



**INTERGOVERNMENTAL OCEANOGRAPHIC COMMISSION  
(of UNESCO)**

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

Item 4.3 of the Provisional Agenda

**OUTREACH AND COMMUNICATIONS PLAN TO PROMOTE THE VISIBILITY AND  
REACH OF THE IOC CAPACITY DEVELOPMENT STRATEGY 2023–2030**

Summary

Through IOC Decision A-31/3.5.3, the Assembly at its 31<sup>st</sup> 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 (cf. IOC-32/4.3.Doc(1)) to the Assembly at its 32<sup>nd</sup> session.

The Capacity Development (CD) Outreach and Communications Plan is a complement to the Capacity Development Strategy and recommends how to promote and highlight its core messages and recommendations.

The proposed decision is referenced as Dec. 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 1.

## 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 1).

## Timeline – Stage One

4. Once Strategy and Summary are ready to be published on [Strategy \(ioc-cd.org\)](https://ioc-cd.org), the following will be published on the same page:

- (i) a short animation about Strategy, based on the Summary (Appendix 1). 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) Frequently Asked Questions (Appendix 2);
- (iii) 'briefing notes' which should be a drop-down menu of topics for those needing more information. (Appendix 3);
- (iv) a 'question box' for instances when answers are not covered by the FAQs section.
- (v) a link to the [Ocean CD-Hub](#), which lists CD opportunities. The link for each CD button can be added in the Strategy outputs listed on the IOC CD website, and

- (vi) a link to edited version of: <https://youtu.be/L4EpOnfyKBM> which includes section from 11 to 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.
5. Once actions (i) – (vi) are completed, publish CD Strategy and Summary on this page: [Strategy \(ioc-cd.org\)](#). (Retain and archive current [Strategy \(2015–2021\)](#)).
6. 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)**

7. In promoting and implementing the IOC's Capacity Development Strategy for 2023–2030, it will be critical to involve the Regional Subsidiary Bodies (RSB) by:
- (i) inviting them to identify the key country contacts;
  - (ii) sending the Strategy and summary documents, with a cover letter from the Executive Secretary of the IOC, including contact points for queries to IOC CD National Focal Points; and
  - (iii) arranging a programme of visits of representatives from the RSBs to country contacts to discuss capacity development and the Strategy. Visits by the IOC Executive Secretary would help to achieve impact. Visits should include the countries with major oceanographic programmes. Consideration should also be given to countries where assistance (not necessarily financial) is needed to build the capacity of disadvantaged groups and women.

## **Appendix I: Summary Brochure Text**

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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 Capacity Development 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: develop an implementation plan:**

- 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**

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- What is the Intergovernmental Oceanographic Commission (IOC) of UNESCO?
- What is the [IOC Capacity Development Strategy \(2023–2030\)](#)?
- What will the IOC Capacity Development 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 will open as hyperlinks to text boxes containing more information.

Also on this page, link to a Question Box will be provided for those who cannot find answers through the FAQs.

### **Appendix III: Briefing Note Topics**

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The following briefing note topics will be clickable links to further information.

#### **[IOC's five High-Level Objectives](#) in its [Medium-Term Strategy 2022–2029](#):**

8. 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 contains more details 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.*