

4th (semi)annual meeting of the **OPST**

OceanPredict Science Team

OP communication

PN Vinayachandran, Kirsten Wilmer-Becker
and the OP communication committee

16 June 2021

Content

- Communication committee
- Communication plan
- Next steps
- ForeSea comms
- New partners



- **OP strategy and the ForeSea programme** have identified interaction and collaboration with an increasing number of new partners requiring increased communication
- **It is essential we develop good communication plan(s)** to
 - implement and run the ForeSea programme successfully
 - integrate OceanPredict as an important player in operational oceanography
- Such communication has to be
 - internal
 - external
 - planned and supported long-term
 - high-quality and relevant
 - timely



Why?

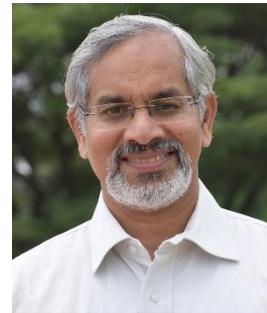
- **More partners:** OP collaborations are increasing (e.g. with UN Decade, IOC, WMO, GOOS, G7/FSOI, GEO Blue Planet, various science projects, etc.)
- **More interaction:** Growing demand for information about OP by partners and vice versa (activities, events, recommendations, impacts, etc.)
- **Increased visibility** demands output from OP to be able to show OP is leading OO prediction science / stake our claim to the central part of the value-chain



Communication committee (2)

Who?

- PN Vinayachandran (chair)
- Elisabeth Remy
- Andreas Schiller
- Eric Bayler
- Do-Seong Byun
- Clemente Tanajura
- Kirsten Wilmer-Becker

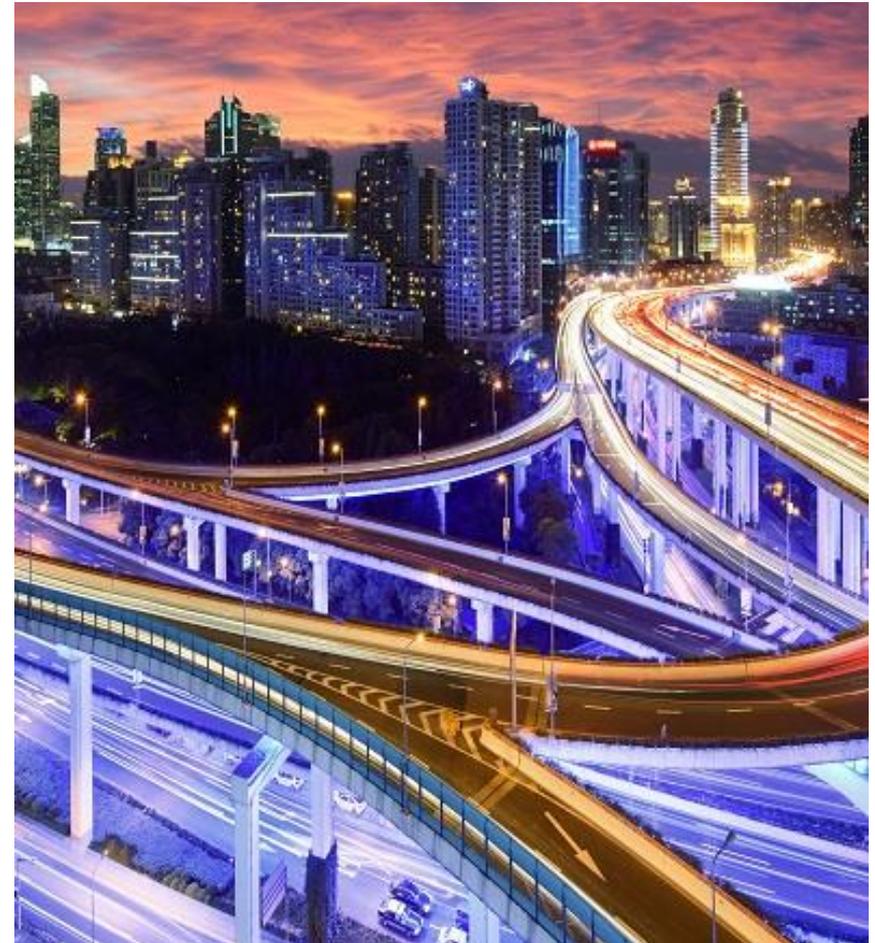


How?

- Committee ToR proposed
- Communication plan in progress
- Meetings to discuss communication approaches
- Through support from OPST members and national systems
- Communication strategy based on plan (next slides)

Purpose of communication

- **Improve** current communication effort through more effective, versatile and timely communication
- **Extend** OP reach, widen communication with partners, specifically UN Decade partners
- **Regularly deliver** consistent, high-quality communication of value internally and externally



Communication categories

- **General announcements** (member changes, admin news, etc.)
 - **OP achievements** (Nat system success, project results, publications, event outcomes, etc.)
 - **OP recommendations** (observation impact statements, project/activity endorsements, etc.)
 - **OP events**, symposia, training/summer schools, etc.
 - **Limited group** interaction (activity /project details, surveys, etc.)
- 
- The illustration shows a person in a red shirt and black pants shouting into a white megaphone. The background is a stylized world map in shades of blue and teal.
- **Partner promotion/announcements** (partner bulletins, strategies, etc.) supporting OP engagement
 - **International /intergovernmental announcements** (e.g. UN Decade launch, World Ocean Day, etc.)

