



# IHO STRATEGIC PLAN STRATEGIC PERFORMANCE INDICATORS UPDATE

## AGENDA ITEM 6.1

### SECRETARIAT'S RECOMMENDATIONS ON THE IMPLEMENTATION OF THE STRATEGIC PLAN FOR WORK PROGRAMME 1 ITEMS



# ASSESSMENT OF THE APPROPRIATENESS AND APPLICABILITY OF THE NEW SPI FOR THE SECRETARIAT'S ACTIVITIES UNDER WP1

## ESSENTIALS OF COUNCIL Doc C6-06.1A

- The Strategic Plan 2021 – 2026 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 Work Programmes 1, 2 and 3 respectively.
- 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. This was done and forms the basis of the SGs, HSSC and IRCC reports to C-6.
- HSSC and IRCC will report separately under Agenda Item 4.1A and Agenda Item 4.2A.



## ESSENTIALS OF COUNCIL Doc C6-06.1A

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

- 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>.
- Member States are invited to 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. In-kind contribution to assist the Secretariat for the implementation of improvements would help to accelerate the process.



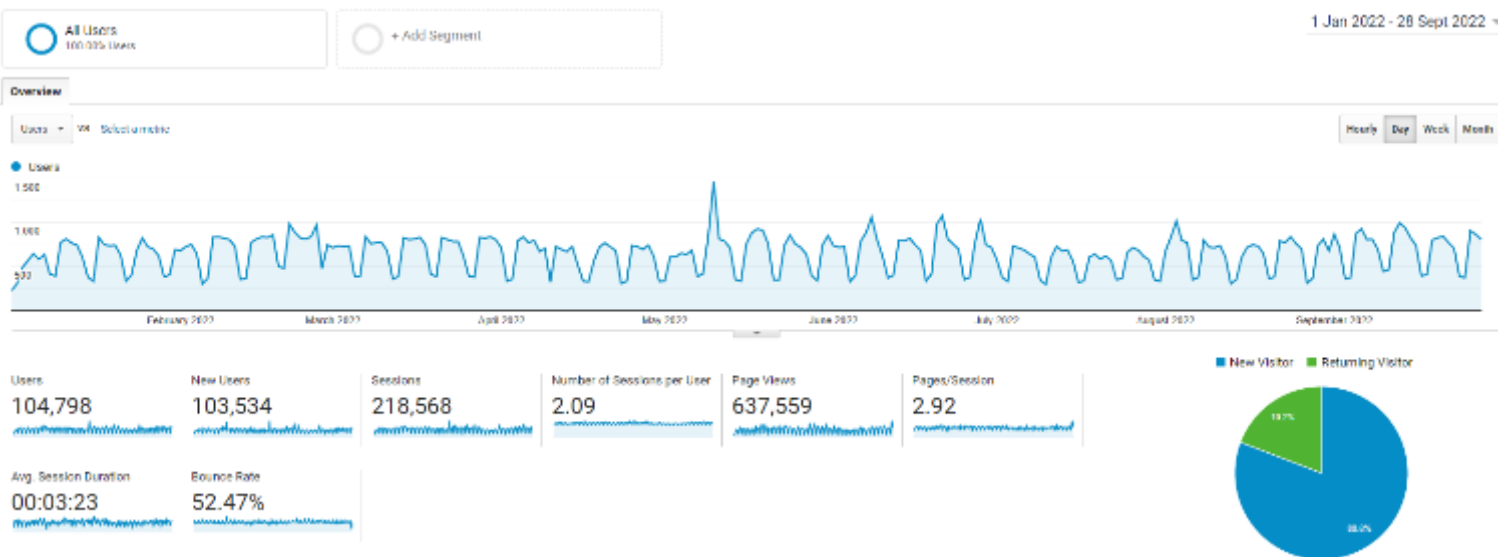
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# IHO WEBSITE TRAFFIC STATISTICS

