

High-Level Outreach & Engagement Strategy for the Third Cycle of the Regular Process for Global Reporting and Assessment of the State of the Marine Environment, including Socioeconomic Aspects

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November 2022

5 Phased Approach

Phase 1: *Setting the Foundation for the Third Cycle Launch*

Phase 2: *Deployment + Initial Engagement for Third Cycle*

Phase 3: *Create Collateral for Key Dates + Milestones during the Third Cycle*

Phase 4: *Output / WOAIII Pre-launch*

Phase 5: *Launching the WOAIII & other outputs*



Phase 1

Setting the Foundation for the Third Cycle Launch

Timeline:

2021-2022

Objective:

Build Strategic Materials

Phase 2

Deployment + Initial Engagement for Third Cycle

Timeline:

2021-2022

Objective:

*Roll-out owned content + engage
with target partners/collaborators*

Phase 3

Create Collateral for Key Dates + Milestones during the Third Cycle

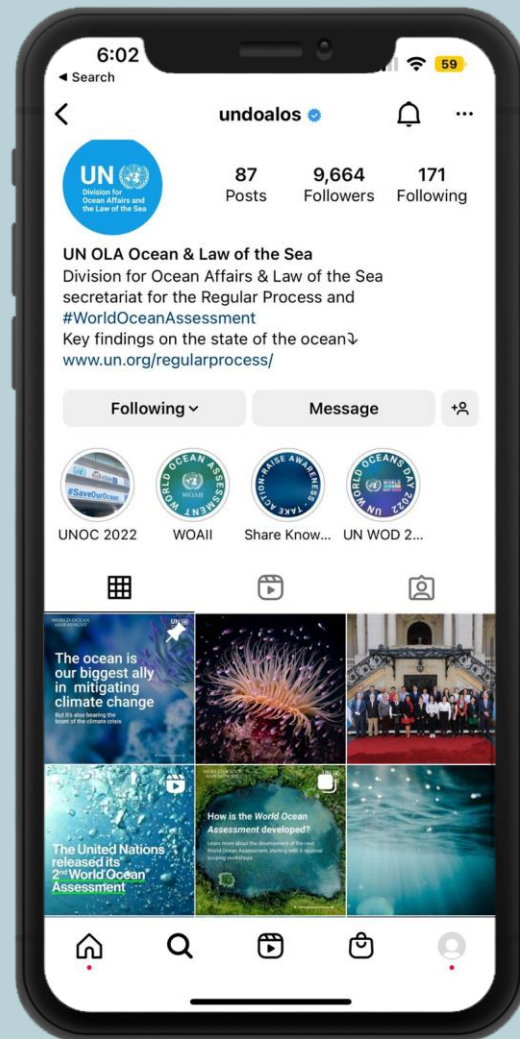
Timeline:

2022-Ongoing

Objective:

*Develop and Capture
Communications Collateral
Prior to Launch*

Brand Development



Strategy

Brand Development

Focus on:

- Consistent icons for UNDOALOS and the World Ocean Assessment
- Photography direction + asset Banks for images + videos
- Color Palette + Font Guidelines
- Icon Bank for infographics, social media Assets, and website Assets
- Templates for documentation

Strategy Based On:

- UN Consistency and existing brand guidelines
- Digital Trends
- Ocean focused color palette

Use Cases:

- Social Media
- Website



WORLD OCEAN ASSESSMENT

WORLD OCEAN ASSESSMENT



Nominate an Expert

The South Pacific regional capacity-building workshop for strengthening the ocean science-policy interface is seeking nominations of experts to participate.



Lima, Peru



9-11 November 2022

Learn More At:

<https://www.un.org/regularprocess/first-round-regional-workshops>

*Application Deadline: 14 September 2022



www.un.org/regularprocess

WOAH **UN**
WORLD OCEAN ASSESSMENT Division for Ocean Affairs and the Law of the Sea

10 October 2022



Notification of a Workshop and Request for Nominations

Workshop for the region of the Indian Ocean (including the Arabian Sea and the Bay of Bengal), the Red Sea, the Gulf of Aden, the ROM/REC/OPF area, and the North and South Pacific in support of the third cycle of the Regular Process for Global Reporting and Assessment of the State of the Marine Environment, including Socioeconomic Aspects.

