

Secretariat's recommendations on the implementation of the Strategic Plan

Submitted by:	Secretary-General
Executive Summary:	This submission provides the assessment of the appropriateness and applicability of the new Strategic Performance Indicators of the Strategic Plan 2021 - 2026 for the Secretariat's activities under Work Programme 1 Corporate Affairs for the first half of 2021 with a focus on Goal 2 and 3.
Related document:	IHO Work Programme 2021

References

- A. 3-year Work Programme and Budget 2021-2023
- B. 4th Meeting of the Council – Summary Report
- C. IHO Strategic Plan 2021 – 2026

Introduction

- a. Article VI(g)(iii) of the Convention on the IHO stipulates that the Council ...*coordinate during the inter-Assembly period the activities of the Organization within the framework of the strategy, work programme and financial arrangements, as decided by the Assembly.*
- b. The Work Programme for 2021 is based on the first year of the three-year Work Programme (2021-2023) as approved by the 2nd Session of the IHO Assembly A-2 (Reference A) and was endorsed by the fourth meeting of the IHO Council C-4 (Reference B).
- c. A-2 adopted the Strategic Plan 2021 – 2026 (Reference C) which includes new Strategic Performance Indicators (SPIs) aiming to measure efficiency and effectiveness of the application of work programme items. C-4 agreed the allocation of the new SPIs to the Secretary-General, HSSC and IRCC for Programmes 1, 2 and 3 respectively (Decision C4/39).
- d. Following the adoption of the Revised Strategic Plan by A-2, C-4 agreed to monitor closely the appropriateness and applicability of the proposed SPI and amend them, if necessary, with C-5 as deadline (Decision C4/37).

e. The metrics of SPIs designated to WP 1 are measured to the target date of 1st of July 2021:

Targets	Strategic Performance Indicator (SPI)- measurement for success	Lead
Goal 2: Increasing the use of hydrographic data for the benefit of society		
2.1 Build a portal to support and promote regional and international cooperation in marine spatial data infrastructures (MSDI).	2.1.1 Number of hits downloading data/information from the portal.	IHO Secretariat/Corporate Affairs

Comment:

The design and build-up phase of this portal has not been started yet. The existing gateway to national MSDI infrastructure can be found under: <https://iho.int/en/iho-online-catalogues>



The Map below includes information regarding National Marine Spatial Data Information (MSDI) Portals.



It is proposed that Member States provide more links to their respective MSDI portals and report the number visitors arriving via IHO website annually. The Secretariat invites Member States to propose how the gateway can be made more attractive for IHO website visitors and how such specific MSDI portal should finally function.

Targets	Strategic Performance Indicator (SPI)- measurement for success	Lead
Goal 3: Participating actively in international initiatives related to the knowledge and the sustainable use of the Ocean		
3.3 Implement a comprehensive IHO digital communication strategy in order to enhance its visibility and accessibility to its work	3.3.1 Number of visits, likes, re-postings, etc. associated to the IHO social media sites. 3.3.2 Volume downloaded from the IHO website and Geographical Information System (GIS).	IHO Secretariat/Corporate Affairs

Comment:

Such metrics are routinely measured by the Secretariat on a 6-month basis. The last check resulted in the following numbers:

IHO Website:

From 1 January 2021 to 30 June 2021 9423 users visited the IHO website, which resulted in 200,669 page views. (This is up from 7697 users and 176,313 page views during the period 4 July 2020 to 31 December 2020)

LinkedIn:

On 31 June 2021, the IHO had 3954 followers on LinkedIn (vs 2880 in November 2020).

From 1 January 2021 to 1 July 2021, posts on the IHO LinkedIn account had 129,000 impressions, with 38,200 post impressions and 230 new followers in June 2021.

Twitter:

From 1 January 2021 to 1 July 2021 the IHO tweets totaled 59.4K impressions. There were 22.9K total tweet impressions in June alone.

In June, 4943 people visited our profile and we gained 84 new followers. The tweet on World Ocean's Day had 6992 impressions.

Facebook:

30 June 2021: 609 followers, up from 480 on 1 January 2021.

Top post:

On 27 April 2021, post on the missing GEBCO map had a reach of 2,700 (this post was reshared by the Prince Albert I Committee)

f. The contribution of Programme 1 to Goal 3, however, is more comprehensive as the metrics for social media, IHO visitors and requests for download can express. The management and fostering of relations with intergovernmental and other international organizations is an essential contribution and can be measured quantitatively and qualitatively in terms of the amount and type of outreach. The annexed excerpt of WP1 out of the full IHO Work Programme lists all such notable activities undertaken under the IHO Work Programme 1 until 1st July 2021 in four categories:

Global outreach:	13 notable activities
Regional outreach:	4 notable activities
Stakeholder's specific outreach:	15 notable activities
Consultations:	2 notable activities

The Council is invited to **take note of**

- the request to the Member States to integrate more links into the existing IHO website dedicated to MSDI and report back if this website is used as a gateway to the respective national portal;
- the invitation to improve the attractiveness of the gateway;
- the invitation to discuss the function and the layout of a future MSDI portal;
- the numbers of followers on social media and clicks on IHO websites;
- the suggestion to measure the notable activities under WP1 in four categories.