Value of communication

- Build more awareness of OP internally → improve opportunities for new/ongoing activities (new findings/outcomes and ultimately science progress)
- Promote OP externally → increase OP recognition and acknowledgement
- Grow influence externally → OP to play a role in shaping operational oceanography landscape
- Gather knowledge for OP → identify new opportunities for activities and funding
- Strengthen engagements → integrate better, e.g. with the UN Decade

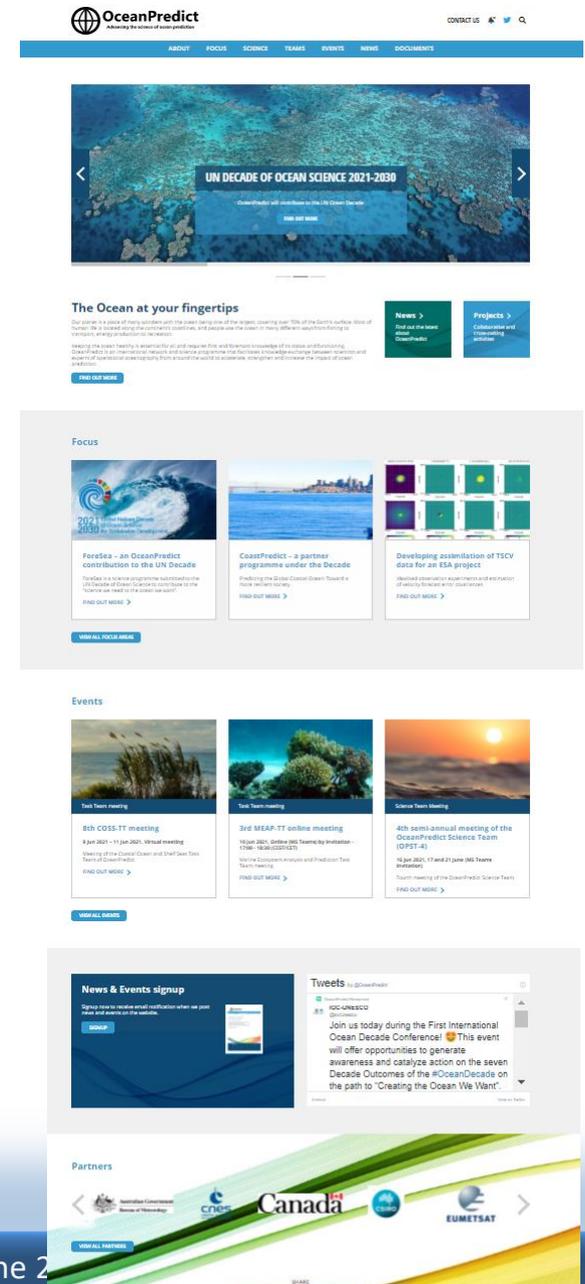
Target audiences

- **Internal OP** (strategic and activity planning, achievements/findings, events, publications, people , ..)
- **External OP**
 - Science/ academia (incl. students) / national agencies / (OP progress, collaborations, training, activity planning, ..)
 - Intergovernmental, space agencies (OP progress, recommendations, ..)
 - Industry/ governments (collaborations, news,..)
 - Public (general info, news,..)
- **Special: UN Decade** (collaborative & communication centres) **and associated programmes** (ForeSea progress, programme reporting, projects, ..)



Communication tools / methods

- **Website** (information, survey, notifications, ..)
 - for longer-term display
 - direct audience interaction
 - contacting large audiences simultaneously
- **Newsletters** (medium-time validity, online)
 - for timely updates in appealing format
 - info series
 - keeping audiences engaged
- **Social media** (Twitter)
 - for quick updates
 - brief snapshots of info
 - interlinked with many partners/audiences
- **Brochures/ flyers** (printed)
 - colourful, glossy
 - for attracting external contacts/groups
- **Email**
 - quick, direct and for specific audiences



Resources / costs

- **Communication committee**
 - general advice/guidance
 - prioritisation of communication
 - spreading responsibility for implementing the communication plan
 - communication material approval
 - Not communicators

Communication need to be sustainable, possible options for funding communication

- Co-chairs are proposing to ask for support from **national centres** and their communication teams to share communication resources (to be discussed with nat reps)
- Engage with **current OP sponsors to make the case for supporting communication**
- Engage with partner groups (e.g. GOOS) to organise joint communications
- Find **alternative support** – ideas?



Example

Develop a regular OP newsletter (e.g. 3 x per year)

What do we need to do?

First we need to answer a few questions

- Why we do it and for whom?
- What m
- Do we k
- How lon
- Who pr
- Who pu
- Who ch
- What m
- What can we do to check the impact of providing our target audience with the newsletter information?

We need to work sustainably and make sure our communications are doable, valuable and have impact.

ter?

- **Complete communication plan**
- **Develop process with committee** for setting up regular, useful communication including
 - Decisions on type and frequency of communication content
 - Assignments to communication content producers (OPST/OPAS members, TT members, etc.)
 - Production of material
 - Approval of communication content and format
 - Communication via the chosen method
 - Follow up process on impact (still unclear)
- **Engage with OP members**
 - Identifying, writing, designing communication
- **Fundraising**

Special preparation....

- Will need coordination/communication support like OP
- Will need its own communication committee and communication plan
- Will work closely on the communication side with OP
- Requires funding..
- Will get a prominent part on the OP website (for now)
- Will jointly use OP communication tools
- Will get own Twitter account
- ...

G7/FSOI (Future of Seas and Oceans Initiative)

Maria Hood, FSOI-EU Action Coordinator at MOI

GEO Blue Planet (European Office)

Audrey Hasson, EU Action Coordinator at MOI

Thank you

