



# Ocean Observing and Forecasting Stakeholders and Beneficiaries

GODAE OceanView Symposium, November 2013



**Introduction**

The 'supply chain'  
Stakeholder engagement

Making the case

# Introduction

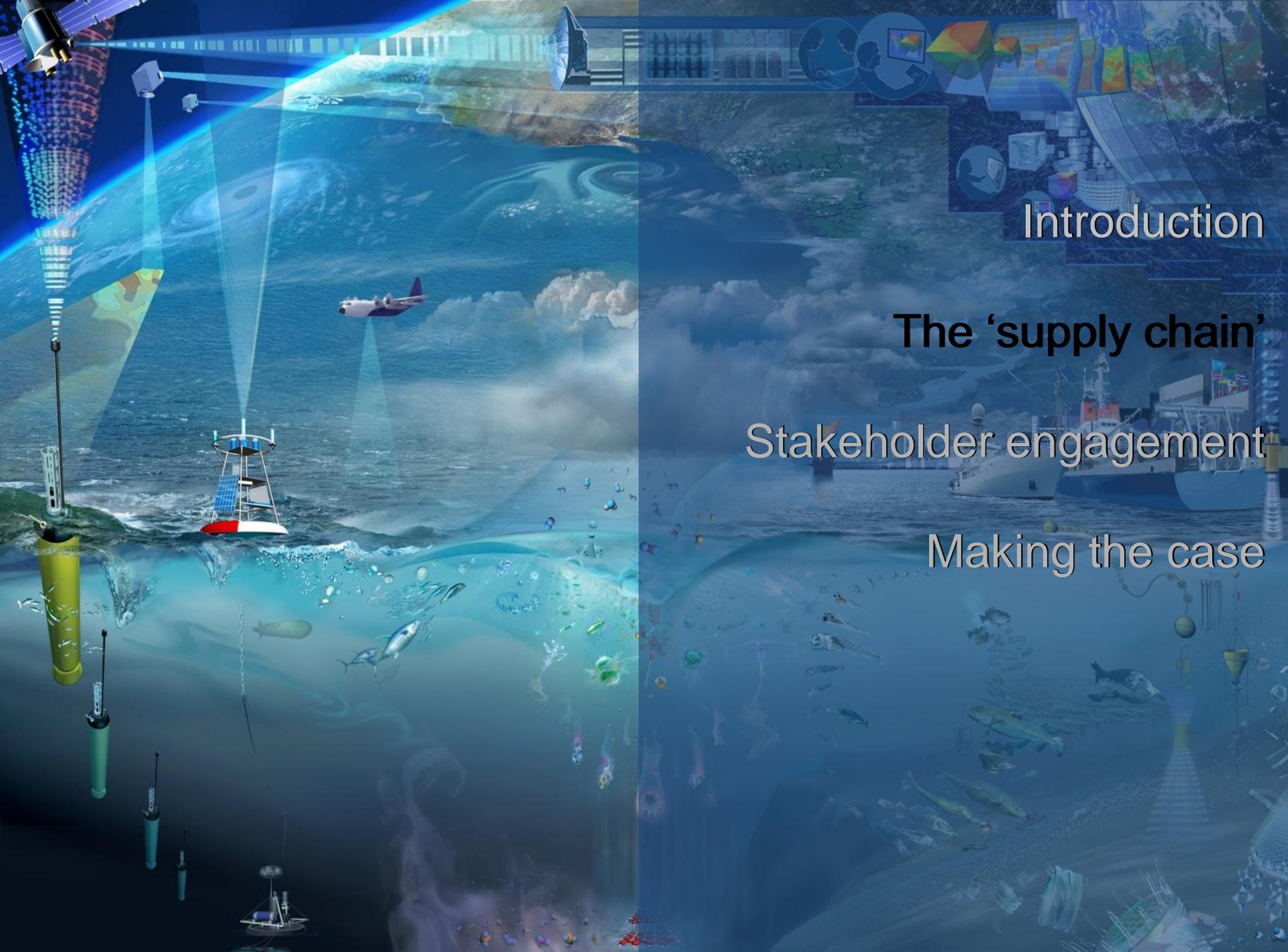


- During this symposium we have heard a number of warnings that what has been achieved is under threat
- We have heard some pleas for finding ways to respond to these threats and enlist support for sustaining present systems and building new capability
- We have heard several speakers say that a key to this is advocacy by 'users'

# Introduction



- To achieve effective advocacy we need to understand the landscape of stakeholders and beneficiaries and determine how different groups can best be engaged