Beijing, Indonesia

13 - 15 December 2022

Application

The Division for Ocean Affairs and the Law of the Sea, United Nations Office of Legal Affairs, as the Secretariat for the Regular Process for Global Reporting and Assessment of the State of the Marine Environment, including Socioeconomic Aspects (Regular Process), invites the nomination of experts to participate in the Workshop on the Scoping of the next Assessment(s) of the United Nations Regular Process for the region of the Indian Ocean (including the Arabian Sea and the Bay of Bengal), the Red Sea, the Gulf of Aden, the ROM/REC/OPF area, and the North and South Pacific.

Purpose and Objective of the Workshop

The scope of this workshop is to inform the scoping exercise and the development of annotated outline(s) of the next assessment(s) to be produced during the third cycle of the UN Regular Process, collect regional-level data, raise awareness and provide information on the Regular Process, and generate interest from the scientific community in contributing to the drafting of the assessment(s).

The Workshop is organized under the auspices of the United Nations, in coordination with the secretariat of the Regular Process, represented by the Division for Ocean Affairs and the Law of the Sea, United Nations Office of Legal Affairs (the "Division"), and with the assistance of members of the Group of Experts, as appropriate.

Participation and Registration in the Workshop

Member States of the United Nations, members of United Nations specialized agencies and relevant organizations, bodies, funds or programmes within the United Nations system, are kindly invited to nominate their technical experts, who will need to fill out the application form.

Relevant regional intergovernmental organizations, including regional seas organizations, regional fisheries management organizations and arrangements, relevant regional intergovernmental science organizations and intergovernmental organizations and arrangements undertaking work in relation to large marine ecosystems, are encouraged to participate. Relevant non-governmental organizations may request an invitation to participate.

Technical experts that are not representing a State or organization can nominate themselves by completing the application form.

It is noted that relevant members of the Group of Experts and of the Pool of Experts for the Regular Process will be invited to participate by the secretariat.

Please complete the application form as soon as possible and no later than Monday, 31 October 2022, 12 PM EST. Experts from countries requesting visas to enter Indonesia are kindly invited to promptly submit their application. Nominations should have due regard to the need for gender balance.

In selecting participants, priority will be given to nominees from the host country and from States from the Indian Ocean (including the Arabian Sea and the Bay of Bengal), the Red Sea, the Gulf of Aden, the ROM/REC/OPF area, and the North and South Pacific region. Funding will be provided by the United Nations (flight ticket and Daily Subsistence Allowance) upon a selection process by the United Nations, with priority to experts from developing countries.

All documents concerning the Workshop in Beijing, Indonesia will be made available on the website of the Division in due course at: www.un.org/regularprocess/first-round-regional-workshops.

www.un.org/regularprocess doalos@un.org [@doalos](https://twitter.com/doalos) World Ocean Assessment [@undalos](https://twitter.com/undalos)

Stakeholder Engagement Opportunities

General Public

Priority Communication Channels: **Instagram, Regular Process Website**

- Create robust “Take Action” Page on the Regular Process website with resources & tools for the public to get involved
- Create social content strategy that drives users from Instagram to relevant sections of the Take Action page on RP website
- Conceptualize a crowdsource/community engagement campaign surrounding key findings that can be showcased at conferences/events (World Oceans Day) etc.
- Experts/UN representatives to participate in a series of pre-approved open-to-the-public events with synergistic organizations

Scientists

Priority Communication Channel: **LinkedIn, Twitter**

- Provide clear affiliation guidelines as an incentive for Scientists, including how Scientists can refer to their contribution, if they are eligible for grant funding for their time spent on the RP by private/academic institutions, etc
- Create social content strategy that drives users from Instagram to relevant sections of the Take Action page on RP website
- Establish partnerships with key scientific institutions & publications to share RP participation opportunities
- Establish partnerships and relationships with key scientific conferences where new research is presented and discussed to provide engagement incentives for joining the Regular Process
- Identify and build relationships with key science/environmental news journalists at both key scientific outlets as well as international publications
- Explore opportunities to cross-publish WOA chapters on research databases and via platforms like Springer Nature

