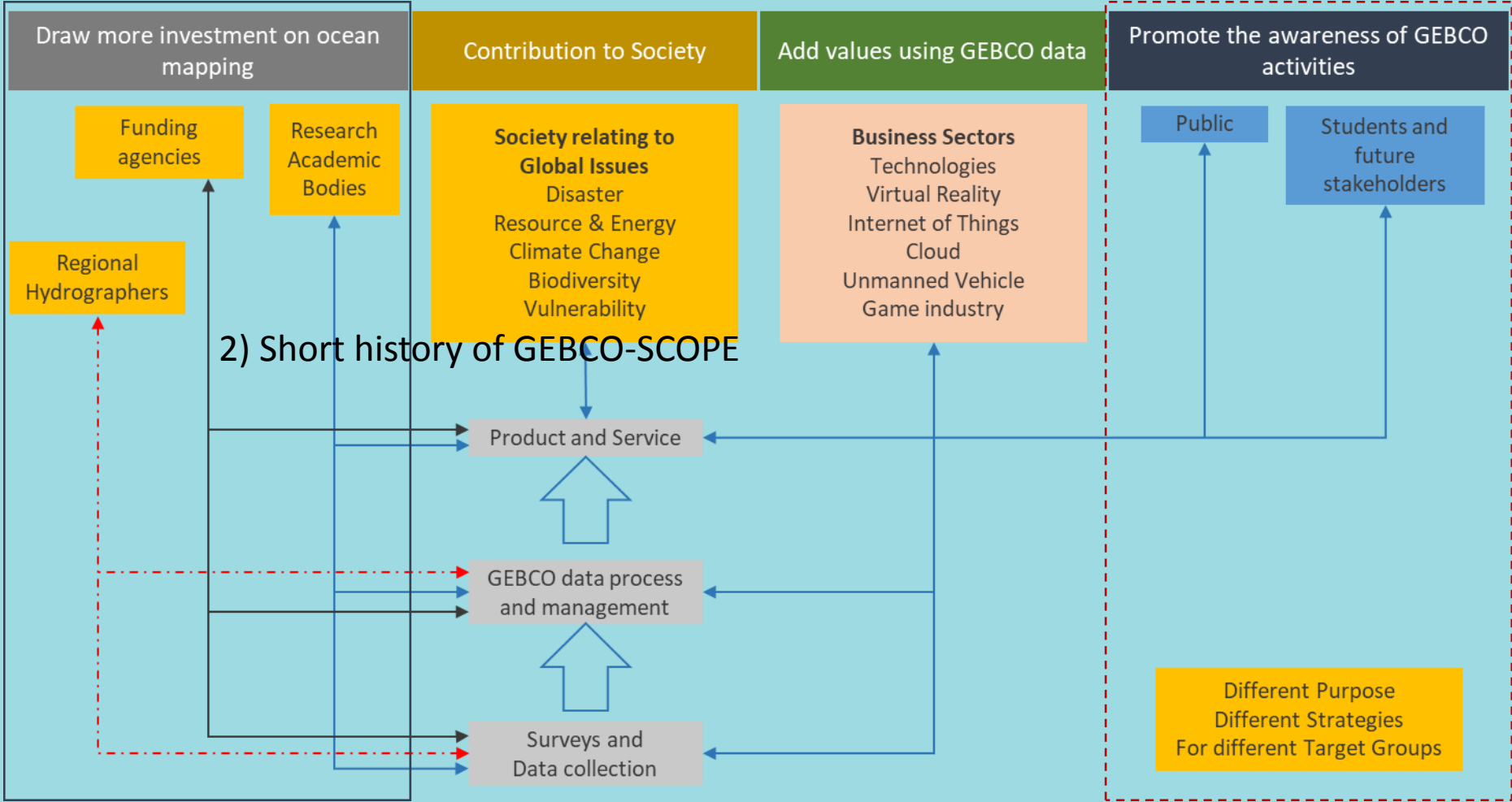


4. GEBCO-SCOPE communication Plan



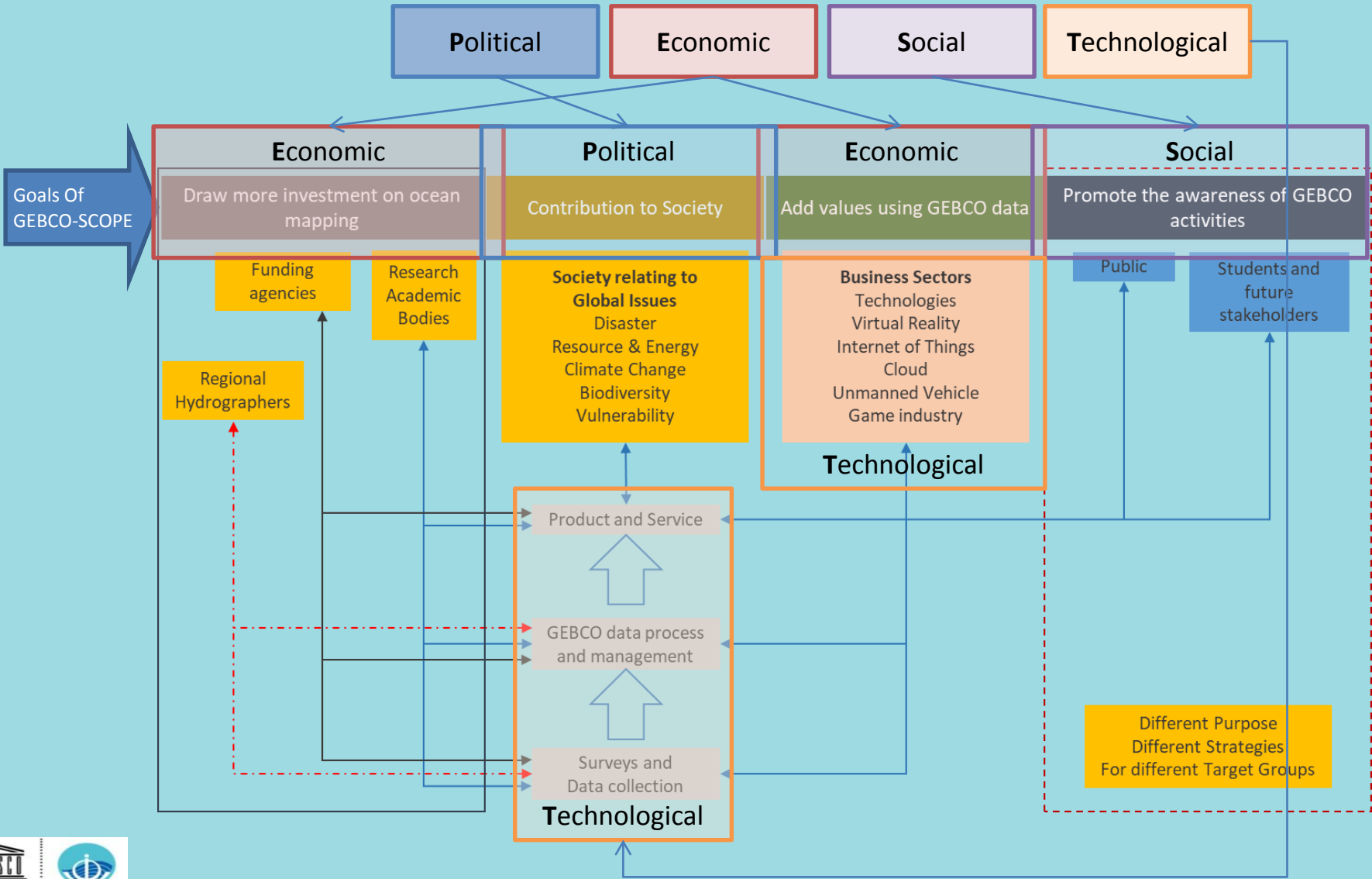
4. GEBCO-SCOPE communication Plan

We reported this diagram for outreach WG report Valpariso, in Chile in 2017.



