

# Road Map for GEBCO Outreach program

2013. 10

Hyo Hyun Sung

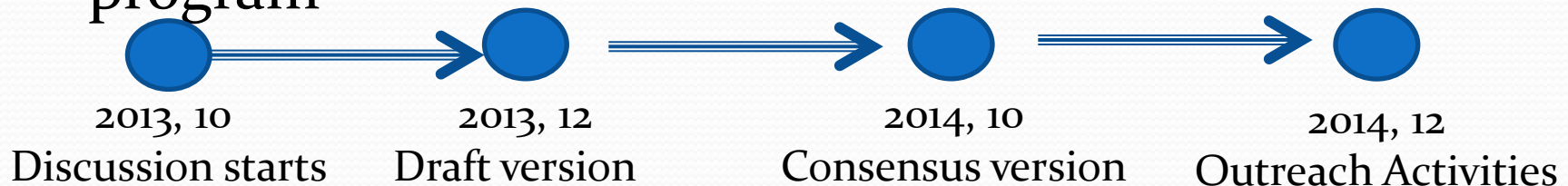
Eunmi Chang

# Review of outreach programs

- Some outreach programs is composed of sporadic, event-based, donator intention-oriented program as a lack of official funding.
- Regardless of a good tradition, it is necessary to set up a mid-term roadmap for outreach program which intended that our outreach program should be
  - more systematic,
  - more technical adaptive,
  - more accessible for the public including students
  - more diverse products beyond maps themselves.

# Road map for outreach programs

- Suggestions
  - Time Span: educational or reconnaissance of GEBCO in 6 years ( three -year two-phase, 2014~2016, 2017~2019)
  - Draft versions prepared by several volunteers by end of 2013
  - Draft version will be reviewed by all the members of GEBCO
  - GGC meeting in 2014, some discussion will be made for elaborating the draft version of Roadmap for outreach program



# General Method of Making Road Map

- Information Strategy Planning methods will be tailored for the direction of outreach program

Step1. Consensus of need for Roadmap

Step2. Environment analysis (members, funds, organization, traditions, rules etc.)

Step3. Situation analysis ( ICT technical trend, Stockholders' interests)

Step4. SWOT analysis

Step5. Vision and Objectives

Step6. Strategies and potential subprograms

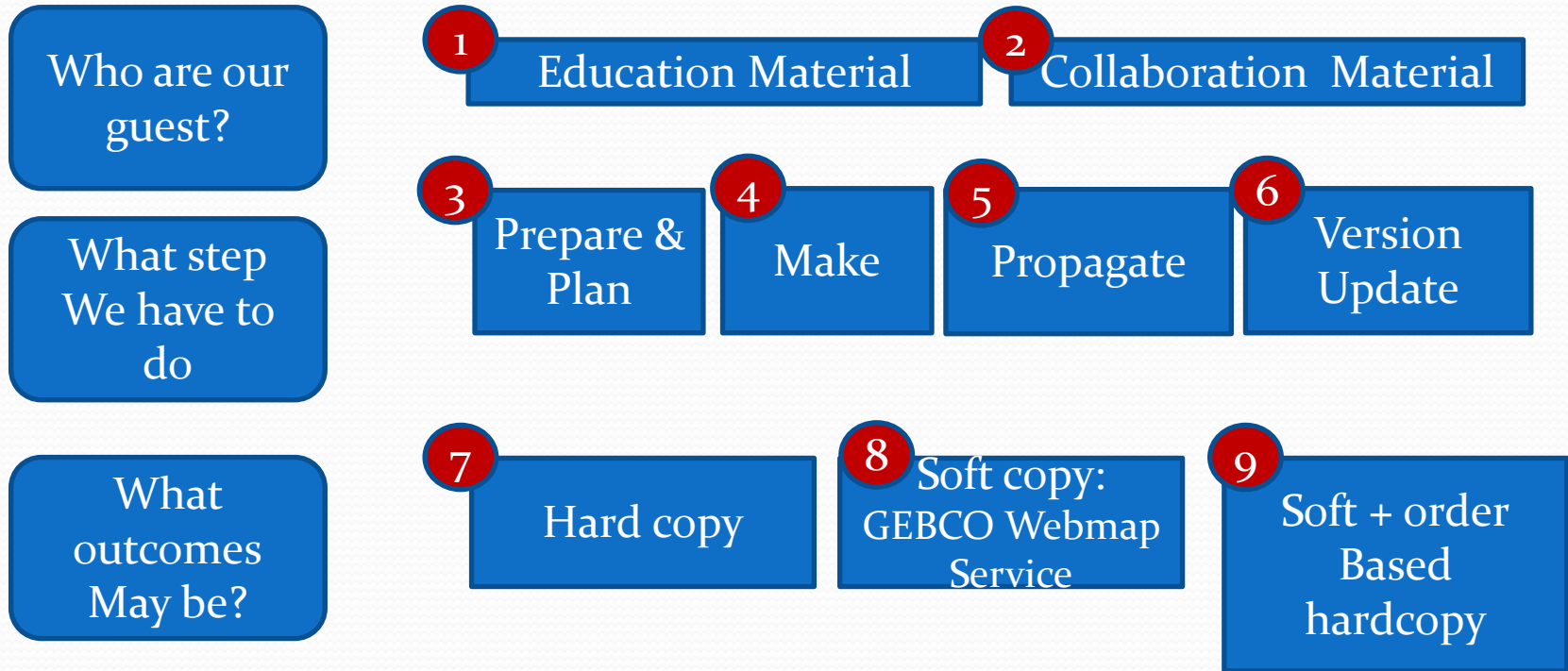
Step7. Subprograms priority and inter-dependency analysis

