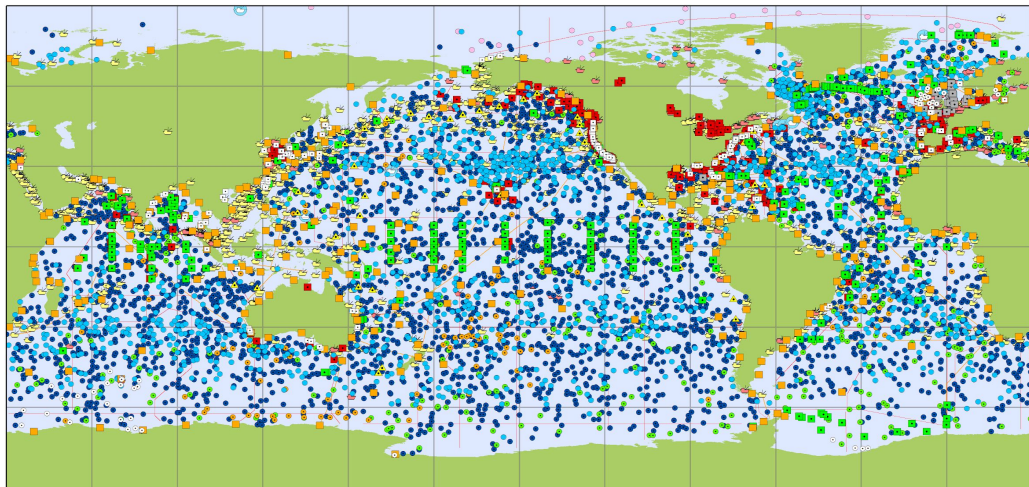
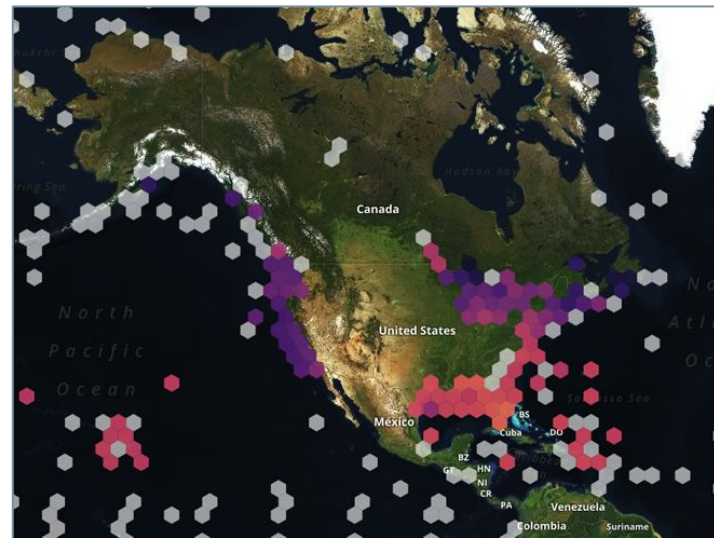


NOAA's Role in Ocean Observations



Main in situ Elements of the Global Ocean Observing System

August 2020



IOOS Environmental Sensor Map

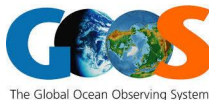
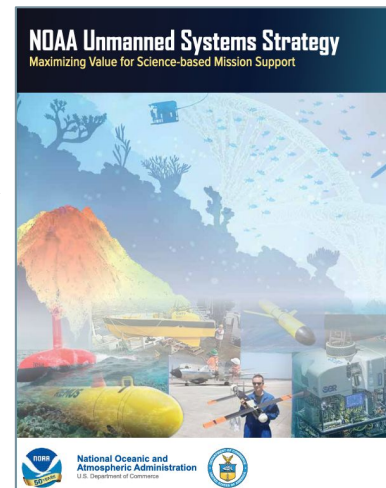
Dr. David Legler, Director
Global Ocean Monitoring and Observing Program