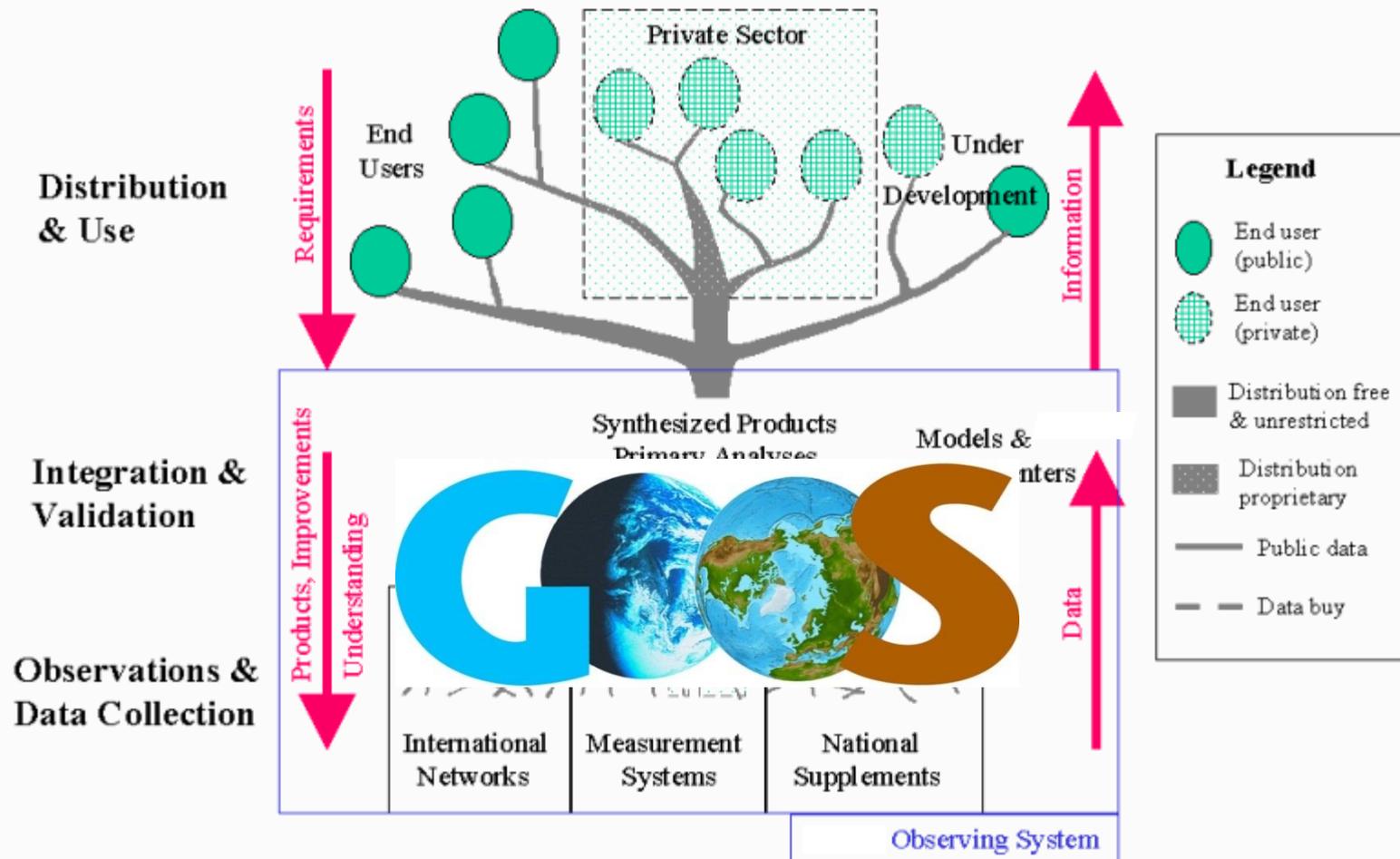
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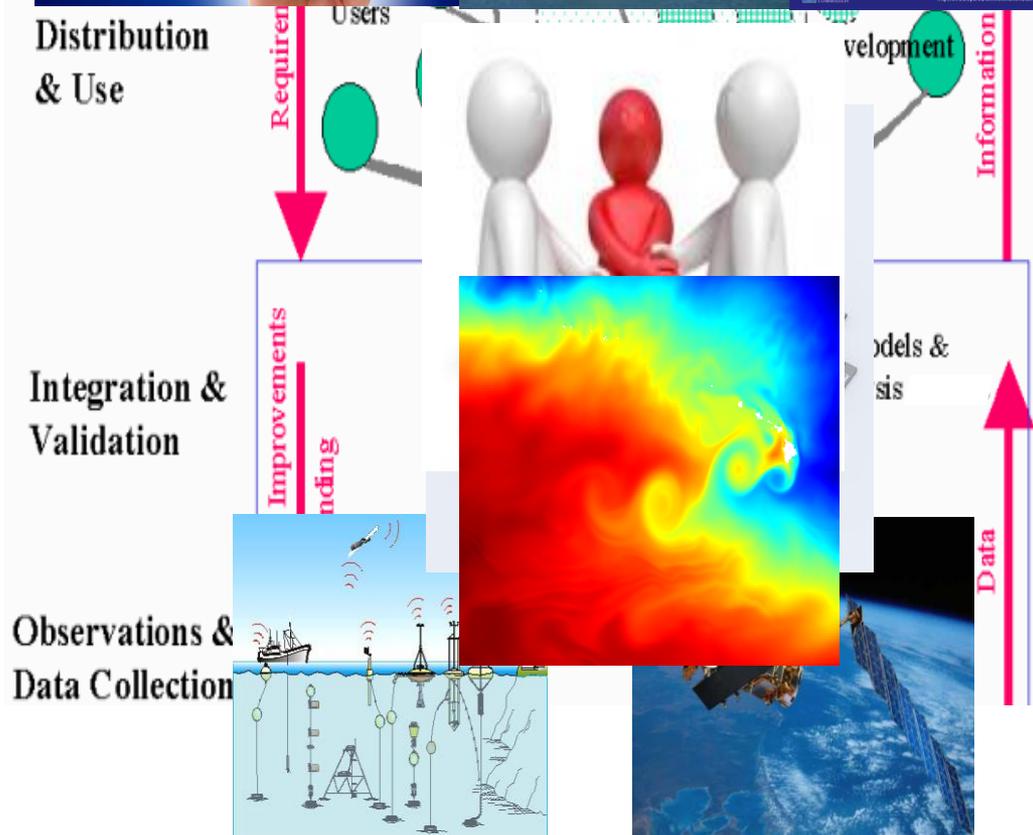
# The IGOS tree



