

The Global Ocean Observing System



# Session 13. Communications GOOS / OCG Report Card

## Part 1: GOOS Communications Toolkit

**Laura Stukonytė (GOOS)**

**Sixteenth Observations Coordination Group Meeting (OCG-16)**

**7-10 April 2025, IFREMER, Brest, France.**

# Communications milestones 2025-2026

## 2025

- **June 2025:** GOOS Brand update + Communications Toolkit launch
- **October 2025:** Report Card 2025 launch

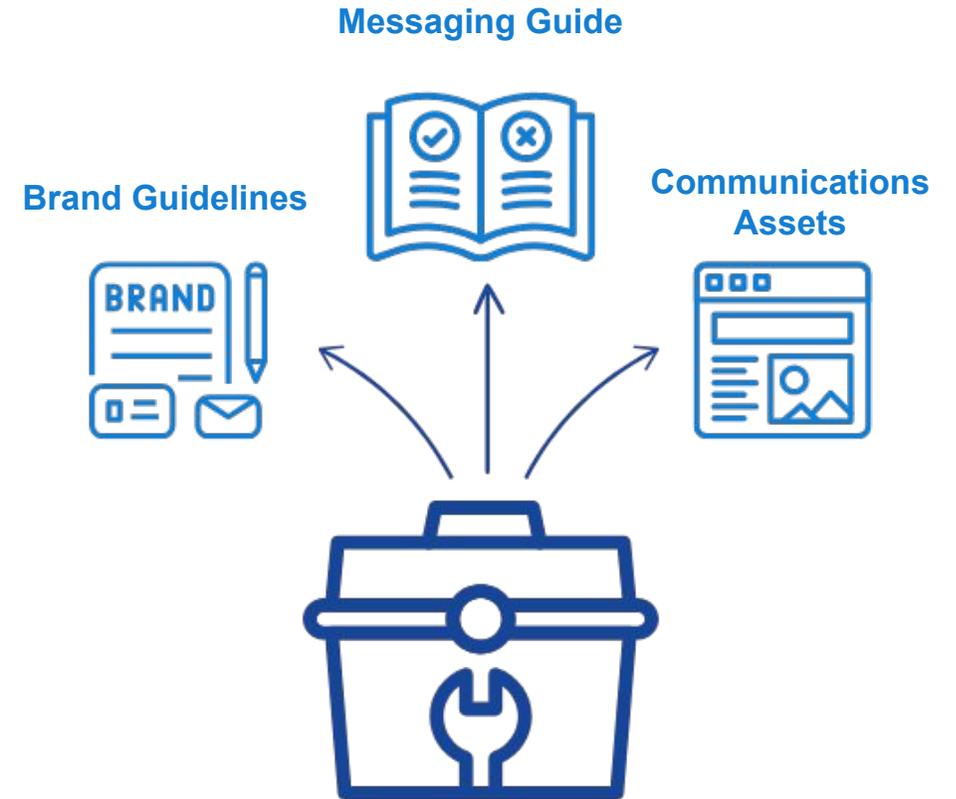
## 2026

- **[www.goosocean.org](http://www.goosocean.org)** website update



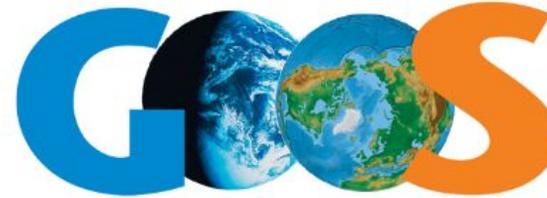
# GOOS Communications Toolkit

- GOOS new brand policy and usage guidelines
- Communications assets (Logo packages, PPT templates, introductory GOOS slide deck, report templates, specification sheets, etc.)
- **GOOS Messaging Guide** - a guide for different GOOS community representatives to ensure effective, streamlined messages about GOOS and the value of coordinated, sustained ocean observations.