Step8. Detailed plan for top 10 or top 15 subprograms and budget plans

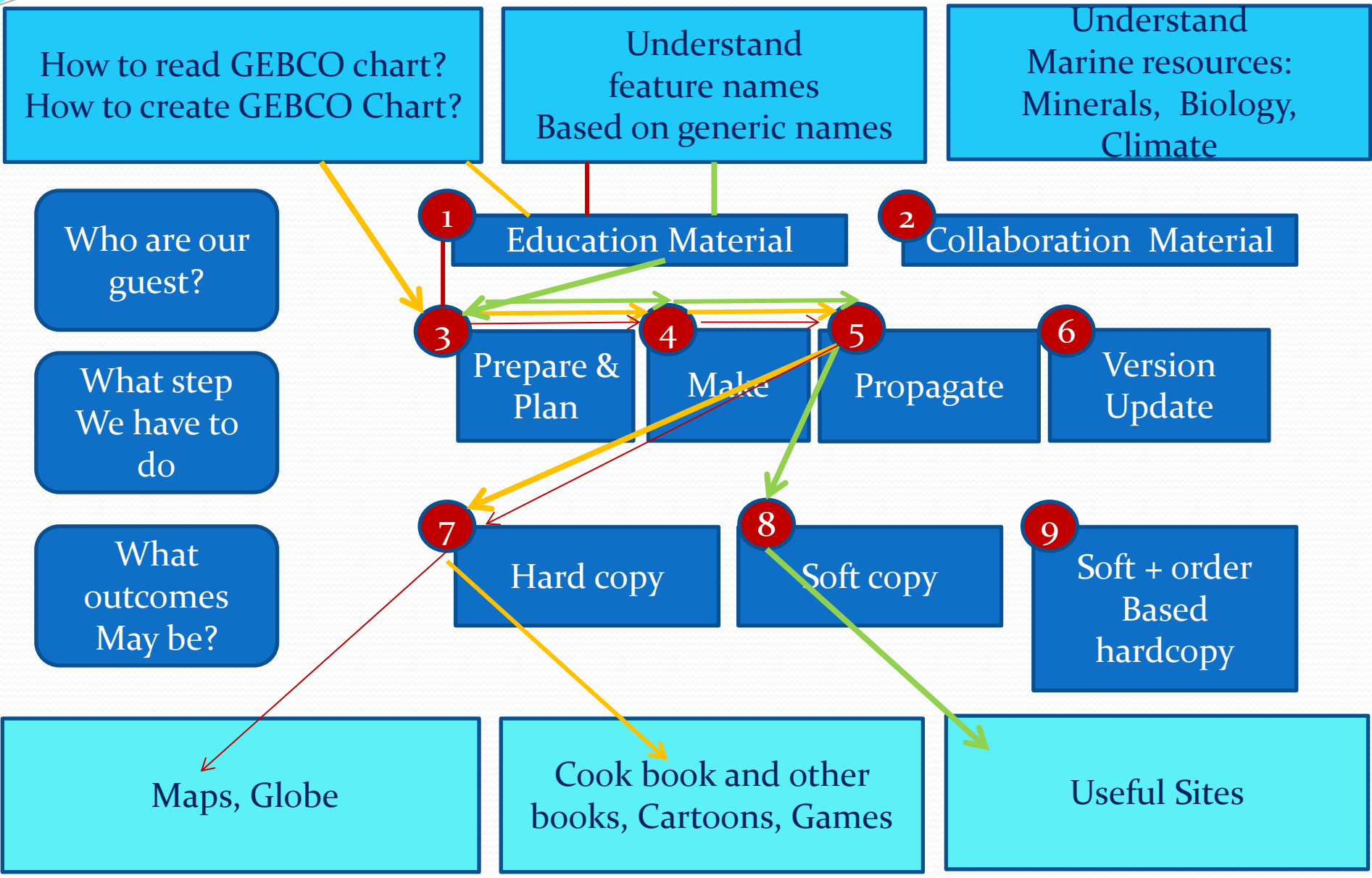
Step9. Implementation Strategies: outreach range, depth, methods, number of volunteers

