



Ocean Decade Laboratories

First International Ocean Decade Conference

July 2021 – May 2022

# ORGANIZATIONAL GUIDELINES

## 1. Short concept: Laboratories

The Ocean Decade Laboratories provide an international platform to gather efforts, to support action for the Ocean Decade and to catalyze innovative and interactive ocean science activities.

The goals of each Laboratory are as follows:



### Catalyse action for the Ocean Decade

assemble diverse actors across generations and geographies to catalyze co-design processes and initiate development of Decade Actions.



### Showcase Ocean Decade Actions

present already endorsed Ocean Decade Actions, including programs, projects and contributions, to inspire new engagement and commitments.



### Strengthen dialogue

create opportunities for exchange, collaboration and the catalysis of partnerships in the context of the Ocean Decade.



### Communication and outreach

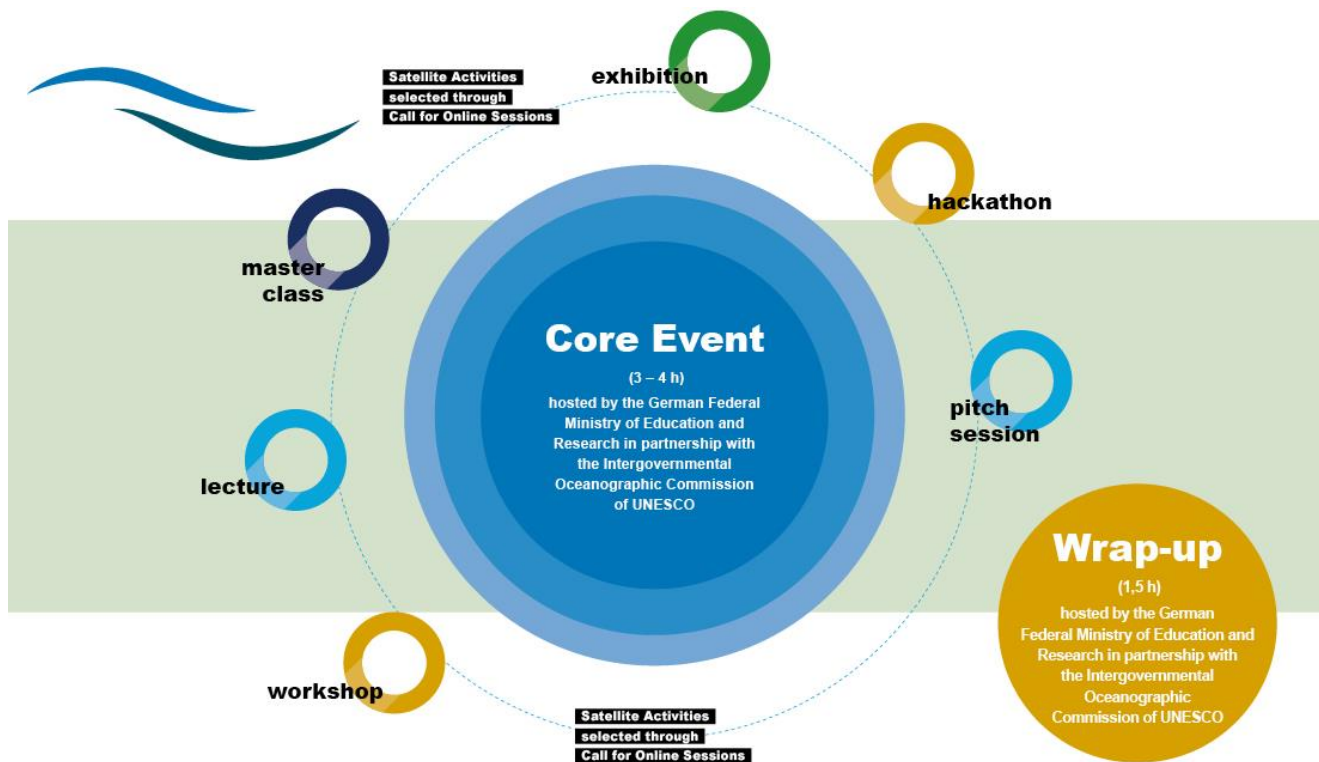
raise visibility and awareness of the Ocean Decade and attract new partners and stakeholders to engage the Ocean Decade.

