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IOC Communication and Outreach Strategy for Data and Information Management (2017-2019)

UNESCO

IOC Communication and Outreach Strategy for Data and Information Management (2017-2019)

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EXECUTIVE SUMMARY

The present *Communication and Outreach Strategy for Data and Information Management*, also referred to in this document as the “Communication Strategy” was prepared by the International Oceanographic Data and Information Exchange (IODE), an intergovernmental programme of the [Intergovernmental Oceanographic Commission \(IOC\)](#) of [UNESCO](#) established in 1961. The purpose of the IODE programme is to enhance marine research, exploitation and development, by facilitating the exchange of ocean data and information between participating Member States, and by meeting the needs of users for data and information products.

The IODE vision is informed by the [IOC Strategic Plan for Oceanographic Data and Information Management, 2017–2021](#), which identifies that: *To ensure its success, the IOC Strategic Plan for Data and Information Management must achieve strong awareness, involvement, acceptance and recognition within and between IOC programmes, and with IOC partners. Efficient communication and outreach remain key elements of the Strategic Plan.'*

The recent IODE restructuring exercise has also highlighted that the number of international marine science related organizations is growing and there is often a perception that they have similar or overlapping objectives to IODE. It is therefore increasingly important to state clearly what IODE’s unique role is, how it differs from other organizations, who its stakeholders are and how to prioritize and optimize its communication methods with each of these.

IODE must work with Member States, governments, partner organizations, academia and industry, to articulate the global benefits to society and required funding to build and sustain the ocean observing data and information system.

IODE must capitalize on the networks, communication outreach, and global visibility of UNESCO’s IOC as its parent organization.

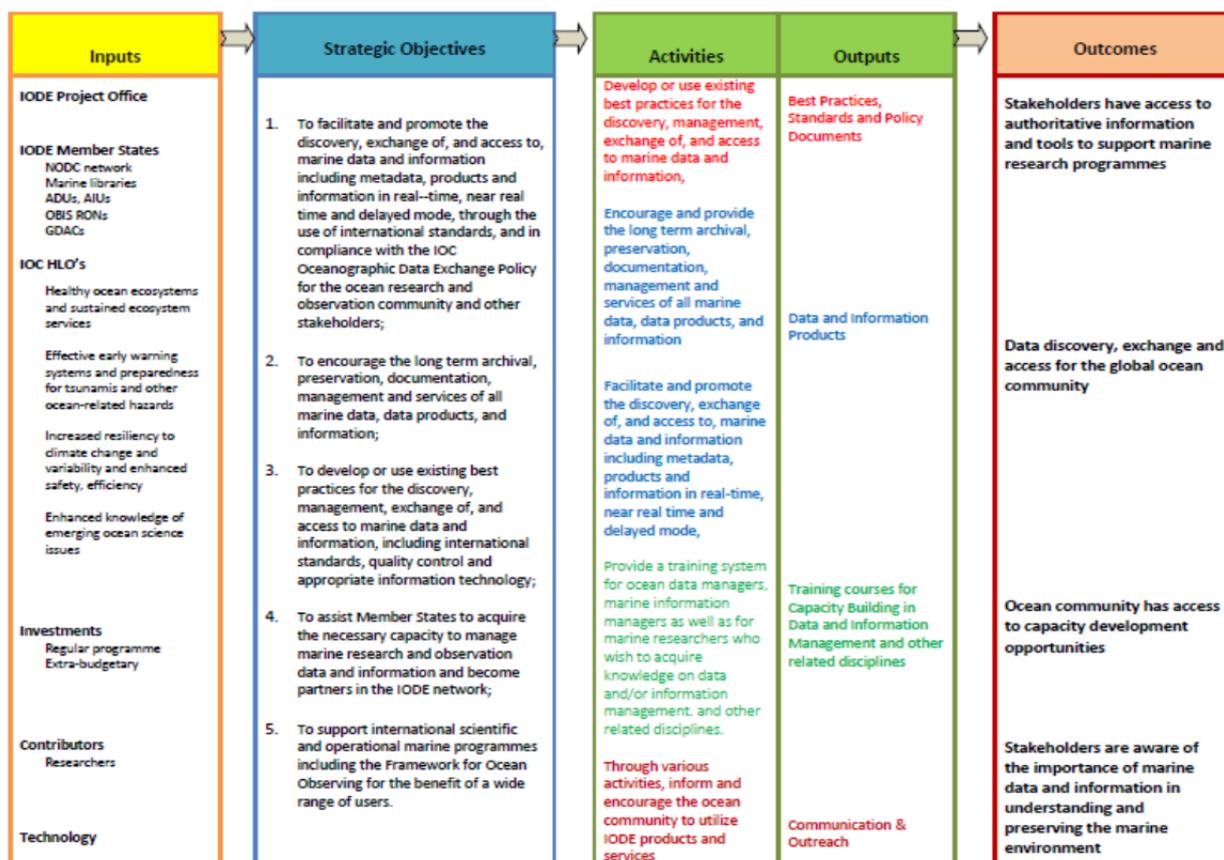
IODE has a strong mandate for communication and outreach with a variety of stakeholders, including the general public.