Step 10. Organization support and declaration of Roadmap for outreach.

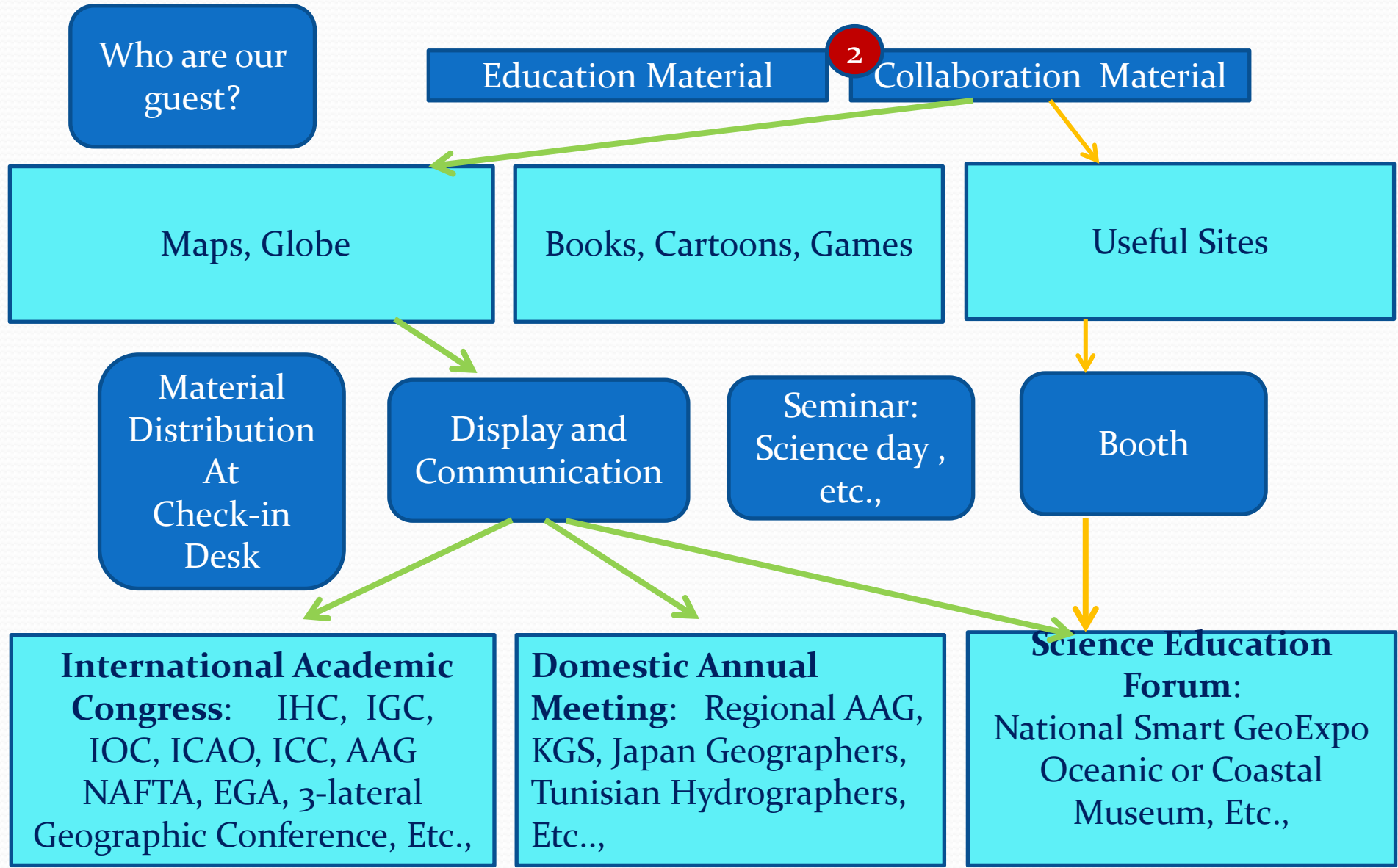
# For examples



# For examples: Product-oriented



# For examples: Activities-oriented



Who are our guest?