Each Laboratory is a standalone event and encompasses a Core Event that will be complemented by a diverse range of Satellite Activities over a maximum time frame of 48 hours. The Core Event will be hosted by the German Federal Ministry of Education and Research (BMBF) in partnership with the Intergovernmental Oceanographic Commission of UNESCO (IOC-UNESCO). [Satellite Activities](#) can be proposed by any institution interested in engaging in the Ocean Decade via two Calls for



Online Sessions (<https://www.oceandecade-conference.com/en/call-for-online-sessions.php>). Both calls will be launched globally to ensure that a diversity of time zones, languages, and regional and local contexts are represented in the Laboratories.

The themes of the Satellite Activities will be orientated around the Ocean Decade Outcomes and should consider the following four cross-cutting issues: inclusivity, regional engagement, end-to-end design and financing/partnerships. Details of the format and type of the virtual activities can be highly diverse and are ultimately up to the organizers to suggest in their proposals. The Satellite Activities will be selected by an evaluation panel comprised of diverse Ocean Decade stakeholders.



## 2. Laboratory kick-off and regular meetings

- Each Laboratory starts with an initial **kick-off meeting**.
- After the kick-off meeting, each Lab/Expert Group will have their own weekly meetings.
- The meetings will be organized by the operations team in consultation with the Expert Group.
- The group of participants are: members of the Expert Group and the operations team (PtJ and familie redlich (fr)).

### 3. Lab planning teams

- The Laboratories are collectively **hosted by the IOC-UNESCO and BMBF**.
- **PtJ and fr/KM** are tasked by the hosts with the organizational coordination as well as event planning and together make the **operations team**.
- PtJ: scientific content and management.
- fr/KM: event management and communication.
- The Expert Groups are in charge of the content of each Laboratory and are assisted by PtJ and familie redlich. The tasks are:
  - Development of program structure and content for the Core Event and Wrap-up,
  - Decision on platform functions and content concept,
  - Appointment and invitation of all speakers,
  - Speaker briefing (content),
  - Point of contact for all content-related questions,
  - Sign-off of satellite activities during the selection meeting,
  - Moderator briefing (content),
  - Live introduction to the lab during the previous lab,
  - Summary of lab outcomes (about 2 A4 pages) for documentation purposes,
  - Promoting the event to professional peers and institutional communities, for example by sharing the invitation, provided program and social media kits.

### 4. General lab timeline

Timings can vary slightly depending on external factors such as holiday seasons etc. Generally speaking, the Expert Groups should aim for the following schedule:

- Save the Date (4-6 weeks prior to the event):
  - Mailing,
  - Social media,
  - News article (website).
- Invitations (2-4 weeks prior to the event):
  - Mailing,
  - Social media
  - Final program on website.

- Documentation (1-2 weeks after the event):
  - News article (website),
  - Social media.
- German Podcast (1-2 weeks prior to the event)

## 5. Laboratory event schedule

- Each Laboratory starts with a **Core Event**: 3–4-hour virtual event.
- The **Wrap-up** event concludes an Ocean Decade Laboratory: 1.5-hour virtual event.
- We recommend not starting the event later than 4 or 5 pm CE(S)T (number of visitors is not stable at later times, according to experience from the first two Labs and IOC events).
- Ideally the Core Event is on a Tuesday and the Wrap-up Event is on a Thursday.
- **Satellite Activities** are organized in-between the Core Event and the Wrap-up.
- The final schedule of the Satellite Activities depends on the type and location of the selected activity.
- The schedule will be proposed by the operations team and approved by the Lab Expert Group.
- The schedule will be announced on the event platform as well as on the website.
- Short descriptions and links to the activities will also be shown on the event platform and website.

## 6. Program specs

- A diversified and somehow entertaining event program focusing on ocean sciences:
  - Diversity in speakers (age, origin, gender, etc.),
  - As well as speakers with a good social media following as multipliers,
  - Diversity in program formats (e.g. discussions, workshops or master class),
  - Possibility to include show acts,
  - Video material for breaks.
- Core Event summary as a mandatory part of the Wrap-up.
- IOC-UNESCO program participation and/or welcome speech.