IODE needs to communicate regularly with its community as well as having a strategy on how to be engaged in ocean community activities, cooperate and expand its membership.

This strategy document outlines a framework for communication and outreach activities for the IODE to address these needs and underpin its ability to achieve its strategic objectives; to ensure that there is recognition of its role as a lead provider in marine data and information management, training and information products; and further enhance both the IOC and IODE profiles.

The *IOC Communication and Outreach Strategy for Data and Information* was proposed by the IOC Committee on International Oceanographic Data and Information Exchange at its 24th session, 24–28 March 2017, Kuala Lumpur, Malaysia and endorsed by the IOC Assembly at its 29th session, 21–29 June 2017.

1. IODE STRATEGIC OBJECTIVES



2. COMMUNICATION STRATEGIC OBJECTIVES

- To facilitate support and development of a culture of strong communication both within the IOC Member States and with important and relevant stakeholders in the wider ocean observation and marine communities.
- To provide communication channels, tools and protocols, which promote effective and efficient exchange of information among IODE stakeholders.
- To deliver a comprehensive communication and outreach action plan, in alignment with the draft [IOC Communications Advisory Report](#) (June 2016) and other priorities identified by the IOC senior management.

Specifically, to:

- **Build awareness** of IODE, among a wide but defined group of audiences and user groups.
- **Communicate** IODE unique role in the key strength areas of Ocean Data Exchange and Capacity Building and Technology Transfer for developing countries.
- **Secure** the buy-in and commitment of key partners and stakeholders to the aims and sustainability of the IODE Programme;
- **Inform and influence** specific policies and policymakers on the management of ocean data and information;

- **Encourage** participation among scientific bodies, researchers, experts and data providers;
- **Raise awareness** about data and information management issues and the need for collaborative assessment, best practices and management;
- **Ensure** regular progress reports to identified stakeholders to enhance dialogue and understanding about ocean data and information

This strategy will identify the major stakeholders (target audiences); identify key messages and suitable communication channels; and propose specific communication and stakeholder participation activities to be implemented as part of the overarching IODE activities which includes projects. However, it is expected that each IODE project will focus and spearhead its own communication and outreach activities.

3. STAKEHOLDERS

The prime audience for the *Communication Strategy* should be those involved with national, regional or international marine related projects or institutions. To be effective, IODE communication channels should reach both internal (within IOC) and external global, regional and national audiences. Communication should be regular and timely.

The *Communication Strategy* is overseen by an IODE Communication Team, including the IODE Secretariat but spearheaded by the IODE Management Group and IODE Project Steering Groups who target scientists, establish relationships with policymakers and join different actors: managers, educators, students, and science communicators in sectors such as:

1. IODE Member States;
2. IOC Member States, IOC Secretariat, and Subsidiary Bodies;
3. Intergovernmental Agencies;
4. International, regional and national agencies, projects and programmes;
5. Governments, Funding Agencies and Private organizations;
6. NGOs; Professional societies;
7. The education sector and science research sector, specifically:
 - a. Staff of marine research institutions and related facilities;
 - b. Staff of government departments involved with marine science and services;
 - c. Marine related practitioners (government and Private Sector);
 - d. University students (marine science and related disciplines).