4. GEBCO-SCOPE communication Plan

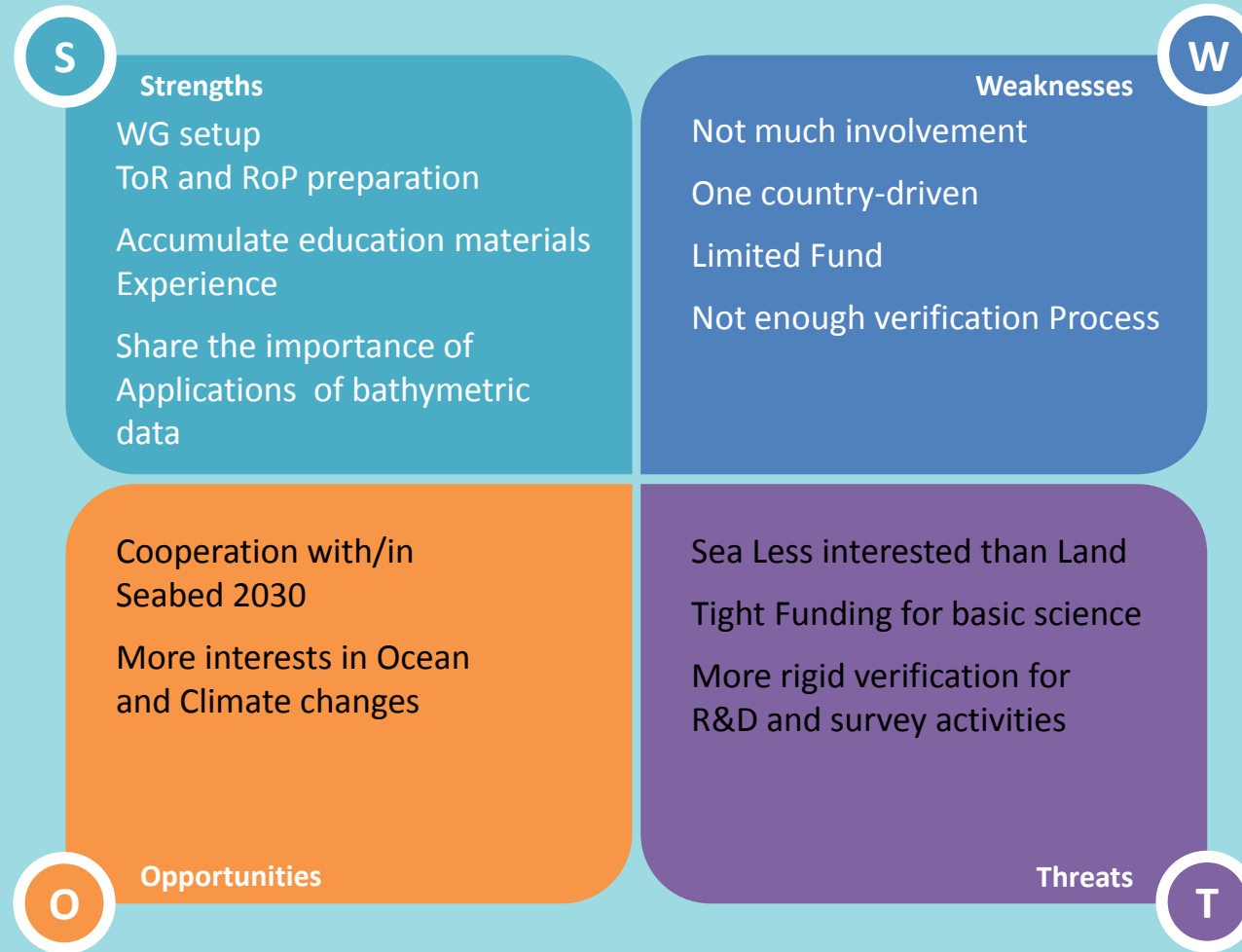
This diagram shows our goals of GEBCO-SCOPE are directly related to PEST factors.



4. GEBCO-SCOPE communication Plan

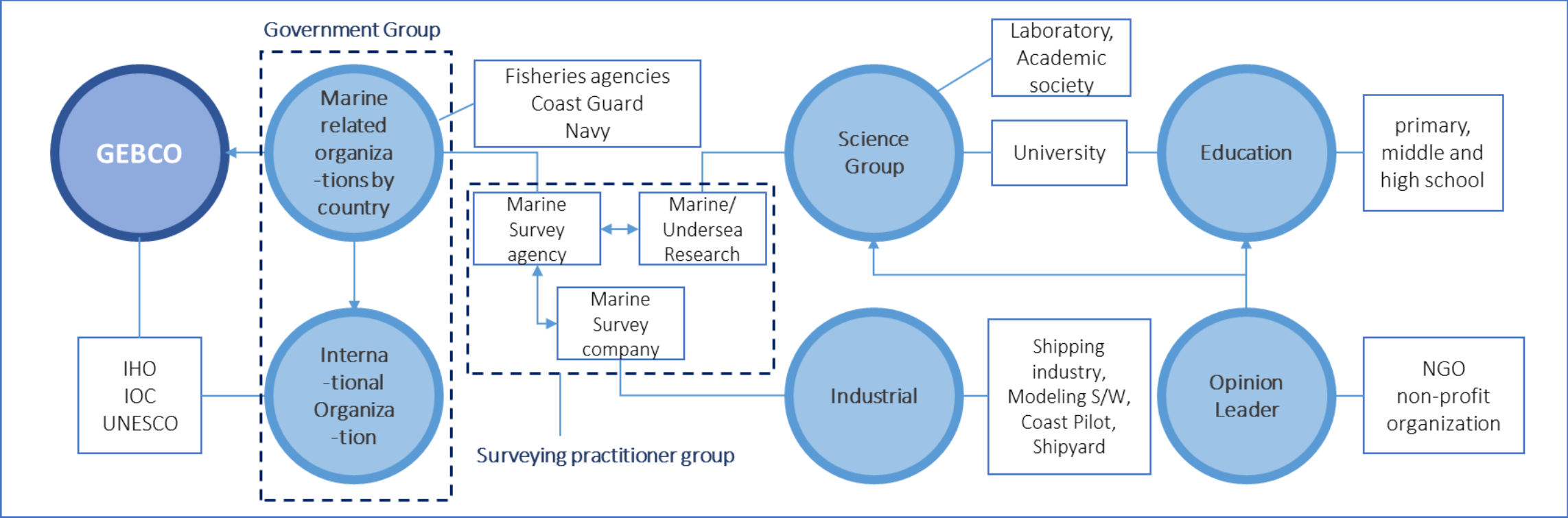
This SWOT analysis were reported too. Not much changes have we experience.

