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**INTERGOVERNMENTAL OCEANOGRAPHIC COMMISSION
(of UNESCO)**

Thirty-second Session of the Assembly
UNESCO, Paris, 20-30 June 2023

Item 4.3 of the Agenda

IOC CAPACITY DEVELOPMENT STRATEGY FOR 2023-2030

OUTREACH AND COMMUNICATIONS PLAN TO PROMOTE THE VISIBILITY
AND REACH OF THE IOC CD STRATEGY 2023 – 2030

Summary

Through IOC Decision A-31/3.5.3, the Assembly at its 31st session instructed the Group of Experts on Capacity Development (GE-CD) to prepare and submit a proposal for an outreach and communications plan for the IOC Capacity Development Strategy 2023-2030 to the Assembly at its 32nd session.

Purpose of the document: The Capacity Development (CD) Outreach and Communications Plan, written by the GE-CD Outreach Working Group, recommends how to highlight the core messages and recommendations from the IOC CD Strategy 2023 - 2030.

Financial and administrative implications: there are no direct financial implications associated with this decision but the implementation of the resolution will require financial and financial implications which will need to be reflected in the work plan associated with all Expected Results.

The proposed decision is a Draft Resolution referenced IOC-32/4.3 in the Action Paper (document IOC-32/2 Prov.)

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BACKGROUND

1. The Capacity Development (CD) Outreach and Communications Plan, written by the CD Outreach Working Group, recommends how to highlight the core messages and recommendations from the IOC's revised CD Strategy (2023 - 2030). A summary of the Strategy, prepared by the Working Group, is at Appendix One.

RESOURCES

2. Promoting the CD Strategy will need financial and human resource, e.g. web editor, film-maker, film-editor, graphic artist, writer and administrative support. This resource will focus on the development of engaging content such as video, animation and press releases, which will be key to reaching the target audience. Funding should be allocated for hard copy publicity material.

TARGET AUDIENCE

- decision-makers
- marine policy specialists
- academics
- early career professionals
- managers
- technicians
- government officials
- school teachers
- general public.

PROMOTIONAL MATERIALS AND ACTIVITIES

3. Digital format should be used where possible but funding to be allocated to cover the cost of producing, e.g. hard copies of the Summary Brochure (Appendix One).

TIMELINE - STAGE ONE

4. Once Strategy and Summary are ready to be published on [Strategy \(ioc-cd.org\)](https://ioc-cd.org)
5. The following will be published on the same page.
 - (i) Develop short animation about Strategy, based on the Summary (Appendix One). Animation explains what Strategy is, how people can support its goals and the resources available. The animation will highlight youth, women and indigenous people.
 - (ii) Write page of Frequently Asked Questions (Appendix two).

- (iii) Write a 'briefing notes' section which should be a drop-down menu of topics for those needing more information. (Appendix Three).
 - (iv) Include a 'question box' for instances when answers are not covered by the FAQs section.
 - (v) Include a link to the [Ocean CD-Hub](#) which lists CD opportunities. The link for each CD button can be added in the CD Strategy outputs listed on the IOC CD website.
 - (vi) Include link to edited version of: <https://youtu.be/L4EpOnfyKBM> which includes section from 11 – 21 minutes. Clip shows how to use the [Ocean CD-Hub](#). Those who have contributed to the CD-Hub are to be encouraged to keep their entries up to date and promote link around their networks.
6. Once actions i – vi complete, publish CD Strategy and Summary on this page: [Strategy \(ioc-cd.org\)](#). (Retain and archive current Strategy (2015 – 2021) page.)
7. Write news item to launch the Strategy and promote through the following routes:
- (i) 'Latest News' [tab](#) on [Strategy \(ioc-cd.org\)](#)
 - (ii) The IOC newsletter database
 - (iii) Social media channels via a coordinated campaign.

TIMELINE - STAGE TWO – (WITHIN SIX MONTHS OF LAUNCH DATE)

The IOC's Regional Subsidiary Bodies

8. In promoting and implementing the IOC's CD Strategy for 2023 – 2030, it will be critical to involve the Regional Subsidiary Bodies (RSB).
- (i) Invite the RSBs to identify the key country contacts.
 - (ii) IOC CD National Focal Points to receive the Strategy and Summary documents, with covering letter from the Executive of the IOC. Include point of contact for queries.
 - (iii) Arrange programme of visits by representatives from the RSBs to country contacts to discuss capacity development and the Strategy. Visits lead by the IOC's Director would help deliver impact. Visits should include the countries with major oceanographic programs. Consider also those countries where help (not necessarily financial) is needed to build capacity in disadvantaged groups and women.

