



The Global Ocean Observing System



Session 5:

5.3 Opportunities identified through private sector engagement

**Emma Heslop
and Terry McConnell**

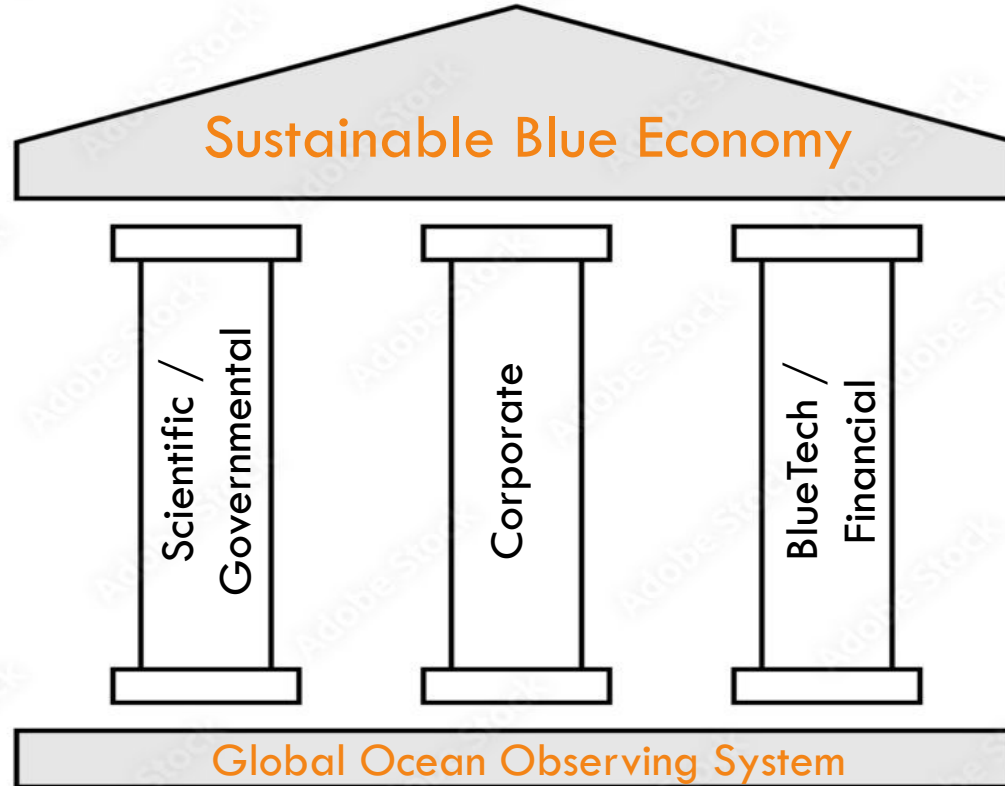
**14th GOOS Steering Committee meeting (SC-14) | 19-21 February 2025 |
Paris, France**

Decade Coordination Office (DCO)

2

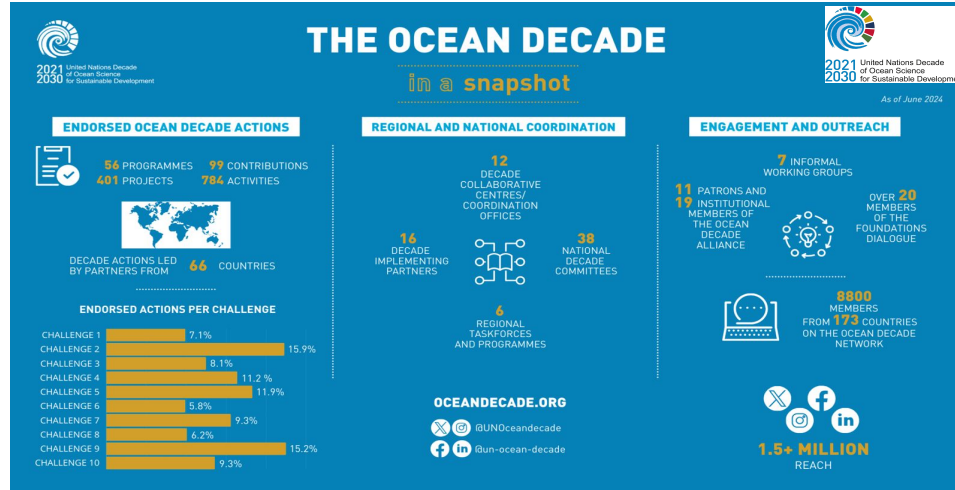
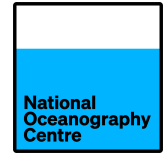
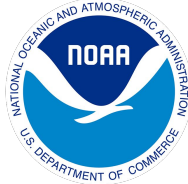