SWOT analysis of GEBCO outreach activities



4. GEBCO-SCOPE communication Plan

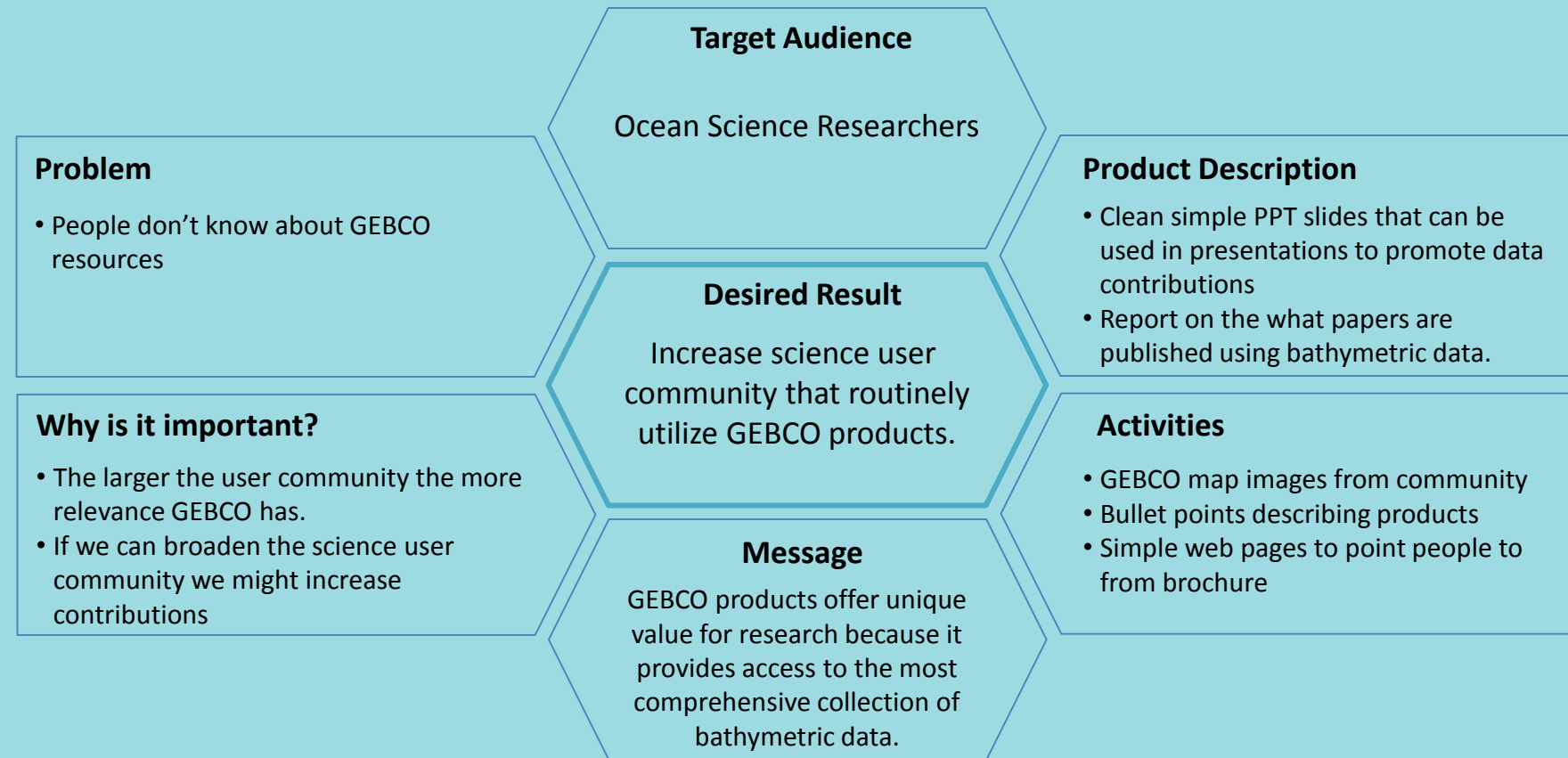
GEBCO members clarified and discussed the target groups in Canberra in 2017