Education Material

Collaboration Material

Maps, Globe

Books, Cartoons, Games

Useful Sites

Material Distribution At Check-in Desk

Display and Communication

Seminar: Science day, etc.,

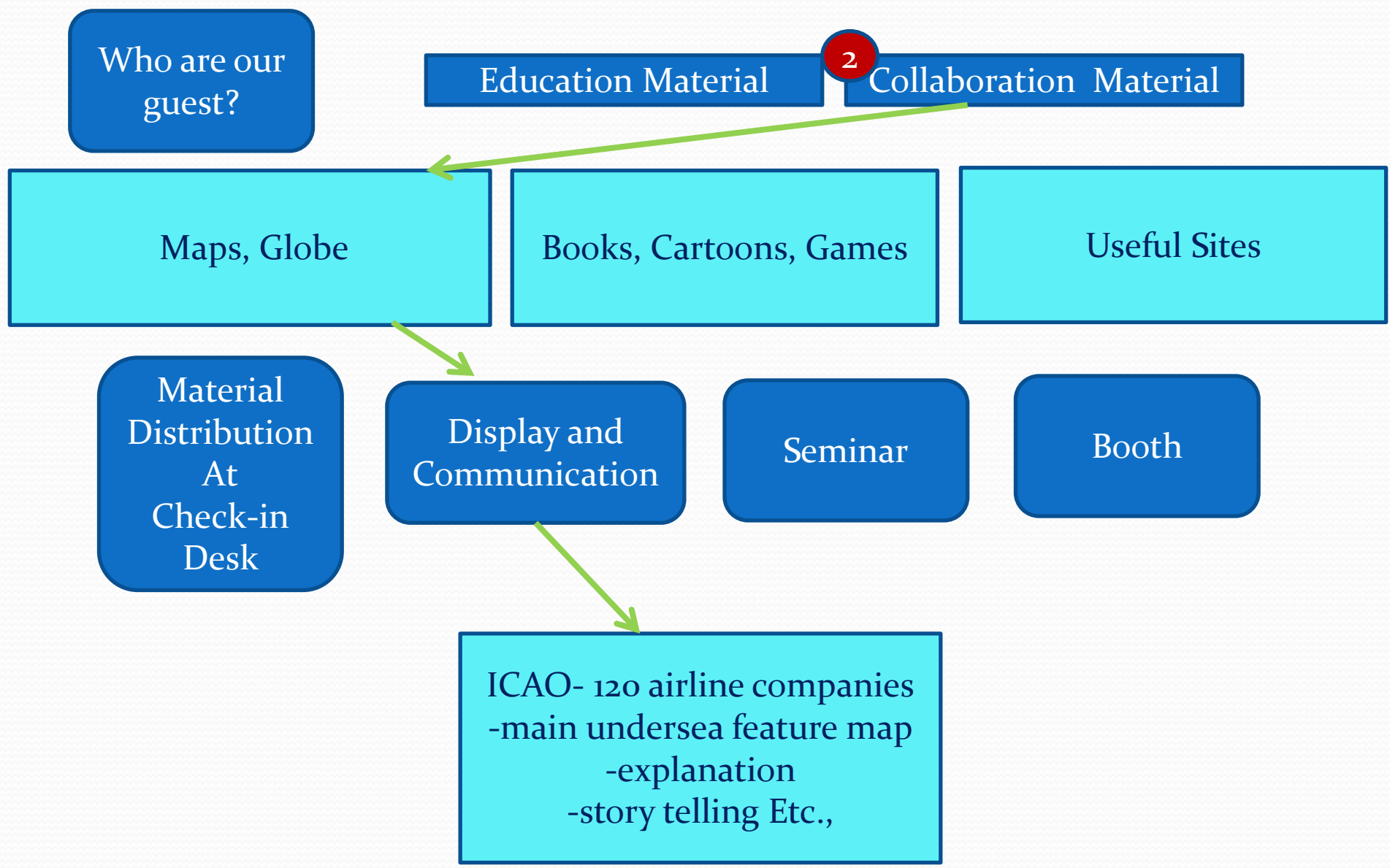
Booth

**International Academic Congress:** IHC, IGC, IOC, ICAO, ICC, AAG NAFTA, EGA, 3-lateral Geographic Conference, Etc.,

**Domestic Annual Meeting:** Regional AAG, KGS, Japan Geographers, Tunisian