# Stakeholders



- End-Users



- Intermediate Users

- Public
- Private

- Providers

- Public
- Private

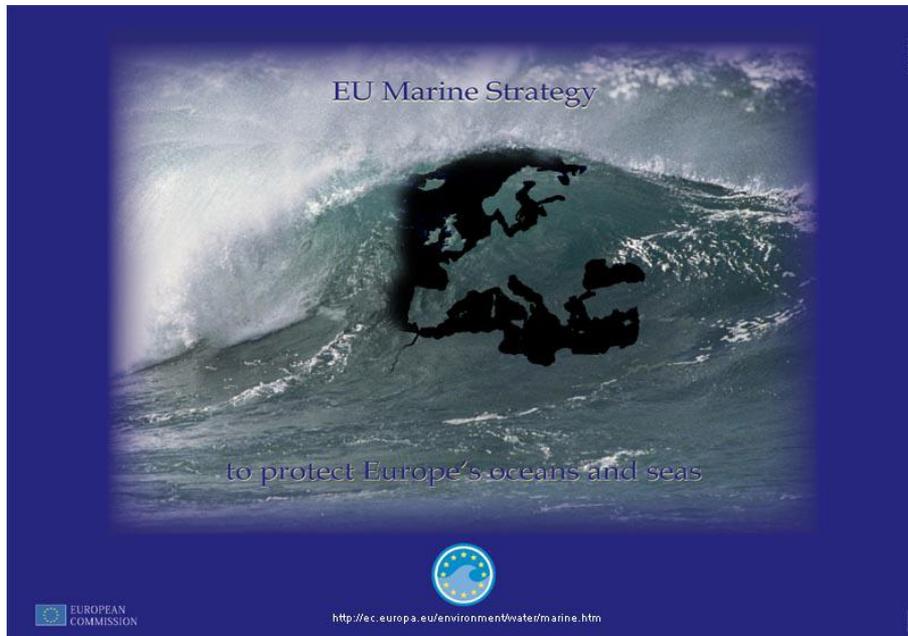
# Scientific Research



- Transition from large experiments to recognition of need for continuous operational data and information streams at scales from global to local
  - Eg, in the UK, recognition of components of ‘National Capability’ which deliver long-term sustained observations required to underpin research

# Policy Support

- Providing the core data and information streams to:
  - underpin policy formulation
  - Monitor compliance
  - Determine policy effectiveness



