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** website update

GOOS Communications Toolkit

Messaging Guide

Brand Guidelines

Communications Assets

- 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.
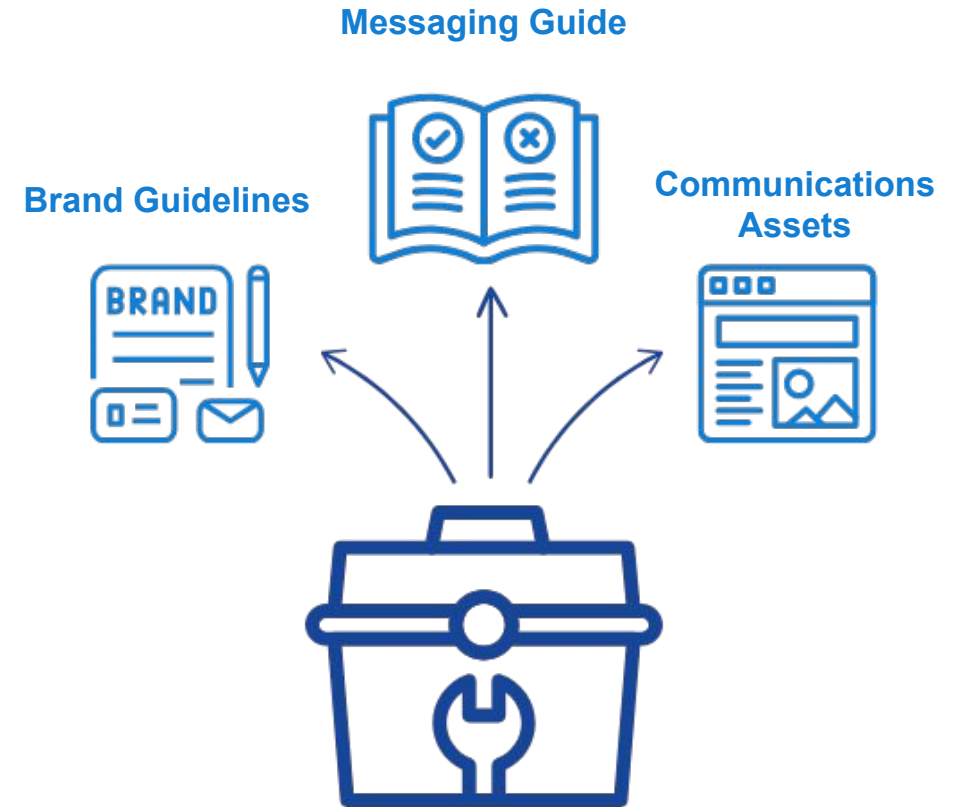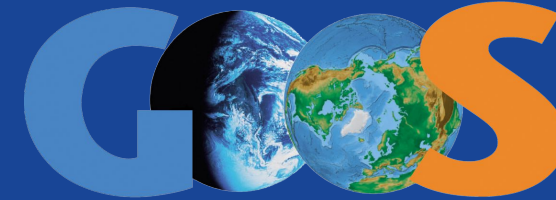
GOOS Brand update - 2025 June

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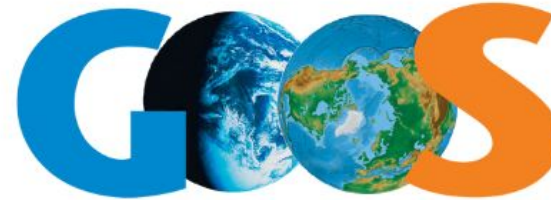
GOOS Branding guidelines for networks