IODE Unique Role

Working globally to collect and share ocean science data and to set and bring about adoption of standards and best practices on the sustainable management of data and information that informs sound ocean science; underpinned by the provision of a broad spectrum of innovative digital data and information products and an empowering capacity development programme.

Stakeholder	Message (tailored to audience – examples)	Method (select appropriate - examples)
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Stakeholder	Message (tailored to audience – examples)	Method (select appropriate - examples)
Member States	<p>IODE relies on your contributions to its activities to be successful. This is what we are doing: highlight</p> <ul style="list-style-type: none"> • key opportunities and challenges • key priority areas and critical issues of focus • priority for the global research data sharing agenda 	<p>In person, presentations (meetings, conferences); IOC Assembly; national and international committees; circular letters; IODE Community listserv; digital communication products</p>
Intergovernmental Agencies	<p>IODE is an important Forum ...</p> <p>We should work together to promote and support ocean observations data and information to governments and at the international level.</p> <p>highlight</p> <ul style="list-style-type: none"> • key opportunities and challenges • key priority areas and critical issues of focus 	<p>Presentations at intergovernmental organizations' meetings; national and international committees; circular letters; IODE poster; IODE Community listserv; digital communication products</p>
International, regional and national agencies and programmes	<p>We should work together as we are complementary and can benefit from one another's experience</p> <ul style="list-style-type: none"> • highlight key opportunities and challenges • key priority areas and critical issues of focus 	<p>In person, presentations (meetings, conferences); national and international committees; circular letters; IODE Community listserv; IODE poster; product related information; fact sheets.</p>
Government and private organizations	<p>We need a global ocean observation data and information system that is fit for purpose. We need to train the next generation of observational oceanographers and practitioners on data and information on a global scale.</p> <p>You must fund the ocean observations data and information activity because it can maximize resources, support the economy, save lives, protect ecosystems and will save you money in the long run.</p>	<p>In person, presentations (meetings, conferences); national and international committees; circular letters; IODE Community listserv; IODE poster; brochures; training courses; IODE Community listserv</p>
Funding Agencies	<p>You should fund activities on data and information from ocean observations because they are important for society and support government policy.</p>	<p>In person, presentations (meetings, conferences); national and international committees; circular letters; IODE poster; brochures; product related information; IODE Community listserv; strategic plan.</p>
Marine science data and information community	<p>We have these new initiatives/products to make data and information, including derived products, easily discoverable and</p>	<p>In person, presentations (meetings, conferences); circular letters; IODE Community listserv, IODE poster; training courses; product related</p>

Stakeholder	Message (tailored to audience – examples)	Method (select appropriate - examples)
	accessible, so they can be used in the most efficient and user-friendly way. • highlight; opportunities	information; reports of progress
Scientists in marine research related institutes and universities	You should get involved in IODE activities as they could raise the visibility of your research, provide training for your students or opportunities for you to teach abroad or receive students from abroad for training, provide links to other institutions/scientists you could collaborate with, and set scientific priorities at the global scale. • key challenges • best practices	Presentations in member institutions and at international conferences; booths/posters at international conferences; brochures, fact sheets; product related information; training courses; IODE Community listserv; TV interviews, Radio features
Potential new members	IODE is a unique forum for you to meet with your peers from around the world ... This is what we do and how it can assist your objectives	In-person meetings, IODE posters, circular letters, invitation to attend an IODE Annual Meeting; brochures, website, strategic plan; product related information
Industry (incl. Manufacturers)	You can gain from working with IODE as it provides a gateway to collaboration with its many members/ institutions from around the world active in areas of your field with innovative approaches for data acquisition, publication and exploration.	Presentations/booths at industry association meetings; Partnership agreements, community platforms; fact sheets, press releases
Science Communicators	We can pool our resources and share our expertise to communicate our common messages more effectively and avoid duplication or conflicting messages.	IODE Community Listserv; Ocean Communicators United Listserv; media science contacts, press releases, fact sheets, infographics, journal articles
General public	The ocean is a crucial part of the Earth's life-support system and access to ocean observation data and information benefit society • key challenges	Posters, brochures, press releases, 'popular' magazine articles, TV interviews, Radio features, fact sheets, infographics; product related information; Wikipedia page

4. COMMUNICATION METHODS

The IODE will utilize the latest technologies as well as traditional methods to disseminate the IODE message and to establish and maintain strong communication links with the widest possible community (see also Stakeholders and Action Plan).