4. GEBCO-SCOPE communication Plan

6) Different strategies for each target group

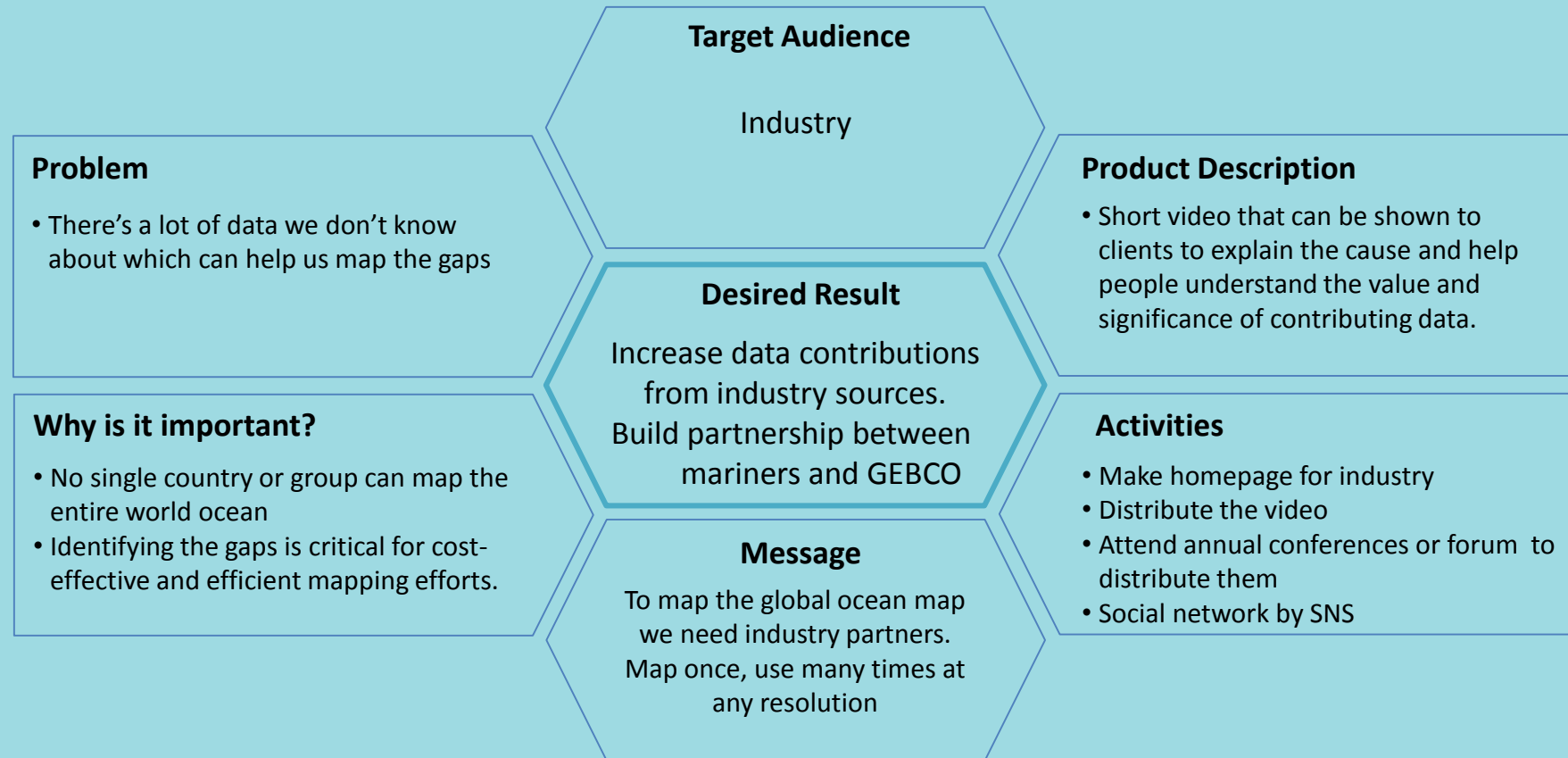
Strategic Goal: Increase GEBCO Product Usage in International Science Community