## 7. Communication

Threefold communication approach for the Ocean Decade Laboratories to address the international stakeholder community as well as the interested public in Germany:

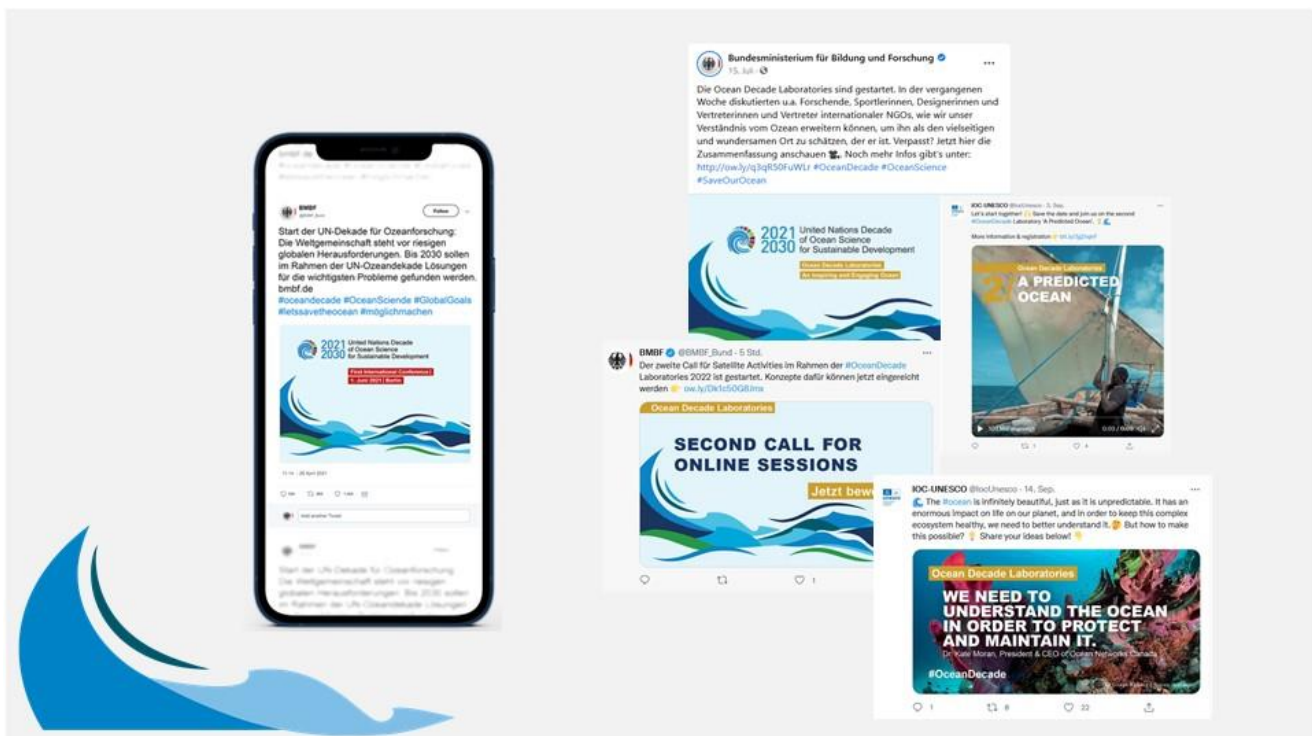
### Conference website

Continuous content around the [Laboratories](#):

- In the run-up to each Laboratory, information about the speakers, program and Satellite Activities.
- After each event, short documentation with references to the recordings and event summaries.
- Short [news features](#) to announce the Satellite Activities and highlight the documentation or other relevant updates.