Personal

- Conferences and workshops and formal presentations;
- Personal contacts via meetings, workshops, conferences (including phone or video);
- IODE representation in relevant marine science fora;

- Membership of appropriate international, regional and national groups, projects and committees;
- ODIN Network relationships;
- Interviews with Heads of Science/Data;
- University Teacher training courses;
- Open Days in partnership with EMB, VLIZ, UNESCO/IOC etc.;
- Stakeholder events;
- IODE Campus;
- IOC World Ocean Day participation.

Broadcast (i.e. electronic) media

- IODE central and project website;
- IOC corporate website and social media channels;
- Links on relevant regional websites;
- Social Networking tools such as wikis; blogs, Facebook, Twitter;
- Wikipedia entry;
- IODE Groupware E-Mail lists;
- Digital versions of all IODE publications;
- IODE Information Products online;
- IOC capacity development updates on the main IODE Web site;
- Training Videos, presentations and lectures;
- Virtual meetings using video conferencing, teleconferencing, slide sharing etc.
- Webinars;
- Infographics;
- Multimedia, screensavers, apps;
- Outreach/Video competition in Universities – prize= IODE intern opportunity;
- IODE events listed in IOC & UNESCO Event calendar;
- Science Communicators, Organizations and Media science contacts, Press Releases.

Hard Copy media

- Displays and signage;
- Published articles in journals and newsletters;
- Brochures;
- Posters;
- IOC and Partner publications/reports;
- Promotional material;
- Press Releases;
- Circular letters;

- Any digital material required as hard copy;
- Travelling exhibition;

Key events to promote the IODE Programme

- Travelling exhibitions;
- IOC Assemblies and Executive Councils;
- LMEs Committee Meetings;
- UNEP Global Regional Seas Meetings;
- World Ocean Assessment (Group of Experts);
- UN-Oceans Meetings;
- United Nations Open-ended Informal Consultative Process on Oceans and the Law of the Sea;
- World Ocean Day;
- UNFCCC COP;
- *Global Ocean Science Report*;
- Ocean Science Policy Conferences;
- World Summit on Information Society;
- Other Open Ocean events.

IODE expects that the major actors for disseminating information will be the **IODE Management Group** the **IODE Project Steering Groups** and **individuals within the IODE Community** along with the **IODE Secretariat**. Their role (see also Annex 1: Action Plan) will be to:

- Act as a communicator to promote IODE activities and initiatives to the international, regional and national marine science data and information community and beyond;
- Provide materials and content on IODE activities for the IODE website and social media;
- Provide translation for any IODE Regional Outreach materials;
- Provide assistance and support to the IODE on project activities at the national, regional or international level;
- Disseminate IODE activities and work with the country/regional/national network of marine science data and information centres;
- Participate as an IODE representative on international/national/regional marine science projects and committees;
- Ensure an IODE Poster/Leaflet display at any conference or meeting attended;
- Highlight and identify issues and participate in discussions of national importance relating to IODE (such as capacity building and professional standards, technological innovations and policy, communications and collaboration);
- Organize Outreach events to showcase the benefits and relevance of the activities, so others become interested in participating. Explain how people can get involved;
- Provide regular reports circulated within the IODE Community;
- Liaise with the IODE Secretariat;

- Cooperate and collaborate with other organizations with similar interests and goals to ensure interoperability between systems and promote further system integration.
- Create partnerships with organizations (governmental, non-governmental and international), and recognize each other’s roles, contributions and responsibilities;
- Reach out and serve the data user communities (scientists, policymakers, managers, educators, students, industries and businesses) with new initiatives/products to make data and information, including derived products, easily discoverable and accessible, so they can be used in the most efficient and user-friendly way;
- Ensure data providers are fully acknowledged and cited;
- Create an information package, summarizing main objectives, structures, and plans (targeted to newcomers).