Hydrographers, Etc.,

**Science Education Forum:** National Smart GeoExpo Oceanic or Coastal Museum, Etc.,

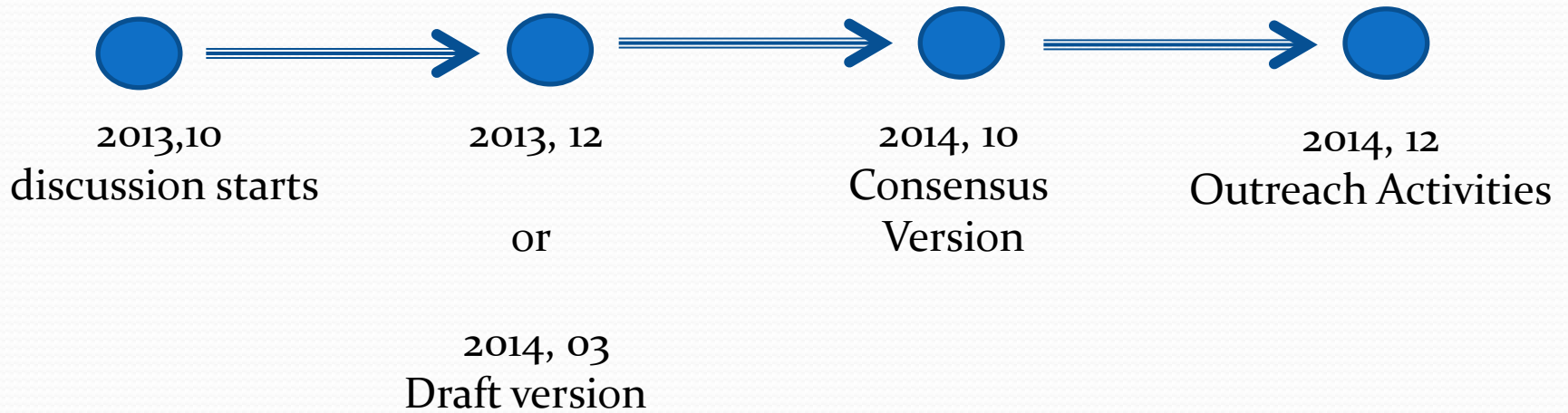
# For examples: Activities-oriented





# What to be considered:

## 1. Time Plan



## 2 Budget Plan

Volunteer Commitment or Official Funding or Mixed

## 3. Processes and communication plan

At first, to do list through brain storming,  
Then, by email-> by cyber café for discussion to elaborate