Element 1.1 Cooperation with International Organizations and participation in relevant meetings

Objective: Maintain relationships with relevant international organizations in order to further the interests of the IHO by enlisting their support and cooperation, and participate in projects of common interest. Represent the IHO and participate in international forums dealing with matters of relevance to the objectives of the IHO and the IHO WP, including:

Task	Description	Strategic Goals&Targets	Notable stakeholder(s) outside the IHO	Notable activities	Lead authority/ Participants	Comments on the type of outreach
1.1.1	Maintain relationships with the Government of Monaco and the diplomatic corps accredited in Monaco			<ul style="list-style-type: none"> World Hydrographic Day 2021 Centenary Celebrations Peak Event 	Secretariat	Global outreach
1.1.2	Maintain relationship with the Antarctic Treaty Consultative Meeting (ATCM)	3.2	Mariners Ship operators Marine scientific community	Participation and report to ATCM XLIII	Secretariat	Global outreach
1.1.3	Maintain relationship with the Comité International Radio Maritime (CIRM)	1.2	Navigation equipment manufacturers	Informal dialogue about Dual Fuel ECDIS conditions	Secretariat	Consultations
1.1.4	Maintain relationship with European Union Initiatives (such as INSPIRE and EMODnet)	3.2	Monitoring of impact of open data policy. Possible significant contribution to Revised Strategic Plan Main Goal 3 in the future	Participation on EMODNET Conference	Secretariat IENWG	Regional outreach
1.1.5	Maintain relationship with the Group on Earth Observation (GEO)	2.3		No activity	Secretariat GEBCO GC MSDIWG	
1.1.6	Maintain relationship with the International Association of Marine Aids to Navigation and Lighthouse Authorities (IALA) including the IALA e-NAV Committee: IALA World-Wide Academy (WWA)	3.1	Aids to Navigation authorities, e-Navigation data service providers, maritime community	Keynote at IALA's e-nav conference	Secretariat, HSSC WGs, CBSC	Stakeholder's specific outreach
1.1.7	Maintain relationship with the International Electrotechnical Commission (IEC), including: IEC Technical Committee 80	1.1	Equipment manufacturers, Type approval bodies	Informal dialogue about S-100 Roadmap implementation	Secretariat, HSSC WGs	Consultations
1.1.8	Maintain relationship with the International Maritime Organization (IMO), including:	1.1 3.1	Mariners Ship operators Administrations	Participation on relevant IMO Conferences: NCSR, MSC, FAL	Secretariat	Global outreach
1.1.8.1	- Assembly			No activity		
1.1.8.2	- Council			No activity		
1.1.8.3	- MSC			Engagement with IMO for S-100 Implementation Strategy		Global outreach

Task	Description	Strategic Goals&Targets	Notable stakeholder(s) outside the IHO	Notable activities	Lead authority/ Participants	Comments on the type of outreach
1.1.8.4	- NCSR			Engagement with IMO for S-100 Implementation Strategy by means of IHO Report		Global outreach
1.1.8.5	- TCC			No activity		
1.1.9	Maintain relationship with the Intergovernmental Oceanographic Commission (IOC) of UNESCO, including:	3.2	Marine scientific community		Secretariat, GEBCO GC, MSDIWG	
1.1.9.1	- Assembly					
1.1.9.2	- Executive Council					
1.1.9.3	- Specialized WGs			<ul style="list-style-type: none"> Participation on various Ocean Decade VTC conferences. Application as Ocean Decade Laboratory with S-100 themes 		Global outreach
1.1.10	Maintain relationship with the International Organization for Standardization (ISO), including: - ISO Technical Committee 211	1.1 1.2		Contribution to chapter 6 of the IGIF in collaboration with ISO and OGC	Secretariat	Global outreach
1.1.11	Maintain relationship with the Joint Board of Geospatial Information Societies (JB-GIS)	1.1		No activity	Secretariat	
1.1.12	Maintain relationship with United Nations (UN) organizations based in New York, including:	2.3	Marine geospatial data providers and users		Secretariat ABLOS MSDIWG	
1.1.12.1	- the UN Committee of Experts on Global Geospatial Information Management (UN-GGIM) and WG on Marine Geospatial Information			Participation at UN-GGIM8 and report in collaboration with ISO and OGC Active support of the WG on Marine Geospatial Information		Global outreach
1.1.12.2	- the UN Division on Ocean Affairs and Law of the Sea (UN-DOALOS)			No activity		
1.1.12.3	- the UN (UN Expert Group on Geographical Names (UNGEGN)			No activity		