# GOOS Brand update - 2025 June

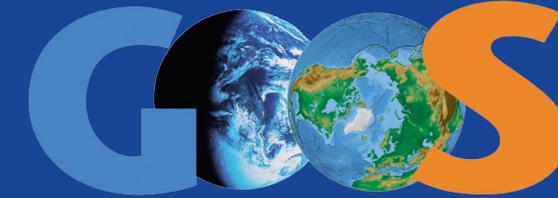
- A brand update was advised by a hired communications agency in 2021 to **modernize the look of GOOS**



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# GOOS Branding guidelines for networks

From **June 2025**, to strengthen our visibility as a coordinated global system, we will kindly request that all networks **display the GOOS logo on their respective websites** to indicate their affiliation with GOOS.



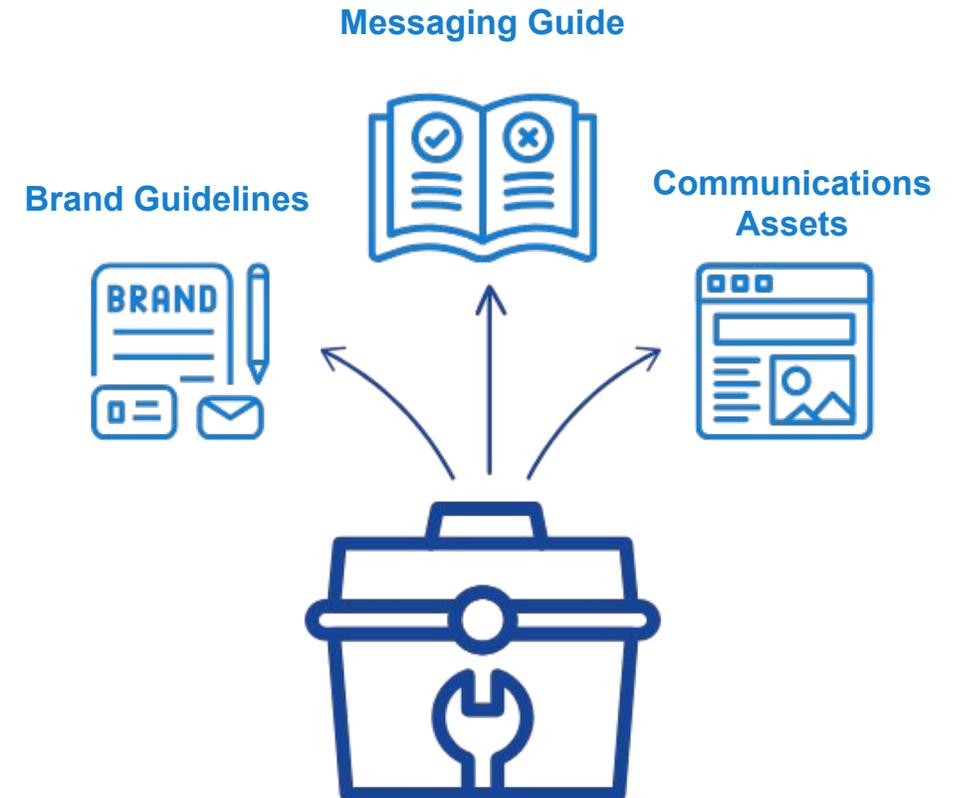
By visually highlighting network affiliation with GOOS, we:

- **Reinforce the global recognition** of GOOS and its observing networks as part of a unified system.
- **Showcase the integration and collaboration** between observing networks under the GOOS framework.
- **Enhance visibility and credibility** for all participating networks within the broader ocean observing community, policymakers, and stakeholders.

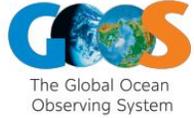


# Question set 1 (10 min.):

- Under which circumstances would the networks benefit from GOOS communications products?
- What specific communications products would the OCG and networks find useful?