The Secretariat of the IOC will be an equally important partner for disseminating information, promoting IODE activities, and assisting with outreach efforts, through its communications and outreach staff. Their role will be to:

- Liaise with IODE communications actors to ensure representation of IODE activities and priorities in IOC corporate communications, as well as to help communicate IOC corporate priorities through IODE communications activities;
- Assist IODE with the development and implementation of communications projects and products, or through the provision of inputs/analyses to ensure IODE and its projects produce quality and effective communications.

5. BRANDING GUIDELINES

When creating outreach material such as websites, brochures, posters, presentations and videos, both IODE and IOC identification and statements should be clearly visible. To the maximum extent, IODE and IOC-UNESCO logos should be always used together, preferably side by side (see third example)

5.1 LOGOS

Name	Acronym:	Logo
International Oceanographic data and Information Exchange	IODE	
United Nations Education, Science and Cultural Organization – Intergovernmental Oceanographic Commission	UNESCO/IOC	
		

5.2 PROMOTIONAL MATERIAL

Apart from brochures, posters etc. there may be an occasion where the offer of small promotional gifts would be beneficial (pen, pencils etc.). These 'gifts' should if possible display the full name 'International Oceanographic Data and Information Exchange (IODE)' and/or at the very least the IODE and IUNESCO/IOC logo (as above).

6. TRANSLATION

IODE Name. The full English version name of International Oceanographic Data and Information Exchange (IODE) should always be displayed on any outreach material. Translation of the IOC IODE name into the local language can be displayed following the full English version, e.g.

<p>Intergovernmental Oceanographic Commission of UNESCO</p> <p>International Oceanographic Data and Information Exchange</p>	<p>Comisión Oceanográfica Intergubernamental de la UNESCO</p>
	<p>Intercambio Internacional de Datos e Información Oceanográficos</p>
	<p>Commission océanographique intergouvernementale de l'UNESCO</p> <p>Echange international des données et de l'information océanographiques</p>
	<p>Межправительственная океанографическая комиссия ЮНЕСКО</p> <p>Международный обмен океанографическими данными и информацией</p>

7. FUNDING ACKNOWLEDGEMENT

Journal articles, popular articles, conference papers, presentations, videos and any published outreach material should clearly display acknowledgement of the IOC IODE

The authors acknowledge the support of the International Oceanographic Data and Information Exchange, a Programme of the Intergovernmental Oceanographic Commission (IOC)

8. SOCIAL NETWORKING

Only the IODE Secretariat will be responsible for managing the IODE identity on social media and uploading material to any IOC IODE social networking site in conjunction with the manager of IOC Communications. Within networks such as LinkedIn, etc. a group named International Oceanographic Data and Information Exchange should be maintained.

9. COPYRIGHT AND DATA PROTECTION

For all original material (images, text, data etc.) used for official IODE communication activities but not created by IODE staff and programme invited experts, adherence to copyright and data protection law is required. Use Permission should be sought for material not covered by a CC BY-NC-SA license or a public free to use copyright statement from the originating

creator/organization. Attribution/citation for all third-party material including data used in official IODE activities should be clearly displayed.

Examples of attribution:

https://wiki.creativecommons.org/Marking/Users#Examples_of_attribution.

For any contended material, IODE will follow a take-down policy until resolution.

9.1 COPYRIGHT STATEMENT

To be displayed on all IODE content; websites; presentations; documents; videos etc.

