

Transformative Idea

“To better organize, fund, and communicate the value of ocean observing a **marketing campaign is needed**. Its messaging will need to be multi-layered, both unifying the community and speaking to individual audiences... Strengthening and expanding the network of trusted partners is required for agreeing on and communicating this unified message and addressing governance challenges.”
 - Sustaining Ocean Observations: Proceedings of a Workshop in Brief (2020)

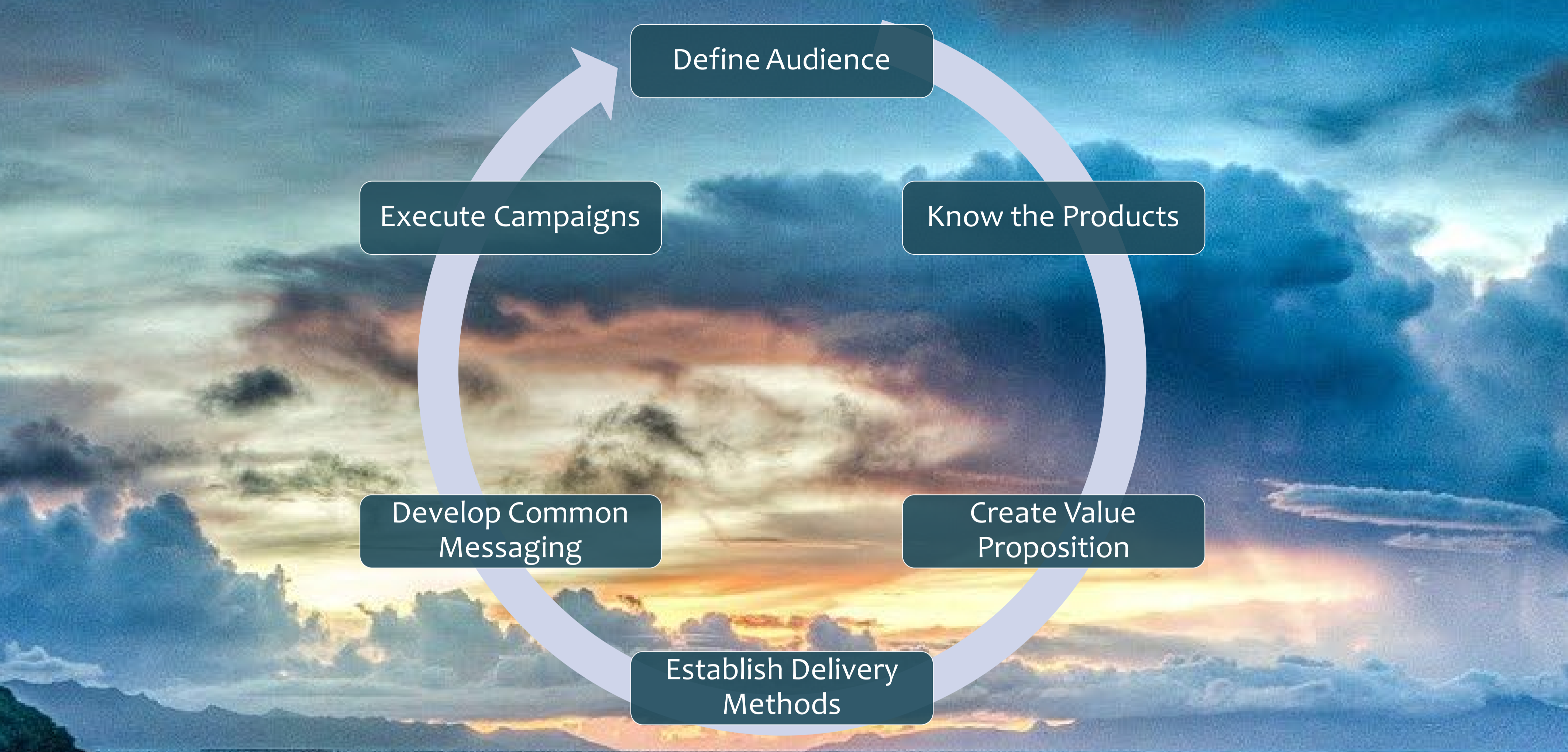
- Primary Objectives:**
- Develop consistent, layered messaging
 - Strengthen the community voice
 - Highlight the value chain of observations
 - Engage with industry, foundations, etc.
 - Launch new advocacy campaigns
 - Create new lanes for resources and funding