# Network Specification Sheet update



## Observing Network Specification Sheet

### Animal Borne Ocean Sensors



ANiBOS Observing Network Specification Sheet

#### Motivation:

The Animal Borne Ocean Sensors (ANiBOS) network provides a cost-effective and complementary capability to the Global Ocean Observing System (GOOS) to monitor essential ocean variables (EOV) and essential biodiversity variables (EBV), by providing inputs to estimates of global ocean indicators, and contributing to a global quantification of the seasonal and interannual variability of the upper ocean state.

ANiBOS delivers consistent quality-controlled data streams to the global data centre. Typically, ANiBOS provides about 30,000 CTD (Conductivity-Temperature-Depth) profiles per year, targeting in particular polar regions and increasingly, tropical and coastal regions.

#### Brief History:

Since 2002, instrumented animals have generated a large data set of over 500k CTD profiles. The animal-borne ocean observing community started as a series of independent national programs to collect animal behaviour and oceanographic data. Over the last fifteen years animals have been instrumented with loggers to measure the vertical water profiles of temperature and salinity in the top 2000m. The CTD-SRDJ tags were designed in 2003 at the Sea Mammal Research Unit (SMRU), University of St Andrews, UK, incorporating CTD sensors developed by Valeport Ltd (Devon, UK). The first deployments were made in 2004 as part of the SeAOS (Southern Elephant seals as Oceanographic Samplers) project demonstrating convincingly the overall feasibility and value of the approach.

In November 2019 a workshop funded by the Integrated Marine Observing System and the Antarctic Gateway through the Institute of Marine and Antarctic Science was held in Hobart Tasmania, Australia. The goal was to prepare, formalize and outline the structure, function, data collection, data quality control and data sharing for a global animal borne oceanographic observing system. ANiBOS was born and an application for formal recognition as a contributing network to the GOOS OCG (Global Ocean Observing System Observation Coordination Group) was submitted in April 2020 followed by official recognition as an Emerging network in June 2020.



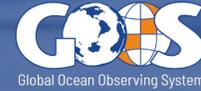
Photo: GOOS Community

#### Objectives:

The ANiBOS network is unique because it delivers across three essential GOOS objectives of global importance: ocean health, climate, ecosystems and operational services. The four primary objectives are:

1. Collect and disseminate high quality and high frequency observations of physical and biogeochemical oceanographic data in a standardized manner that is consistent across sampling platforms.
2. Provide *in situ* habitat data at the scale and resolution at which animals operate in the ocean to understand how they respond to ocean variability and change.

3. Provide a foundation for understanding how animals respond to a dynamic, changing ocean, in particular by integration with existing and new and emerging GOOS networks.
4. Ensure best animal handling practice that minimizes negative effects on animal welfare overseen by a constituted Ethical Advisory Board.



## GOOS OBSERVING NETWORK SPECIFICATION SHEET

### Animal Borne Ocean Sensors (ANiBOS)



Version: 2025 May  
Global Ocean Observing System



Network Name  
Observing Network Specification Sheet



#### Motivation:

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#### Brief History:

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Credit:

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#### Objectives:

