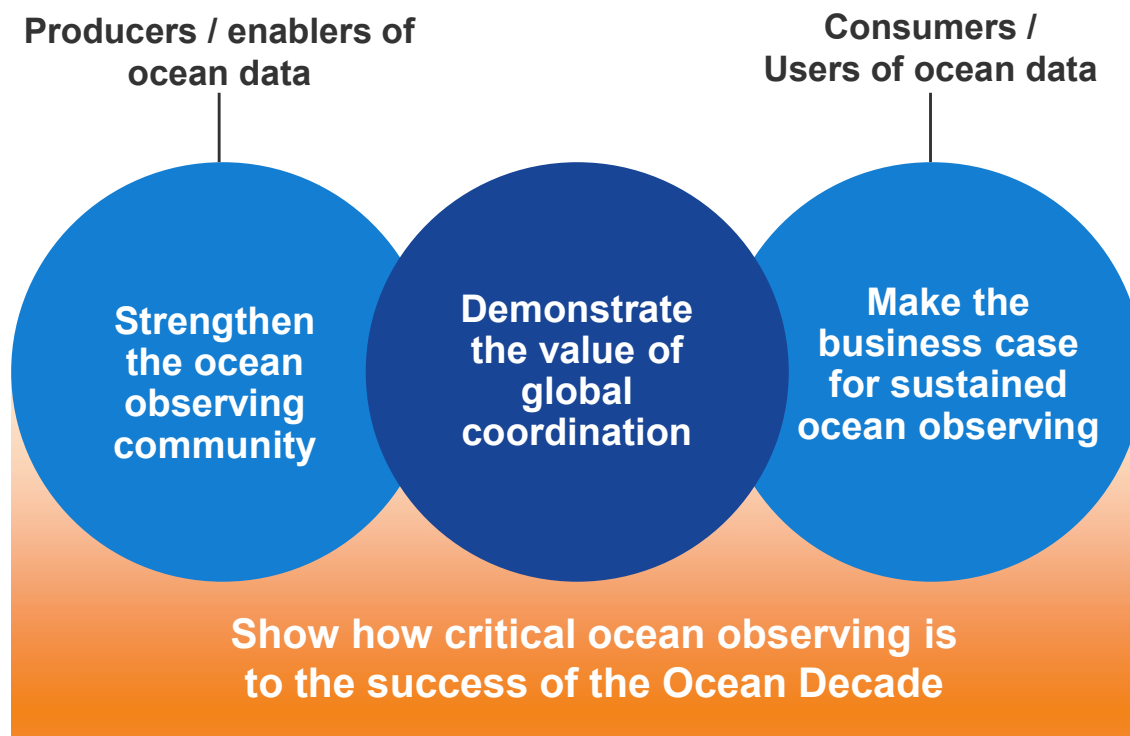


# Session 3: Communications

Laura Stukonyte, GOOS Junior communications consultant



# GOOS communications objectives



# Reaching our audiences



The Global Ocean Observing System (... @GOOS... · Dec 16, 2022 ...)  
 "We now need to engage in the conversation with CBD to connect across all the indicators that require marine observations and develop a fit for purpose ocean #biodiversity observing system to fulfill reporting needs.

GOOS is here to help."

## Events to join this June:

### Workshop

**OCG-14: Low Cost Technologies & Data Workshop**

2 June 2023 | 9:00 - 17:30 CEST  
[See what time it is for you](#)

Online

The GOOS [Observations Coordination Group](#) and [AtlantOS](#) are hosting a low cost technology workshop that will focus on showcasing the technologies available and their application, and opportunities to ensure collected ocean data is [FAIR](#).

[Read more](#)

### Webinar

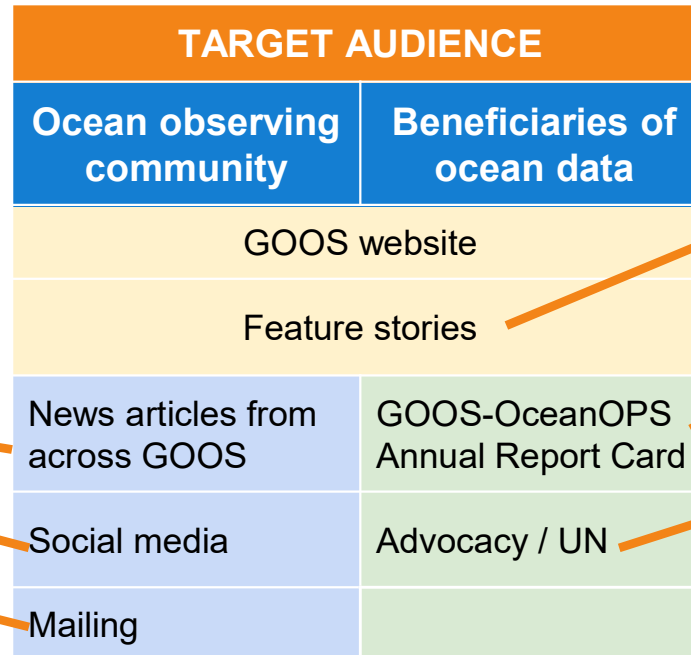
**Info Session: Blue-Cloud Virtual Labs**