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.
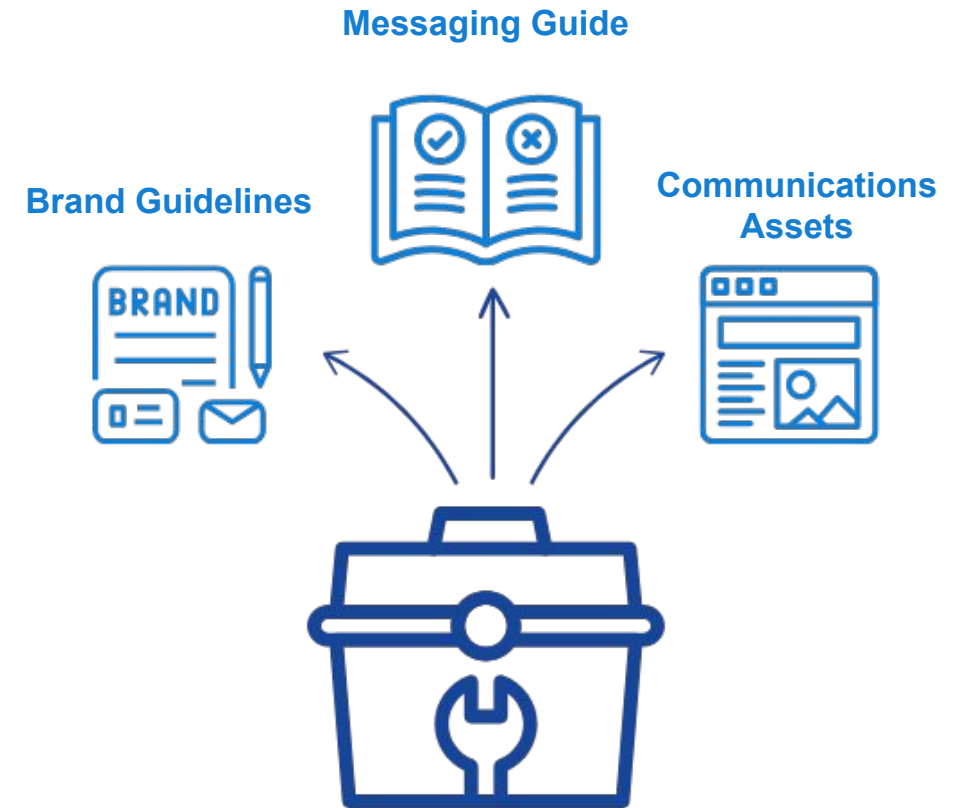
By visually highlighting network affiliation with GOOS, we:

- **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.
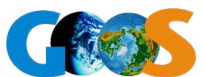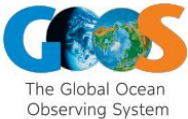
Question set 1 (10 min.):

- **Under which circumstances would the networks benefit from GOOS communications products?**

- **What specific communications products would the OCG and networks find useful?**