THE THREE PILLARS OF OCEAN OBSERVING



THE THREE PILLARS OF OCEAN OBSERVING

SCIENTIFIC / GOVERNMENTAL

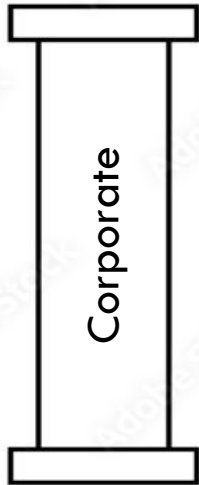


Scientific / Governmental



THE THREE PILLARS OF OCEAN OBSERVING

CORPORATE



OCEAN DECADE CORPORATE DATA GROUP

Unlocking privately-held ocean data for the benefit of science

Ocean Decade Corporate Data Group

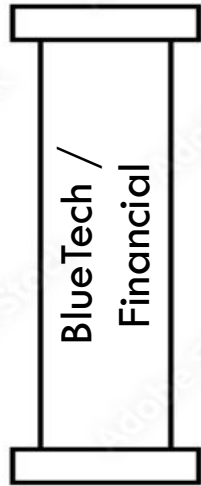
Institutional members



The International Business Alliance for Corporate Ocean Responsibility

THE THREE PILLARS OF OCEAN OBSERVING

BLUETECH / ENTREPRENEURIAL



POSSIBILITY OCEAN

DESIGNING FOR
GLOBAL IMPACT WITH
OCEAN OBSERVING

Possibility Ocean

“By bridging the gap between the public and private sectors, we can create a coordinated ecosystem that accelerates the collection, synthesis, and application of ocean data.”



Seaworthy Collective - Ocean Decade



OCEAN ENTERPRISE INITIATIVE



Ocean Enterprise Initiative (OEI) GOOS-MTS-NOAA

(fulfill Dialogues with Industry)

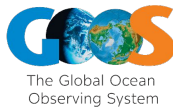
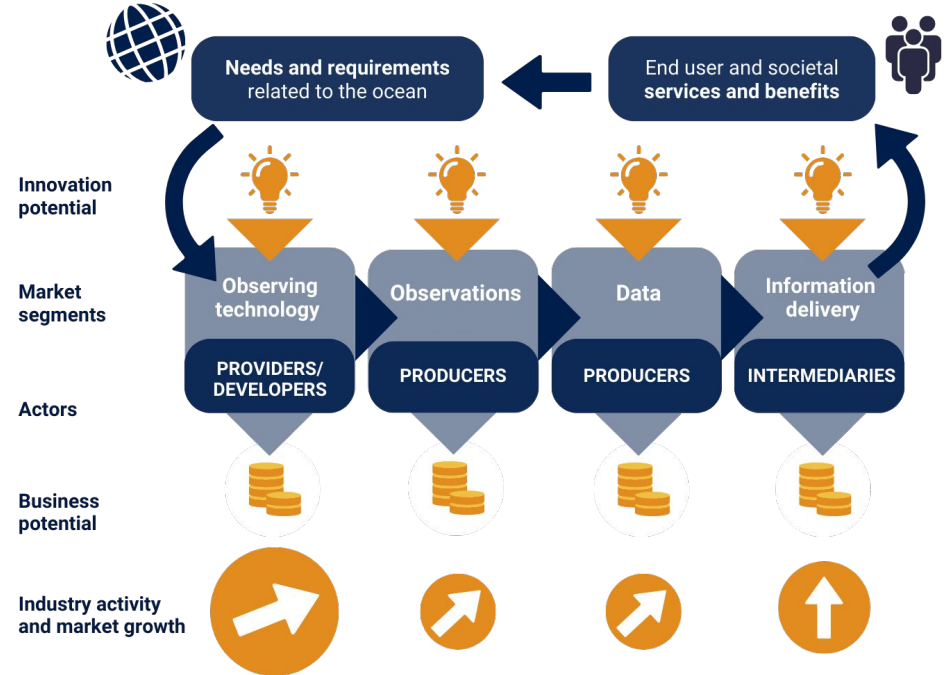
7



