

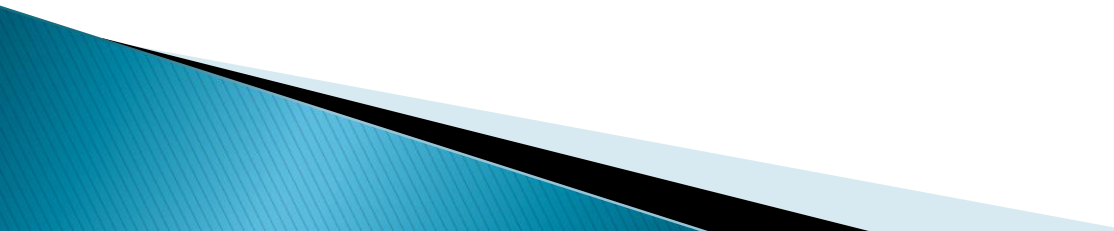


ATLANTIC COASTAL ZONE  
INFORMATION STEERING COMMITTEE

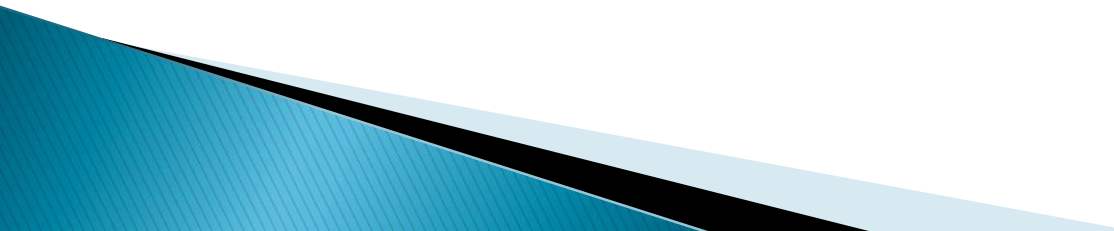
# Identity?



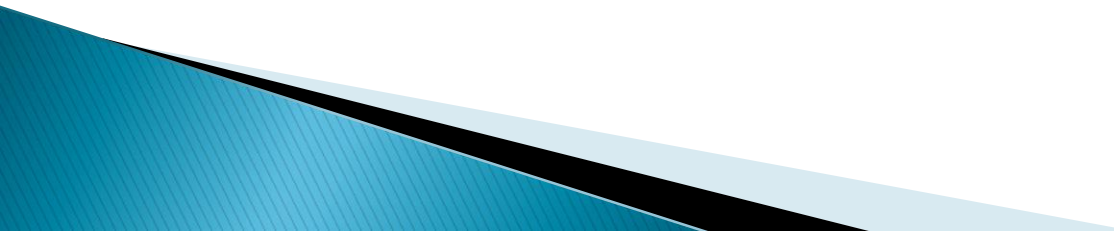
# Management Without Borders Recommendations

- ▶ “The ACZISC is strongly encouraged to consolidate its organizational branding under the COINAtlantic moniker. The ACZISC should solicit the support of its members via surveys and other consultations for this change.”
  - ▶ Other valuable recommendations on a number of topics including: the use of social media, newsletters, website design, and newsletter sponsorship.
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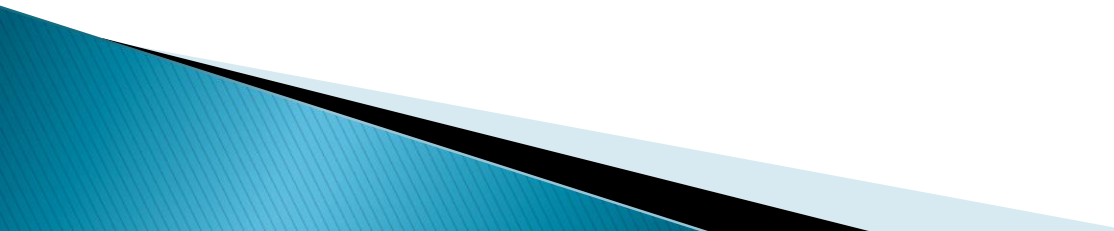
# Results of the Member Survey