Task	Description	Strategic Goals&Targets	Notable stakeholder(s) outside the IHO	Notable activities	Lead authority/ Participants	Comments on the type of outreach
1.1.13	Maintain relationship with the World Meteorological Organization (WMO)		Mariners Ship operators Maritime Administrations	Collaboration within the framework of WWNWS Steering Committee	Secretariat	Global outreach
1.1.14	Maintain relationship with the International Seabed Authority (ISA)	1.1 2.3	Marine geospatial data providers and users	Joint acquisition of deep-sea bathymetry from two ISA Contractors	Secretariat	Stakeholder's specific outreach
1.1.15	Maintain relationships with other international and observer organizations when their agendas have relevance to the programme of the IHO	3.2		Renewal of the MoU with CIESME	Secretariat	Regional outreach
1.1.15.1	21 th session of the Asia-Pacific Heads of Maritime Safety Agencies (APHoMSA) forum			No activity		
1.1.15.2	Conference of the Association of African Maritime Administrations Southern and East African and Islands Regional Group for Safety of Navigation and Marine Environment Protection (SEAGNEP)			No activity		
1.1.15.3	COMNAP (Council of Managers of National Antarctic Program)			No activity		
1.1.15.4	IMSO (International Mobile Satellite Organization) Assembly			No activity		
1.1.15.4.1	IMSO - Advisory Committee			No activity		
1.1.15.5	IMPA (International Maritime Pilots' Association)			No activity		
1.1.15.6	FIG Working Week 2021			cancelled		

Task	Description	Strategic Goals&Targets	Notable stakeholder(s) outside the IHO	Notable activities	Lead authority/ Participants	Comments on the type of outreach
1.1.15.7	Hydro 2021 US Hydro 2021 IFHS Europe			Keynote video message		Regional outreach
1.1.15.8	International Cartographic Conference and General Assembly			No activity		
1.1.15.9	Meeting of the Working Group on Marine Cartography of the International Cartographic Association (ICA)			No activity		
1.1.15.10	Meeting of the Commission on SDI and Standards of the International Cartographic Association (ICA)			No activity		

Element 1.2 Information Management

Objective: Provide Member States and IHO stakeholders with accurate and relevant information in a timely and accessible manner.

Task	Description	G&T	Notable stakeholder(s) outside the IHO	Notable activities	Lead authority/ Participants	Comments on the type of outreach
1.2.2	Maintain and extend the IHO GIS, webservice and web mapping services in support of RHCs, ENC production coordination, INT chart coordination, C-55 and other related activities	3.3		<ul style="list-style-type: none"> Maintenance and further development of INTtoGIS II 	Secretariat	Stakeholder's specific outreach
1.2.3	Maintain and extend the Secretariat Admin IT infrastructure, including in-house publishing facilities	3.3		<ul style="list-style-type: none"> Investment in professional VTC technology: camera, microphones, loudspeaker, VTC platform software license, Purchase of a teleprompter 	Secretariat	Global outreach
1.2.4	Maintain the IHO reference library collection including the incorporation of new material			continuous	Secretariat	Stakeholder's specific outreach
1.2.5	Implement and maintain online forms for the input from Member States to the IHO databases and in response to circular letters			continuous	Secretariat	Stakeholder's specific outreach

Element 1.3 Public Relations and Outreach

Objective: Raise awareness of the role of the IHO and the value and importance of hydrography and nautical charting services. Provide advice and guidance on States obligations under international regulations such as SOLAS Chapter V and highlight the importance of coordinated efforts in providing for safety of navigation, protection of the marine environment and the sustainable management and development of the oceans, seas and waterways. Stress the importance of becoming an IHO Member State.

Task	Description	G&T	Notable stakeholder(s) outside the IHO	Notable activities	Lead authority/ Participants	Comments on the type of outreach
1.3.1	Promote the IHO through publicity and public relations initiatives	3.3		Preparation of the centenary through: <ul style="list-style-type: none"> Extended activities on social media Video production Interviews for press 	Secretariat, Member States	Global outreach
1.3.2	Encourage new membership of the IHO			Accession of two new Member States: Lebanon and Kenya	Secretariat, RHC Chairs (except: ARHC, NHC, NSHC, USCHC)	Global outreach
1.3.2.1	Undertake high-level visits to Governments of non-MS			No activity due to pandemic constraints		
1.3.3	Celebrate World Hydrography Day including the preparation of information to support the themes	3.3		Part of "one hundred years of international cooperation in hydrography"	Secretariat, Member States	Global outreach
1.3.4	Compile and publish P-1 – <i>International Hydrographic Review</i> with the assistance of a paid editor	3.3		<ul style="list-style-type: none"> Two issues published Launch of new website for International Hydrographic Review 	Secretariat, Member States	Stakeholder's specific outreach
1.3.4.1	Maintain a digital repository for the overall collection of P-1 available for worldwide access				Secretariat	
1.3.5	Develop IHO Corporate Communication Plan, Social Networks, Newsfeed, Media Release	3.3		Increased frequency and level of blogs and feeds on LinkedIn and Facebook	Secretariat	Global outreach