<https://globalocean.noaa.gov>





PARTNERING



Go Big(ger), Go Together

- Federal government has led development of today's ocean observing "system".
- The role of government in ocean observing will remain critical.
- Our role going forward needs to evolve. We need to be clear in our intent while exploring new models of partnering and supporting sustained ocean observing that encourages and rewards all participants.
- Innovating our role is already happening, but we need to:
 - **THINK BIG(ger), think differently, take some risks...**
 - **Increase the emphasis on, and pool of expertise devoted towards, improving our engagement, partnering, and coordination**



Sustaining Ocean Observations Phase 2 Workshop: Enhancing Support for Sustained Ocean Observations

Holly A. Bamford, Ph.D., Chief Conservation Officer, National Fish & Wildlife Foundation
September 18, 2020

About NFWF

Who We Are

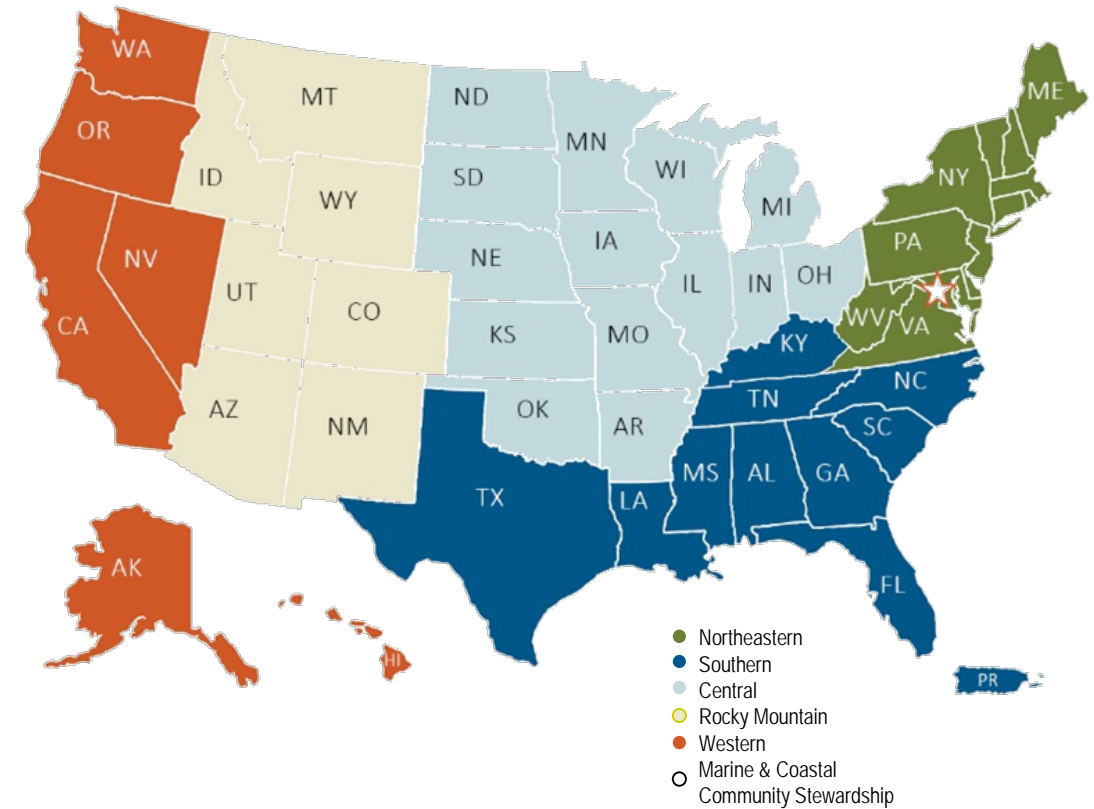
- Chartered by Congress (1984)
- 30 Board members appointed by Secretary of DOI

What We Do

- Protect and restore nation's fish, wildlife and habitats
- Bring collaboration among federal and private sector
- Create common conservation goals
- Invest in experts in the field to get results

NFWF is Not

- An advocacy organization that engages in lobbying or litigation



Dauphin Island beach

NFWF Federal, Corporate, & Foundation Partners



16



20+



20+

Platform for Partnerships

Non-Federal Partners

- Corporations
- Foundations
- Private Donors
- States
- NGOs
- Mitigation & Settlements

\$

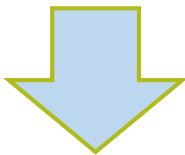


Leader in fish, wildlife and habitat conservation through collaborative public-private partnerships that implement science-based strategies to achieve measurable outcomes.