- ▶ Received 8 responses
  - ▶ All 8 indicated they supported consolidation of the brand
  - ▶ 1 supported consolidating on ACZISC
  - ▶ 5 supported consolidating on COINAtlantic
  - ▶ 1 strongly supported a new brand
  - ▶ 2 suggested a new brand might be considered
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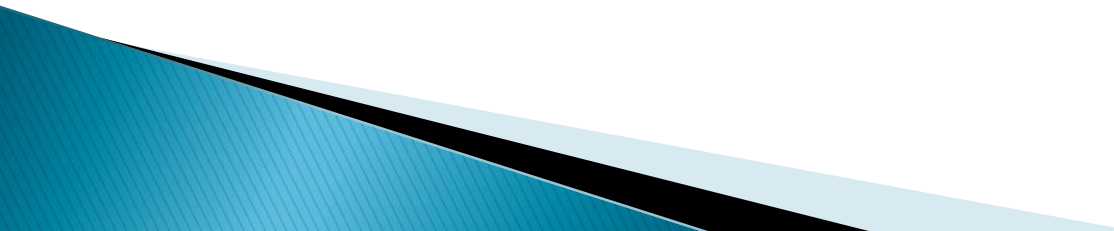
# Comments on the ACZISC Brand

- ▶ ACZISC – always hard to tell someone this name.
  - ▶ COINAtlantic as just another project of the ACZISC.
  - ▶ ACZISC to remain as the "owner" or responsible party for all projects.
  - ▶ The ACZISC as a group has been around longer.
  - ▶ ACZISC has such a long history.
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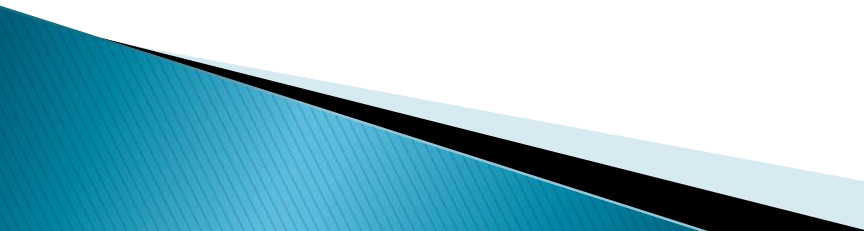
# Comments on COINAtlantic Brand

- ▶ COINAtlantic is seen to be about technology and mapping, ACZISC is more.
  - ▶ Need to maintain some reference to ACZISC maybe in a “History of COINAtlantic” section on the website.
  - ▶ COIN easier to say and recognize and more clearly defines what we are about.
  - ▶ COIN is confusing – Is it about money?
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# Comments on COINAtlantic Brand

- ▶ Coastal and Ocean Information Network Atlantic
    - COIN has both ocean and coast
    - Network recognizes the importance of people
  - ▶ There would be a need to explicitly promote / broaden COIN beyond digital / geospatial focus.
  - ▶ The new website COINAtlantic has a more prominent branding opportunity online.
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# General Comments

- ▶ We are not just about mapping and data but connections, partnerships, projects that promote integrated coastal management.
  - ▶ We should be about “getting doers doing” and not do so much ourselves.
  - ▶ Cuts are limiting member contributions and participation.
  - ▶ Is there a need for a refocused mandate and delivery e.g. one 2–3 day meeting each year with a focussed agenda.
  - ▶ Focus remains a challenge.
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# Strategic Plan Priorities

- ▶ Encouraging action on the implementation of Integrated Coastal and Ocean Management (ICOM) as a tool to realize environmental, economic and social sustainability.
  - ▶ Collaborative sharing of data and information between members and with the wider ICOM CoP on the ICOM issues of priority to members.
  - ▶ Encouraging the engagement of organizations in the ACZISC that is reflective of the diversity of the ICOM CoP.
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# Comparison

- ▶ **Atlantic Coastal Zone Information Steering Committee**
- ▶ **Coastal and Ocean Information Network Atlantic**