### Social media

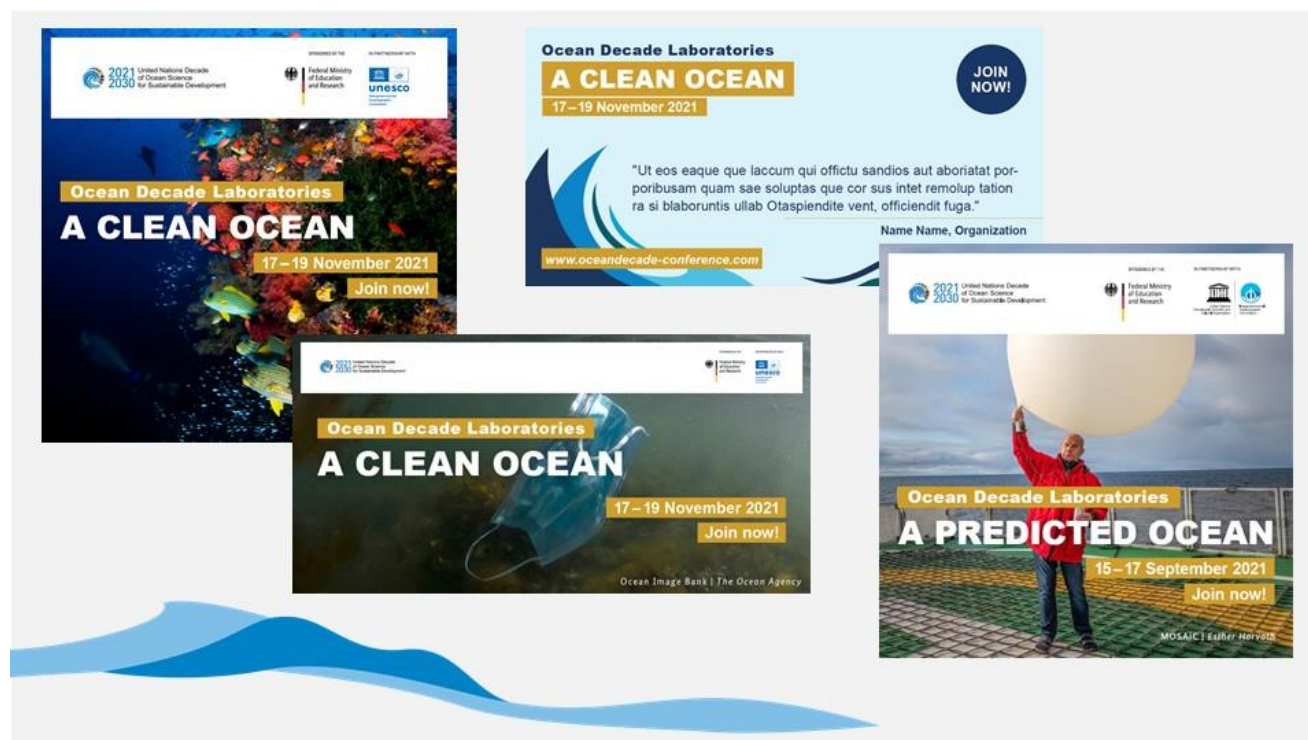
Continuous postings on BMBF as well as IOC/Ocean Decade channels addressing the stakeholder community as well as the interested public as a call to action for active participation.



### Communication kit

A selection of content provided for the active stakeholders (speakers, moderators, Satellite Activities), the German community (Deutsche Allianz für Meeresforschung and Konsortium Deutsche Meeresforschung e.V.) and the international community to share with their networks to generate

more awareness for the events. Provided content includes social media graphics, customizable social media templates and news features.



## 8. Event platform and live stream

- The event will be live-streamed on our event platform as well as on the UNESCO live YouTube channel. *(Due to an official call for tenders the platform might change for the Laboratories in 2022)*
- The platform offers a range of opportunities for the guests:
  - Live stream with French and Spanish interpretation, and English subtitles,
  - Live chat,
  - Technical assistance chat,
  - Detailed information on program and speakers,
  - Library function,
  - Networking tables for up to 100 participants (video chatrooms within platform),
  - Virtual booths (regular, 2D and 3D),
  - Matchmaking via tags (“I’m offering”/“I’m looking for”),
  - Private chat (text and video) for participants.
- The UNESCO live stream offers written interpretation as well as a live chat.



- For the Ocean Decade Laboratories, the aim is to have 500–600 simultaneous viewers (*as experienced from IOC-UNESCO events*)

## 9. Speaker management

- Handled by the operations team.
- Nonetheless, for direct contacts within the Expert Group we recommend having the first contact via the contact person and then handing over to the operations team.

## 10. Guest management

- Each Laboratory will invite participants via the following mailings:
  - Save the date, approx. 6 weeks prior to the event.
  - This includes initial information on the time, date and location of the event. Bullet points with topics should also be included.
  - Invitation, approx. 4 weeks prior to the event.
  - Invitation to register on the event platform, including further information on the event program.
  - Confirmation of registration with official check-in data, immediately after registration.
  - Will be sent out as an automatic confirmation e-mail after participants have registered. They can immediately set up an account to access the platform.
  - Reminder of the event launch on the platform, approx. 24 hours before start of the Core Event.
  - Information that event is now live on the platform for participants to discover (login via previously created accounts after confirmation e-mail). Reminder, that the Core Event begins in 24 hours.
  - Thank you mailing, during the week after the Laboratory.
  - Includes link to the Feedback Survey on the Laboratory.

