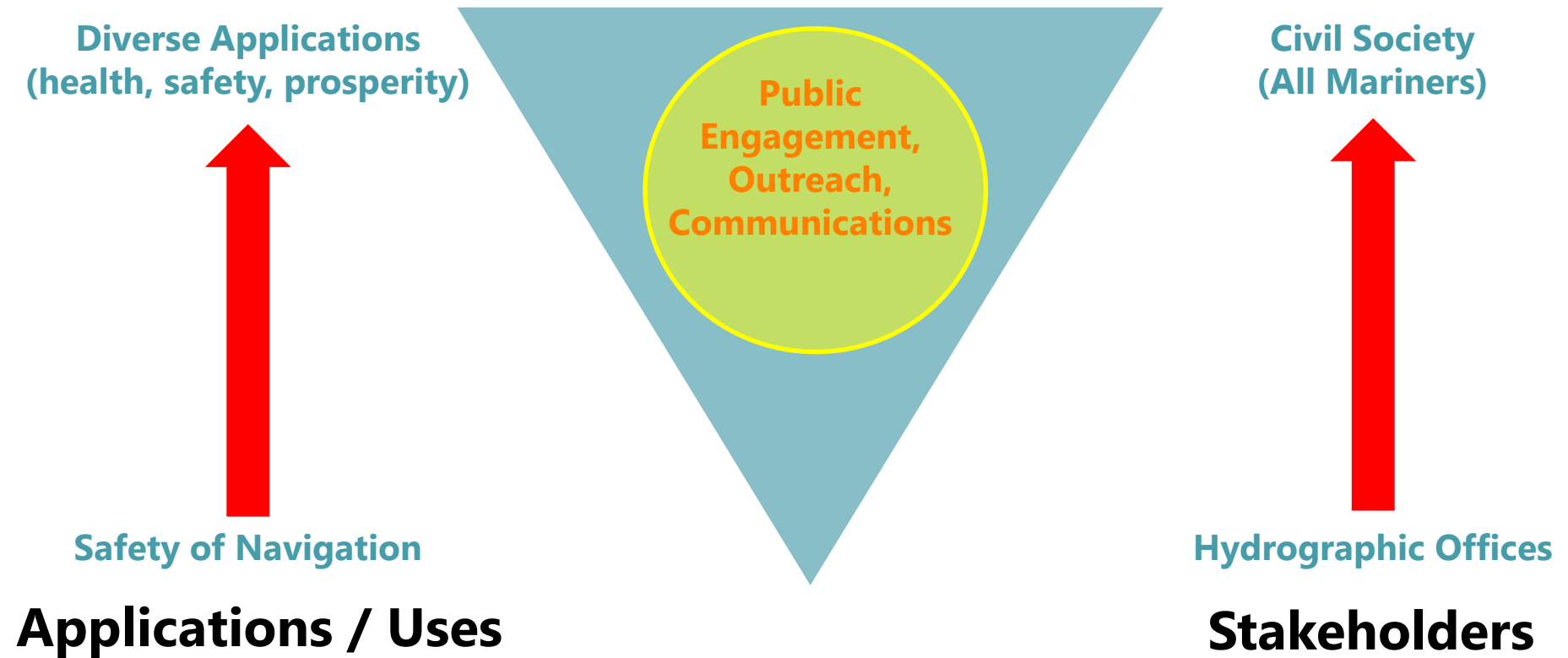


Crowdsourced Bathymetry

... by Definition ...Requires a Crowd ...



Sub-Committee on Communications, Outreach and Public Engagement

1. Terms of Reference

- 1.1 The Sub-Committee reports to the Joint IOC-IHO GEBCO Guiding Committee (GGC) as its designated authority for all outreach matters relevant to the goals of GEBCO as set out in the Guiding Committee Terms of Reference and Rules of Procedure.
- 1.2 The Sub-Committee shall:
 - 1.2.1 Support the external relations and communications efforts of GEBCO by advising on communications strategies, developing and/or reviewing materials, and identifying opportunities for engagement with GEBCO's diverse community of stakeholders.
 - 1.2.2 Foster coordination and consistency across the external relations and communication activities of IHO-IOC GEBCO sub-committees and projects.
 - 1.2.3 Engage, educate and communicate with diverse stakeholders by providing outreach program on issues related to GEBCO projects.
 - 1.2.4 Establish, support, and/or disband working groups or project teams, as needed, to carry out specific tasks or product developments that advance the GEBCO Project.
 - 1.2.5 Work closely with other GEBCO Sub-Committees and subordinate bodies of the IHO and IOC on matters of common interest.

Communications, Outreach and Public Engagement

- Develop a generic GEBCO presentation that could be tailored to the relevant region
- Coordinate GEBCO representation at the appropriate IHO / IOC meetings
- Creation of a Seabed 2030 Funding Strategy Working Group
- Organize a 1-Day event focused on Seabed 2030 to continue to raise the profile and be an opportunity for fund raising
- Identify organizations and conferences where GEBCO should be represented

Sub-Committee on Communications, Outreach and Public Engagement

- Investigate and develop GEBCO communications strategy
- Investigate inclusion of a subscription capability in the website for individuals to receive information about GEBCO activities and events
- Development of story board
- Host “Map the Gaps” Symposium

Major Accomplishments

- Updated Seabed 2030 core messages
- Created an "Industry Engagement" rack card
- Attended numerous "industry" conferences, meetings and workshops
- Exhibited at numerous conferences
- Contributed towards "Community White Paper" on Seabed Mapping for OceanObs'19
- Successful in getting "Seafloor" added to OceanObs'19 Conference declaration statement
- Engagement with numerous "industry associations"
- Signed MOU with World Ocean Council
- Panel on CSB at upcoming WOC Sustainable Ocean Summit

Major Accomplishments

- Various articles, interviews, press releases
- Participated in Atlantic Ocean Research Alliance (AORA) Atlantic Seabed Mapping Working Group meeting
- Participated in AtlantOS Symposium
- Participated in 1st United Nations Decade of Ocean Science for Sustainable Development Global Planning meeting
- Promotion via award of Shell Ocean Discovery XPRIZE to the Nippon Foundation GEBCO Alumni team
- much more ...

Education

- Nippon Foundation / GEBCO Training Program at UNH
- Education for next generation
- Jigsaw puzzle
- Poster for students
- Poster for scientists
- ?

Suggestions / Recommendations

- Improve coordination between IHO CSBWG and GEBCO / Seabed 2030
 - IHO CSBWG Chair participate in GEBCO meetings
 - Seabed 2030 Director participate in IHO CSBWG meetings
- Annual meeting between Seabed 2030, IHO CSBWG and UN Ocean Decade?
- GEBCO / Seabed 2030 provide elaboration on Bathymetry “use cases”
- Other?



Thank you

 +1 858 945 3699

 dmillar@fugro.com

 fugro.com