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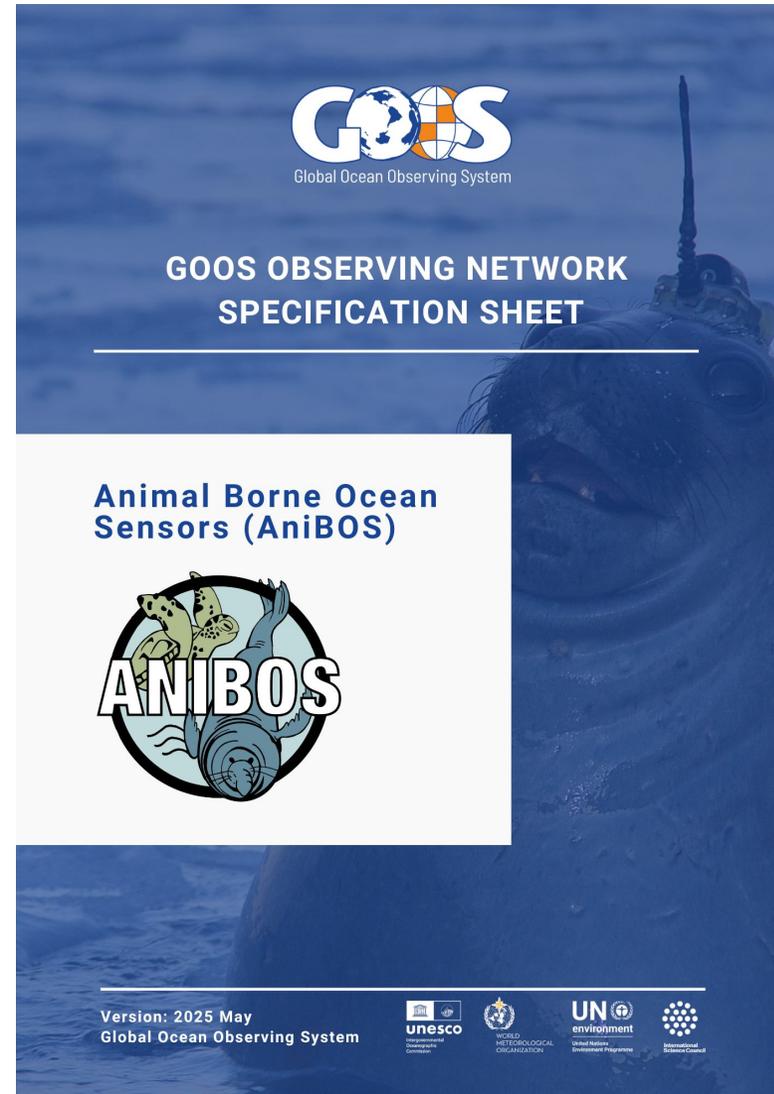