# Operational Needs

- Safety
- Economy
- Protection of the environment



# Operational Needs

FINANCE/INSURANCE



AGRI/AQUACULTURE



ENERGY



MARITIME TRANSPORT



DEFENCE



TOURISM / LEISURE



Introduction

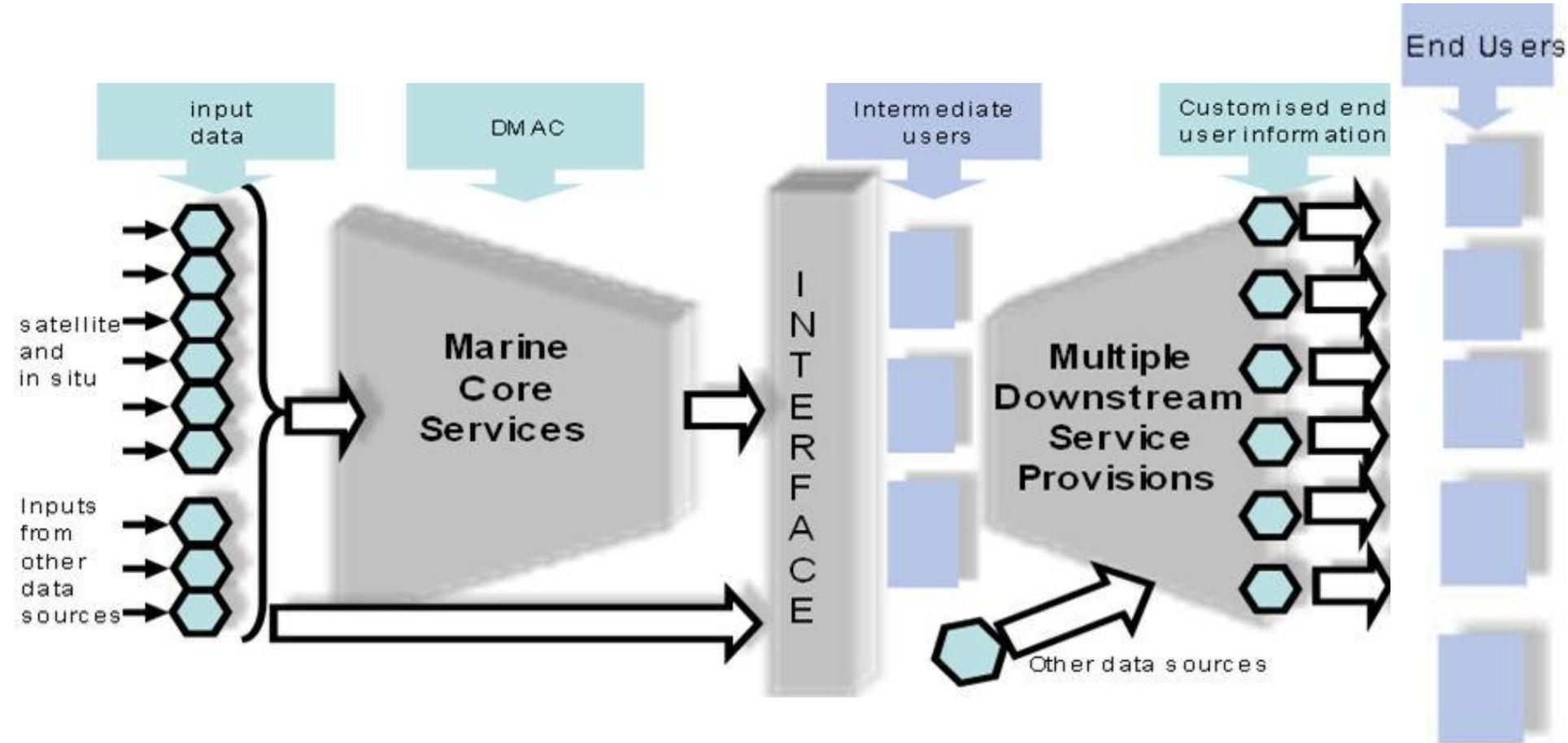
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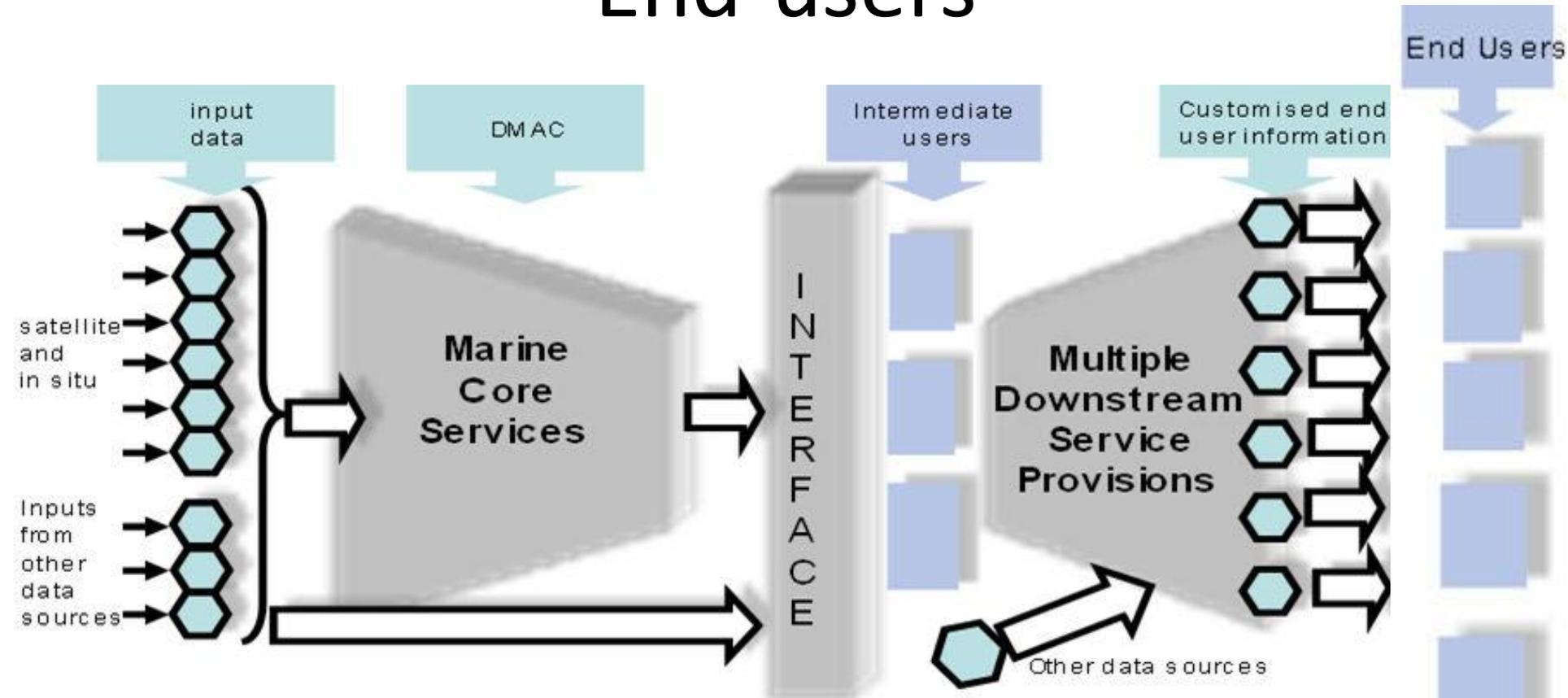
# Stakeholder engagement

