Communication & outreach

OBIS EC7

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OBIS
OCEAN BIODIVERSITY INFORMATION SYSTEM

Communication and outreach
Overview

Full OBIS comms strategy here

Objective 1

Enhance OBIS visibility and credibility as a provider and a community

Showcase OBIS work, solutions, tools, initiatives, and contributions to marine conservation efforts at local, regional, and global levels.

Objective 2

Expand Data Contributions to OBIS

Broaden and enhance OBIS's data pool to improve global marine biodiversity knowledge.

Objective 3

Secure Sustainable Funding

Ensure reliable financial resources to support OBIS's mission and growth.

Objective 4

Attract Strategic Collaborations

Build impactful partnerships to strengthen OBIS's influence and capacity.

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Overview

Outcome 1

OBIS is a trustable source of marine biodiversity data

OBIS is widely acknowledged as the authoritative, trusted platform for marine biodiversity data, setting global standards for excellence, and a growing number of stakeholders actively contribute high-quality data to OBIS.

Outcome 2

OBIS strengthens stakeholder relationships

OBIS enables meaningful, long-term collaborations with its stakeholders, who contribute to the data and integrate the infrastructure's resources into research, policy, and decision-making.

Outcome 3

OBIS is perceived as an infrastructure with real-world impact

OBIS is recognized at local, regional, and global levels for translating marine biodiversity data into actionable solutions through pioneering tools like models, maps, eDNA, capacity-building initiatives and decision-supporting tools.

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Positive

Inspires confidence and optimism, showcasing OBIS's progress and contributions to marine conservation and biodiversity.

Problem-solving

Positions OBIS as a practical and impactful resource for addressing real-world challenges in ocean conservation, policy, capacity building and science.

Future-facing

Emphasizes OBIS's leadership in driving innovation and shaping the future of biodiversity science and marine conservation.

Human-focused

Highlights personal stories, societal benefits, and tangible impacts to connect with stakeholders on an emotional level.

Inclusive

Welcomes diverse perspectives and expertise, ensuring all stakeholders—local, regional, and global—feel part of OBIS's mission.

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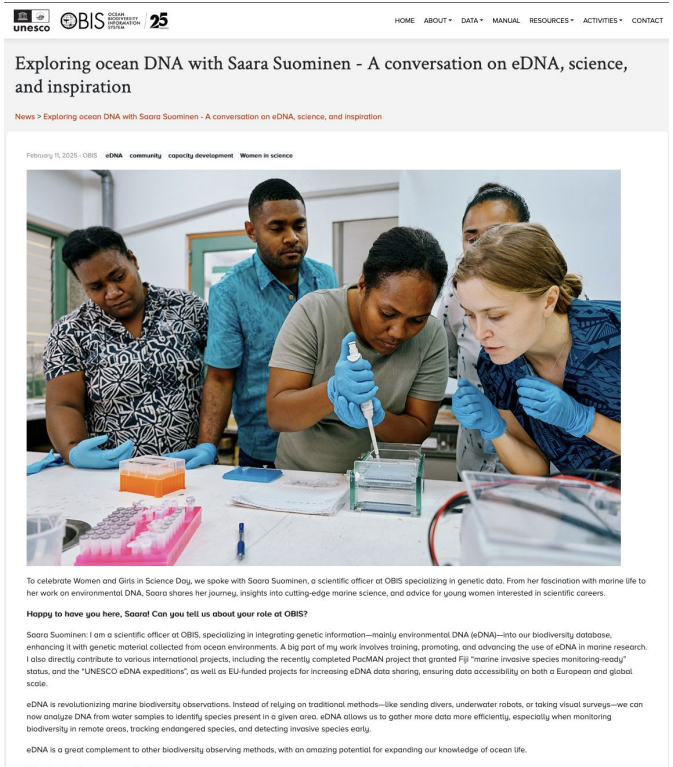
Communication and outreach
A new tone



HOME ABOUT DATA MANUAL RESOURCES ACTIVITIES CONTACT

Exploring ocean DNA with Saara Suominen - A conversation on eDNA, science, and inspiration

News > Exploring ocean DNA with Saara Suominen - A conversation on eDNA, science, and inspiration

February 11, 2025 - OBIS **eDNA** **community** **capacity development** **Women in science**

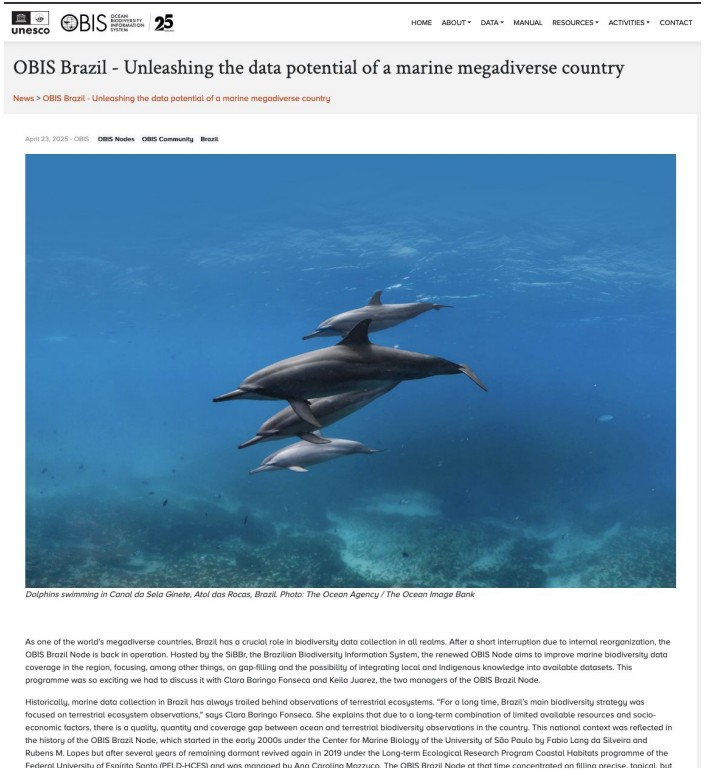
To celebrate Women and Girls in Science Day, we spoke with Saara Suominen, a scientific officer at OBIS specializing in genetic data. From her fascination with marine life to her work on environmental DNA, Saara shares her journey, insights into cutting-edge marine science, and advice for young women interested in scientific careers.

