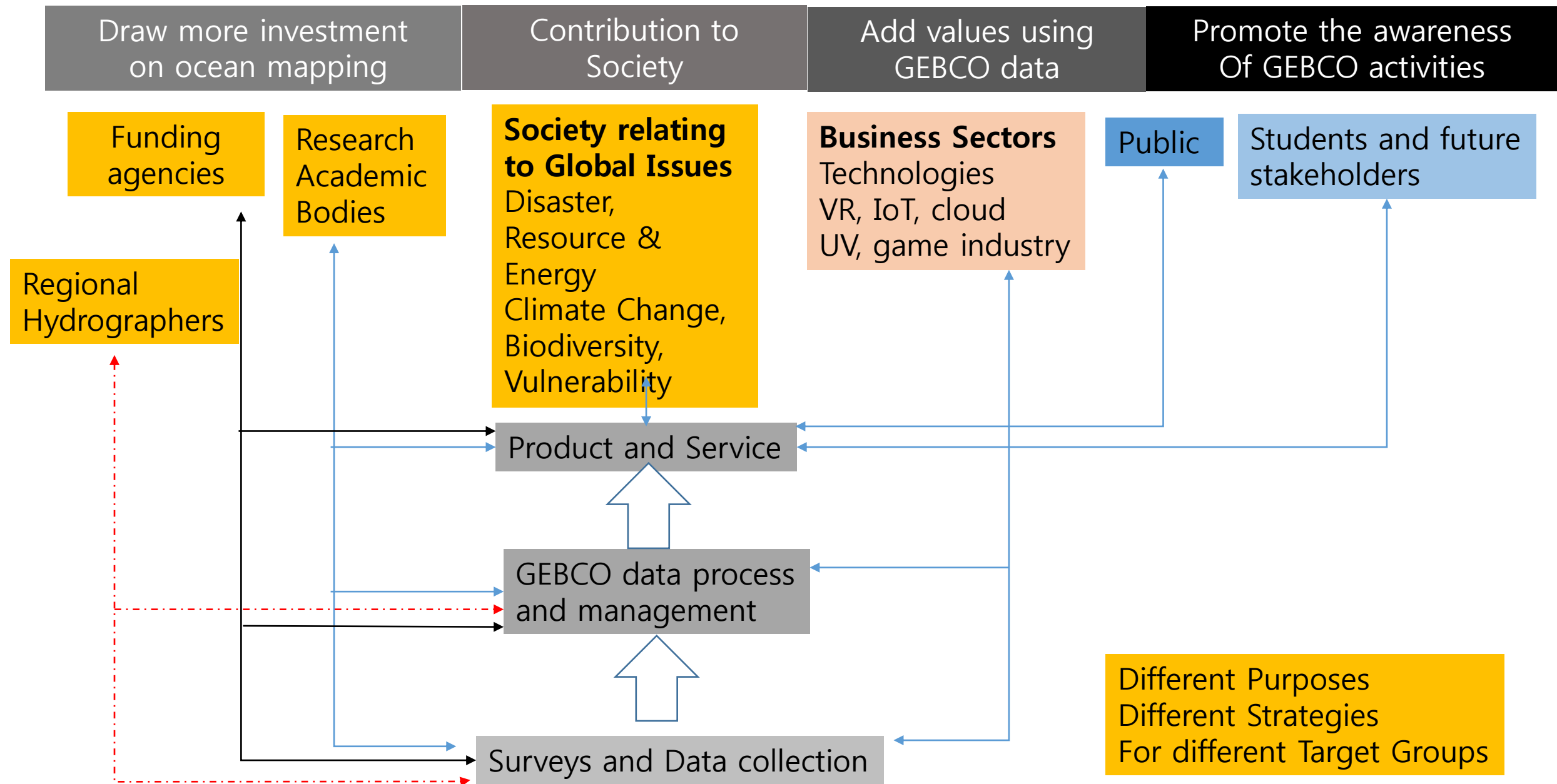


Review of GEBCO Education and Outreach Strategies

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Review of GEBCO Education and Outreach Strategies



Outreach WG Goals 2016 with Seabed 2030

- General Goals:
 - Draw more involvement on ocean mapping
 - Contribution to Society
 - Add values using GEBCO data
 - Promote the awareness Of GEBCO activities
- Identify needs and priorities to help position GEBCO for Seabed2030
- Leverage momentum of Forum
- Gather and aggregate resources that can be used as part of GEBCO and Seabed2030 outreach efforts
 - Seek contributions of images, photos, maps from GEBCO community and Scholars
- Focus efforts on *outreach*

Suggested Approach

- Use outreach worksheets for developing ideas
- Review ideas within context of
 - overall GEBCO needs
 - Seabed2030 project development needs
- *Prioritize* activities considering impact, effort, costs, needs, and timelines

Outreach Worksheets

- Help focus development of ideas on:
 - Target Audience
 - Message
 - Desired Action
- Should be specific
- Should be developed for each potential outreach product

Strategic Goal: _____

Problem:

Target Audience:

Product Description:

Desired Result:

Why is it important?:

Materials Needed:

Message:

Estimated Costs: _____ **Estimated Effort:** _____ **Date needed:** _____

Strategic Goal: Increase GEBCO Product Usage in International Science Community

Please sign in.

Target Audience:

Ocean Science Researchers

Problem:

- People don't know about GEBCO resources.

Product Description:

- Clean simple PPT slides that can be used in presentations to promote data contributions

Why is it important?:

- The larger the user community the more relevance GEBCO has.
- If we can broaden the science user community we might increase contributions

Desired Result:

- Increase science user community that routinely utilize GEBCO products.

Materials Needed:

- GEBCO map images from community
- Bullet points describing products
- Simple web pages to point people to from brochure

Message:

GEBCO products offer unique value for research because it provides access to the most comprehensive collection of bathymetric data.

Estimated Costs: _____

Estimated Effort: _____

Date needed: _____

Strategic Goal: Increase GEBCO Data Contributions from Industry

Problem: <ul style="list-style-type: none">• There's a lot of data we don't know about that can help us map the gaps	Target Audience: <p>Industry</p>	Product Description: <p>Short video that can be shown to clients to explain the cause and help people understand the value and significance of contributing data.</p>
Why is it important?: <ul style="list-style-type: none">• No single country or group can map the entire world ocean• Identifying the gaps is critical for cost-effective and efficient mapping efforts	Desired Result: <ul style="list-style-type: none">• Increase data contributions from industry sources.	Materials Needed: <ul style="list-style-type: none">• Script• B-Roll• Interview footage (have)
	Message: <ul style="list-style-type: none">• To map the global ocean map we need industry partners.• Map once, use many times• Any resolution	

Estimated Costs: _____ **Estimated Effort:** _____ **Date needed:** _____

Thank You!!!

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