



The Global Ocean
Observing System

Messaging to support Global Ocean Observing System (GOOS) National Focal Points

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How to use

These pieces of information have been created to make sure that all GOOS National Focal Points (NFPs) communicate about your role and that of GOOS consistently.

They're for you to use, for example:

- When you meet people and need to tell them what you do and about GOOS
- As part of a speech at a presentation
- In a PPT or any kind of written presentation, including email.

We have provided specific examples for each piece of information.

Wherever you read '(Nation)', please insert the name of the nation for which you are an NFP.

While we are happy for you to use specific parts of each piece of information in different contexts and situations, please do not change the wording. Consistency in our messaging is vital.

Where appropriate, we invite you to include specific examples of ocean observing in relation to your nation. If you would like advice from us as to what kind of examples to use, please get in touch.



Tagline

GOOS National Focal Points champion ocean observing in their countries.

How to use

This one-liner can be used to describe your role as a GOOS NFP in the signature under your emails or other communications.

Please stick to the wording.



Personal elevator pitch

Hi, I'm (YOUR NAME). I represent the Global Ocean Observing System (GOOS) in (YOUR NATION). GOOS leads the ocean observing community. Working with scientists, industry, and the United Nations worldwide, GOOS coordinates the gathering and sharing of ocean data for climate, weather and forecasting, and ocean health. I help make sure (YOUR NATION) benefits fully from the potential of ocean observations to adapt to climate change, improve forecasting, and make more sustainable decisions. Sharing data and priorities through GOOS builds a stronger, more effective national and global system.

How to use

This piece of information is designed as a simple introduction to you, your role as an NFP and GOOS. It enables you to always appear confident and articulate when you are explaining your role.

Please stick to the wording for each point and do not introduce specific examples into the elevator pitch. Your aim is to be as brief and to the point as possible.

You can introduce specific examples into conversation or discussion later.



Aide memoire

1. I am the Global Ocean Observing System (GOOS) National Focal Point for (YOUR NATION).
2. GOOS leads the ocean observing community and works with scientists, industry and the United Nations worldwide.
3. The ocean is vital for life on Earth. Observing the ocean enables us to better forecast the weather, understand the changes in our oceans, adapt to climate change, protect biodiversity and manage sustainable development for society.
4. I help align our nation's activities with regional and international ocean observing, and implement GOOS's strategic goals at the national level. This enables us to have a voice in the global conversation and make ocean observing more effective for our nation.

How to use

This piece of information goes into a bit more detail than the elevator pitch. It is designed as a simple prompt to help you explain who you are as an NFP, what GOOS does and why.

Feel free to refer to the individual points in any order you like and remember you do not have to include all of them when you're talking about what you do and what GOOS is.

But do please stick to the wording for each point.



Longer version of aide memoire

1. I am the Global Ocean Observing System (GOOS) National Focal Point for (YOUR NATION).
2. GOOS leads, coordinates, strengthens, and sets the standards for ocean observing worldwide.
3. GOOS is sponsored by the Intergovernmental Oceanographic Commission of UNESCO, the World Meteorological Organization, the UN Environment Programme and the International Science Council.
4. I implement GOOS strategic goals at the national level and strengthen our nation's ocean observing activities and our contribution to regional and global ocean observing.
5. The ocean is vital for life on Earth. Gathering and sharing ocean data enables us to, for example, better forecast the weather, understand changes in the ocean, adapt to climate change, protect biodiversity and manage sustainable development for society.
6. I work to enable understanding of the importance of ocean observing for our nation in line with our national priorities.
7. I give our nation a voice in the regional and international conversation around preserving ocean health and our planet's future safety and prosperity.
8. Helped by National Focal Points, GOOS is committed to making the ocean observing system stronger and more fit for purpose.



How to use

These points are for you to use in longer speeches or to include in written presentations.

Feel free to refer to the individual points in any order you like and remember you do not have to include all of them when you are talking about what you do and what GOOS is.

But do please stick to the wording for each point.



The work of NFPs

1. Align national activities with regional and global ocean observing and implement GOOS strategic goals at national levels.
 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 and create awareness of GOOS's work at the national level.
 4. Promote and implement strategies for a sustained ocean observing system that delivers the information users need.
 5. Make sure GOOS is aware of national needs, capability and gaps related to sustained ocean observing systems and develop regular reporting to the IOC.
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How to use

These points provide clarity on your role. If you are asked to provide more detail about what you do verbally or in writing, please incorporate these pieces of information in a way that feels most appropriate to you.

Please stick to the wording for each point.



Boilerplate

The Global Ocean Observing System and National Focal Points

Founded in 1991, the Global Ocean Observing System (GOOS) is the home of ocean observing expertise. GOOS coordinates and leads a community of international ocean observing programmes, governments, UN agencies, research organizations and individual scientists. It sets and strengthens standards for ocean observing worldwide and delivers ocean information for climate, weather and forecasting, and ocean health. GOOS supports nations in meeting their goals and commitments to the UN, including for the Convention on Biodiversity, the High Seas Treaty and UNFCCC. National Focal Points (NFPs) represent GOOS in a particular nation, implementing GOOS strategic goals at national levels and aligning national activities with regional and global ocean observing. GOOS is sponsored by the Intergovernmental Oceanographic Commission of UNESCO, the World Meteorological Organization, the UN Environment Programme and the International Science Council.

How to use

This piece of information explains what GOOS and NFPs do. It always stays the same. Please do not adapt it in any way. It is for you to use in press releases or other communications items you might send out, and as part of presentations or in printed documents.