Messaging Guide

Brand Guidelines

Communications Assets

Network Specification Sheet update

Cover options - network icons vs. logos
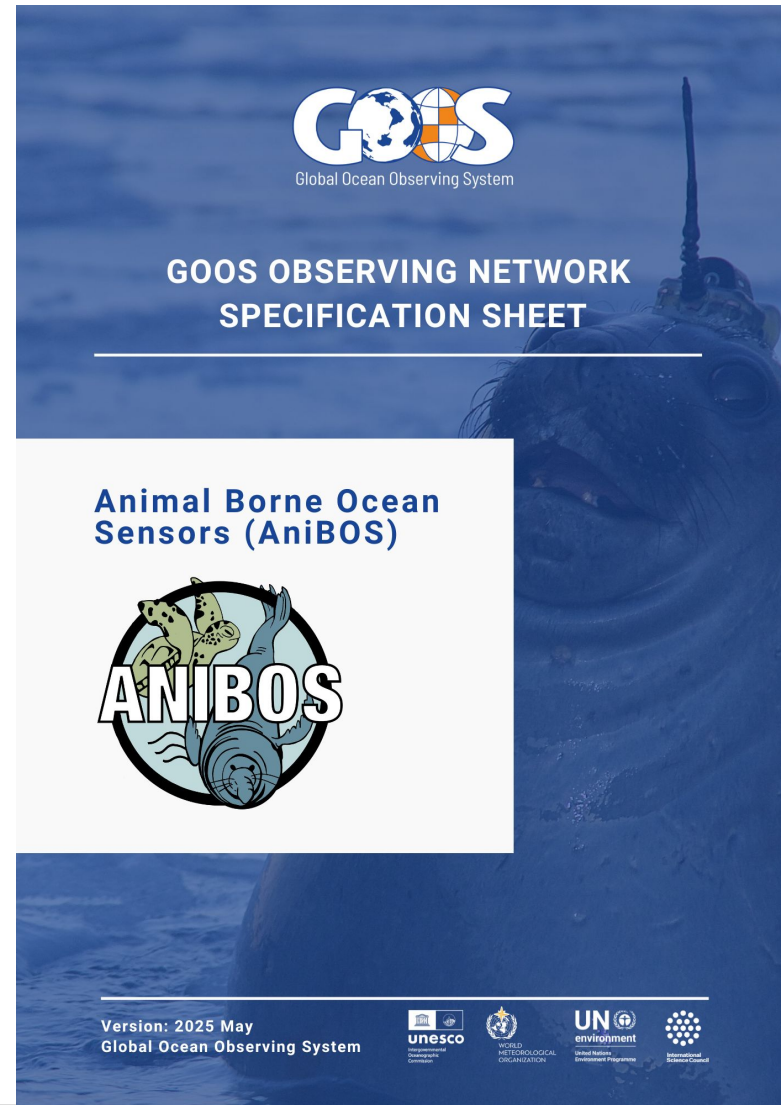
Current observing network icons
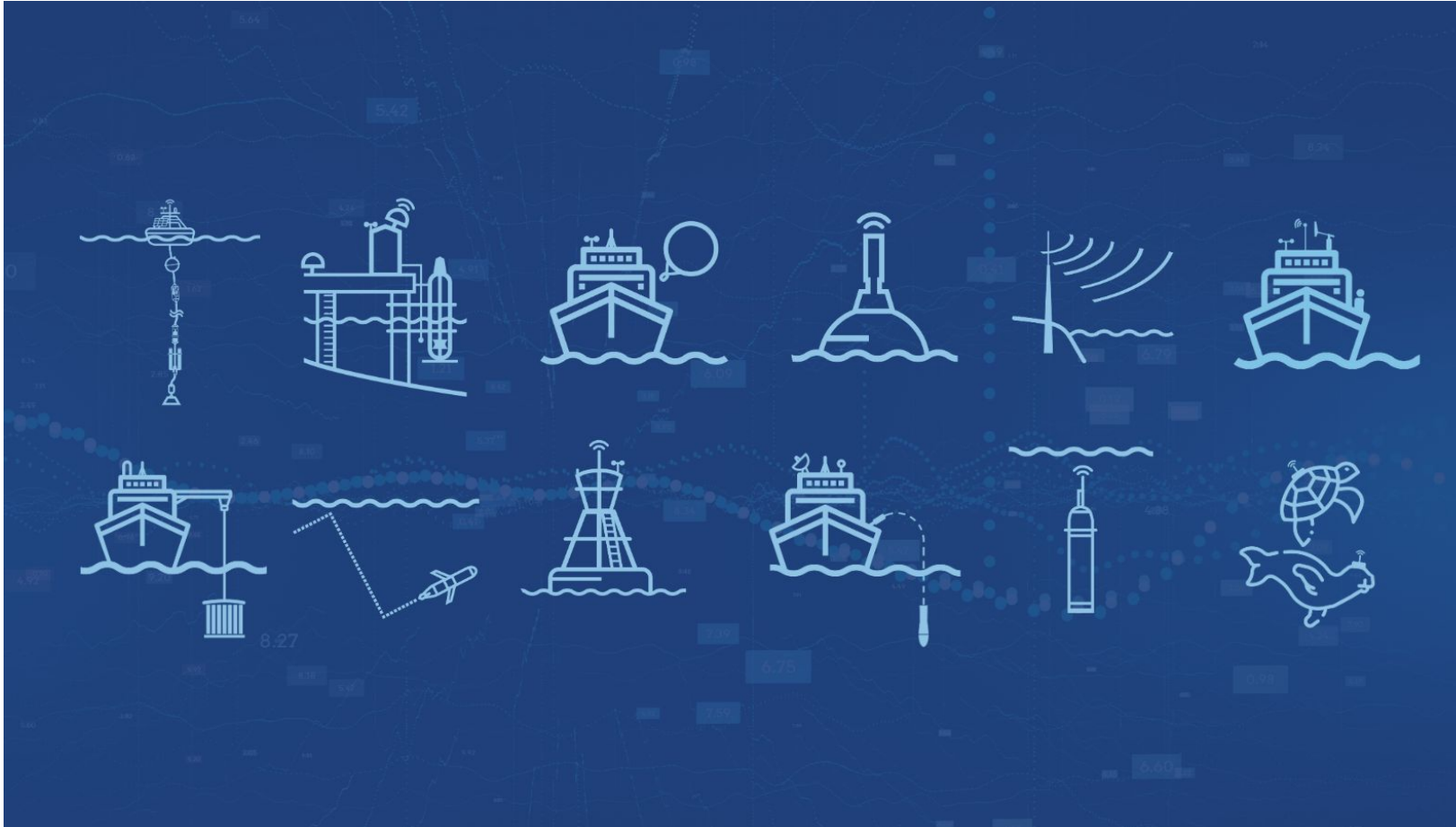
Can be used to visually represent the different networks and platforms they use in graphs, maps and other communications products