# Effects of outreach program

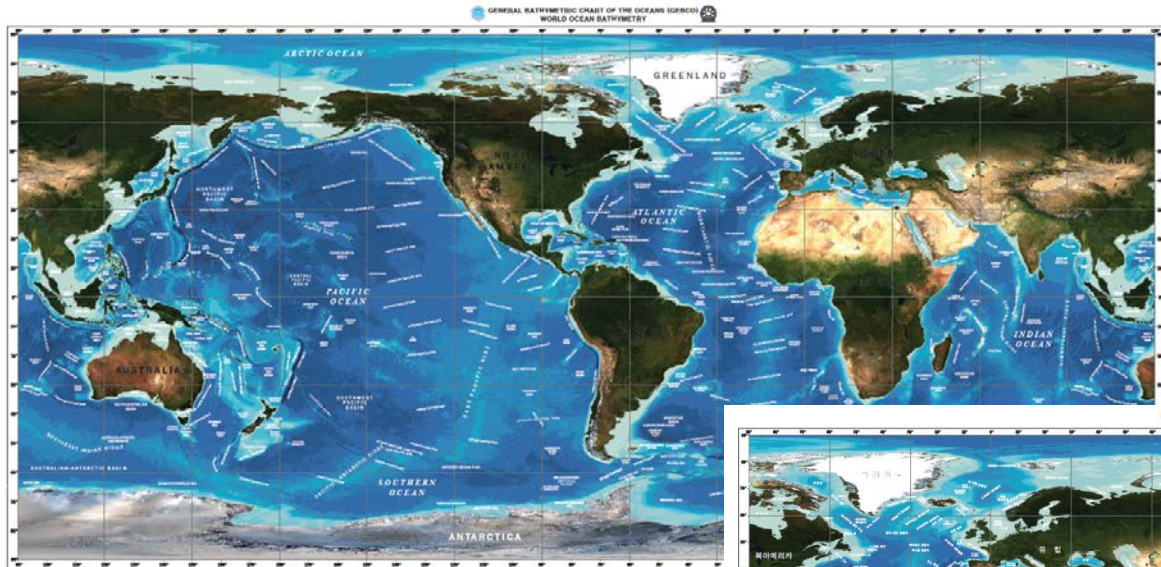
- Awareness of GEBCO activities
- Lead societies toward Sustainable development
- More investments on Hydrographic Survey and Ocean Mapping



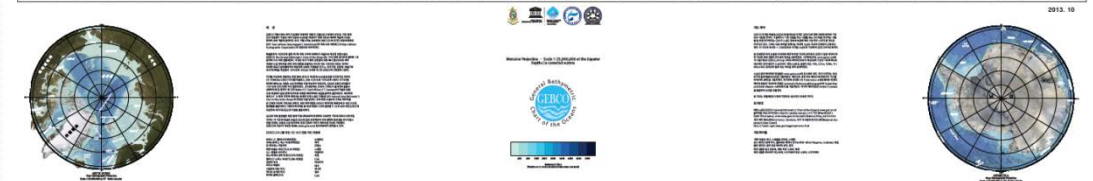
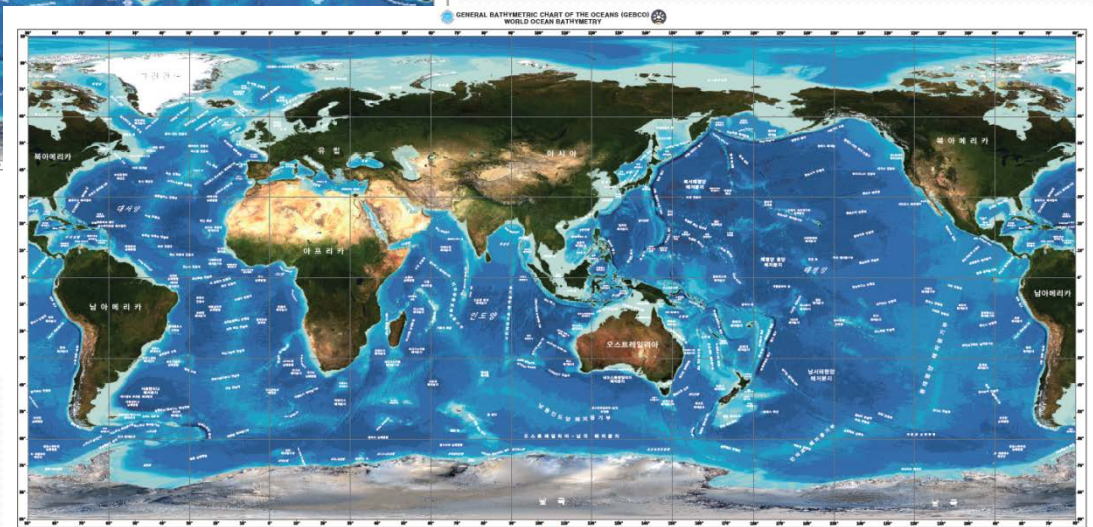
Thank you !



# GEBCO World map



GENERAL BATHYMETRIC CHART OF THE OCEANS (GEBCO)  
WORLD OCEAN BATHYMETRY



GENERAL BATHYMETRIC CHART OF THE OCEANS (GEBCO)  
WORLD OCEAN BATHYMETRY



GENERAL BATHYMETRIC CHART OF THE OCEANS (GEBCO)  
WORLD OCEAN BATHYMETRY

# SMART GLOBE: to promote the public understanding and awareness of GEBCO activities and ocean topography across the world.

