



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).
- C-7 endorsed a new interpretation of Target 2.1 and the associated SPI 2.1.1 for assessment of the use of the global thematic layer presented by means of the IHO GIS infrastructure, namely INTOGIS.
- HSSC and IRCC reports are based on the assessments made end of 2023.



SP GOALS AND TARGETS AFFECTING WP1

- 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 2024 in four categories:

Global outreach:	11 notable activities
Regional outreach:	9 notable activities
Stakeholder’s specific outreach:	7 notable activities
Consultations:	11 notable activities

- The metrics for IHO website visitors, social media and requests for download do also provide a good impression of our popularity and publicity.



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IHO WEBSITE TRAFFIC STATISTICS

TRACK AS OF 17 SEPTEMBER 2024

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 JAN – 17 SEPT 2024

VISITORS TO IHO WEBSITE:

Total of 988,000 page views since 1 January 2024

<input type="checkbox"/>	Page title and screen class ▾ +	↓ Views
<input type="checkbox"/>	Total	987,742 100% of total
<input type="checkbox"/>	1 Search results IHO	330,000
<input type="checkbox"/>	2 Home IHO	90,606
<input type="checkbox"/>	3 Navigation Warnings on the Web IHO	44,543
<input type="checkbox"/>	4 Standards and Specifications IHO	33,550
	5 (not set)	18,605
<input checked="" type="checkbox"/>	6 Standardization of Maritime Activities	16,907
<input type="checkbox"/>	7 Circular Letters 2024 IHO	15,298
<input type="checkbox"/>	8 HSSC IHO	14,333
<input type="checkbox"/>	9 RHC, Regional, Commissions	11,540
<input type="checkbox"/>	10 Standards in Force IHO	10,136



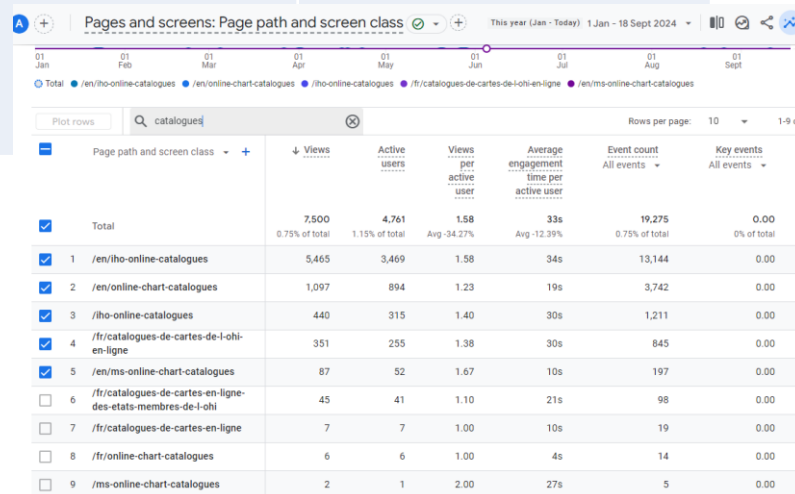
ASSESSMENT OF THE APPROPRIATENESS AND APPLICABILITY OF THE NEW SPI FOR THE SECRETARIAT'S ACTIVITIES UNDER WP1

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

- For the period 2024 – 2026, C-7 agreed that Target 2.1 and associated the SPI 2.1.1 is interpreted as follows:

Targets	Strategic Performance Indicator (SPI)-measurement for success	Lead
Goal 2: Increasing the use of hydrographic data for the benefit of society		
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	2.1.1 Number of hits downloading data/information represented in global thematic layers by means of the IHO GIS infrastructure.	IHO Secretariat/ Corporate Affairs

5,465 visits to the IHO Online Catalogues page on the IHO website. Further refinement of statistics is planned for 2025.





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SOCIAL MEDIA ACTIVITIES & FOLLOWERS

NUMBERS AS OF 19 SEPTEMBER 2024

International Hydrographic Organization

LinkedIn:

- 10,150 followers (increase in 20% since last year)
- Post on at-sea experience with SHOM (Fr): 17,862 views
- Post on SDB Guidance: 8789 views
- Post on new S-101 ENC data for testing: 9,832 views
- Total impressions for the year: 168,329 (vs 249,982)

Facebook:

- 1,461 followers
- Post on May issue of IHR: 1,5K views

Twitter:

- 1,237 followers

Visitor demographics

Seniority ▾

Entry - 1,479 (31.7%)

Senior - 1,047 (22.4%)

Director - 484 (10.4%)

Manager - 302 (6.5%)

Training - 129 (2.8%)

CXO - 127 (2.7%)

Owner - 77 (1.6%)

VP - 47 (1%)

Unpaid - 19 (< 1%)

Partner - 14 (< 1%)



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SOCIAL MEDIA ACTIVITIES & FOLLOWERS