## TRACK AS OF 1<sup>ST</sup> OCTOBER 2022

International Hydrographic Organization

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



Page	Page Views
	<b>637,559</b> % of Total: 100.00% (637,559)
1. /	<b>75,267</b> (11.81%)
2. /navigation-warnings-on-the-web	<b>42,346</b> (6.64%)
3. /en/standards-and-specifications	<b>28,760</b> (4.51%)
4. /en/iho-publications	<b>17,898</b> (2.81%)
5. /en/hssc	<b>16,129</b> (2.53%)
6. /en/	<b>13,052</b> (2.05%)
7. /en/ircc	<b>12,077</b> (1.89%)
8. /en/rhcs	<b>11,429</b> (1.79%)
9. /en/circular-letters-2022	<b>10,214</b> (1.60%)
10. /en/standards-in-force	<b>9,704</b> (1.52%)

## VISITORS TO IHO WEBSITE:

Total of 637,559 page views since 1 January 2022



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# HOW OUR WEBSITE VISITORS BEHAVE

## TRACK AS OF 1ST OCTOBER 2022

International Hydrographic Organization

1 Jan 2022 - 29 Sept 2022

### Behaviour Flow

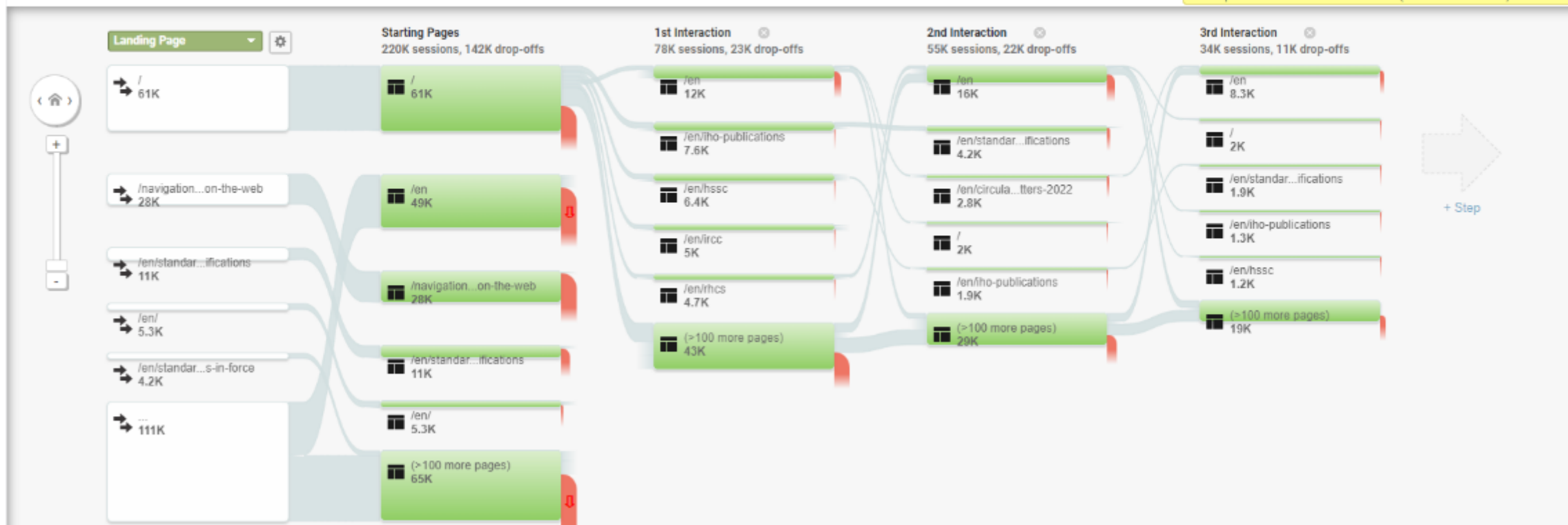
Automatically Grouped Pages | Level of Detail | Export

Insights

All Users  
100.00% Sessions

+ Add Segment

This report is based on 98K sessions (44.5% of sessions). [Learn more](#)





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# SOCIAL MEDIA ACTIVITIES & FOLLOWERS

