



# 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, 2 AND 3 ITEMS



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

## DIRECTIONS TAKEN FROM A3

- A3 agreed on the continuation of conduct of the annual Work Programmes on the basis of the Strategic Plan in place for 2021 – 2026 (D A3/8a).
- A3 tasked the Secretariat, assisted by the HSSC and IRCC chairs, to continue to measure the effectiveness and the efficiency of the three Work Programmes implementation by means of the Strategic Performance Indicators as endorsed by C-4 and C-5 (D A3/8d).
- This presentation focuses on the assessment of the conduct of WP1 in the running year.
- HSSC and IRCC reports are based on the assessments made end of 2022 and were already reported to A3.



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

## DIRECTIONS TAKEN FROM A3 IN VIEW OF GOAL 2/TARGET 2.1

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

- Instead of further investment into the creation of a new data portal, A3 approved the continued provision of global thematic layers by means of the existing IHO GIS infrastructure. *A first activity in support of this approach is presented by **C7-07.3A***
- Any extension of the portfolio of global thematic layers proposed by MSDIWG has to be brought forward to IRCC for endorsement and Council for approval (D A3/8c).



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

## DIRECTIONS TAKEN FROM A3 IN VIEW OF GOAL 2/TARGET 2.1

- For the period 2023 – 2026 it is proposed that Target 2.1 and associated the SPI 2.1.1 is interpreted as follows:

Targets	Strategic Performance Indicator (SPI)-measurement for success	Lead
<b>Goal 2: Increasing the use of hydrographic data for the benefit of society</b>		
<b>2.1 Support national and regional MSDIWG efforts via RHCs and the continued provision of global thematic layers by means of the existing IHO GIS infrastructure</b>	<b>2.1.1 Number of hits downloading data/information represented in global thematic layers by means of the IHO GIS infrastructure.</b>	IHO Secretariat/ Corporate Affairs



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# IHO WEBSITE TRAFFIC STATISTICS

## TRACK AS OF 1ST OCTOBER 2023

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.	IHO Secretariat/Corporate Affairs
	3.3.2 Volume downloaded from the IHO website and Geographical Information System (GIS).	

## PAGE VIEWS 1 JANUARY – 30 JUNE

### VISITORS TO IHO WEBSITE:

Total of 706,436 page views since 1 January 2023

Page ?	Pageviews ?
	495,928 % of Total: 100.00% (495,928)
1. /	54,454 (10.98%)
2. /navigation-warnings-on-the-web	25,487 (5.14%)
3. /en/standards-and-specifications	23,238 (4.69%)
4. /en/circular-letters-documents-0	16,232 (3.27%)
5. /en/iho-publications	12,338 (2.49%)
6. /en/hssc	11,060 (2.23%)
7. /en/	10,504 (2.12%)
8. /en/circular-letters-2023	9,794 (1.97%)
9. /en/iho-assembly	8,238 (1.66%)
10. /en/standards-in-force	7,696 (1.55%)