Unless otherwise stated the International Oceanographic Data and Information Exchange materials are available for use under the [Creative Commons Attribution-NonCommercial-ShareAlike 4.0 \(International\)](https://creativecommons.org/licenses/by-nc-sa/4.0/)



9.2 LICENSE DISPLAY IN VIDEOS

Videos should have the CC License embedded **CC-BY-NC-SA 4.0**



<http://ccm.net/faq/1852-add-a-logo-to-your-videos>

10. EVALUATION

An important aspect of the *Communication Strategy* is the need for qualitative and quantitative analysis to examine how well IODE activities are being disseminated and are supporting the IODE strategic objectives including the *IOC Capacity Development Strategy, 2015–2021*. This ongoing evaluation will include:

- A standing agenda item for discussion at each IODE session and IODE Management Group meeting
- The biennial Communication Implementation Plan will be reviewed continuously by the IODE Management Group to assess efficacy and revisit and adapt the strategy based on the results and feedback received
- Review of the performance indicators including metrics to assess communication outputs and outcomes, against the objectives. (e.g. website traffic; social media performance; level of buy-in), interest and understanding among stakeholders (numbers of stakeholders, number of events where IODE featured);
- Consultation with internal and external stakeholders via a survey or focus groups
- Any IODE Programme defined external review cycle
- Review of alignment with IOC corporate communications policies and performance based on corporate communications objectives

11. RESOURCES AND FINANCIAL IMPLICATIONS

It is important that the International Oceanographic Data and Information Exchange Programme is promoted as widely as possible through an effective *Communication Strategy*

guided by a newly formed Communication Team, comprised of members from the Secretariat, Management Group and Projects. For this purpose, it is expected that the IODE Secretariat and each IODE project will include in its' Budget proposal a communication and outreach component. Approval and allocation of funds will be made by the IODE Management Group.

The Intergovernmental Oceanographic Commission has a [draft Communications Advisory Report](#) (June 2016) produced by Consultants which recommends identifying a post responsible for IOC Communications. IODE should seek advice, contributions and participation in the IODE Communications Team from the manager of IOC Communications.

ANNEX I. COMMUNICATION ACTION PLAN 2017–2019

- **Build awareness** of IODE, among a wide but defined group of audiences and user groups.
- **Communicate** IODE unique role in the key strength areas of Ocean Data Exchange and Capacity Building and Technology Transfer for developing countries **Secure** the buy-in and commitment of key partners and stakeholders to the aims and sustainability of the IODE Programme;
- **Inform and influence** specific policies and policymakers on the management of ocean data and information;
- **Encourage** participation among scientific bodies, researchers, experts and data providers

Communication Tasks	Key Performance Indicators	Frequency/ Required by	Responsible Group/Officer
Submit the IODE Communication Strategy for approval	<i>Communication Strategy</i> approved at IODE-XXIV	2017 (Mar)	IODE Secretariat & Pauline Simpson
Establish a Communication Team	IODE Communication Team: one member from each Project SG including IOC Communications Manager	2017 (Oct)	IODE Secretariat & Projects
Conduct a Stakeholder baseline survey on IODE communication	<ul style="list-style-type: none"> • Survey results • Amended Communication action plan informed by survey results 	2017 (Dec)	IODE Secretariat and Communication Team
Review and enhance coverage of IODE Community ListServ	Ensure comprehensive representation from: <ul style="list-style-type: none"> • All Member States and non-Member States, particularly Developing countries • Intergovernmental Oceanographic Commission • Key national decision/policy-makers • Intergovernmental Agencies; International, regional and national agencies, projects and programmes; • Government, Funding Agencies and private organizations; • NGOs; Professional societies; • The education sector and research sector scientists; • Consultants • Science & Media Communicators 	2017 (Dec)	IODE Secretariat
Create a regular digital communication with all stakeholders: email on annual meetings, announcing special events, courses, meeting reports etc.	Average of about 1 email per week Blog Quarterly IODE e-Newsletter/Bulletin	2017 (Dec)	IODE Secretariat, and Communication Team
Report to IODE Officers Meeting <i>Communication Strategy Review</i>	<i>Communication Strategy Review</i> by IODE Officers Meeting with response/amendments	2018 (Jan)	IODE Secretariat, and Communication Team