Appendix I

THE INTERGOVERNMENTAL OCEANOGRAPHIC COMMISSION (IOC) CAPACITY DEVELOPMENT (CD) STRATEGY 2023 – 2030

SUMMARY BROCHURE TEXT

The [IOC Capacity Development Strategy \(2023 – 2030\)](#) will support Member States to learn more about the marine environment, to improve its management and protection and achieve sustainable development, underpinned by effective decision-making.

The Strategy will help deliver the [IOC's five High-Level Objectives](#) (HLO) of its [Medium-Term Strategy for 2022–2029](#):

1. A healthy ocean and sustained ocean ecosystem services;
2. Preparedness for ocean-related hazards;
3. Resilience to climate change;
4. A sustainable ocean economy;
5. Foresight on emerging issues.

Capacity development has been identified as a primary catalyst for achieving these objectives whilst also supporting the outcomes of the [United Nations Decade of Ocean Science for Sustainable Development \(2021-2030\)](#).

THE IOC CD STRATEGY 2023 – 2030 WILL SUPPORT MEMBER STATES THROUGH:

STRENGTHENED HUMAN RESOURCE DEVELOPMENT

- Support collaboration, training courses, workshops, summer schools, internship/fellowship programmes, on-board training, access to research ships, exchange programmes;
- Establish training and research centres, share materials;
- Establish travel funds, mentoring programmes, networks;
- Promote funding, grant and scholarship programmes;
- Promote ocean science in schools and careers;
- Promote participation of women in ocean research;
- Support “young scientist” and “women in science” awards.

ENHANCED ACCESS TO TECHNOLOGY

- Establish database of marine infrastructure and technology;
- Promote regional collaboration and citizen science;
- Promote development and sharing of a global data and information system.

STRENGTHENED SUPPORT

- Improve staffing and budgeting of IOC's secretariats;
- Establish effective coordination and communication between regional sub-commissions and global programmes;
- Organise, conduct capacity development needs surveys;
- Encourage engagement in capacity development initiatives.

DEVELOPMENT OF OCEAN RESEARCH POLICIES

- Compile and compare information, to enable development of ocean research policies.

ENHANCED VISIBILITY, AWARENESS AND UNDERSTANDING

- Encourage development of public information departments and ocean literacy programmes.

SUSTAINED RESOURCE MOBILIZATION

- Encourage increased in-kind support – fellowships, grants, internships, on-board training, ship time, equipment, secondments to IOC offices.

NEXT STEPS FOR THE IOC

To develop an implementation plan to:

- Develop capacity development work plans, based on assessment of needs;
- Build on on-going activities, especially those supporting the Ocean Decade;
- Enhance staffing of regional Sub-Commission secretariats and global programmes through programme development;
- Enhance collaboration and communication.

Member States and partners will be encouraged to support capacity development goals by:

- Identifying opportunities to collaborate;
- Mobilizing knowledge, personnel, infrastructural and financial support;
- Enhancing visibility of IOC across the marine science and policy sector and involving young people from across the world.

RESOURCES:

[THE OCEAN CD-HUB](#)

THE FREE ACCESS GATEWAY TO OCEAN-RELATED CAPACITY

DEVELOPMENT OPPORTUNITIES AROUND THE WORLD.

Appendix II

Frequently Asked Questions

- **What is the Intergovernmental Oceanographic Commission (IOC)?**
- **The [IOC Capacity Development Strategy \(2023 – 2030\)](#)**
- **What will the IOC CD Strategy deliver?**
- **What are the recommendations from the IOC CD Strategy?**
- **What are the next steps for the IOC CD Strategy?**
- **What resources are available?**
- **Is financial support available?**
- **Where can I find more information?**

These titles to open as hyperlinks to text boxes containing more information.

Also on this page, link to a Question Box for those who can't find their answers through the FAQs.

Appendix III

BRIEFING NOTE TOPICS

The following are suggested briefing note topics which would be clickable links to further information.

[IOC's five High-Level Objectives](#)

[Medium-Term Strategy for 2022–2029:](#)

Objectives of the CD Strategy

- Strengthened Human Resource Development
- Enhanced Access to technology
- Strengthened Support
- Development of ocean research policies
- Enhanced visibility, awareness and understanding
- Sustained Resource Mobilization

(The above list could expand to the detail from the full Strategy document.)

How the IOC will promote the CD Strategy

Summary of actions from this plan

How the IOC will implement the CD Strategy

Some text about the next steps.