Academia

Priority Communication Channels **LinkedIn, Twitter**

- Build an ongoing global network of educational partner institutions
- Distribute RP participation opportunities & CTAs to target institutions for relevant participation from researchers, professors, etc.
- Create a curriculum based off of the WOA findings to integration into relevant environmental program
- Facilitate opportunities for RP participants to be guest lecturers for scientific programs
- Create discussion guides & resources off of the WOA that can be distributed to student clubs focused on the ocean/environment
- Host invitation-only virtual and/or in-person Academic think tanks to share and discuss key findings from WOA with the objective of getting the RP in front of target participants

Governments/ States

Priority Communication Channels: **Email**

- Restratgeize newsletter outreach to create streamlined updates and ask for governments ie: deadlines & instructions for submitting focal points, asks for hosting workshops etc.
- Rebuild capacity for submitting a focal point to increase ease + effectiveness

Strategy

Priority Content Recap

WOA Summary Facts

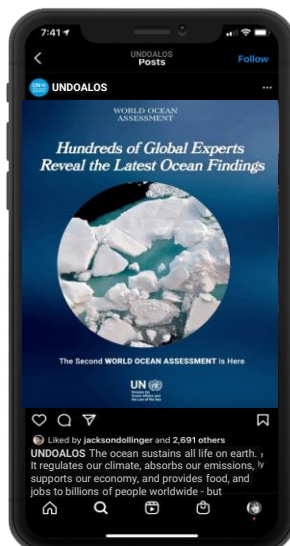
Reel



Abbreviated



Expanded

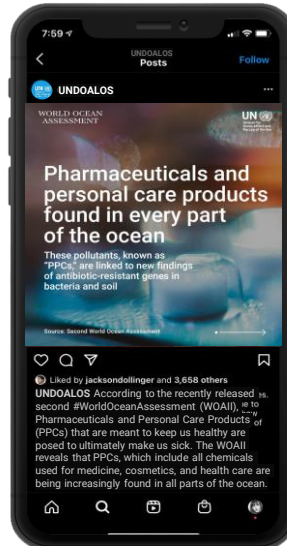


Key Findings By Theme

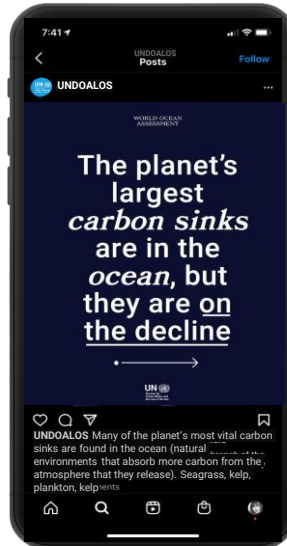
Climate Change



Pharmaceuticals



Carbon Sinks



Instagram Campaign Summary Stats

Reach + Engagement Overview

70+
Amplification Partners

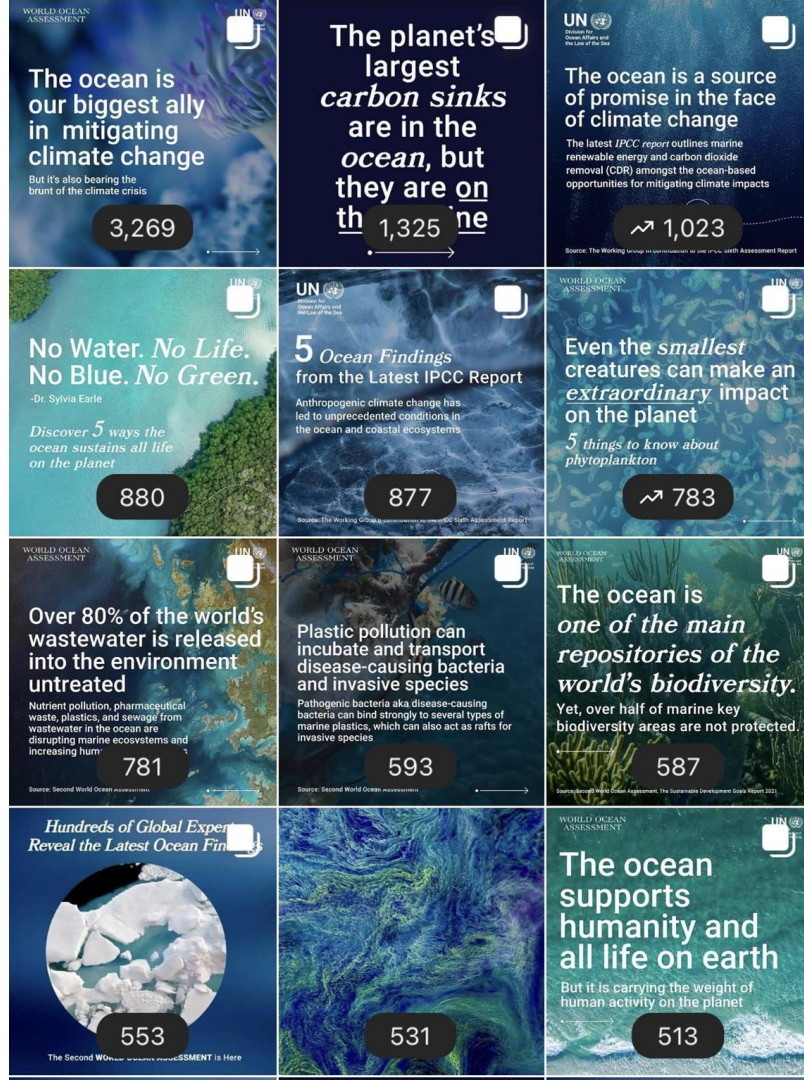
402,621,314+
Potential
Follower Reach

Posts from **Ariana Grande** (294mm) +
Camila Cabello
(60mm)

50+
Creators

20+
Organizations

10+
UN-Affiliated