TRACK AS OF 1ST OCTOBER 2022

International Hydrographic Organization

## LinkedIn:

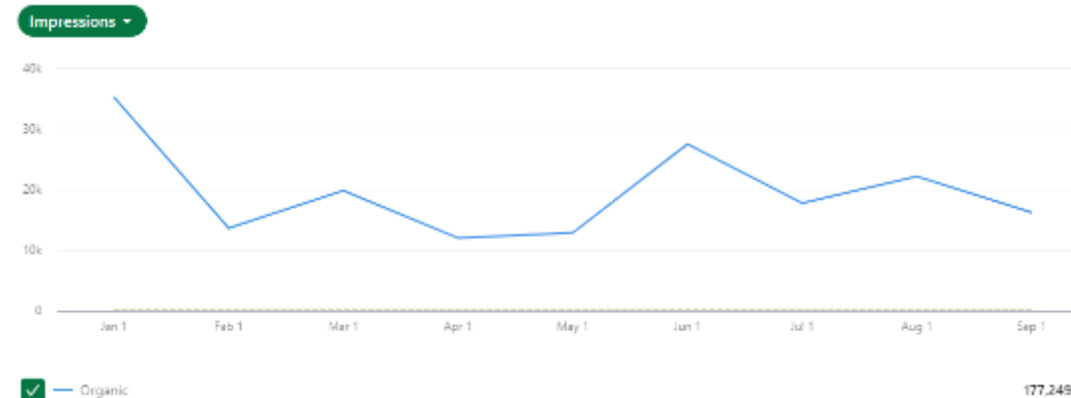
- 5830 followers
- Post on IHR article on using multibeam bathymetry to locate shipwrecks: 6202 views
- Post on Iraq as new MS: 6062 impressions

## Twitter:

- 830 followers
- 45,5K impressions since January 1 (vs 77,2K last year)
- June 2022: total of 13.3 K tweet impressions
- Top tweet: on side event in Lisbon: 2753 impressions

## Facebook:

- 885 followers (up from 480 on 1 January 2021)
- Post on Sir Ernst going to Antarctica: 8,2K views
- Post on WHD video “Hydrography supporting all ocean activities” reached 2400 people



### Follower demographics

Industry

Maritime Transportation - 717 (12.3%)

Oil and Gas - 558 (9.6%)

Civil Engineering - 397 (6.8%)

Transportation, Logistics, Supply Chain and Storage - 320 (5.5%)

Higher Education - 301 (5.2%)

Government Administration - 286 (4.9%)

Research Services - 271 (4.6%)

IT Services and IT Consulting - 260 (4.4%)

Renewable Energy Semiconductor Manufacturing - 200 (3.4%)

Defense and Space Manufacturing - 190 (3.2%)



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# CLICKS ON S-44

TRACK AS OF 1ST OCTOBER 2022

International  
Hydrographic  
Organization

1,379 clicks on S-44 in English and 97 clicks on S-44 in Chinese since 1 January 2022

Event Action	Total Events	% Total Events
1. <a href="https://iho.int/uploads/user/pubs/standards/s-44/S-44_Edition_6.0.0_EN.pdf">https://iho.int/uploads/user/pubs/standards/s-44/S-44_Edition_6.0.0_EN.pdf</a>	1,379	66.27%
2. <a href="https://iho.int/uploads/user/pubs/standards/s-100/S-100_Ed%204.0.0_Clean_17122018.pdf">https://iho.int/uploads/user/pubs/standards/s-100/S-100_Ed%204.0.0_Clean_17122018.pdf</a>	485	23.31%
3. <a href="https://iho.int/uploads/user/pubs/standards/s-44/S-44%20Edition%206.0.0_Chinese.pdf">https://iho.int/uploads/user/pubs/standards/s-44/S-44%20Edition%206.0.0_Chinese.pdf</a>	97	4.66%



## SP GOALS AND TARGETS AFFECTING WP1

- The contribution of WP1 to Goal 3, however, is more comprehensive as the metrics for IHO website visitors, social media 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 October 2022 in four categories:

<b>Global outreach:</b>	<b>15 notable activities</b>
<b>Regional outreach:</b>	<b>3 notable activities</b>
<b>Stakeholder´s specific outreach:</b>	<b>25 notable activities</b>
<b>Consultations:</b>	<b>2 notable activities</b>





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# IHO IMPLEMENTATION OF THE STRATEGIC PLAN FOR WORK PROGRAMME 1 ITEMS

## ACTIONS TO BE CONSIDERED BY COUNCIL

International  
Hydrographic  
Organization

C-6 is invited to take note of:

- the invitation to refocus the function and the layout of a future MSDI portal;
- the continued increase of IHO visibility via IHO website and social media activities;
- the amount of notable outreach activities under WP1 in four categories.