## End-users



# Stakeholder engagement

## End-users



Understanding the value of the benefits end-users derive from core data and information is very challenging

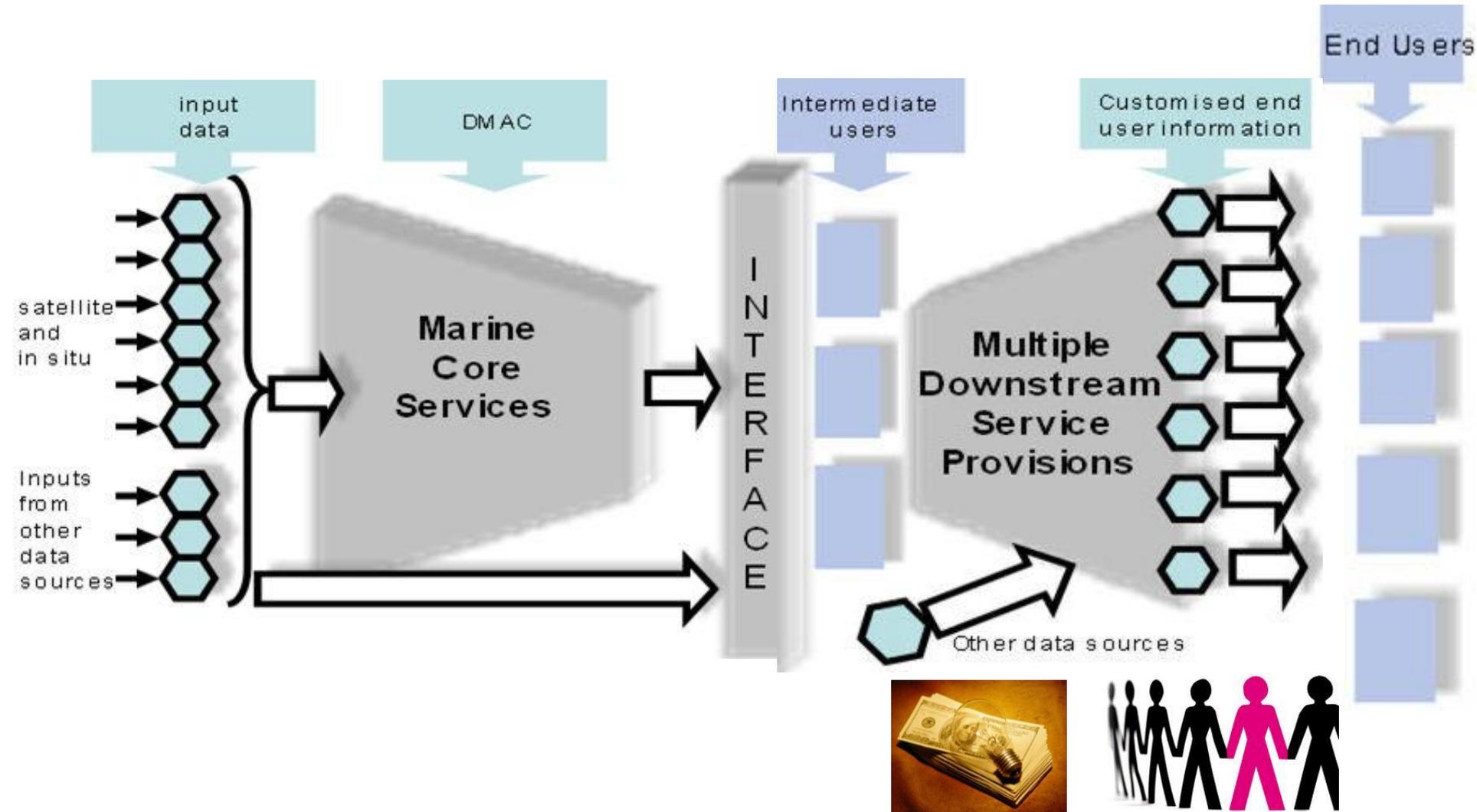
# Stakeholder engagement

## End-users

The poster features a top navigation bar with ten categories: Maritime Operations, Aquaculture, Energy and Water, Agriculture, Ports and Harbors, Sport and Commercial Fishing, Marine Environmental Protection, Maritime Security, Manufacturing, and Tourism and Recreation. The main title is 'Pacific-Northwest Waters: GATEWAY TO OUR FUTURE'. Below the title is a paragraph: 'A workshop bringing together users and providers of marine information to explore how monitoring and forecasting the ocean, coast and estuaries can best deliver safety, economic and environmental benefits to industries, government and citizens of the Pacific Northwest.' The event details are: 'Thursday February 2, 2012, Microsoft Conference Center, Redmond, Washington'. At the bottom, it says 'Early registration for the free event is highly recommended. For more information visit: [www.iooc.us/prw](http://www.iooc.us/prw)'. Logos for IOOS and NOAA are also present.