\$

Federal Partners

- Appropriations
- Cooperative Agreements



Effective competitive grant programs (3,400 grants under management)



Prime Hook NWR



Green sea turtle



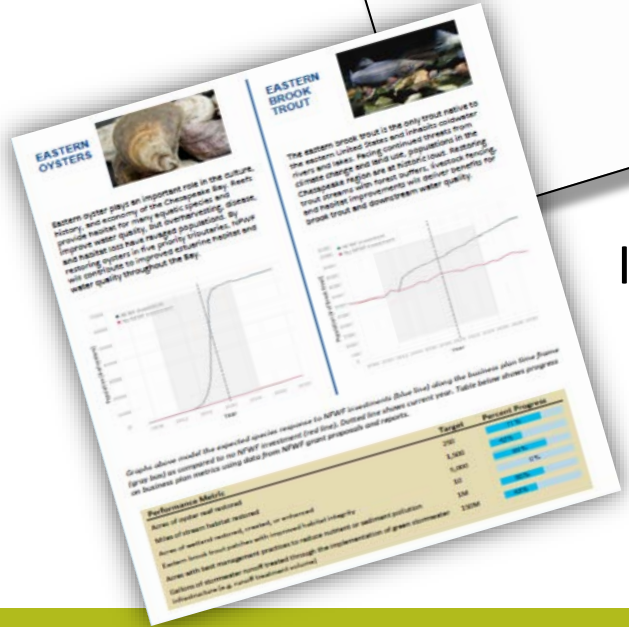
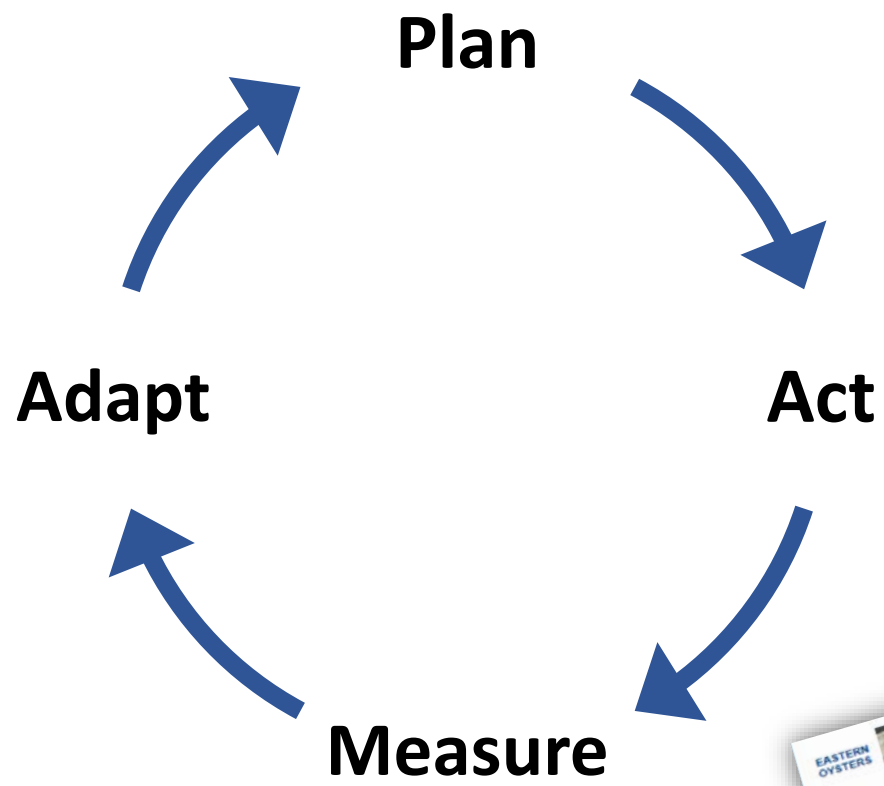
Community dune planting