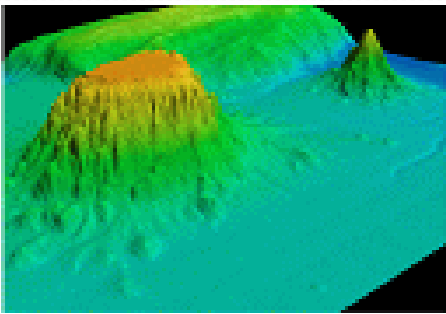


**Globe with QR code can be recognized by smart phone cameras.**

**Information are shown through Smart Phone App.**



This geographic information service will integrate various types of contents, including the B-8 Gazetteer of Geographical Names of Undersea Features, web cartoons, and games in order to promote the public understanding and awareness of GEBCO activities and ocean topography across the world.



Undersea Features



Cartoons



Games



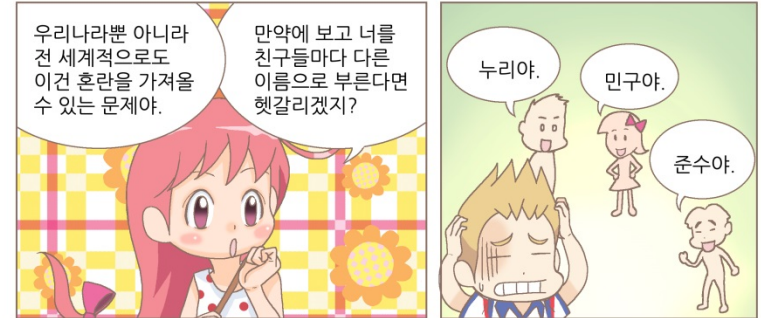
Hydrographic History



Undersea Science



# To promote the public understanding of hydrographic field work including undersea features, naming, hydrographic survey, and chart production, etc.





### 3.1 지명제정방법

먼저 지형의 종류를 이해하여  
속성지명(해산, 해저분지,  
해저계곡, 해협 등)을 결정해.  
그 다음 속성지명 앞에  
안용복해산, 제주해협 등 고유한  
이름을 짓게 되는 거야.



고유지명을 제정하는 방법은  
사용자 위주, 발견자 위주,  
위치 위주로 나뉘어.



**사용자위주관련**  
지역에 사는 사람들이 가장 많이  
부르고 있는 이름으로 정해. 그래서  
지형의 형태로 정해지기도 하지.

우리 동네 사람들은  
호랑이 같이 생겨서  
호랑이 바위라고  
계속 부른다 아이가~



**발견자위주관련**  
또는 발견자 또는 발견 선박의 이름을 사용하기도 해. 그 외 인명을 사용할 때에는  
위인이나 고인의 이름을 사용하는 것이 공정성 면에서 공정하지

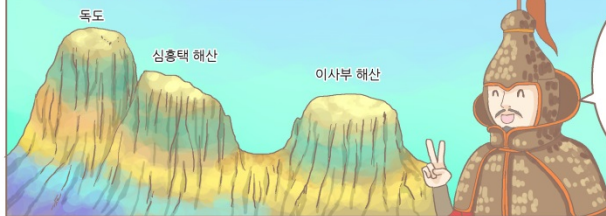
독도

심홍택 해산

이사부 해산

뭐라고?  
내 이름이  
붙여진  
해산이  
있어?

이사부장군



그렇다면 내 이름은  
친구들이 많이 부르니까  
사용자 위주로 제정된 거였네!

뭐라고?