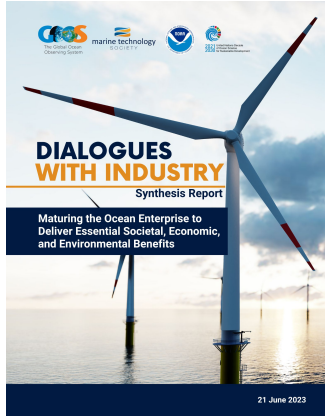
Dialogues with Industry

- Facilitate dialogue between government, science and industry across the value chain
- Lower barriers and increase opportunity for private sector engagement and partnership
- Recommendations for GOOS, government, science, and industry to act on
- 4 Sessions: Sep 2022 – Feb 2023 – value chain

Opportunity to expand observing capacity, increase efficiency, and support blue economy



Roadmap Development



44 pathways evaluated:

- Ease of implementation
- Level of impact
- Overall priority



26 priorities



Addressing
10 challenges



3 Priority Areas



Improving the
Marketplace



Collaboration to
Grow & Impact
Change



Shaping the
Future



Consultations with
stakeholders in 2023

Roadmap - Goals



ESSENTIAL SERVICE

Ocean Enterprise recognized as **essential to lives and livelihoods**; ocean knowledge, products, and services are no longer peripheral