Partnership Case Study

Workshop Summary

UNDOALOS partnered with the Regional Workshop Host in Argentina to collaborate on social media posts translated into both Spanish and English.



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undoalos Durante el 28 al 30 de septiembre, el Gobierno de Argentina organizó en Buenos Aires un taller regional que reunió a expertos de 12 países en apoyo del Proceso Ordinario de las Naciones Unidas para la determinación del alcance de las próximas Evaluaciones Mundiales de los Océanos. La Evaluación Mundial de los Océanos (WOA) es la única evaluación integrada global de los océanos basada en los tres pilares del desarrollo sostenible (social, económico y ambiental).

The Government of Argentina hosted a regional workshop in Buenos Aires from 28 - 30 September 2022 bringing together the expertise of participants from 12 countries in support of the United Nations Regular Process for the scoping of the next World Ocean Assessment(s). The World Ocean Assessment (WOA) is the only global integrated assessment of the ocean along all three pillars of sustainable development (social, economic, and environmental).

Edited · 6d See translation



kourosh_mandana To protect us, the nation of Iran, against the terrorist Islamic Republic, how many more innocent people must be killed before you, the statesmen, take action???#نهکا شاکرمی robbed her, raped her, disintegrated her face, ripped off her body, and buried her in a remote place after ten days silently and at night, now threatening her family. The Islamic Republic is a murderer.

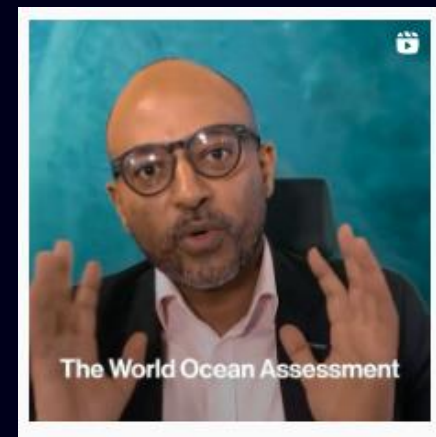
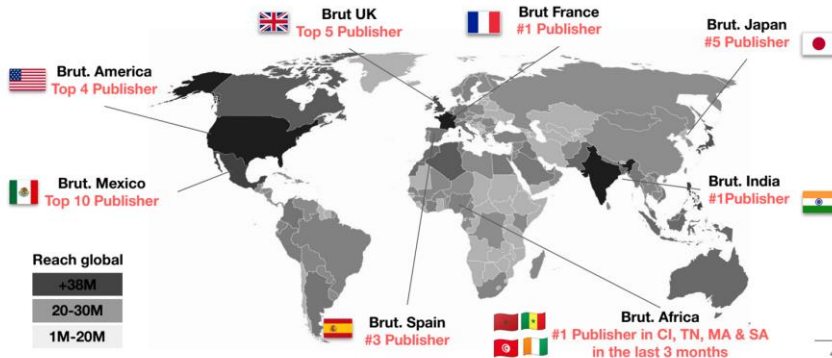
[View insights](#)