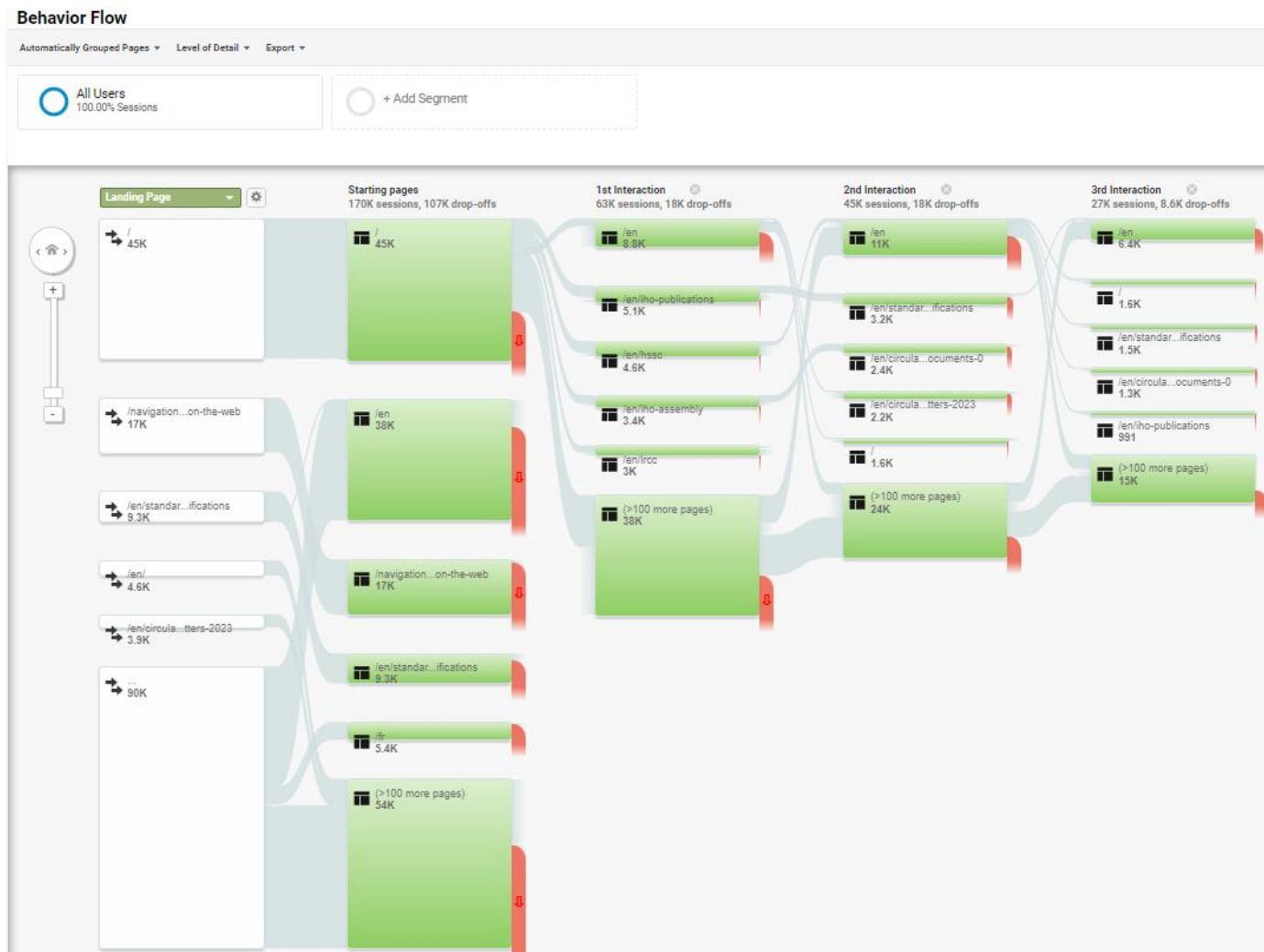


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# HOW OUR WEBSITE VISITORS BEHAVE

## TRACK AS OF 1ST OCTOBER 2023

International Hydrographic Organization





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# SOCIAL MEDIA ACTIVITIES & FOLLOWERS

NUMBERS AS OF 1ST OCTOBER 2023

## LinkedIn:

- 8448 followers (increase in 44% since last year)
- Post on IHR article on optical methods in Hydrography: 15,091 views
- Post on Women & Girls in Science: 7786 views
- Post on NIPWG: 3509 views
- Total impressions for the year: 249,982 (vs 177249)

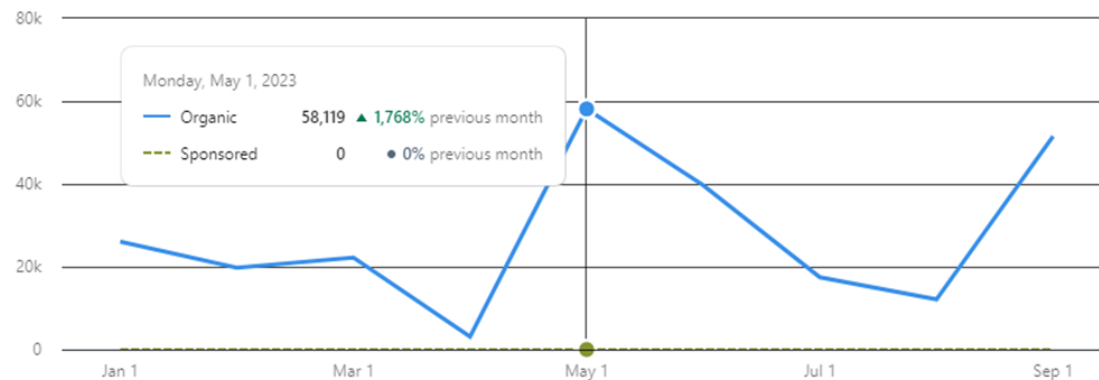
## Twitter:

- 1124 followers
- 48,9K impressions since January 1
- May 2023: total of 27,9 K tweet impressions
- Top tweet: IHO Assembly 6594 impressions

## Facebook:

- 1238 followers (up from 480 on 1 January 2021)
- Post on Assembly: 5,8K views
- Median post reach: 471

Impressions ▾



✓ Organic 249,982

Page	Total followers	New followers
1  International Maritime Organization	158,190	2,637
2  UK Hydrographic Office	16,245	347
3  SHOM	11,620	283
4  Teledyne Geospatial	6,802	228
5  International Hydrographic Organization (IHO)	8,457	220
6  Turkish Navy	5,039	128
7  GEBCO - General Bathymetric Chart of the Oceans	1,502	58
8  CIDCO.ca	2,051	34

7th IHO Council - Monaco - 17 - 19 Octobe

09/10/2023



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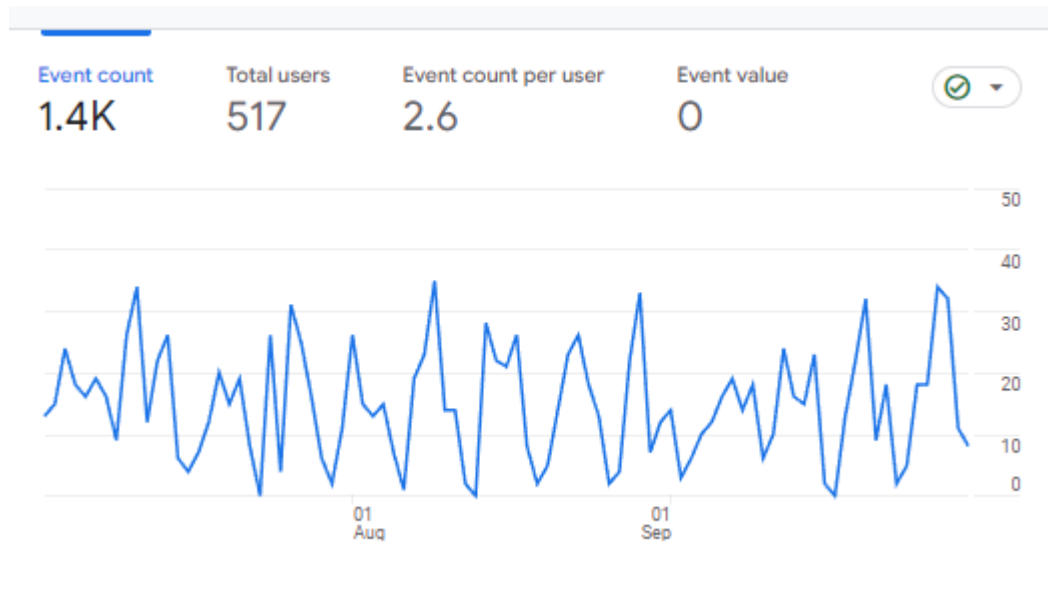
# CLICKS ON S-44

TRACK AS OF 1ST OCTOBER 2023

International Hydrographic Organization

1,119 clicks on S-44 in English since 1 January 2023

From 1 July to 30 September



CUSTOM PARAMETER	EVENT COUNT	TOTAL USERS
(total) 8 items	1.4K	520
S44	654	482
S44 6.1.0 English	368	309
Meten pdf	168	126
S44 6.0.0 Spanish	57	49
esp s44	57	49
S100 english	45	41