## 11. Documentation

- Each Core Event and Wrap-up of a Laboratory will be fully recorded and uploaded after the event on the UNESCO live YouTube channel.
- Furthermore, the Core Event will be made available to watch in-between the Core Event and the Wrap-up on the event platform.
- After the Core Event a 3–4-minutes event summary (video clip) will be produced and shown during the Laboratory Wrap-up. The video will also be available on the conference website.
- The operations team will coordinate the production.



- The expert team as well as the hosts will be part of the approval process.
- Screenshots will be taken during the events by the operations team.
- The Satellite Activities will not be recorded.
- Each Expert Group will summarize its Laboratory outcomes/outputs in two A4 pages.

## 12. Call for Online Sessions and Satellite Activities

- Partners, organizers and dedicated parties worldwide are invited to submit projects that clearly relate thematically to one of the Laboratories via the Call for Online Sessions forms on the Ocean Decade conference website (*submission deadlines are already published for all Laboratories*).
- The **Calls are launched globally** to ensure that a diversity of time zones and languages as well as regional and local contexts are represented in each Laboratory.
- The aim is also to involve various stakeholders, e.g. scientists, policymakers, governments, civil society, NGOs.
- All submitted proposals are evaluated by an **international evaluation panel** with representatives of IOC-UNESCO, BMBF, PtJ, Early Career Ocean Professionals and marine-related science experts.
- All submitted activities will be scored by the reviewers based on the following criteria:
  - Objectives and Impact (max. 15 points),
  - Approach (max. 10 points),
  - Scalability and Replicability (max. 5 points).
- The evaluation panel will discuss these scores in a **Selection Meeting** to ensure that the Satellite Activities contribute to a common vision and priorities such as inclusivity, diversity, goal- and future-oriented action, and expansion of partnerships.
- All Activities with more than 20 points are directly selected for the Laboratory.
- The operations team will contact provisionally eligible Satellite Activities with questions from the Expert Group. The answers will be discussed in another meeting by the evaluation panel for the final selection.
- The subsequent **communication** with the selected Satellite Activities **is done by the operations team**.
- The Satellite Activities will be presented on the Ocean Decade website as well as on the event platform where the Core Event and Wrap-up will be live-streamed.
- Content (title, description, time slot, speaker, registration and social media links, images) is collected via a template for inclusion on the two portals.
- A time schedule for all Satellite Activities is prepared by the operations team.





- For the Wrap-up, live interventions are planned with some of the Satellite Activity organizers. They will receive another template for content and be asked for guiding questions for the moderator.

### 13. Current laboratory planning

#### “A Healthy and Resilient Ocean” – Lab #4

Kick-off meeting:	06.12.2021
Submission deadlines (satellites):	18.01.2022
Evaluation (satellites):	18.–25.01.2022
Selection meeting (satellites):	27.01.2022
Laboratory event date:	<b>09.–11.03.2022</b>
Expert team:	Wiltshire/Jennerjahn, Shapovalov
Operations team:	PtJ ( <b>Duckat</b> , Schultz) // fr (Saskia Feise, Annika Pfeifer)

#### “A Safe Ocean” – Lab #5

Kick-off meeting:	16.12.2021
Submission deadlines (satellites):	01.02.2022
Evaluation (satellites):	01.02.–10.02.2022
Selection meeting (satellites):	17.02.2022
Laboratory event date:	<b>05.–07.04.2022</b>
Expert team:	Baschek, Hillebrandt
Operations team:	PtJ ( <b>Heidenreich</b> , Schultz) // fr (Paul Lietz, Leonie Webb)





### “An Accessible Ocean” – Lab #6

Kick-off meeting:	09.02.2022 ( <i>tbc</i> )
Submission deadlines (satellites):	15.03.2022
Evaluation (satellites):	15.–24.03.2022
Selection meeting (satellites):	31.03.2022
Laboratory event date:	<b>10.–12.05.2022</b>
Expert team:	Unger/Hornidge, Gjerde
Operations team:	PtJ ( <b>Duckat</b> , Schultz) // fr (Saskia Feise, Annika Pfeifer)

### “A Productive Ocean” – Lab #7

Kick-off meeting:	28.10.2021
Submission deadlines (satellites):	16.11.2021 & 08.03.2022
Evaluation (satellites):	18.11.-02.12.2021 & 10.-22.03.2022
Selection meeting (satellites):	14.12.2021 & 29.03.2022
Laboratory event date:	31.05.-02.06.2022
Expert team:	Hanel, Jöborn
Operations team:	PtJ ( <b>Schultz</b> , Duckat) // fr (Paul Lietz, Leonie Webb)