Element 1.4

Work Programme & Budget, Strategic Plan and Performance Monitoring

Objective: Ensure that the formulation and the execution of the IHO Work Programme and Budget is managed, monitored and executed efficiently to best meet the requirements of Member States and the interests of stakeholders. This Element focuses on the implementation of the IHO's Strategic Plan particularly with regard to risk assessment and performance indicators.

Task	Description	G&T	Notable stakeholder(s) outside the IHO	Notable Activities	Lead authority/ Participants	Comments on the type of outreach
1.4.1	Execute the IHO Work Programme and Budget approved by the 2 nd Session of the Assembly, monitoring its progress and proposing or implementing any necessary adjustments according to the circumstances and the regulations	All Goals &Targets		<ul style="list-style-type: none"> Income and costs are within the margins of the planned budget. Full Finance Report to be presented to C-5 	Secretariat Council	Stakeholder's specific outreach
1.4.2	Develop and propose future IHO Work Programme, Budget and Strategic Plan	All Goals &Targets		Work Programme for 2022 to be presented to C-5	Secretariat Council Assembly	Stakeholder's specific outreach
1.4.3	Conduct biennial IHO stakeholders' forums	2.2 3.1			Secretariat	
1.4.4	Conduct biennial IHO stakeholders' forums			Embedded into HSSC13	Secretariat	Stakeholder's specific outreach

Element 1.5 Secretariat Services

Objective: Ensure that the Secretariat meets the requirements set by the member states, by providing the best service within the resources available.

Task	Description	G&T	Notable stakeholder(s) outside the IHO	Notable activities	Lead authority/ Participants	Comments on the type of outreach
1.5.1	Maintain formal communication between the Secretariat and the Member States through Circular Letters	3.3		continuous	Secretariat	Stakeholder's specific outreach
1.5.2	Maintain, update and develop procedures to facilitate and improve the effectiveness of the finance and administrative work of the Secretariat			All internal procedures are available for home office	Secretariat	Stakeholder's specific outreach
1.5.3	Provide in-house translation services English/French and French/English in support of the IHO WP Include Spanish translations as much as possible in accordance with the relevant IHO Resolutions			Spanish translation of M-3	Secretariat	Stakeholder's specific outreach
1.5.4	Engage contract support to supplement the maintenance and development of IHO publications beyond the resources or competence of the Secretariat or the IHO WGs, including: - Translation - Technical editing			Enhanced external support for Spanish translations	Secretariat	Stakeholder's specific outreach
1.5.5	Compile, maintain and publish IHO publications that are not allocated to a specific IHO body, including: P-5 – IHO Yearbook P-7 – IHO Annual Report P-6 – Proceedings of the Assembly M-3 – Resolutions of the IHO			As required	Secretariat	Global outreach
1.5.6	Secretariat staff training			No activity		
1.5.7	Monitor and maintain the Staff Regulations and the Job Descriptions of the Staff of the IHO Secretariat in step with the evolution of the IHO Work Programme and IHO requirements			Flexible application of the existing regulations under pandemic conditions for home office	continuous	Stakeholder's specific outreach
1.5.8	Maintain the premises and facilities of the IHO Secretariat as required as the occupant, including renovations or modifications as requirements arise			Refurbishment of Secretariat's Lobby and Lower Entrance	continuous	Regional outreach

Element 1.6 IHO Council and Assembly

Objective: Ensure the successful functioning of sessions of the Council and the Assembly so that they fulfil their top-level governance and decision-making functions in accordance with the Convention and the other basic documents of the Organization.

Task	Description	G&T	Notable stakeholder(s) outside the IHO	Notable activities	Lead authority/ Participants	Comments on the type of outreach
1.6.1	Prepare and conduct the 2 nd session of the IHO Assembly			No Assembly in 2021	Secretariat	
1.6.1.1	Pre-meeting briefing and preparation for Chair of the Assembly				Secretariat Chair of Assembly	
1.6.2	Prepare and conduct annual sessions of the IHO Council			Decision made in favor of a hybrid VTC format	Secretariat	Stakeholder's specific outreach
1.6.2.1	Pre-meeting briefing and preparation for Chair of Council				Secretariat, Chair of Council	