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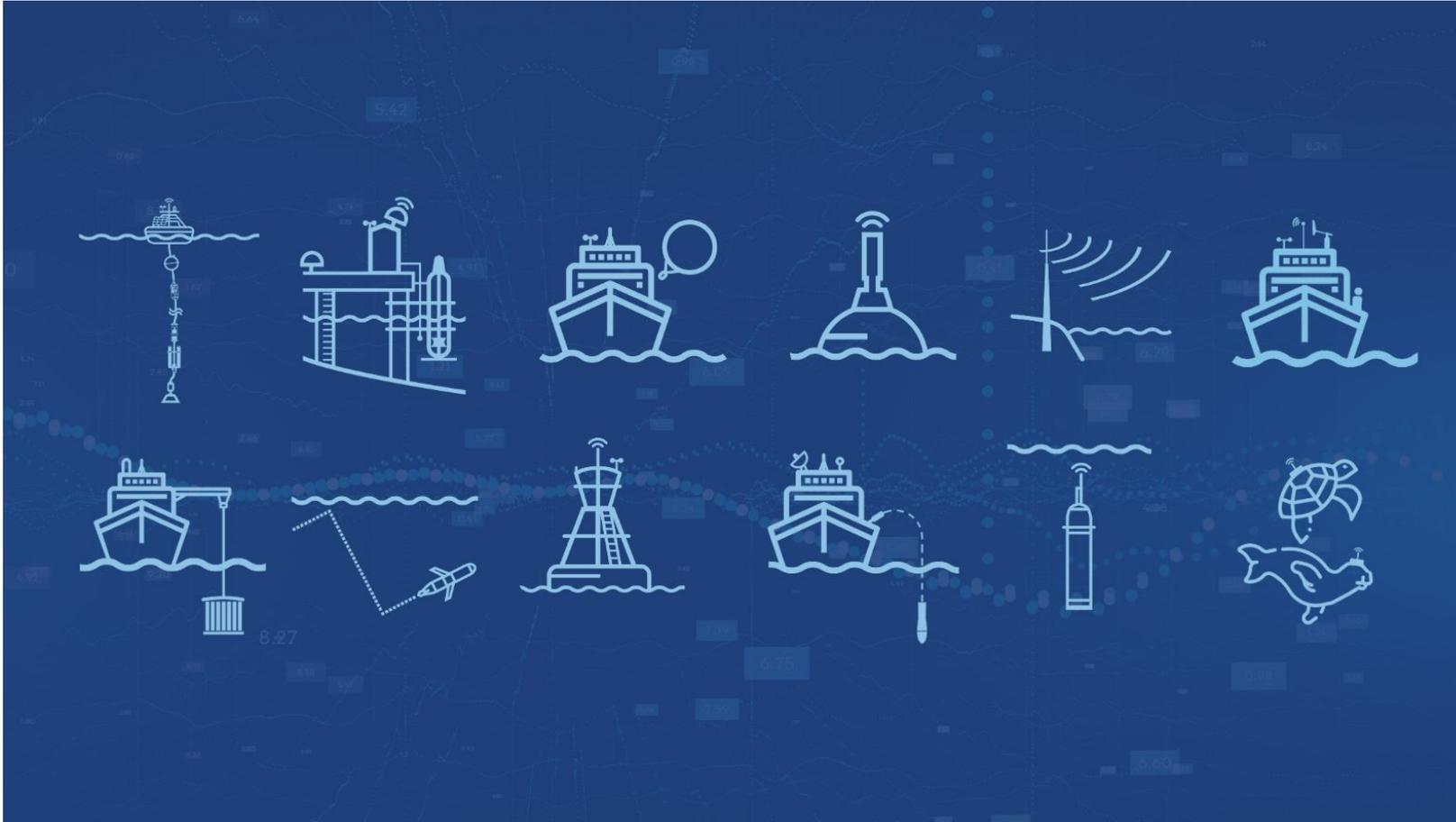
Version: 2025 May  
Global Ocean Observing System