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?
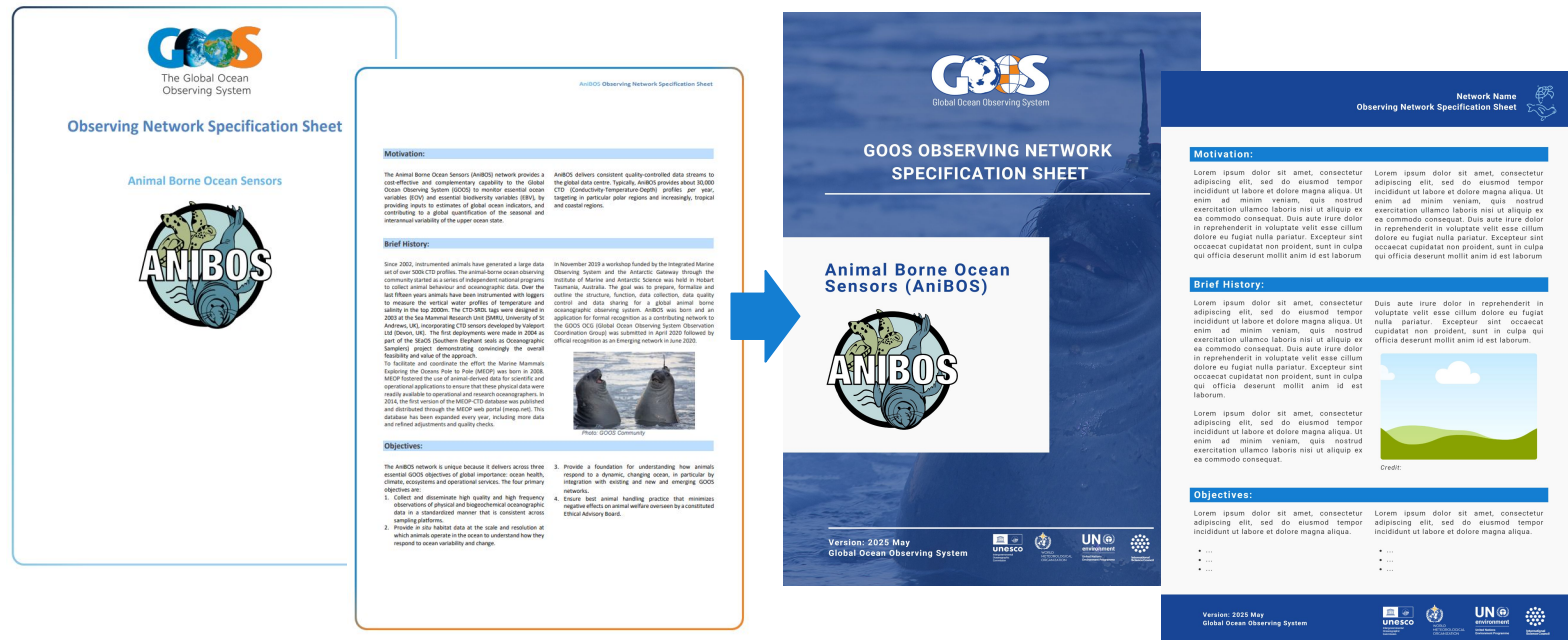
GOOS Website update - OCG pages