4. GEBCO-SCOPE communication Plan

6) Different strategies for each target group

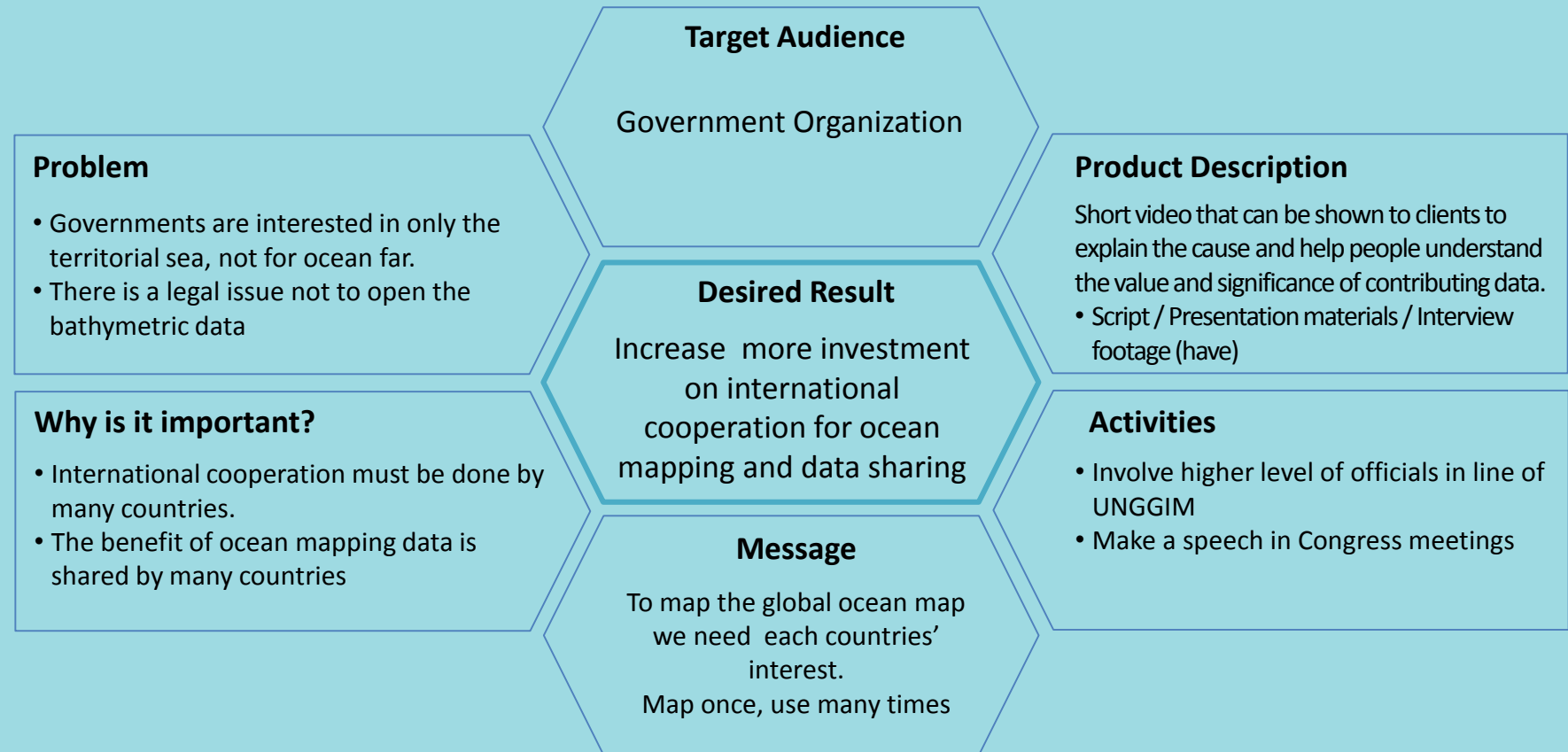
Strategic Goal: Increase GEBCO Data Contributions from Industry



4. GEBCO-SCOPE communication Plan

