



Building Ocean Collaborations

A TRANSFORMATIVE IDEA:

"There is immense opportunity for working together to achieve common goals of sustained ocean observations for the benefit of society -- such an effort would ensure coordination, communication, and shared agendas across multiple communities, and could result in a collective impact that exceeds the sum of the individual efforts at monitoring our oceans for the benefit of society."

– Weller, et al. OceanObs'19 Special Issue

You
Are
Here

• Project Life Cycle •

Phase One: Initiate Action

- Set up a governance and infrastructure that identifies champions
- Conduct strategic planning exercises that map the landscape and use data to support the case
- Involve the community in order to facilitate community engagement

Phase Two: Organize for Impact

- Establish a governance and infrastructure based on backbone processes
- Through a strategic planning process create a common agenda and goals
- Engage the community and further build public will
- Establish an evaluation and improvement approach through shared metrics

Phase Three: Sustain Action and Impact

- Maintain support of the strategy through an alignment with goals and common agenda
- Involve the community through ongoing advocacy and engagement
- Maintain constant improvement through the collection and tracking of progress

White, J. & Rome, N.
Consortium for Ocean Leadership

The National Academies of
SCIENCES
ENGINEERING
MEDICINE



1. A Collective Impact Model



2. Backbone Organization

One organization that serves as a coordinating body, bringing together diverse stakeholders. The backbone holds the "center" of the strategy, drives long-term momentum, identifies strong partnerships, connects and aligns partners/activities, and analyzes measures of success.

Community Building & Partnerships: Broaden the network of trusted partners; promote collaboration across the community.

Communications & Marketing: Develop layered messaging and communicate the value of observations with a collective voice.

Sustained Funding: Strategize cooperative stakeholder needs, increase funding, and co-design obs systems with new partners.

Objectives:

- Sustain ocean observations
- Identify funding model for special projects
- Support for pan-regional products
- Super-regional services (archiving, data, cloud)
- Connect ocean programs across sectors
- Meet Administration priorities

Benefits:

- Regions focus on sustaining critical observations
- Incubate new concepts and technology
- Federal agency integration and enhanced products
- Contributing to SDG14 Targets:
Reduce pollution, manage ecosystems, minimize ocean acidification, stop illegal fishing, conserve 10% of ocean areas, and increase scientific knowledge