Happy to have you here, Saara! Can you tell us about your role at OBIS?

Saara Suominen: I am a scientific officer at OBIS, specializing in integrating genetic information—mainly environmental DNA (eDNA)—into our biodiversity database, enhancing it with genetic material collected from ocean environments. A big part of my work involves training, promoting, and advancing the use of eDNA in marine research. I also directly contribute to various international projects, including the recently completed PacMAN project that granted Fiji "marine invasive species monitoring-ready" status, and the "UNESCO eDNA expeditions", as well as EU-funded projects for increasing eDNA data sharing, ensuring data accessibility on both a European and global scale.

eDNA is revolutionizing marine biodiversity observations. Instead of relying on traditional methods—like sending divers, underwater robots, or taking visual surveys—we can now analyze DNA from water samples to identify species present in a given area. eDNA allows us to gather more data more efficiently, especially when monitoring biodiversity in remote areas, tracking endangered species, and detecting invasive species early.

eDNA is a great complement to other biodiversity observing methods, with an amazing potential for expanding our knowledge of ocean life.



HOME ABOUT DATA MANUAL RESOURCES ACTIVITIES CONTACT

OBIS Brazil - Unleashing the data potential of a marine megadiverse country

News > OBIS Brazil - Unleashing the data potential of a marine megadiverse country

April 23, 2025 - OBIS **OBIS Nodes** **OBIS Community** **Brazil**

Dolphins swimming in Canal da Sela Ginete, Atol das Rocas, Brazil. Photo: The Ocean Agency / The Ocean Image Bank

As one of the world's megadiverse countries, Brazil has a crucial role in biodiversity data collection in all realms. After a short interruption due to internal reorganization, the OBIS Brazil Node is back in operation. Hosted by the SiBBr, the Brazilian Biodiversity Information System, the renewed OBIS Node aims to improve marine biodiversity data coverage in the region, focusing, among other things, on gap-filling and the possibility of integrating local and Indigenous knowledge into available datasets. This programme was so exciting we had to discuss it with Clara Baringo Fonseca and Keila Juarez, the two managers of the OBIS Brazil Node.

Historically, marine data collection in Brazil has always trailed behind observations of terrestrial ecosystems. "For a long time, Brazil's main biodiversity strategy was focused on terrestrial ecosystem observations," says Clara Baringo Fonseca. She explains that due to a long-term combination of limited available resources and socio-economic factors, there is a quality, quantity and coverage gap between ocean and terrestrial biodiversity observations in the country. This national context was reflected in the history of the OBIS Brazil Node, which started in the early 2000s under the Center for Marine Biology of the University of São Paulo by Fabio Lang da Silveira and Rubens M. Lopes but after several years of remaining dormant revived again in 2019 under the Long-term Ecological Research Program Coastal Habitats programme of the Federal University of Espírito Santo (PELD-HCES) and was managed by Ana Carolina Mazzuco. The OBIS Brazil Node at that time concentrated on filling precise, topical, but

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A new tone

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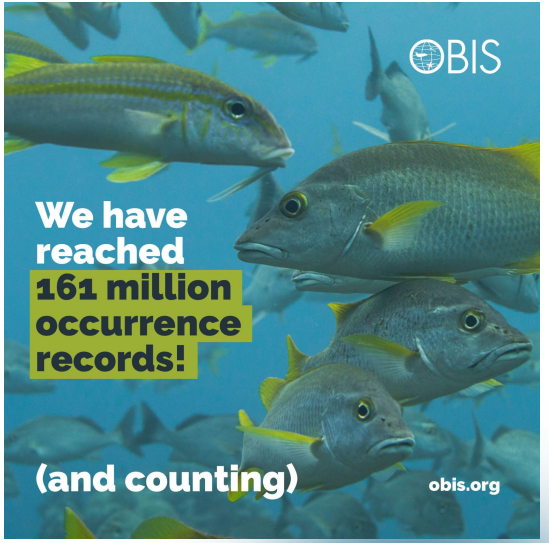

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Audiences

Website	473K sessions /1.2M event counts (Oct 24-Jul 25)
LinkedIn	2,741 followers (2,007 in February 2025)
X	2519 followers (2,454 in February 2025)
Instagram	202 followers
Bluesky	138 followers
Discourse	35 followers
Mastodon	9 followers

Communication and outreach
Improvements

- More stories, more insights, more engaging content (stories from a dataset, stories from our Nodes, focus on community members, ...)
- Invest more on social media (especially Instagram) with batch-produced content
- What to do with the OBIS Discourse?
- Brand strategy to be completed, **communication strategy** to be enforced

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