

8.2.3 New IOC Communications Strategy

Strengthening visibility, coherence and impact

The new IOC Communications Strategy responds to Assembly decisions and Member State guidance to restore IOC visibility, unify its voice, and reinforce its role as the UN's lead body for ocean science.

It sets a clear direction for coherent, impactful communications across all levels, ensuring stronger positioning within UNESCO, greater global recognition, and alignment with IOC's Medium-Term Strategy and its implementation plan.

Turning ocean science into action

This Communications Strategy sets a long-term direction to:

1. Elevate IOC's global leadership and credibility, positioning it as the UN's trusted voice for ocean science.
2. Communicate IOC's mandate, priorities, and impact more clearly to diverse audiences, including Member States, partners, and the public.
3. Ensure consistency of messaging across HQ, regions, programmes, and sub-commissions, while promoting inclusivity and multilingual accessibility.
4. Support advocacy and resource mobilization by showcasing results and value for money.



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What is in the Communication Strategy

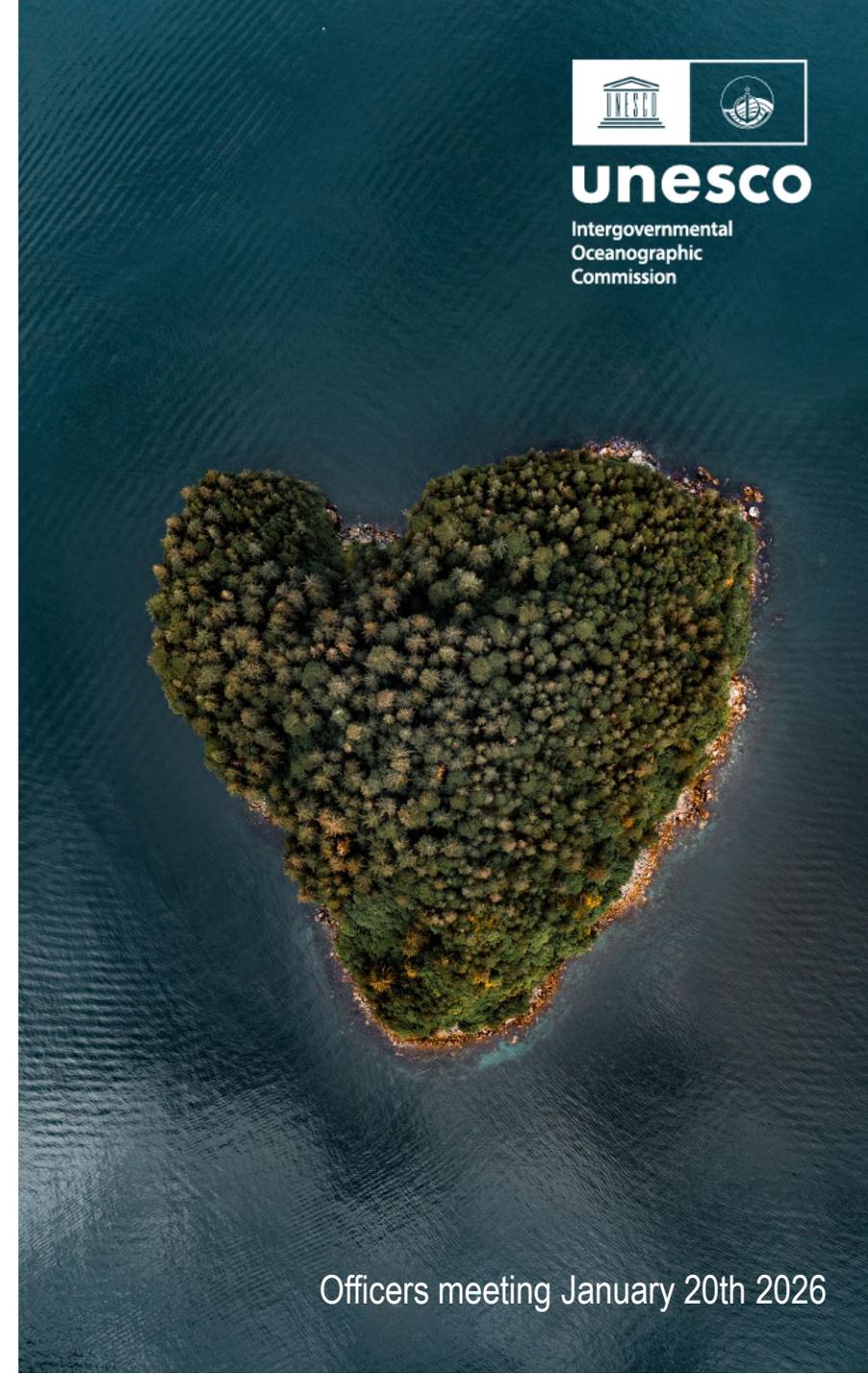
1. Who we are
2. Our purpose and vision
3. Communications objectives
4. Our tagline
5. Our work, impact, and key messages
6. Our targets for 2026-2030
7. Audiences and channels
8. Member States engagement with IOC communications
9. Internal communications
10. Governance, roles and processes
11. Visual identity
12. Ocean Decade synergy

Also complemented by COMS Action Plan defining processes, internal coordination and Annual Roadmap (Priority activities)



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One unified IOC identity

To reinforce recognition and coherence:

One name,
one acronym,
one visual
identity*

One team,
one voice,
one impact

One
centralized
digital
ecosystem

One common
narrative and
shared
key messages

**applied across the IOC ecosystem with tailoring for IOC Sub_Commissions*



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Member States: leveraging IOC as your platform

IOC communications aim to serve not only the institution, but also its Member States.

In 2026, IOC will:

- Work closely with Member States to understand their communications needs, ambitions, and priorities.
- Explore how Member States can leverage IOC platforms to amplify their national initiatives, achievements, and contributions to ocean science.
- Develop tailored visibility tools and mechanisms for meaningful MS participation in IOC campaigns and storytelling.



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