- 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?

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.
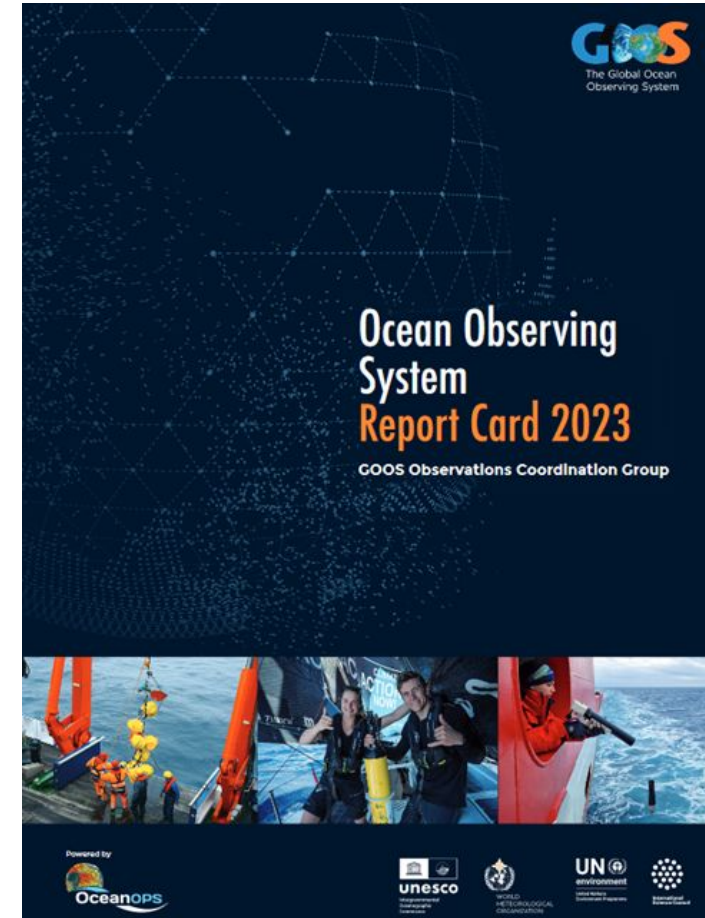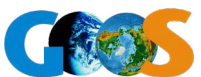
Evolution Plan for 2025 publication

➔ 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 Venéee Globe's contribution to GOOS implementation.

Observing system status section

GOOS *in situ* networks [1]	Implementation Status [2]	Data & metadata Real time [3]	Data & metadata Archived high quality [4]	Data & metadata Metadata [5]	Best practices [6]	GOOS delivery areas [7] 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**

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

- 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.