Communication Tasks	Key Performance Indicators	Frequency/ Required by	Responsible Group/Officer
Ensure IODE logo/presence/support acknowledged on all international, national and regional partner/collaborative project websites and products	IODE logo/presence/support is acknowledged on all international, national and regional partner/collaborative project websites and products	2018 (Jan)	IODE Secretariat & Chair & Manager of Projects & IODE IT Support
Design and produce new digital communication products	New IODE Brochure IODE Brochure for each project New IODE Video IODE Strategic Plan Precis	2018 (Feb)	IODE Secretariat, IODE Management Group and Communication Team
Prepare IODE Information Pack for new members	IODE Info Pack available	2018 (Jun)	IODE Secretariat, Management Group and Communication Team
Review/update IODE Website	IODE website reflect 2018 update	2018 (Jun)	IODE Secretariat & Chair & Manager of Projects & IODE IT Support
Create IODE presence on multiple Social Networking sites	IODE Social Media Networks presence (at least 3) in conjunction with manager of IOC Communications	2018 (Jul)	IODE Secretariat; IOC Communications Manager
Send mass e-mailing of Info Pack	Mass e-mailing of Info Pack completed	2018 (Sep)	IODE Secretariat
Identify and seek Partnerships and Collaborative Projects	Evidence of new partnerships and collaborations (at least 2)	2018-2019 (Mar)	IODE Secretariat and IODE Management Group
Promotion of IODE as a global hub for collecting and sharing ocean science data and for setting global standards and protocols and offering Research Data Management training courses	Organized outreach events or participation in 'ocean' events <ul style="list-style-type: none"> • IODE Open Day / Stakeholder Event • Travelling Conference Exhibition • OceanKnowledge Project fully operational • Video competition with IODE Internship as prize • OTGA Training Profile inclusive for University Teachers • TV interview (at least one) • Science Magazine article on IODE published (at least one) • Number of IODE Programme presentations 	2018-2019 (Mar)	IODE Secretariat and IODE Management Group & IODE Projects
Report to IODE-XXV for evaluation of strategy	<i>Communication Strategy</i> Review by IODE-XXV Meeting with response/amendments/update to strategy action plan	2019 (Mar)	IODE-XXV

ANNEX II. ACRONYMS

CC	Creative Commons
IOC	Intergovernmental Oceanographic Commission (of UNESCO)
IODE	International Oceanographic Data and Information Exchange of IOC
LME	Large Marine Ecosystems
NGO	Non-Government Organization
ODIN	Ocean Data and Information Network
OTGA	OceanTeacher Global Academy
UNEP	United Nations Environment Programme
UNESCO	United National Educational, Scientific and Cultural Organization
UNFCCC COP	United Nations Framework Convention on Climate Change Conferences of the Parties
VLIZ	Flanders Marine Institute

ANNEX III. IODE POSTER (OUTREACH EXAMPLE)

INTERNATIONAL OCEANOGRAPHIC DATA AND INFORMATION EXCHANGE

“ More than 50 years connecting people and organising an ocean of data to support informed decision making ”

1961

Purpose is to enhance marine research, exploitation and development, by facilitating the exchange of oceanographic data and information between participating Member States, and by meeting the needs of users for data and information products.

80+ oceanographic centres in 70+ countries

Data centres officially designated: NODC (National Oceanographic Data Centre)
Projects, programmes, institutions or organization that wish to share their data and collaborate with IODE: ADU (Associate Data Unit)
Data centres share data through national and regional data networks
IODE OceanDataPortal provides platform for interconnectivity of networks

Global network of marine information (library) professionals
Development of information services through OceanKnowledge project: people, publications, best practices

IODE Projects
IODE developed a number of related projects that contribute to the IODE objectives by promoting the management and sharing of specific types of data (GTSP, GOSUD, OBIS, ODP, GODAR, WOD, ...) or providing products or services (eg ICAN, ACMA, CMA, ...).
IODE also strongly promotes the availability of scientific knowledge through the development of an expert database (OceanExpert), e-repositories of scientific publications, e-repository of best practices etc.

IODE Capacity development
Data managers and information managers are educated by IODE through the OceanTeacher and OceanTeacher Global Academy. This programme also extends education to researchers and university students.

UNESCO/IOC Project Office for IODE, Oostende
Established in 2005. Global meeting and training centre.
More than 2000 experts and students from more than 100 countries received since 2005.

<http://www.iode.org>