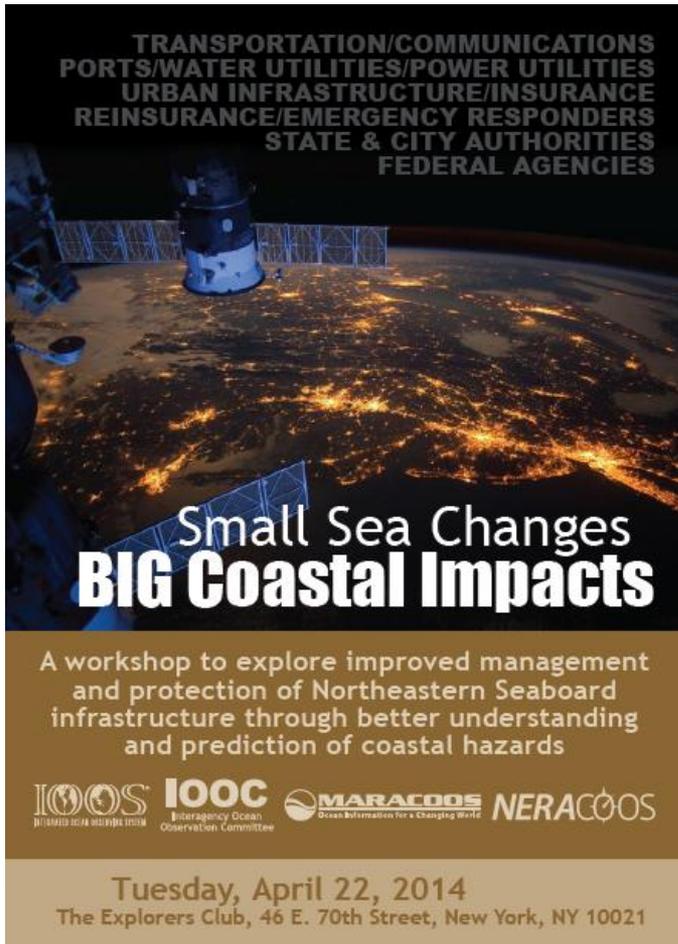
- Case studies that demonstrate/quantify benefits to specific end-users (eg IOOS study post Sandy)
- Workshops to engage specific end-user groups (eg Copernicus user briefs in UK, US IOOS workshops)
- Engage key end-users as active advocates (eg regular OGP briefings (Jason), NOAA briefing for the insurance/reinsurance industry)

# Intermediate users



# Stakeholder engagement

## Intermediate-users



TRANSPORTATION/COMMUNICATIONS  
PORTS/WATER UTILITIES/POWER UTILITIES  
URBAN INFRASTRUCTURE/INSURANCE  
REINSURANCE/EMERGENCY RESPONDERS  
STATE & CITY AUTHORITIES  
FEDERAL AGENCIES

