

## Session 1.2:

# Progress on Communications since NFP Forum 2023

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# Communications Toolkit for NFPs

**Objective:** To support NFPs in communicating about the value of ocean observations, GOOS, and their role as a GOOS NFP

**Includes:**

- Messaging to support NFPs
- Flowchart illustrating the role of NFPs
- 3 Ocean data use cases
  
- *Coming soon: NFP Slide deck*

Communications toolkit: <https://goosocean.org/document/34594>

Messaging guide: <https://goosocean.org/document/33625>

Use cases: <https://goosocean.org/our-work/use-cases/>



## Communications toolkit for the Global Ocean Observing System (GOOS) National Focal Points

How to present my role as a GOOS National Focal Point?

Descriptions of the GOOS National Focal Point role situations, can be found in the **NFP Messaging guide** includes a tagline, elevator pitch, aide memoire and support.

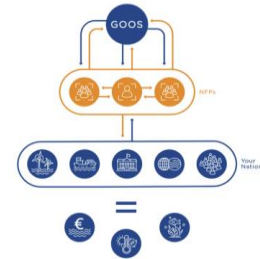


Figure 1. A flowchart illustrating the role GOOS National F and separate icons can be downloaded here.



The cover of a messaging guide for GOOS National Focal Points. It features a blue background with a white box containing the GOOS logo, the title 'Messaging to support Global Ocean Observing System (GOOS) National Focal Points', and the date 'DECEMBER 2023'. At the bottom of the white box are logos for UNESCO, WMO, UN Environment, and IOC. The background also features a faint image of a shark.

# Messaging to support NFPs

- Tagline
- Elevator pitch
- Aide memoire
- The work of NFPs
- Boilerplate

<https://goosocean.org/document/33625>



## 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.*

# Ocean data use cases

**Objective:** Demonstrate real life examples of the impact and value of data coming from sustained ocean observations.

**Priority for 2025:** More use cases from developing countries

**To suggest a use case idea from your country, please contact us at:**  
[l.stukonyte@unesco.org](mailto:l.stukonyte@unesco.org)



Image credit: Claudia Thomsen

## Ocean observing supports German offshore wind energy development

As Germany continues to invest heavily in offshore wind farms and platforms in its Exclusive Economic Zone (EEZ) in the North Sea and the Baltic, ocean observing is playing a vital role in optimising operation and productivity now and for the future.

[Read here](#)



Image credit: Michael J. Moore and Carolyn Miller

## Acoustic glider networks reduce North Atlantic right whale strikes

Acoustic glider networks in Canada and the US monitor endangered right whales and alert shipping about their presence, sharing information as the whales migrate from one country's coastal waters to another.

[Read here](#)



Image credit: Shutterstock

## Impressive accuracy in multi-year Met Office hurricane predictions

The UK Met Office began working with British-American insurance broking company WTW to develop more accurate one to five-year hurricane forecasts and shape insurance products for coastal properties along the Atlantic coast of the US.

[Read here](#)

<https://goosocean.org/our-work/use-cases/>

# NFP LinkedIn group

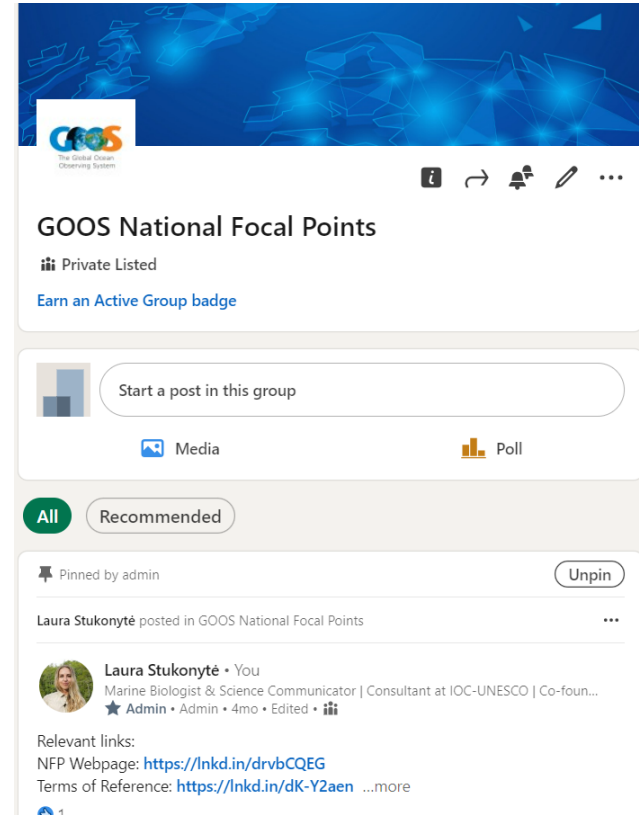
A private LinkedIn group for interaction between GOOS NFPs, and between the National Focal Points and GOOS.