Call to Action and key messages

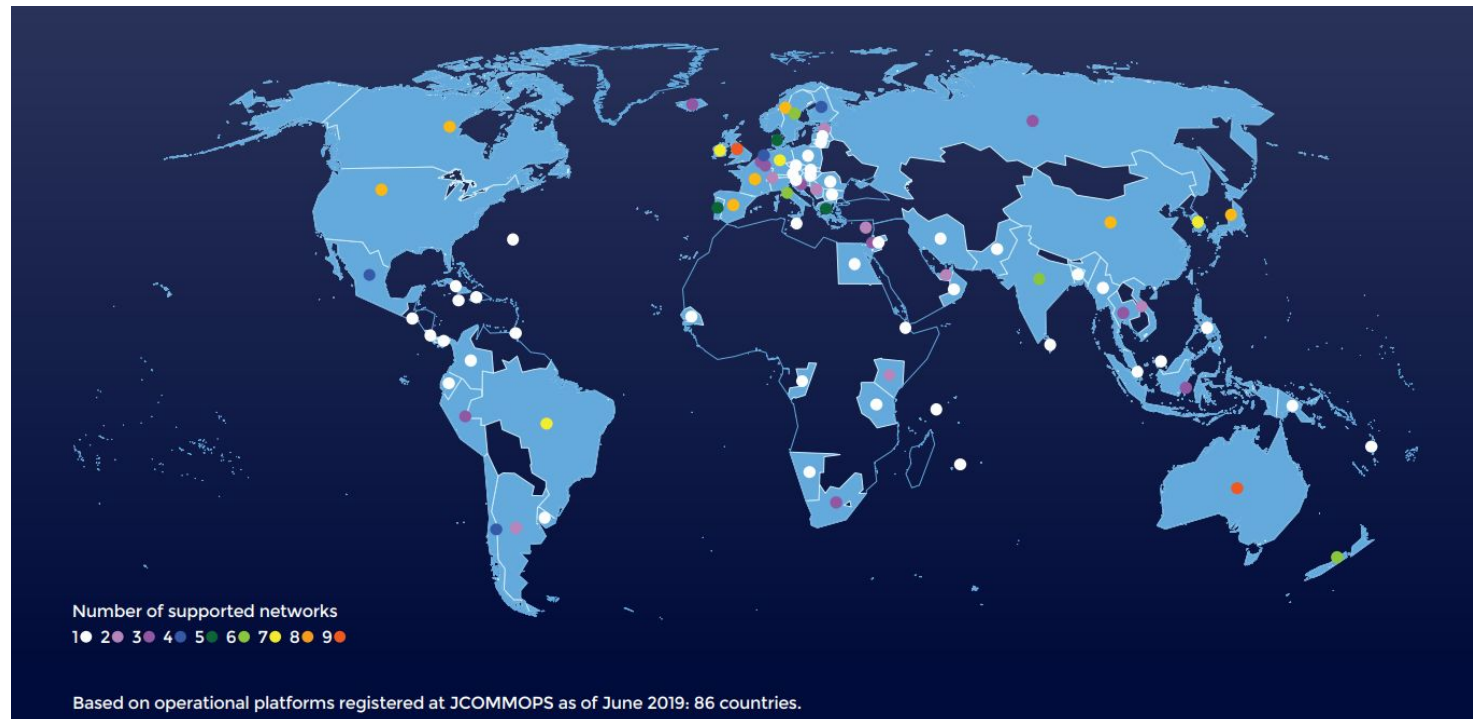- Recognize the societal value of ocean observing, essential for economies, communities, ecosystems.

- 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?
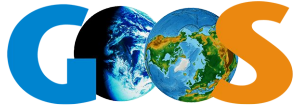

Number of supported networks
1● 2● 3● 4● 5● 6● 7● 8● 9●

Based on operational platforms registered at JCOMMOPS as of June 2019: 86 countries.

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 and l.stukonyte@unesco.org

Thank you

goosocean.org