VISIBLE ENTERPRISE

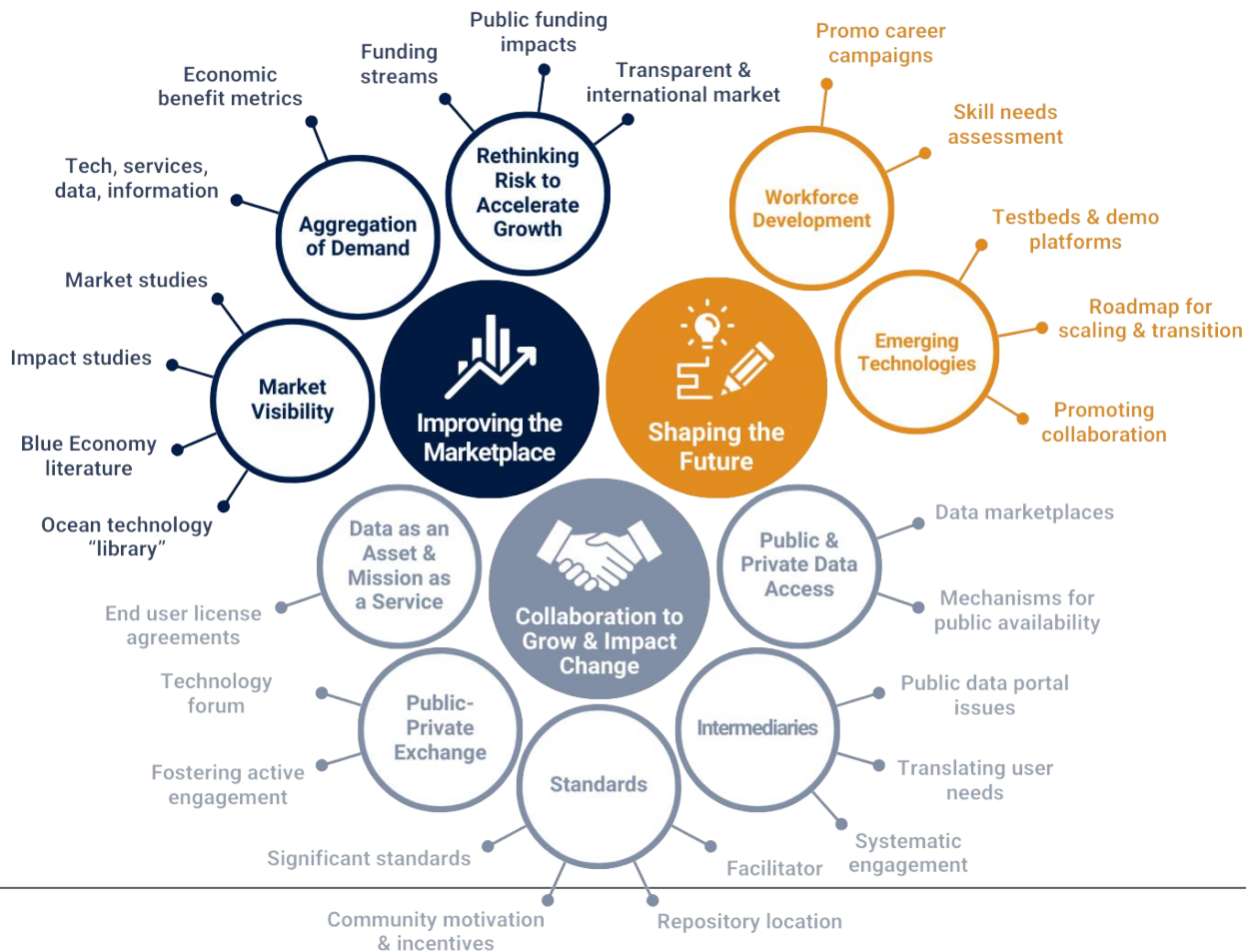
Contribution to the global GDP understood



DISTINCT MARKET

The ocean observing, products and services sector is identified as a **distinct market sector**

Roadmap - Structure



Introductions



HANS VANSUMEREN

Senior Director, MTS



CAISEY HOFFMAN

Manager, MTS

Executive Team



ZDENKA WILLIS

Past President
Marine Technology
Society



EMMA HESLOP

Program Specialist
Global Ocean Observing
System (GOOS)
IOC/UNESCO



ZACK BAIZE

Program Manager
NOAA Blue Economy
Program



JESSICA SNOWDEN

Deputy Director
Global Ocean
Monitoring and
Observing NOAA/OAR



PEER FIETZEK

Snr. Business
Development Mgr.
Ocean Science
Kongsberg Discovery



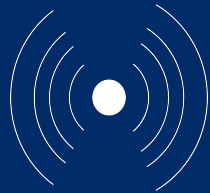
DONNA KOCAK

Fellow, Senior
Scientist
Innovation Strategy
Lead
L3Harris



PATRICK GORRINGE

Manager International
Ocean Relations
SMHI



VISION

A flourishing Ocean Enterprise that is recognized as an integral market sector, grows a sustained ocean observing system, and changes the perception of ocean information from peripheral to essential to society.



MISSION

Grow the ocean observing system through better public-private partnerships by creating a globally inclusive forum to understand market opportunities, incentivize ocean solution innovation, facilitate data and information exchange, develop a workforce, and proliferate scalable technology to achieve benefits for all stakeholders of the Ocean Enterprise.

FOUNDATIONAL DRIVERS

Foundational drivers needed to sustain public/private partnerships in support of bolstering the Ocean Enterprise



ESSENTIAL SERVICE

A robust Ocean Enterprise recognized as essential to lives and livelihoods; ocean knowledge, products, and services are no longer considered peripheral.



VISIBLE ENTERPRISE

The Ocean Enterprise is visible, identifiable, and recognized as a strong contributor to the global Gross Domestic Product (GDP).



DISTINCT MARKET

The ocean observing, products and services sector is identified as a distinct market sector that attracts investment.