## Objectives:

- Encourage sharing of relevant information and news between NFPs and between GOOS and the NFPs
- Keep NFPs up to date with news from GOOS
- Enable reaching out to other NFPs and GOOS for advice
- Serve as a hub to find relevant NFP material

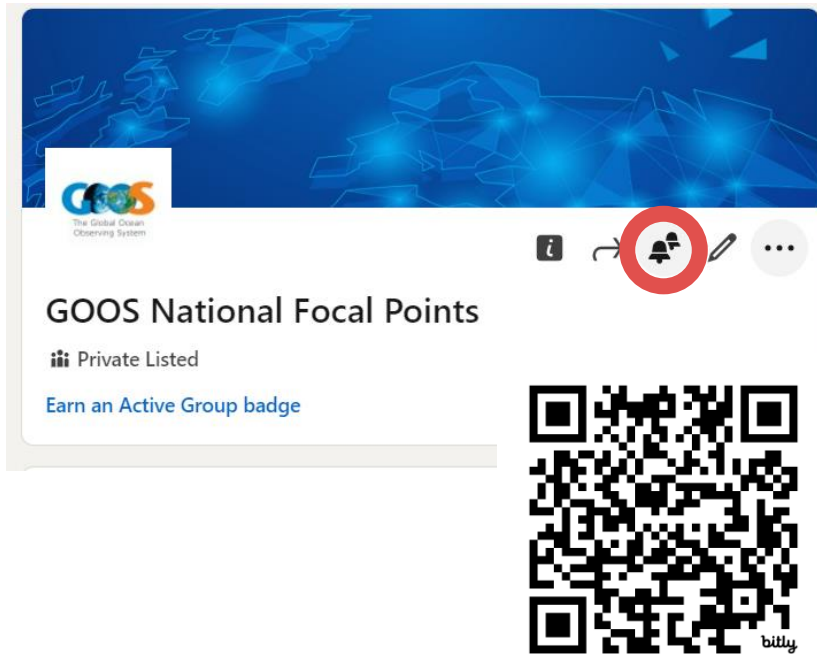
**Currently only 22 members!**  
**Please join the group here:**

<https://www.linkedin.com/groups/9528168/>

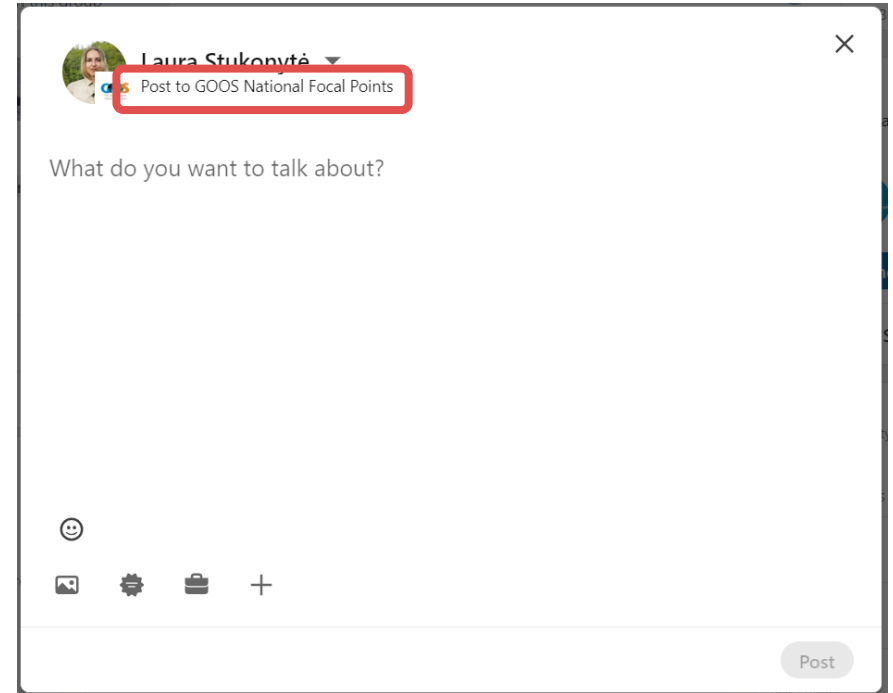


# NFP LinkedIn group

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Questions and comments?

