

STRATEGY ●



Vision

FVON is a global network that collaboratively collects rigorous, cost-effective ocean data with end-users, driving a transformative shift in our understanding of the changing oceans and informing sustainable decision-making.

Theory of Change

Belief statement

Our collective understanding of how to mitigate the adverse impacts of the changing ocean on communities around the world is severely limited. This is because we don't observe the ocean at the spatial and temporal scales necessary to generate a step change improvement in this understanding. Existing ocean observing systems are essential but leave data gaps. These data gaps are filled through: cost-effective methods that enable scalability; clear characterization and communication of the value of ocean data; and the expansion of the sustainable blue economy, which can be leveraged to boost ocean data collection.

What does FVON do?

FVON fosters a global environment that supports the proliferation of fishing vessel ocean observation and strives to maximize the impact of the resulting data.

How does FVON achieve its goals?

FVON makes networks cost-effective and easy to implement, unlocks pathways to new funding streams, and aligns partnerships at both regional and global levels. This approach fosters collaboration across programs, ensuring data collection standards are aligned without directly overseeing all operational aspects.

Why do we need FVON?

By collecting community-driven, cost-effective ocean data, FVON holds the keys to a paradigm shift in understanding changing ocean conditions. This data is critical for both environmental resilience and global food security, empowering communities, industries, and decision-makers with the information needed to plan for a sustainable future.

Advantages and Differentiators

- FVON fills critical geographical and sub-surface data gaps by collecting ocean data using fishing vessels as ships of opportunity, complementing existing ocean data networks.
- Purpose-built sensors ensure reliable data collection without compromising quality.

- Automated, cost-effective, user-friendly technology streamlines operations and supports scalability.
- Data is delivered in real-time with high temporal and spatial resolution.
- Rigorous, high-quality data standards deliver credible outcomes that stakeholders can trust.
- FVON fosters collaborative inclusivity by engaging observer-users in the data collection process.
- FVON engages with local communities and forms long-term, meaningful relationships with the scientific community.
- Data is game-changingly cost-effective and therefore accessible. Furthermore, this approach is fundamentally inclusive of local fishers.
- FVON data, affordability, accessibility, inclusivity, and relevance to the blue economy open opportunities for financial innovation which can lead to long-term sustainability, organic growth, and therefore unprecedented expansion.

Pillars

FVON's Pillars are the agreed-upon core strategic themes that frame how FVON will develop its business plan to deliver the Vision.

- **Quality Data:** FVON fosters a paradigm shift in the availability of rigorous, high-quality data, ensuring equitable access at scale while adhering to CARE¹ and FAIR² data practices.
- **Mutual Benefits:** FVON maximizes the value of ocean data for users and fishing industry observer-users, ensuring direct benefits for those who collect and use the data while enabling the sustainable management of the blue economy.
- **Global Advocacy:** Through strategic engagement and communication, FVON amplifies stakeholders' understanding of the link between ocean data collection and human impact and advocates for meaningful change.
- **Inclusivity:** FVON ensures equitable access to ocean data collection and its benefits, empowering all stakeholders to contribute and benefit.
- **Global Coordination and Collaboration:** Achieving global change requires strategic engagement with key stakeholders across national, regional, and global levels.
- **Financial Innovation:** FVON promotes opportunities for financial innovation while maintaining scientific rigor with its broad consortium of public and private entities.

¹ CARE represents Collective benefit, Authority to control, Responsibility, Ethics

² FAIR represents Findable, Accessible, Interoperable, Reusable

Enablers

FVON's Enablers are the supporting elements that facilitate the delivery of the Pillars.

- Best Practice Data Standards & Management Systems
- Capacity Building
- Financial Innovation
- Technological Innovation
- Communications

Strategic Goals

FVON's Strategic Goals are future-based, measurable outcomes that together represent the realization of our vision. By 2030:

- FVON will facilitate sustained data collection under rigorous best practice standards.
- Fishers in increasing numbers of geographies are demanding ocean data collection and the data products and tools that translate their data into insights.
- National governments in all regions recognize fishing vessels as an essential component of their national ocean observing systems.
- Countries with limited or no existing ocean observing systems have established FVON networks and are deriving impact and value from those networks.
- FVON is officially endorsed by or engaged with global programs such as GOOS, FAO, WMO, ORRAA, and CoastPredict.