

SOCIB Products & Services Strategy, harnessing multi-platform data, model forecasting, scientific research and technology, to enhance the value of ocean observing for end-user sectors

Joaquín Tintoré (1,2), Emma Heslop (1), Biel Fontera (1), Baptiste Mourre (1), Benjamin Casas (1), Diego Alvarez-Berastegui (1), Luís Gómez-Pujol (1), Tomeu Cañellas (1), Glenn Nolan (3), and Dominique Durrand (4)
(1) SOCIB, Balearic Islands, Spain, (2) IMEDEA (CSIC-UIB), Balearic Islands, Spain, (3) EUROGOOS, Brussels, Belgium, (4) COVARTEC, Bergen, Norway

SOCIB, the Balearic Islands Coastal Ocean Observing and Forecasting System, is a multi-platform ocean observing system with a mission to provide streams of data and forecasting services in response to science, technology and society needs. Construction of the system initiated in 2010 and we now have a broad range of platform focused quality-controlled datasets freely available and apps for visualising our data in different formats. CMEMS plays an important background role through delivering the initial and boundary conditions for the SOCIB WMOP operational model and satellite datasets used in downstream applications. The know-how, data, tools and products already developed are a clear performance indicator of SOCIB achievements and innovations in a new era of ocean observation. However in order to continue our development and to gain more users, to deliver data to new users, and to increase our utility to society, SOCIB recently undertook a products review and from this developed a sector-focused Products & Services Strategy. The review considered both internal developments and external factors, including; the range of potential users of in situ and forecast ocean data in the Balearic region, the Western Mediterranean or globally, the successes of other international ocean observatories in developing ocean data based products and services to match their observations to regional/national needs, the existing SOCIB products and users, and the known economic value or estimated societal benefit of different types of ocean data.

The analysis enabled SOCIB to identify 10 key user sectors, groups of users with common data interests and needs, that are important to the region (economically/societal benefit) and for which SOCIB can provide data of value (e.g. value to decision making), both observed variables (e.g. wave height) and derived/value added variables (e.g. predicted wave height, divergence/convergence zones, spawning habitat mapping of top predator fish species). The importance of taking a sector based approach is that end users are identified, products can be created that combine data streams and knowledge to fulfil user needs, with the participation of user groups (alpha testing), and potential users can be notified of product availability (marketing).

The implementation of this strategy is now underway and by end 2017 the SOCIB website will include a new searchable product catalogue, with detailed information on the existing and developing products, and new sector focused product and information zones. Regional ocean observatories have a key role to play in delivering societal benefits from ocean data and research, and the SOCIB efforts are aligned with the aims of JERICO-NEXT in supporting the coastal component of a future European Ocean Observing System.