6) Different strategies for each target group

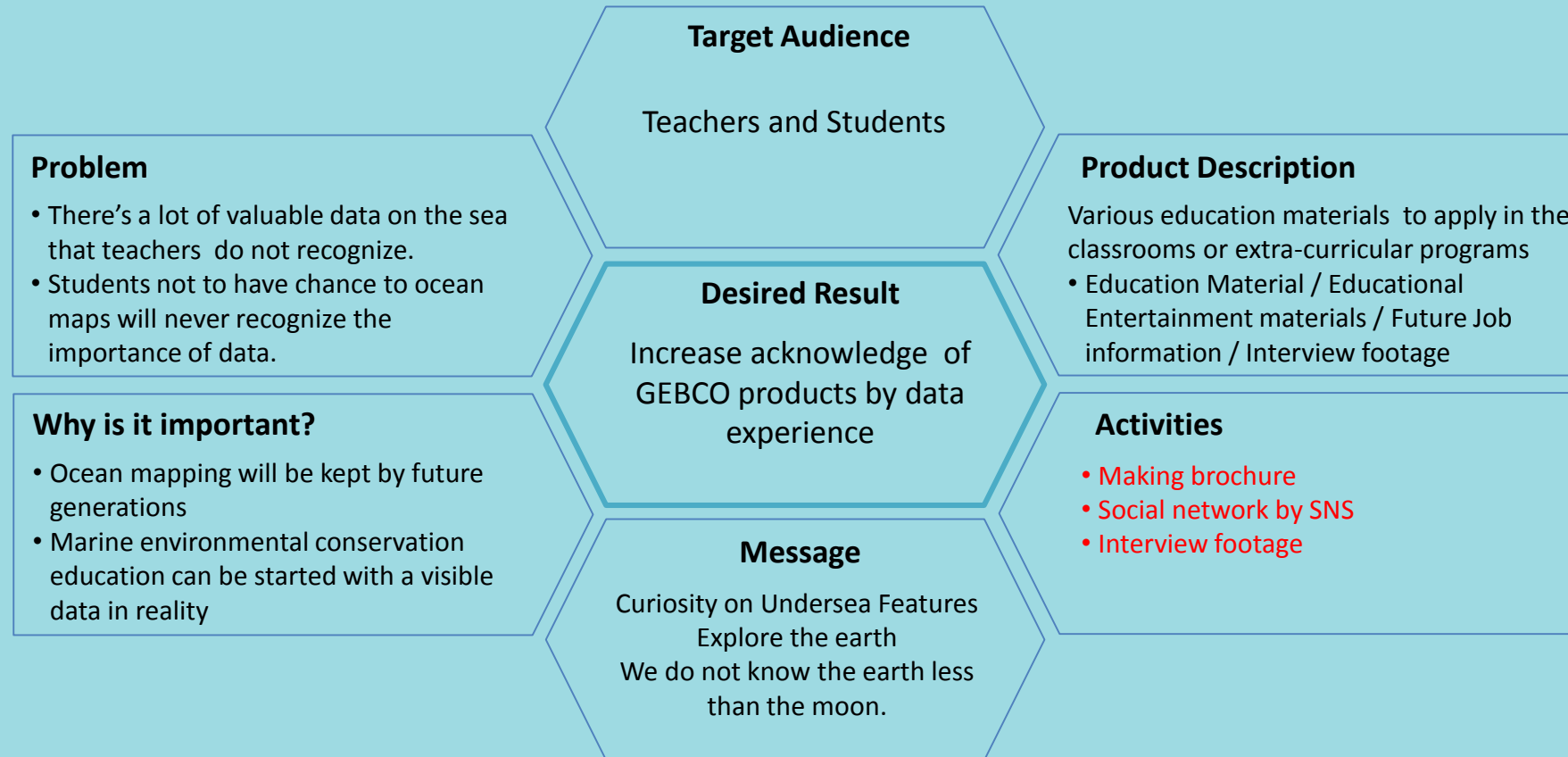
Strategic Goal: Increase budget for ocean mapping and data sharing from [Governmental Organization](#)