Strategic Messaging and Communications

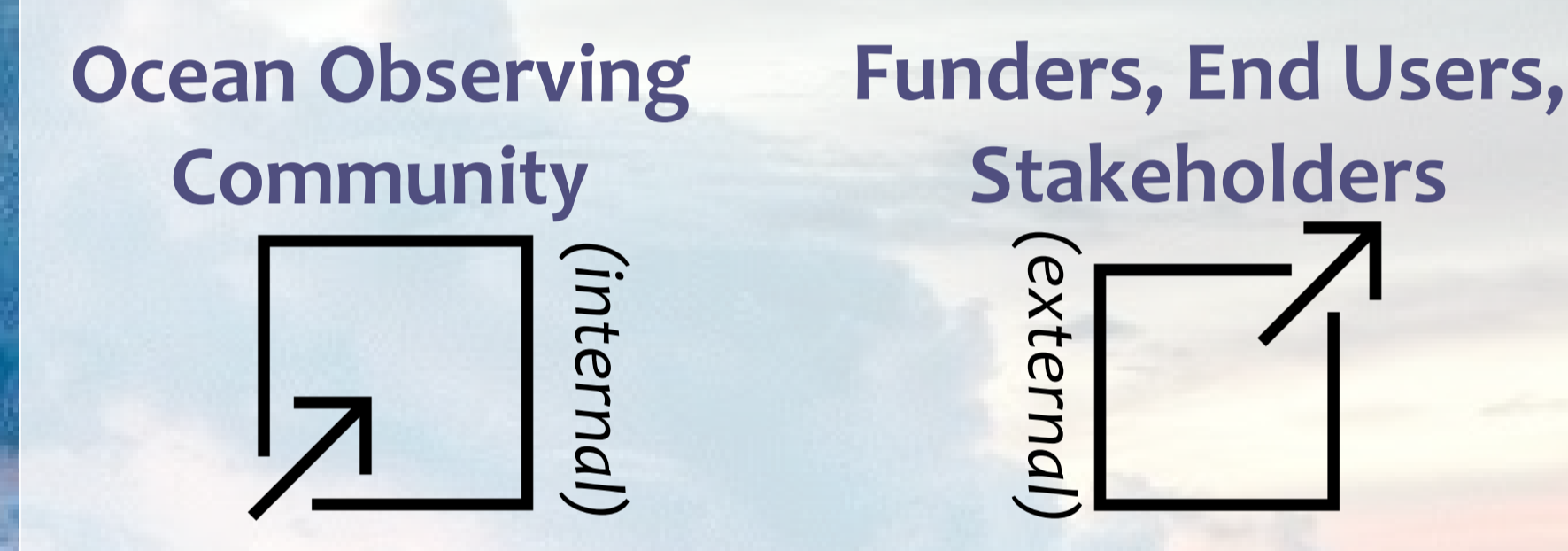
S. Schwartz, S. Murphy, N. Rome, K. Desai
 Consortium for Ocean Leadership

Proposed Approach



Role in UN Decade

- 7** Ensure a sustainable ocean observing system across all ocean basins that delivers accessible, timely, and actionable data and information to all users.
- 9** Ensure comprehensive capacity development and equitable access to data, information, knowledge and technology across all aspects of ocean science and for all stakeholders.
- 10** Ensure that the multiple values and services of the ocean for human wellbeing, culture, and sustainable development are widely understood, and identify and overcome barriers to behaviour change required for a step change in humanity’s relationship with the ocean.



A Collective Voice

Uninterrupted, sustained ocean obs are critical to understanding the Earth system as a whole and managing the resources on which humans and economies depend

Strengthen existing networks with collective impact to encourage partnerships and collaboration

Sustain observations through consistent, comprehensive messaging on the need for resources

GOOS, IOOS, U.S. CLIVAR, Ocean Foundation, Blue Planet, AtlantOS, and others.

YEAR 1 Communications Plan

- **Hire communications experts** with an emphasis on marketing
- **Host stakeholder workshops** to identify critical messaging topics and potential barriers
- **Identify audiences** for targeted messaging

YEAR 2 Targeted Messaging

- **Evaluate successful campaigns** through case studies
- **Conduct focus groups** on impactful messaging formats and topics
- **Assess platforms** for effectively delivering messages

YEAR 3 Strategic Campaigning

- **Enlist the community** to share the message and promote action
- **Advocate to funders** with strengthened community voices.
- **Coordinate partners** across government, private, academic, and philanthropic sectors

BEYOND Coordinated Ops

- **Continue coordinated collaborations** to highlight emerging themes
- **Launch new advocacy campaigns** and develop long-term funding resources
- **Refine messaging** as needed

Partnerships

Co-designed messaging with new partners and marketing the value proposition of obs:

- Social scientists, Engineers, Data scientists
- International governance bodies
- Indigenous and underrepresented groups