PRIORITY AREAS



MARKET PLACE

focuses on improving the market visibility, aggregation of demand and rethinking risk to accelerate growth.



COLLABORATION

focuses on data as an asset and missions as a service, private-public exchange, standards, developing intermediaries, and public and private data access.



THE FUTURE

focuses on workforce development and the utilization of emerging technologies in the public sector services.

ACCELERATING OPPORTUNITIES IN THE OCEAN MARKETPLACE



IMPROVING THE MARKETPLACE

Unlocking the ocean's economic potential through better data and emerging markets.

Interchange

Ocean
Enterprise
Accelerators

Standards
and Best
Practices



CULTIVATING COLLABORATION

Bridging public-private gaps to drive impact and innovation.

TechSurge
Events

Dialogues w/
Industry
Harmful Algae Blooms



SHAPING THE FUTURE

Investing in talent and infrastructure to sustain the ocean economy.

NSF
Microcredentials

Blue Workforce
Convenings

Summer
Workshops

External Advisory Team



ALFREDO GIRON

Head, Ocean Action
Agenda
World Economic Forum



ANUSCHEH NAWAZ

Principal Research
Scientist
University of
Washington



ASPASIA PASTRA

Assistant Professor
Sasakawa Global Ocean
Institute of the World
Maritime University



BRAD DE YOUNG

Executive Director
CIOS Pacific



CARLO ANGELES

Executive Director
The Amazon Pledge



CHRIS WHITT

Consultant
Lloyd's Register
Foundation



CORINNE BASSIN

Head of Data Solutions
Schmidt Ocean
Institute



DAVID KELLER

Director of Research
and Technology
Carbon to Sea Initiative



ISA ELEGEDE

Head of Research and
Innovation
Saoe Global



HOLLY WOYTAK

Business Development
and GIS Analyst
Fugro



IFEOLUWA SOMORIN

Maritime Lawyer
Pacific International
Lines (PIL) Nigeria
Limited



JOCHEN KLINKE

Director of Science
Sea-Bird Scientific



KARIM HILMI

Research Director
INRH (National Institute
of Fisheries Research)



KATE DANAHER

Managing Director
Ocean Investment
S2G Ventures



MICHELE BARBIER

Founder and Executive
Director
INRIA (French Institute for
Research in Computer
Science and Automation)



MILLICENT PITTS

Executive Director
Ocean Exchange



NAIR BALAKRISHNAN

GOOS SC Member
Regional Expert
INCOIS



NELE DAGEFÖRDE

CEO
TransMar Tech GmbH



RUTH PATTERSON

Oceanographer,
Adjunct Research
Fellow
Charles Darwin
University



SCOTT LORANGER

Acoustician and
Applications Scientist
Kongsberg Discovery
(USA)



TED JANULIS

Founder and Principal
Investable Oceans



TODD KLEPERIS

Founder
Tekmara

What has it done

- Successful US Tech Surge for BioEco
- Set up Advisory Group
- Just completed a successful HABs Dialogues (need spotted-ready to go)
- Standards and market reports lagging?

Next steps

- Push for relevant dialogues - cost efficient sensors and Carbon -were the key ideas -are these what we want?
- Are there other areas, how do we (Patrick and I?) work with ? to do this
- Missed opportunity if don't act - \$4 million of funding to help

General considerations

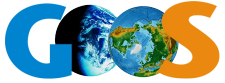
20

Risks

- Not achieving aims set up thus far
- GOOS seeing the value
- Not looking far enough forward - overarching vision

Considerations for the SC

- OEI - Connection with ocean observing community too low - consider recommendations for developing or supporting links
 - OEI - Not enough suitable 'issues' for 'growing the observing system' identified - no mechanism
 - Work with OEI to find investment for GOOS interactions - supporting our community - deeper
-
- Industry not all the same - if we are serious what focus on where: sensor/tech providers, data users, service providers, network providers, data providers
 - Develop a more holistic and strategic view if what we want to interact with and why?



The Global Ocean Observing System

Thank you

goosocean.org