## 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>



## DASHBOARD ON SPIs ALLOCATED TO HSSC. FIGURES UPDATED 31ST DECEMBER 2022.

<b>Goal 1 : Evolving the hydrographic support for safety and efficiency of maritime navigation</b>				<b>Goal 2 : Increasing the use of hydrographic data for the benefit of society</b>
<b>1.1 DELIVER STANDARDS FOR HYDROGRAPHIC DATA AND SPECIFICATIONS OF HYDROGRAPHIC PRODUCTS</b>		<b>1.2 DEVELOP STANDARDS &amp; SPECIFICATIONS</b>		<b>2.2 PROMOTE NEW TOOLS AND METHODS</b>
	<b>1.1.1 Member States produce &amp; deliver products based on S-100</b>	<b>1.1.2 Number of hydrographic data products and services based on S-100</b>	<b>1.2.1 Percentage of Hydrographic data product and services based on S-100</b>	<b>2.2.2 Number of new applications of the new version of Standards for Hydrographic Survey (S-44)</b>
<b>Target</b>	2026 : 60% of MS distribute at least 1 product*	2026 : 10** S1xx Product Specifications are operational (Edition 2.0.0)	2026 : 100% of PS** includes cyber security and data quality assessment	Number of downloads of S-44 Edition 6.0.0 and following ones
<b>Value 31/12/2022</b>	<b>0% of MS distribute official products</b> <i>Several MS distribute S-102 &amp; S-111 compliant with current editions of PS</i>	<b>0/10</b> <i>S-100 Edition 5.1.0 endorsed at HSSC 15</i>	<b>0%</b> <i>No PS in Edition 2.0.0</i>	<b>622</b>
<p>* Based on that 62 of 94 IHO MS produce S-57 ENCs (March 2021)</p> <p>** S-101, S-102, S-104, S-111, S-122, S-124, S-127, S-128, S-129, S-131</p>				

*Note: Number of downloads of S-44 has increased from 59 (2021) to 622 (2022) due to the new edition of S-44, 6.1.0, published in October 2022.*



### Goal 1 : Evolving the hydrographic support for safety and efficiency of maritime navigation

#### 1.2 DEVELOP STANDARDS, SPECIFICATIONS AND GUIDELINES

1.2.2 Percentage of navigationally significant areas assessed through the use of appropriate quality indicators.

1.3.1 Ability and capability of Member States to meet the S100 implementation plan

Target

2026 : 100%

2026 : 50% Yes

USCHC	83.3%
MACHC	96.1%
SWAtHC	99.4%
SEPRHC	86.9%
NSHC	99.5%
BSHC	92.8%
MBSHC	88.6%
EAtHC	80.0%
SAIHC	93.3%
RSAHC	68.2%
NIOHC	68.3%
EAHC	51.4%
SWPHC	98.5%
ARCH	18.0%
HCA	79.0%

Value  
31/12/2022

Yes\*  
(\* WENDWG to provide the figures)

### Goal 2: Increasing the use of hydrographic data for the benefit of society

#### 2.1 BUILD A PORTAL IN MARINE SPATIAL DATA INFRASTRUCTURES (MSDI).

#### 2.2 PROMOTE NEW TOOLS AND METHODS

#### 2.3 APPLY UN SHARED GUIDING PRINCIPLES

2.1.1 Number of hits downloading data/information from the portal

2.2.1 Percentage of adequately surveyed area per coastal state.

2.3.1 Number of HO's reporting success applying the principles

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	depth<200 m	depth>200 m
Number of Coastal States within the percentage of adequate surveyed areas (C55)		
0% <= area < 25%	69	82
25% <=area < 50%	25	20
50% <= area < 75%	20	17
75% <= area <= 100%	34	21
Number of RHCs within the percentage band of area mapped (GEBCO)		
0% <= area < 25%	18	12
25% <=area < 50%	1	7
50% <= area < 75%	0	0
75% <= area <= 100%	0	0

Representation: 72%  
Governance: 81%  
Compliance: 94%



## DASHBOARD ON SPIs ALLOCATED TO IRCC. FIGURES UPDATED 31ST DECEMBER 2022.

### Goal 3: Participating actively in international initiatives related to the knowledge and the sustainable use of the Ocean

#### 3.1 COLLABORATE WITH OTHER BODIES

#### 3.2 IMPROVE KNOWLEDGE OF THE WORLD'S SEAFLOORS

3.1.1 Percentage of Coastal States that are capable to provide marine safety information (MSI)

3.2.1 Amount of data received per year by the IHO Data Centre for Digital Bathymetry (DCDB).

3.2.2 Number of contributors to DCDB who are not hydrographic offices.

3.2.3 Percentage of total sea area that is Seabed 2030 compliant

Target	2026: 90%			
Value 31/12/2022	62%	375	4	23.4%



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

International  
Hydrographic  
Organization

## ACTIONS TO BE CONSIDERED BY COUNCIL

C-7 is invited to take note of:

- The Assembly directions for IRCC to provide guidance to the MSDI Working Group on the implementation of Goal 2/Target 2.1;
- The resulting new interpretation of Target 2.1 and the associated SPI 2.1.1;
- the continued increase of IHO visibility via IHO website and social media activities;
- the amount of notable outreach activities under WP1 in four categories.
- The summaries of the HSSC and IRCC reports on their respective SPI's assessed end of 2022.