# Cover options - network icons vs. logos



# Current observing network icons



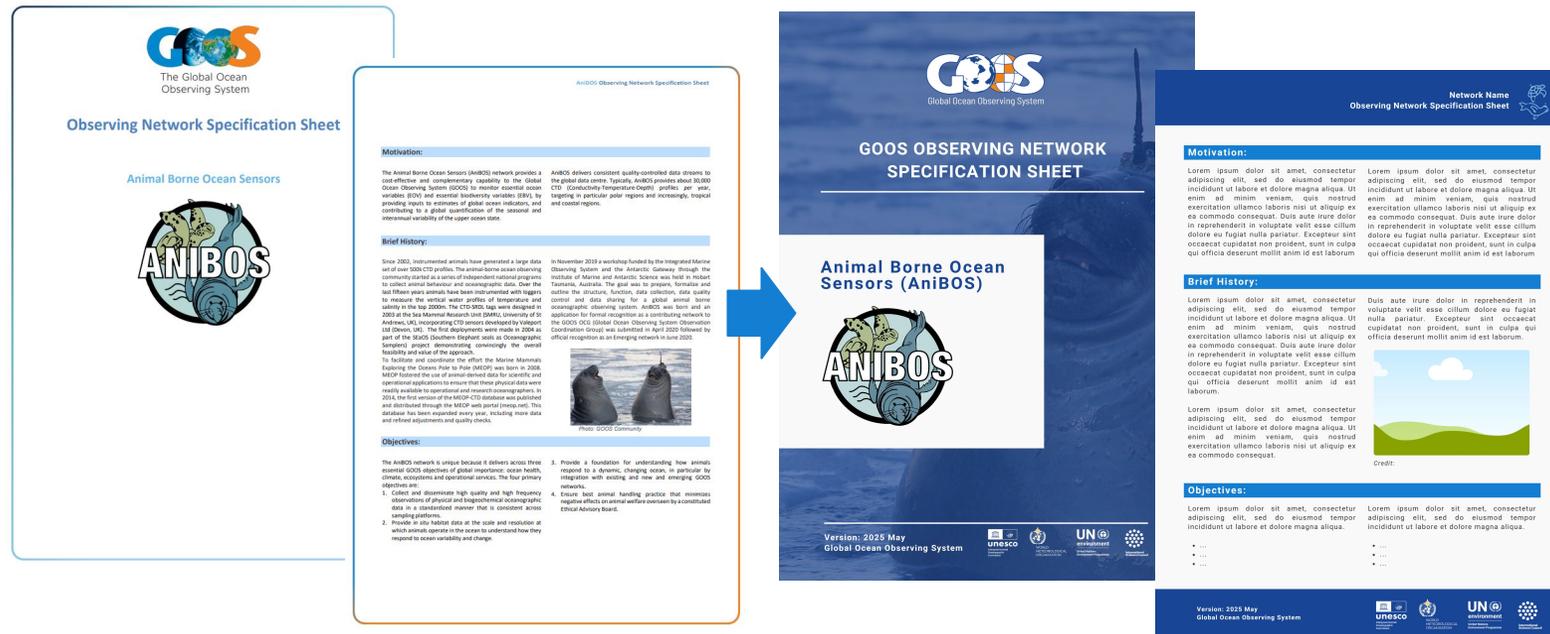
Can be used to visually represent the different networks and platforms they use in graphs, maps and other communications products

## Currently missing:

- Tsunami buoys
- 3 emerging networks (FVON, SMART Cables, SOCONET)

# Question set 2 (10 min.):

- Feedback on the suggested design?
- What would be the most convenient way to proceed with the network specification sheet updates? Is there a need for networks to update the content of the specification sheets before the design is upgraded?



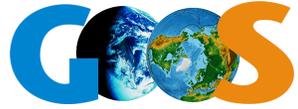
# GOOS Website update - OCG pages

- <https://goosocean.org/who-we-are/observations-coordination-group/>
  - The OCG webpage needs simplification, the current structure is complicated to navigate
- <https://goosocean.org/who-we-are/observations-coordination-group/global-ocean-observing-networks/>
  - Networks page does not include emerging networks yet
- <https://goosocean.org/who-we-are/observations-coordination-group/oceanops/>
  - OceanOPS platform should be more clearly linked on the GOOS website

GOOS website updates are planned for **late 2025 to 2026**, and we will invite the OCG to participate in the process of improving the website's functionality for both OCG members and the external audience.