Small Sea Changes  
**BIG Coastal Impacts**

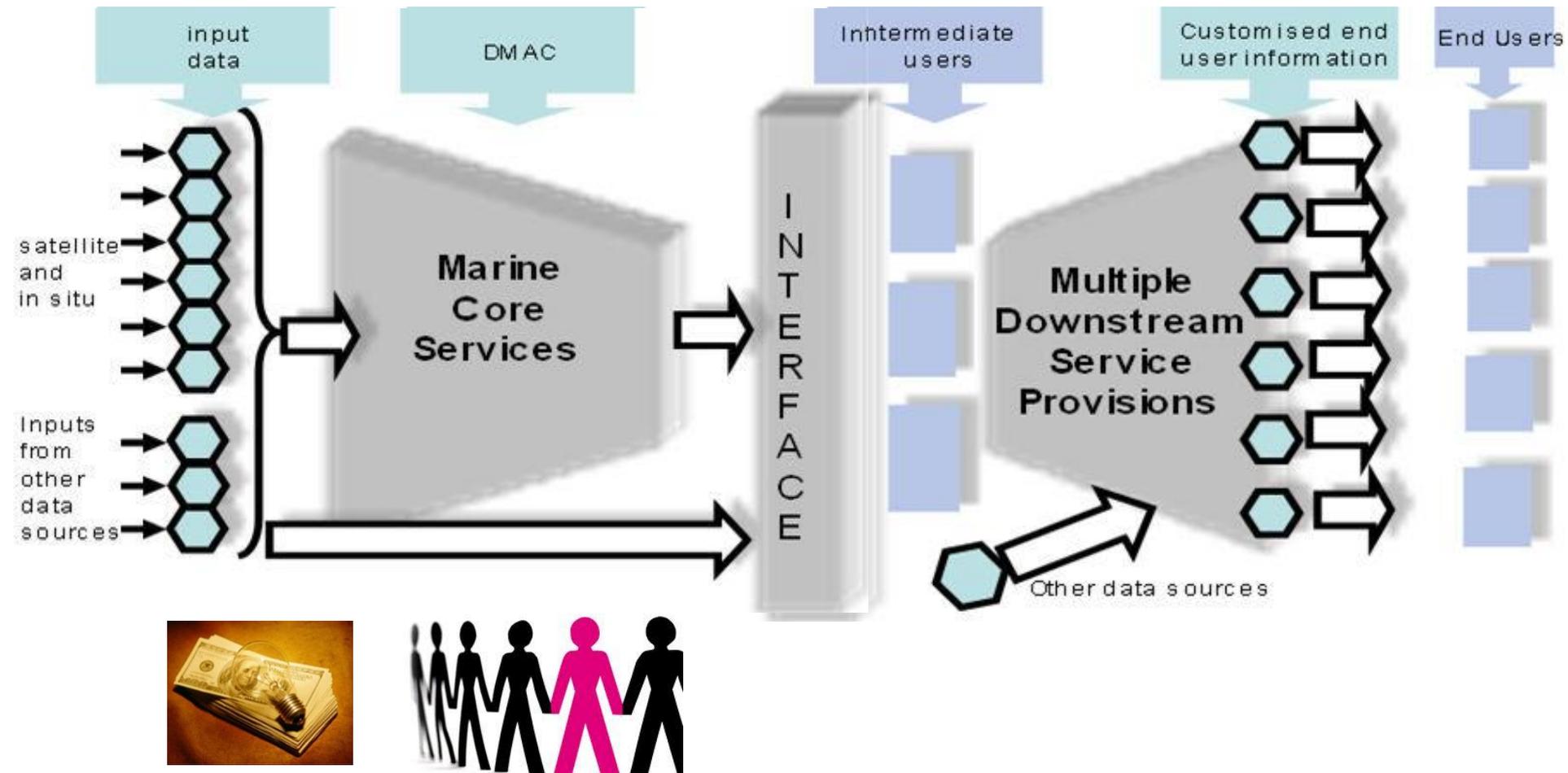
A workshop to explore improved management and protection of Northeastern Seaboard infrastructure through better understanding and prediction of coastal hazards

**IOOS** **IOOC** **MARACOOOS** **NERACOOOS**  
INTEGRATED OCEAN OBSERVING SYSTEM Interagency Ocean Observation Committee Ocean Observatories for a Changing World

Tuesday, April 22, 2014  
The Explorers Club, 46 E. 70th Street, New York, NY 10021

- Measure their take-up of data and information products
- Connect to them through workshops
- Better understand the service chain between core data and information products and end-users
- Enlist intermediaries as advocates
- Quantify the benefits delivered in terms of business activity and employment

# Providers of IOOS components



# Stakeholder engagement

## Industry providers



Annual Review of UK Marine Scientific Industries 2013

- Quantify the benefits derived from the delivery of ocean observing and forecasting technologies in terms of exports and employment

# Value of Provider and Intermediary activities?

- \$10bn/yr?
- £1.5 bn and growing for UK from latest AMSI survey
- Do not know the answer for the US, but a plan is in place to find out

# Marine Scientific Industry Study

- ERISS Corporation and The Maritime Alliance
- Baseline inventory of companies classified as providers and intermediaries
- Narratives by companies on how IOOS has helped their operations, planning, and growth, and perceived potential for future growth and investment

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## Welcome to the US IOOS® Impact Study of the Marine Technology Sector

DOES YOUR COMPANY PROVIDE TECHNOLOGY TO THE US IOOS OR HAVE A PRODUCT THAT UTILIZES US IOOS DATA? WE WOULD LIKE TO HEAR FROM YOU.

The U.S. Integrated Ocean Observing System (IOOS, [www.ioos.gov](http://www.ioos.gov)) has awarded ERISS Corporation the funds to work with [The Maritime Alliance](http://TheMaritimeAlliance.org) on a study that will articulate the economic impact of the ocean observation sector in the U.S. This nationally-focused study will inventory companies classified as providers of technology to US IOOS and intermediate users of US IOOS information that sell it to end users. The study will address items such as: number of companies in each category (provider and intermediate user), size of these companies, volume of activity, volume of exports, and number of employees. The study will include narratives by companies on how US IOOS has helped their operations, planning, and growth, as well as perceived potential for future growth and investment. The study began September 2013.

U.S. IOOS is comprised of 17 federal agencies, 11 regional associations (RAs), and a technology verification and validation organization (the Alliance for Coastal Technologies (ACT). Additional partners include a large and growing number of organizations including industry, academia, state, local, and tribal governments, and other federal and non-federal organizations.

