“Coastal Intelligence”
CoPe Hub Structure

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Idea in a nutshell

Create a coastal virtual intelligence social network (C-VISN) that facilitates sharing of existing knowledge and resources to drive partnership building, inclusive and equitable stakeholder engagement, innovation, and the development of new technologies that address emerging issues in coastal areas.

Specific recommendation

Digital social networks have revolutionized the way individuals interact, while increasing the speed and distance that information travels. By creating a C-VISN, we can rapidly share, integrate, and synthesize information from existing multidisciplinary and cross-sector knowledge domains to inform future research and drive solutions-oriented innovation. A social network would link researchers and stakeholders in an interactive space to facilitate collaboration and build a “crowd sourced” repository of research and program information that can be peer-reviewed and data-mined. The dynamic repository can host research, development, and program knowledge about what has worked, what has not worked, specific challenges, as well as emerging coastal issues. Also, coupling C-VISN with pre-existing physical hubs and/or events will enhance social cohesion and increase the visibility the C-VISN.

Value

This novel hub approach will harness and connect established multidisciplinary knowledge, resources, and talent while increasing the geographic range of the Coastlines and People initiative. A C-VISN is not only economically efficient building upon the multitude of existing coastal knowledge and research, but it can also create further coastal social cohesion. Integrating and synthesizing existing knowledge using a virtual platform increases the spatial, temporal, and cultural coverage. The virtual social network will drive partnership building that can be leveraged for research and program initiatives. Furthermore, the platform can facilitate citizen science initiatives and connect teams working together to design new

innovative technologies or programs to address coastal issues. Integrating multi-disciplinary and cross-sector connections will help identify gaps and inform solutions that have broad cross-sector and cross-functional applications. Additionally, user behavior research can be leveraged to better understand social perceptions to inform effective communication and outreach programs. A dynamic knowledge repository can be used to summarize research outcomes, evaluate trends across spatial scales and sectors, and inform time sensitive policy decisions.

Reasoning

VISNs are effective at promoting engagement and building partnerships, collecting and synthesizing big data, and driving innovation. Disrupters in this space include The Atlas (www.the-atlas.com), 23andMe, Research Gate, LinkedIn, Facebook, U.S. Climate Resilience Toolkit, etc. These platforms have demonstrated that VISNs are effective at rapidly disseminating information, identifying trends, and facilitating research. A C-VISN will broaden participation by connecting researchers and stakeholders nationally and globally, which increases data collection over temporal, spatial, social and cultural scales. It can produce vetted and actionable results more efficiently than traditional approaches by identifying effective cross-sector methodologies, partnerships, and solutions. Additionally, they can provide detailed user behavior information to inform and foster responsible and effective communication campaigns. Finally, a C-VISN can be coupled to existing hubs and events to increase the efficiency and effectiveness of the CoPe program.