California Coho salmon

Projects guided by science-based business plans to deliver outcomes

Conservation Business Plan



Northern pike



Piping plovers

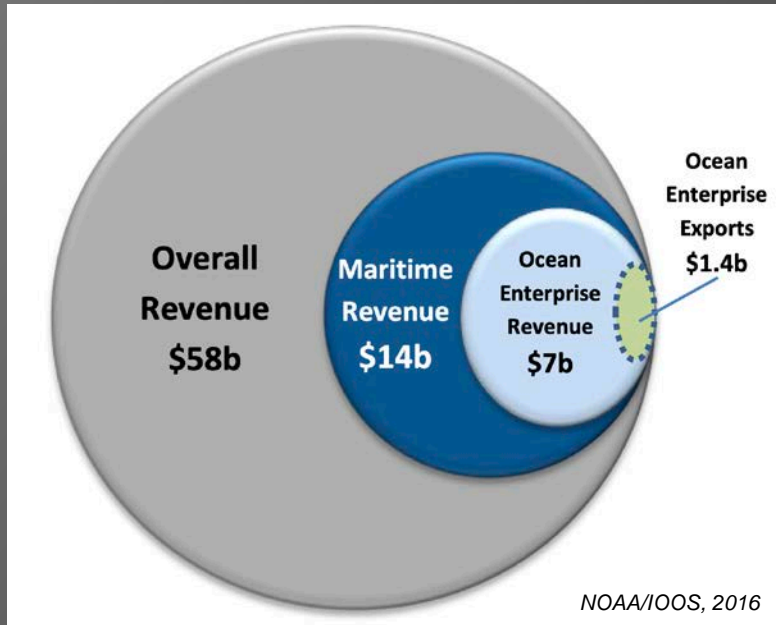
Identifies measurable/fundable goals:

- Species of concern or indicators of habitat
- Responsive to investments within timeframe
- Progress toward goal can be measured

Summary

- Overcome barriers by using a collaborator
- Connect on a common goal
- Understand perceived risk
- Observation as part of mandated efforts
- Measurable return on investment

BUILDING A KNOWLEDGE-BASED ECONOMY (BY DESIGN)



“With increasing access to data, there is enormous potential for everyone from policymakers and NGOs to businesses and investors to make more informed decisions ...” (The Economist, A Sustainable Ocean Economy in 2030, June 2020)

“The New Blue Economy (NBE) is a knowledge-based economy ... data and information to address societal challenges and inspire their solutions” (Spinrad, 2016)



Why will the NBE grow?