[Click HERE to tell us about your experiences with the IOOS or to opt in to the study.](#)

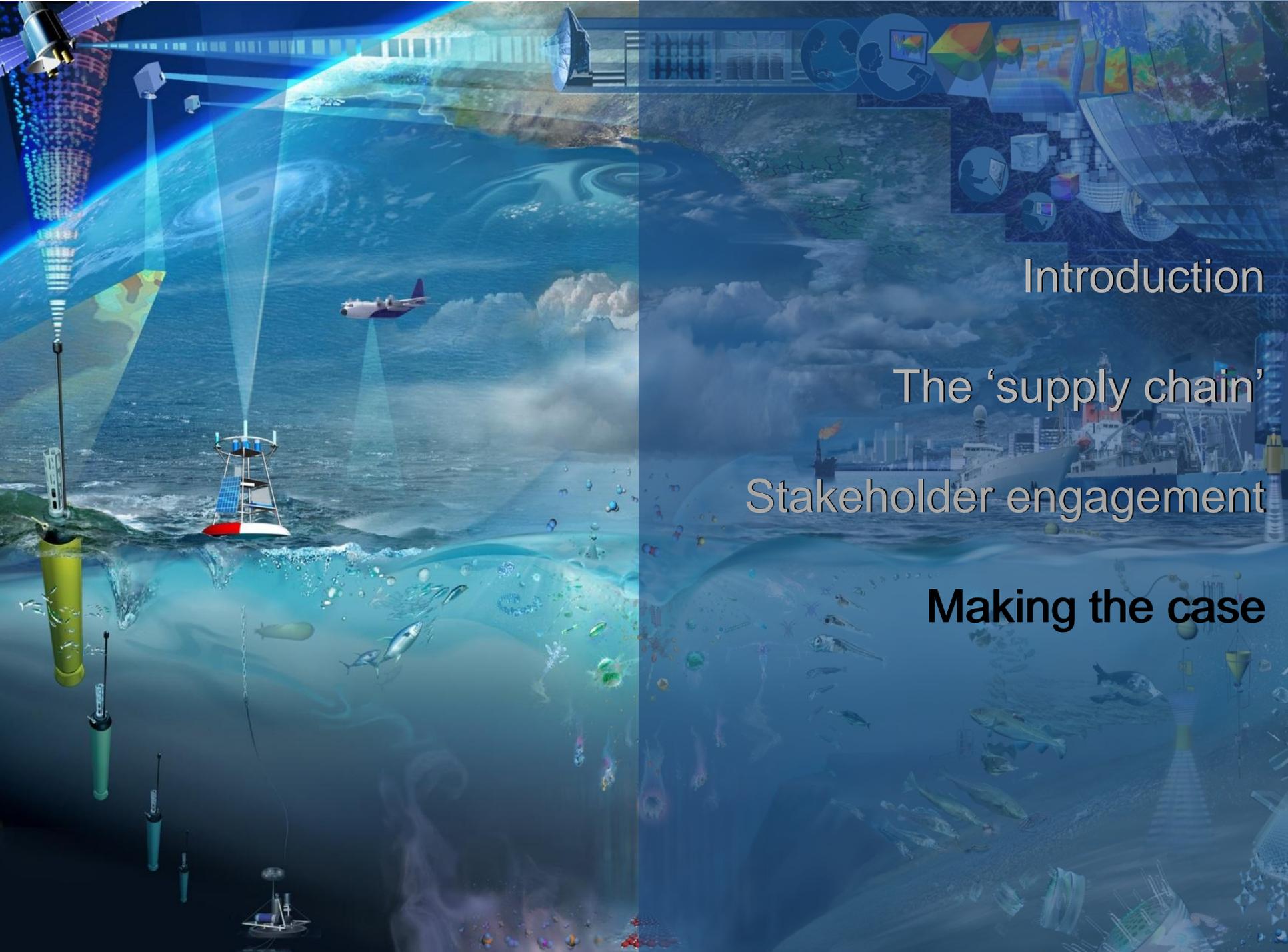
Your participation is critical in order to assess the impact of this valuable system.

For further information on this study, please contact The Maritime Alliance Executive Director Bill Riedy at [briedy@TheMaritimeAlliance.org](mailto:briedy@TheMaritimeAlliance.org) / (619) 450-4600 x182 or the President Michael Jones at [mbjones@TheMaritimeAlliance.org](mailto:mbjones@TheMaritimeAlliance.org) / x142.

<http://www.usworks.com/usioos/>

# Why is this important for IOOS?

- Demonstrates the degree to which the investment in IOOS stimulates business activity creating export and employment growth
- Helps to connect IOOS more closely to intermediate service providers who deliver custom information products to many different end-users
- This in turn better connects IOOS to the needs of end-users
- UNDERPINS THE CASE FOR INVESTMENT IN IOOS



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# Making the case



- We all have a role to play in active engagement with stakeholders
- Needs to be explicitly built into our plans for the future
- Without it there is a danger that we will not sustain what has already been achieved or deliver future enhancements



Questions?