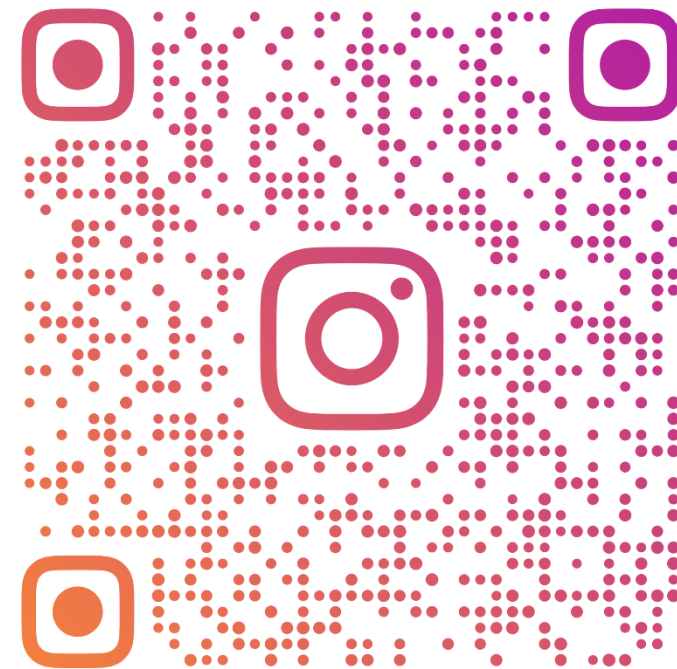
LAUNCH OF THE IHO INSTAGRAM ACCOUNT IN OCTOBER 2024

International Hydrographic Organization

Lighter tone, less technical

OBJECTIVE:

- Raise awareness about hydrography among a broader community
- Reach a younger audience



IHOHYDROGRAPHY

Welcome to the International Hydrographic Organization

SWIPE LEFT...



Hydrography is the Basis of all Activities Related to the Sea

Part I



Swipe to know more...

Development of the Blue Economy





DASHBOARD ON SPIs ALLOCATED TO HSSC. FIGURES UPDATED 31ST DECEMBER 2023.

DASHBOARD SPI under HSSC

Goal 1 : Evolving the hydrographic support for safety and efficiency of maritime navigation				Goal 2 : Increasing the use of hydrographic data for the benefit of society
1.1 DELIVER STANDARDS FOR HYDROGRAPHIC DATA AND SPECIFICATIONS OF HYDROGRAPHIC PRODUCTS		1.2 DEVELOP STANDARDS & SPECIFICATIONS		2.2 PROMOTE NEW TOOLS AND METHODS
	1.1.1 Member States produce & deliver products based on S-100	1.1.2 Number of hydrographic data products and services based on S-100	1.2.1 Percentage of Hydrographic data product and services based on S-100	2.2.2 Number of new applications of the new version of Standards for Hydrographic Survey (S-44)
Target	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
Value (31/12/2023)	0% of MS distribute official products Several MS distribute S-102 & S-111 compliant with current editions of PS	0/10	0% No PS in Edition 2.0.0	1312
<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: The number of downloads of S-44 has increased from 59 in 2021 via 622 in 2022 due to the new edition of S-44, 6.1.0, published in October 2022, now to 1312 in 2023.



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%			Target 2026 : 50% Yes	
	31/12/2022	31/12/2023	31/12/2022	31/12/2023
USCHC	83.3%	87.3%	Yes*	53%
MACHC	96.1%	97.7%		
SWAtHC	99.4%	99.4%		
SEPRHC	86.9%	87.4%		
NSHC	99.5%	99.9%		
BSHC	92.8%	91.3%		
MBSHC	88.6%	89.8%		
EAtHC	80.0%	79.4%		
SAIHC	93.3%	93.3%		
RSAHC	68.2%	67.4%		
NIOHC	68.3%	63.1%		
EAHC	51.4%	54.6%		
SWPHC	98.5%	98.8%		
ARHC	18.0%	16.4%		
HCA	79.0%	81.4%		

(* 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 HOs reporting success applying the principles	
		depth<200 m		depth>200 m		2026: 70%	
31/12/2022	31/12/2023	Number of Coastal States within the percentage of adequate surveyed areas (C55)				31/12/2022	31/12/2023
			31/12/2022	31/12/2023	31/12/2022	31/12/2023	
461	456	0% <= area < 25%	69	70	82	81	Representation: 72% Governance: 81% Compliance: 94%
		25% <=area < 50%	25	25	20	20	
		50% <= area < 75%	20	23	17	18	
		75% <= area <= 100%	34	31	21	20	
		Number of RHCs within the percentage band of area mapped (GEBCO)					
			31/12/2022	31/12/2023	31/12/2022	31/12/2023	
		0% <= area < 25%	18	-	12	-	
		25% <=area < 50%	1	-	7	-	
		50% <= area < 75%	0	-	0	-	
		75% <= area <= 100%	0	-	0	-	



Goal 3: Participating actively in international activities to the knowledge and 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	Target 2026: 90%	No quantitative target	No quantitative target	Target 2030: 100%
Value 31/12/22	62%	375 datasets	4 private organizations	23.4%
Value 31/12/23	87%	180 datasets	3 private organizations	24.9%



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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-8 is invited to take note of:

- the amount of notable outreach activities under WP1 in four categories.
- The assessment of Target 2.1 and the associated SPI 2.1.1 according to the new interpretation agreed at C-7 for the period January – October 2024;
- the continued increase of IHO visibility via IHO website and social media activities;
- The summaries of the HSSC and IRCC reports on their respective SPI's assessed end of 2023.