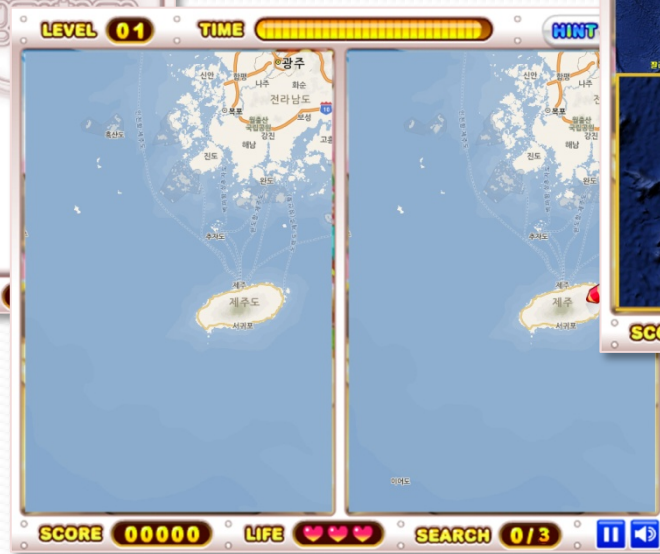






# Game

Understanding undersea features and names while enjoying the game



# International Symposium on Application of Marine Geophysical Data and Undersea Feature Names

- International symposium has been held since 2006
- Purpose: To set a stage for continuous discussions, exchanges of ideas and information, and the building of an international network of scholars, professionals, and administrators in the fields of identifying and naming undersea features and related techniques
- Approximately 50 articles were presented.
- Main subjects :
  - Enhancement in Technologies of Undersea Feature Measurements
  - Management and History of Marine Geographical Names
- The 8<sup>th</sup> international symposium will be held in Busan, Oct. 30-31, 2013



Year	session I	Session II	Session III
2006	Activities of Naming Undersea features	Methods for Identifying Undersea feature	Roles of Marine Geophysical Data for the Delimitation of Outer Margin of Continental Shelf
2007	Activities of Naming Undersea features	Methods and Cases of Identifying Undersea feature	Application of Marine Geophysical data
2008	Activities of Naming Undersea features	Management of Undersea Feature Names	Application of Marine Geophysical Data
2009	The Significance of Oceanographic Survey at the National Level	The Mapping and Management of Oceanographic Data	-
2010	The Significance of Oceanographic Survey at the National Level	The Mapping and Management of Oceanographic Data	-
2011	Meaning of Generic and Genetic Terminology	Implication of Genetic Terminology	-
2012	Enhancement in technologies of Undersea Feature Measurements	Management and History of Marine Geographical Names	-

**2010**

**Session I : The Significance of Oceanographic Survey at the National Level**

I -1 Marine Mapping and Nomenclature Web Services in Polar Regions

I -2 Near Real Time GNSS Precise Point Positioning in Geoscience Applications

**I -3** The Importance of Hydrographic and Oceanographic Programs : Protection of National Assets in Offshore Regions

**Session II : The Mapping and Management of Oceanographic Data**

II -1 Structure and Composition of the Southern Mariana Forearc : Shinkai 6500 Dive Studies

II -2 A Study of Web GIS Service of Geologic Data

II -3 A Result about the Research and the International Symposium of KHOA about the Undersea Feature Names

**2011**

**Session I : Meaning of Generic and Genetic Terminology**

I -1 Building a Modern Nomenclature for Undersea Features

I -2 The SCAR Composite Gazetteer of Antarctica

I -3 The Geomorphology of Carnegie and New Names of the Underwater Shapes

I -4 Toponyms and Geographic Physical Features : Generic Versus Genetic Usage

**Session II : Implication of Genetic Terminology**

II -1 Undersea Feature Names with Genetic Implications

II -2 Sand Ridge Province Distributed in the West Coast of Korea

II -3 Morphologic Features and Quaternary Geology of the Mid-eastern Shelf of Korea



**2012**

**Session I : Enhancement in Technologies of Undersea Feature Measurements**

I -1 Some Cartographic Aspects of the General Bathymetric Chart of the Oceans (GEBCO)

I -2 How Should SCUFN Deal with Micro Undersea Features? : A Question Raised for the Near-feature AUV Era

I -3 Application of Multi-beam Data for the Characterization of Seafloor

I -4 National Activities on Undersea Feature Naming of Indonesia

**Session II : Management and History of Marine Geographical Names**

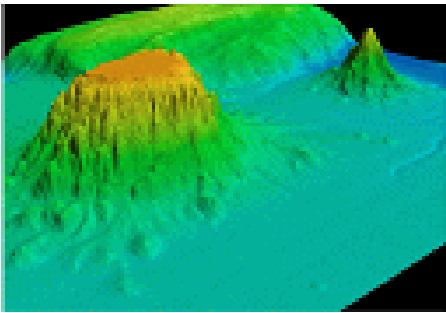
II -1 The History of Electronic Seafloor Mapping

II -2 SCUFN Accomplishments from 2002 to 2012 – A Retrospect -

II -3 The Impact of Developed Countries on Hydrographic History of Korea in Late 1700 ~ Early 1900s

# **Smart Globe with GEBCO World Map and Gazetteer**

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