4. GEBCO-SCOPE communication Plan

6) Different strategies for each target group

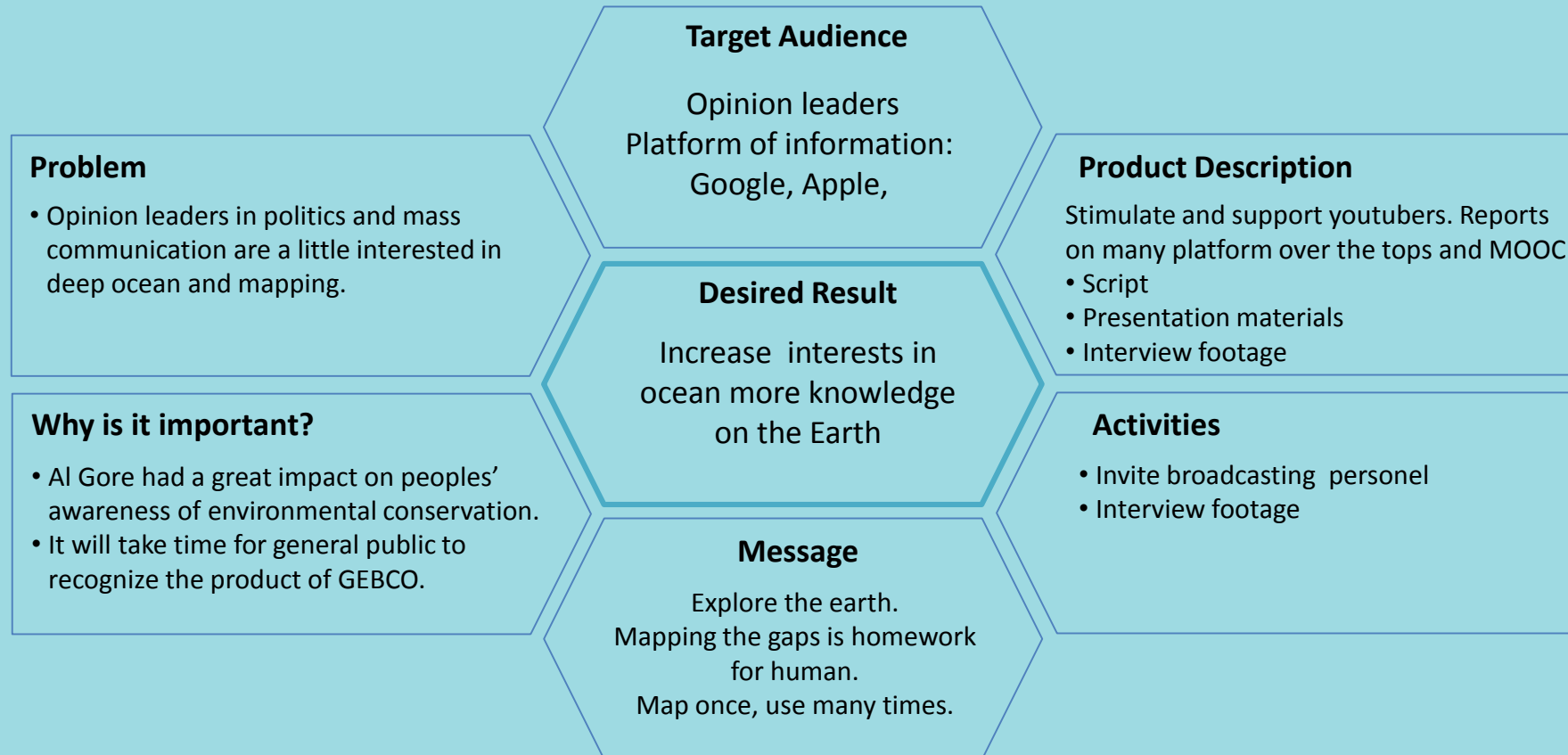
Strategic Goal: Increase GEBCO Data Contributions from Public Education