**Question 3: How should we best approach the OCG webpage updates?**





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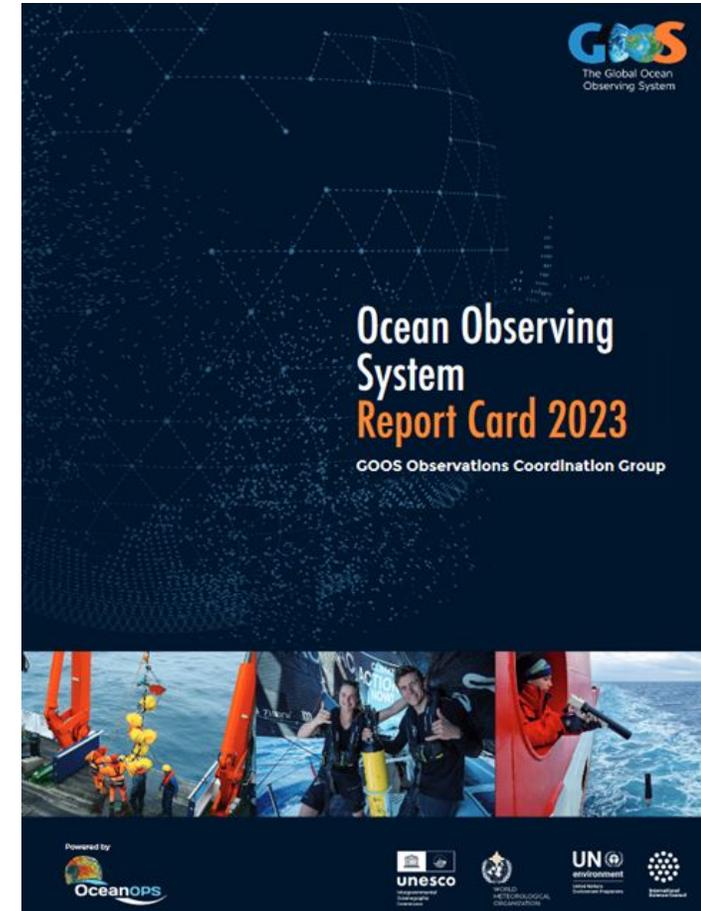
# Part 2: GOOS Ocean Observing System Report Card

2025 Plan & Questions for OCG members

Emanuela Rusciano (OceanOPS) and Laura Stukonyte (GOOS)

# Report Card - Overview

- Yearly report on the **status and value of the GOOS and its networks** since 2016.
- **Focus:** Highlights how an integrated ocean observing system adds value to society across the 3 GOOS delivery areas; Assesses networks' progress and challenges; Encourages collaborations and attract new partners.
- **Audience:** Targeted towards funders, implementers, high-level stakeholders, decision makers, and WMO-IOC Member States.
- **Promotion:** Disseminated through press-release and impactful video. Web version shared on social media platforms, and hard copies mailed and distributed to key stakeholders.
- **Engagement (past editions):** over 3,000 views from more than 100 countries, and more than 1,000 downloads within a year.
- **Past feedback** from surveys: very positive, with many considering it an informative and useful high-level report.



# Evolution Plan for 2025 publication

→ We aim to enhance the impact and quality of the Report Card by making **content more engaging, accessible, and widely used.**

**Next edition: to be released by early October 2025**

**Introducing several changes, including:**

- **Improved web version** with interactive maps and dynamic graphs, video content, user feedback form, and additional materials to explore;
- **Simplified and shortened printed version**, inviting readers to dive deeper into the online version;
- **Content developed from interviews** with ocean observing experts on different topics;
- **Topics selected based on input** from GOOS Expert Panels, Steering Committee and OCG networks;
- **Highlighting Member State contributions** to the observing system;
- **Exploring translation opportunities** by collaborating with Member States to broaden the report's reach.

# Relevant topics for 2025

In the past weeks, we have collected suggestions for topics and impactful stories that:

- Highlight the value of GOOS-coordinated ocean observations under the 3 GOOS delivery areas.
- Connect to recent newsworthy events around the world.
- Showcase recent impact and achievements in a way that is engaging for a non-expert audience.

## 2025 selected topics:

- ❖ **Climate**: insight into the **AMOC variability**, a complex climate tipping point coordinated through various countries since many years, explored through a cross-network/platform approach. Focus on its impact on society, advancements alongside gaps in the current observing system, and solutions.
- ❖ **Operational services**: **El Niño**'s impact last year & the key role of ocean observations, with links to **Early Warnings for All**.
- ❖ **Ocean health**: how **marine mammals in Antarctica** are providing **real-time, quality-controlled biological data**, a **first-of-its-kind** megafauna dataset with **conservation implications** and links to **Marine Spatial Planning**.