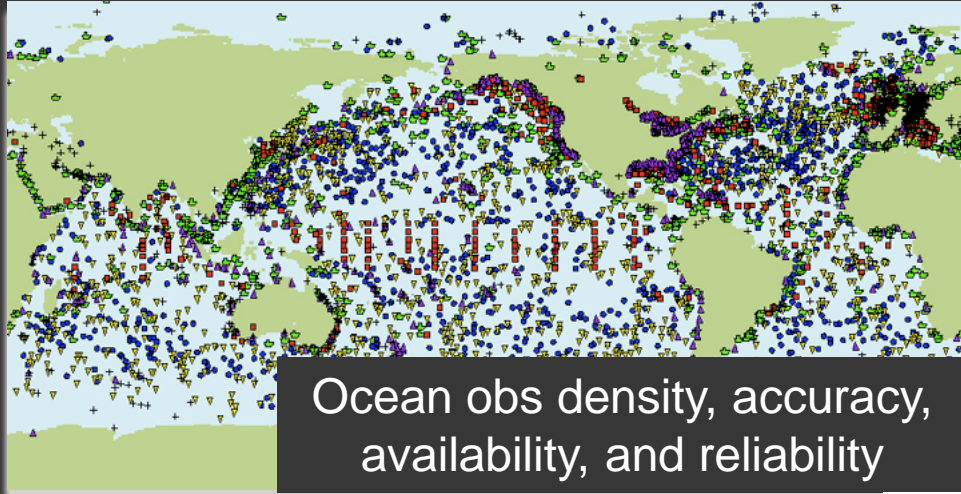
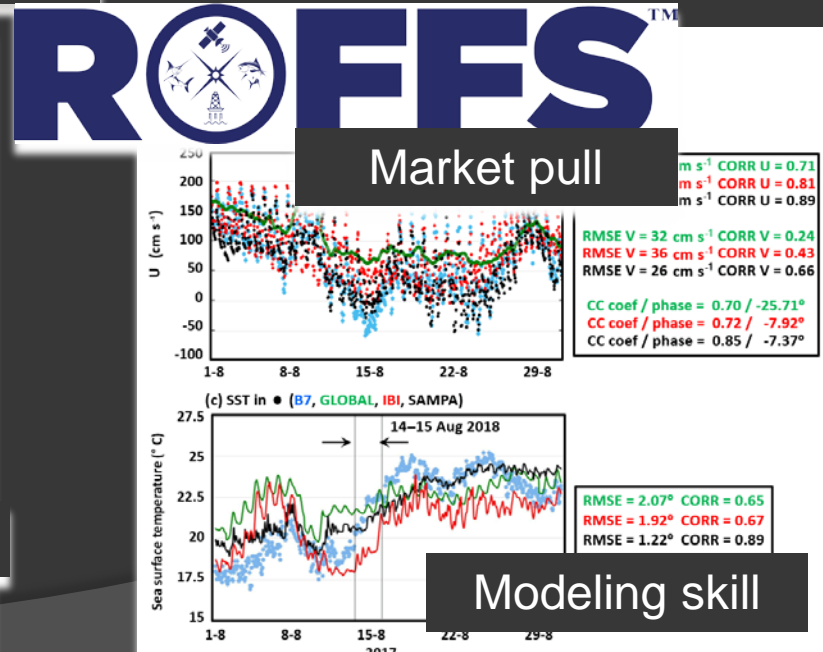
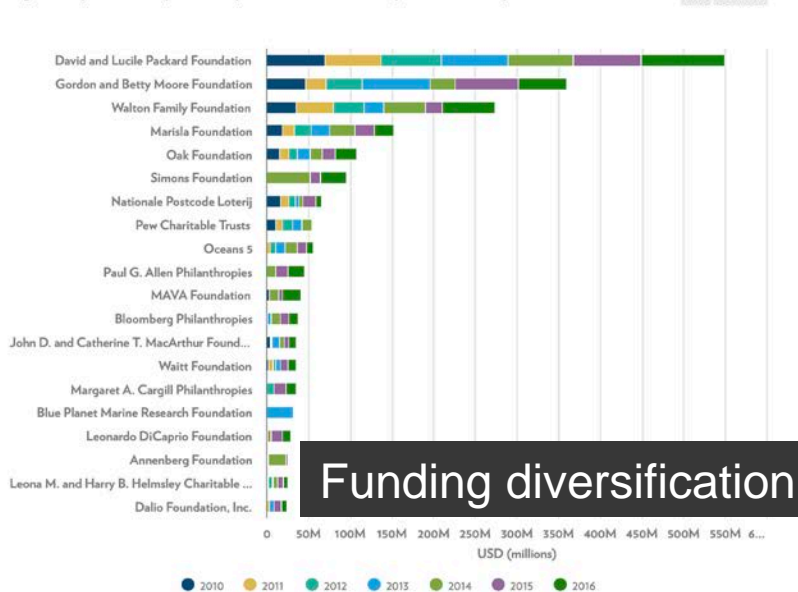


Fig. 7.4. Top 20 marine philanthropic funders, 2010-2016 (in USD millions)



Actions needed

110 STAT. 2470

PUBLIC LAW 104-201—SEPT. 23, 1996

ocean sciences and education, so that optimal use can be made of this most important natural resource for the well-being of all Americans.

SEC. 282. NATIONAL OCEANOGRAPHIC PARTNERSHIP PROGRAM.

(a) PROGRAM REQUIRED.—(1) Subtitle C of title 10, United States Code, is amended by adding after chapter 663 the following new chapter:

“CHAPTER 665—NATIONAL OCEANOGRAPHIC PARTNERSHIP PROGRAM

“Sec.

“7901. National Oceanographic Partnership Program.

“7902. National Ocean Research Leadership Council.

“7903. Ocean Research Advisory Panel.

“§ 7901. National Oceanographic Partnership Program

“(a) ESTABLISHMENT.—The Secretary of the Navy shall establish a program to be known as the ‘National Oceanographic Partnership Program’.

“(b) PURPOSES.—The purposes of the program are as follows:

“(1) To promote the national goals of assuring national



**Authorize
permanence**

**Attract
investment**