8 June 2023 | 14:00 - 15:00 CEST  
[See what time it is for you](#)

Online

The Blue-Cloud Training Academy invites you to a free webinar on Blue-Cloud Virtual Labs, where we will learn about the Blue-Cloud 2026 Virtual Labs on "Carbon-Plankton Dynamics" and "Integration of Coastal Ocean observations along Europe".

[Read more](#)



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## GOOS National Focal Points

GOOS National Focal Points (NFPs) are the focal points for communication between GOOS and the national organisations and individuals involved in the sustained national ocean observing system infrastructure.

The role of GOOS NFPs:

- Promote and support the work of GOOS at the national level and foster connections between elements involved in ocean observing, government stakeholders and the beneficiaries of ocean information, towards achieving GOOS strategic goals;
- Ensure that national needs and gaps related to sustained ocean observing systems are brought to the attention of GOOS;
- Are key contact points for implementing the Global Ocean Observing System (GOOS) at national and global levels;
- Report to IOC on national implementation

NFPs are essential in promoting the work of GOOS and ensuring that sustained ocean observing system needs and gaps are addressed.

Related links:

[NFP Terms of Reference](#)

[List of GOOS NFPs](#)

# GOOS/OceanOPS Report Card

Annual report evaluating the current status of the Global Ocean Observing System.

- Focuses on how an integrated ocean observing system adds value to society across the three GOOS Delivery areas: climate, operational services, and ocean health
- Online version of the Report Card 2023: <https://www.ocean-ops.org/reportcard2023/>
- PDF version: <https://www.ocean-ops.org/reportcard2023/reportcard2023.pdf>



# NFP Specific Messaging



# Messaging work to support NFPs

- Interviewed 6 different NFPs to understand needs: Italy, Australia, India, Uruguay, South Africa and Maldives

## Outcomes:

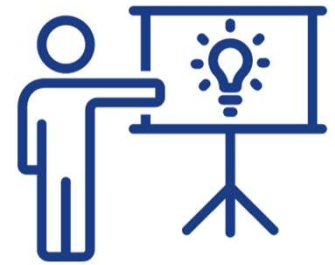
- A set of easy to share messages for NFPs to use when communicating with their audiences
- Need to explain the value of ocean observing, data collection and the work of GOOS to a variety of official bodies, industry and concerned audiences.
- Funding for sustained observations is a challenge for all



# Draft example 1: Elevator pitch

*“Hi, my name is (...). I represent the Global Ocean Observing System (GOOS) in (NATION). GOOS leads the ocean observing community.*

*Working with industry, scientists and the United Nations worldwide, GOOS gathers and shares data that covers climate, weather and forecasting and ocean health. I help (NATION) to access this data, mitigate climate change, benefit from improved forecasting and make more sustainable decisions in relation to the ocean while sharing our data with GOOS so we benefit from a stronger, more effective global system.”*





## Draft example 2: Explaining the NFP role

1. *Implement GOOS strategic goals at national levels and help align national activities with regional and international ocean observing.*
2. *Develop a national hub to coordinate ocean observing across disciplines and sectors, from government to representatives of the blue economy.*
3. *Advocate for national investment in sustained ocean observing systems.*
4. *Promote and implement strategies for a sustained ocean observing system that delivers the information users need.*
5. *Create awareness of GOOS's work at the national level.*
6. *Make sure GOOS is aware of national needs, capability and gaps related to sustained ocean observing systems and develop regular reporting to the IOC.*
7. *Take part in GOOS-organised NFP meetings.*



# First NFP communications delivered

- Messaging to be used in digital and printed communications (from emails to posters)
  - Elevator pitch
  - Short description of GOOS and NFP role
  - Long description of GOOS and NFP role
  - Boilerplate
  - ...
- Consistent with GOOS overall communications
- GOOS NFP Messaging guide - **to be delivered next week**

**Have a go at using the messaging and let us know how it works for you!**



# Questions to you:



## Community building:

- Private LinkedIn group?
- Private Facebook group?

## Next communications deliverables:

- Brochure?
- Poster?
- GOOS NFP slide deck?
- Use cases about value/users of ocean observations?

# Questions?