# Additional topics for the web version

- **Strengthening and expanding the local and regional ocean observing system:**
  - Highlighting South Africa's growing ocean observing capacity and its link to the Ocean Observing Co-Design initiative.
- **Advancing new technologies and capacity building:**
  - Showcasing emerging networks FVON, SmartCables and SOCONET.
- **Fostering collaboration and engagement:**
  - Featuring civil society role in ocean observing, with a focus on the 2025 Venice Globe's contribution to GOOS implementation.

# Observing system status section

GOOS <i>in situ</i> networks <sup>1</sup>	Implementation	Data & metadata			Best practices <sup>6</sup>	GOOS delivery areas <sup>7</sup>		
	Status <sup>2</sup>	Real time <sup>3</sup>	Archived high quality <sup>4</sup>	Metadata <sup>5</sup>		Operational services	Climate	Ocean Health
Ship based meteorological - SOT	★★★	★★★	★★★	★★★	★★★			
Ship based oceanographic - SOT	★★★	★★★	★★★★	★★★	★★★★			
Repeated transects - GO-SHIP	★★★★	Not applicable	★★★★	★★★	★★★★			
Sea level gauges - GLOSS	★★★	★★★	★★★★	★★★	★★★			
Time series sites - OceanSITES	★★★	Not applicable	★★★	★★★	★★★			
Coastal Moored buoys - DBCP	★★★★	★★★★	★★★★	★★★	★★★			
Tsunami buoys - DBCP	★★★	★★★★	★★★★	★★★	★★★★			
Tropical moored buoys - DBCP	★★★	★★★★	★★★★	★★★★	★★★			
HF radars	★★★	★★★	★★★	★★★	★★★★			
Drifting buoys - DBCP	★★★★	★★★	★★★	★★★	★★★★			
Profiling floats - Argo	★★★★	★★★★	★★★★	★★★★	★★★			
Deep & biogeochemistry floats - Argo	★★★	★★★	★★★	★★★★	★★★			
OceanGliders	★★★	★★★	★★★	★★★	★★★			
Animal borne sensors - AniBOS	★★★	★★★	★★★	★★★	★★★			

Click on network names for links to each network. Click on implementation stars to view related KPIs. More information on networks status & indicators definitions [HERE](#)

- 2024-25 networks highlights (achievements, challenges, and opportunities)
- Intro to emerging networks, with a table showing their contributions to GOOS delivery areas
- Satellite ECVs table
- Interactive map displaying the latest locations of all operational platforms and ships
- Mature networks table: ratings on implementation status, KPIs for data/metadata, best practises assessment, and GOOS delivery areas contribution.

Q1: Do we want to keep the status table as it is?



# Call to Action and key messages

- Recognize the societal value of ocean observing, essential for economies, communities, ecosystems.
- Secure long-term commitment and investment for reliable ocean data.
- Drive innovation, collaboration, and data sharing to expand global observing coverage and fill critical gaps.
- Bridge science and policy for informed decision-making.

**Q2: Are there other key messages or calls to action we should include?**

# Highlighting National Partners

## Q3: How should we report on Member States' contributions to GOOS?

(e.g. in past editions, we included a map highlighting countries supporting different ocean observing networks. Should we bring this back, or explore other options?)



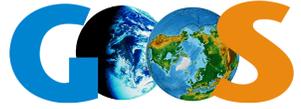
# Next steps

## May:

- OceanOPS TCs and I will coordinate with each network to complete the status table with appropriate ratings.
- Laura will interview identified experts for each topic to start drafting the stories.

## June-July:

- Content review phase. If interested, you can volunteer for the content review team (both web & print versions).
  - ❖ **Visuals needed:** share high-resolution photos highlighting ocean observing instruments and the people behind the effort.
  - ❖ **Feedback & suggestions:** send any input on the Report Card to [erusciano@ocean-ops.org](mailto:erusciano@ocean-ops.org) and [l.stukonyte@unesco.org](mailto:l.stukonyte@unesco.org)



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# Thank you

[goosocean.org](http://goosocean.org)



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