4. GEBCO-SCOPE communication Plan

6) Different strategies for each target group

Strategic Goal: Increase GEBCO Data Contributions from Opinion Leaders and Platforms



5. Communication Methods

5. Communication Methods

1. COMMUNICATION METHODS

The GEBCO-SCOPE will utilize the latest technologies as well as traditional methods to disseminate the GEBCO message and to establish and maintain strong communication links with the widest possible community (see also Stakeholders and Action Plan).

Personal

- Conferences and workshops and formal presentations;
- Personal contacts via meetings, workshops, conferences (inc. phone or video);
- GEBCO representation on relevant marine science fora;
- Membership of appropriate international, regional and national groups, projects and committees;
- GEBCO Network relationships;
- Interviews with Heads of Science/Data;
- University Teacher training courses; IHO TRDC, University of New Hampshire, Nippon-foundation Alumni
- Stakeholder events (ACADEMIC Meetings such as AGU, EGU, World Ocean Forum etc)

5. Communication Methods

Broadcast (i.e. electronic) media

- GEBCO central and sub-committee websites
 - Gebco.net
 - Seadbed2030.net
 - Gebco-ourtreach.net
- GEBCO central and sub-social media channels
 - Links on relevant regional websites
 - Social Networking tools such as wikis; blogs, Facebook, Twitter
 - Wikipedia entry
 - GEBCO e-Mail lists
 - News letters
 - Training Videos, presentations and lectures
 - Virtual meetings using video conferencing, teleconferencing, slide sharing etc.
 - Webinars
 - Infographics
 - Multimedia, screensavers, apps
 - X prize
 - GEBCP events listed in IOC & UNESCO Event calendar, IHO event calendar – any other event calendars?
 - International Organization sites such as FAO, ICAO

Hard Copy media

- Displays and signage
- Published articles in journals and newsletters;
- Brochures;
- Posters;
- IOC and Partner publications/reports
- Promotional material
- Press Releases
- News letters
- Any digital material required as hard copy

5. Communication Methods

4) Send delegates or materials to events

Send delegates or materials (posters and brochures) to events to promote the GEBCO:

IOC Assembly, (Paris)

- IHO Council meetings
- GEOHAB meeting
- UNEP Global Regional Seas Meeting,
- UN-Oceans Meeting
- United Nations Open-ended Informal Consultative Process on Oceans and the Law of the Sea
- World Ocean Day
- The UN Ocean Conference (New York)
- UNFCCC COP (November, Bonn)
- Global Ocean Science Report
- Ocean Science Policy Conferences
- World Summit on Information Society
- International Cartographic Association Biennial Conferences
- Open Geospatial Consortium and ISOTC 211 standard meetings
- Marine GIS working group meetings
- Environmental Education Teachers association annual meetings

Wrap up



4. GEBCO-SCOPE communication Plan

BRANDING GUIDELINES

When creating outreach material such as Websites, Brochures, Posters, Presentations and Videos, both *GEBCO identification and statements should be clearly visible. To the maximum extent, GEBCO logos should be always used together, preferably side by side*



5. Discussions and Conclusions

5. Discussions and conclusions

1. What word will we expect people to become aware of at first for general public?

Acronyms are not good for memory!

Information under the sea!

GEBSCO

Ocean Mapping

GEBSCO-SCOPE

Seabed Map

2. IHO, IOC may have their own outreach activities. They know the importance of outreach work and communication strategies, but not much actions have been taken. Can GEBSCO-SCOPE give a good example for communication with the public and ocean scientists?
3. With limited budget, communication strategies may be a just declaration of wishes. But without strategies, random trials and errors will be inevitable.
4. Make target clearly. One source, multi use.
5. Apply digital methods. **The most important work is to keep continuous efforts.**

Thank you!