EuroGOOS
Communication Strategy

OBJECTIVES

- Maintain and expand **stakeholder network**
- Deliver **value to members** and fill representation gaps (geographical, technical, etc)
- **Improve interfaces** with Policy and Industry
- Pave the way to an integrated end-to-end **EOOS**
- **Scan the landscape** for trends, gaps, priorities

TARGETS

- Ocean Obs **Community** (phys., chem., bio…)
- **Policy** (EU, regional, national)
- **Industry**
- **Partner networks** and organizations (both EU and third countries)
- **Society** (mass media)

TOOLS

- **Websites** (EuroGOOS, ROOS)
- **News briefs** (Members, externals)
- Targeted **mailings**
- **Profiling materials** (brochures, fact sheets, videos, etc)
- Publications in **scientific journals**
- **Press releases**
- **Events** for targeted audience (e.g. EC, EP, Regions)
- **Social media**
- **Presentations**
- **Exhibitions**

IMPACT

- Communication strategies **built in the activities**
- **Impact monitoring protocol**
  - **Targeted** outputs
  - **Uptake** records
  - **Feedback** analysis
  - **Lessons** learnt