Media Case Study

Brut Media

UN DOALOS Secured an in-kind media partnership with Brut Media Partnership (Global Reach of 450 Million Worldwide Monthly)

Brut. Has Formed An **Unrivalled Global Community.**



Launch Strategy

Website Homepage Redesign & Restructure



The Regular Process for Global Reporting and Assessment of the State of the Marine Environment, including Socioeconomic Aspects

The Regular Process for Global Reporting and Assessment of the State of the Marine Environment, including Socioeconomic Aspects (Regular Process) is a global mechanism established after the 2002 World Summit on Sustainable Development to regularly review the environmental, economic and social aspects of the world's oceans, both current and prospective. It is accountable to the United Nations General Assembly, and its purpose is to contribute to the strengthening of the regular scientific assessment of the state of the marine environment in order to enhance the scientific basis for policymaking.

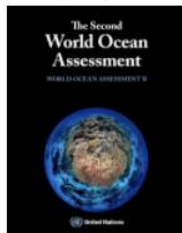


New The Second World Ocean Assessment (WOA II)

Released on 21 April 2021

- Arabic [Volume I](#) [Volume II](#)
- Chinese [Volume I](#) [Volume II](#)
- English [Volume I](#) [Volume II](#)
- French [Volume I](#) [Volume II](#)
- Russian [Volume I](#) [Volume II](#)
- Spanish [Volume I](#) [Volume II](#)

Download WOA II social media toolkit [here](#).



World Ocean Assessments



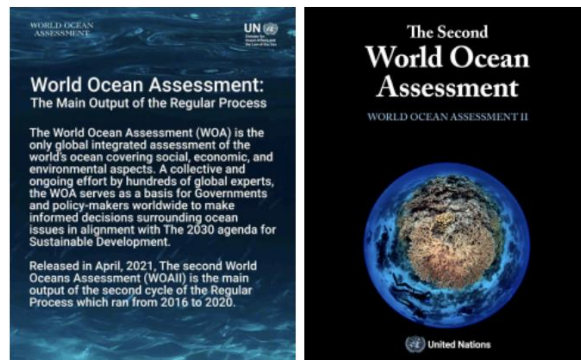
New

- 15 October 2021 [Regular Process Newsletter vol. 1](#)
- 15 October 2021 [UNEP COP26: WOA II social media assets](#)
- 15 October 2021 [Convention on Biological Diversity COP15: WOA II social media assets](#)

Key Documents

- [Mechanism for the establishment of the Pool of Experts for the third cycle of the Regular Process](#)
- [Terms of Reference and Working Methods of the Group of Experts of the third cycle of the Regular Process](#)
- [Terms of Reference for National Focal Points and Focal Points for Intergovernmental Entities](#)
- [Preliminary Resource Requirements \(2021 – 2023\) for the third cycle](#)
- [Programme of work for the period 2021-2025 for the third cycle](#)

Original



Download Options

[Arabic Volumes](#)



Explore Key Findings

Discover the current state of the ocean and its implications across social, environmental, and economic aspects.

[Explore and Discover](#)



Governance

The Regular Process brings together hundreds of global experts and member states of the United Nations to assess the state of the world's ocean. Discover key documents related to the workings of the Regular Process. [Read More >>](#)



Capacity-Building

Capacity building is one of the core objectives of the Regular Process, aimed at developing the capacities of States in strengthening the ocean science-policy interface at national, regional and global levels. [Read More >>](#)

Redesign

High Level Key Learnings

Summary

- 1. Community Building is Key**
- 2. Original Storytelling Performs Best**
- 3. Visuals are Vital**
- 4. Global reach requires diversified network and Translated Content**
- 5. Partnerships are Required For Global Reach and Diversified Audiences**



31,406 Views - 402 Interactions



Thank You

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