

CSBWG Work Item J Recognition and Incentive Strategy Plan

Submitted by Jennifer Cheveaux

SUMMARY

Executive Summary: This document provides details on activities conducted related to developing a Recognition and Incentive Strategy Plan for the CSB community.

Action to be taken: See report below.

Related documents: Work Item update slides; CSBWG16 meeting, March 2025.

Work Item Task Team: David Millar, Matt Zimmerman, Jennifer Cheveaux.

Work Item Background

Crowdsourced Bathymetry (CSB) is the collection and sharing of depth measurements from vessels, using standard navigation instruments, while engaged in routine maritime operations. The CSB community includes vessel owners / operators who are involved in the collection of depth measurements. Given the very broad nature of maritime operations, this represents a diverse group of stakeholders, ranging from government vessels to commercial shipping to recreational boaters and everything in between. The CSB community also includes Trusted Nodes who support the collection and sharing of depth measurements. This can include software companies, hardware companies, and non-commercial organizations.

Given the diversity of the CSB community, the motivation for participation varies greatly between stakeholder groups. In order to stimulate and motivate participation in CSB and ultimately grow the CSB community, it was recognized that the CSBWG needed to better understand the incentive and recognition structures that motivate each stakeholder group. Consequently, as part of a strategic planning workshop that was conducted at CSBWG13, a Work Item to develop a “Recognition and Incentive Strategy Plan” was agreed. The Work Item Task Team was Chaired by David Millar from its inception until March 2025, and originally included the following team members:

- David Millar (Fugro – USA)
- Matt Zimmerman (FarSounder – USA)
- Linden Brinks (Independent – NL)
- Jennifer Cheveaux (Seabed 2030 – UK)
- Sarah Grasty (USF COMIT – USA)
- Bill Staby (WOC – USA)

Since the original formation of this Task Team, Bill Staby, Linden Brinks and Sarah Grasty have all left the team as a result of new employment. Jennifer Cheveaux took over the leadership of the group on an interim basis on 10 March 2025 due to other team members’ competing work commitments. It is the feeling of the remaining team members that the recruitment of some additional members to the Task Team is both necessary and justified in order to help move the Work Item forward before the next intersessional meeting and/or CSBWG17. At a virtual Task Team meeting in November 2024 (Interim Lead not present), the following

people volunteered to join the group, but no follow up contact has been established, as of CSBWG16.

- Isabella Glusauskaite
- Denis Hains
- Michel Breton
- Liva Goba
- Pauline Weatherall
- Chulantha Gunathilake

Current Work Item Purpose

The intention of this Work Item remains to stimulate and motivate participation in CSB and ultimately grow the CSB community by better understanding the incentive and recognition structures that motivate each CSB stakeholder group. The Task Team developed the following documents early in the Work Item process, which was presented at CSBWG14:

- A matrix of potential incentives that might stimulate and motivate participation in CSB by various sectors within the vessel owner / operator CSB community.
- A matrix of potential recognitions that might be appreciated by and stimulate / motivate participation in CSB by various sectors within the vessel owner / operator CSB community.
- A matrix of potential incentives that might stimulate and motivate participation in CSB by various types of trusted nodes within the CSB community.
- A matrix of potential recognitions that might be appreciated by and stimulate / motivate participation in CSB by various types of trusted nodes with the CSB community.

To validate the information compiled and assumptions made in the above work, it was agreed that a questionnaire for vessel owner / operators and another questionnaire for Trusted Nodes would be developed and distributed via Seabed 2030, IHO, and CSBWG member organizations. The questionnaires were distributed just prior to CSBWG15 in April 2024.

Work Item Update

Work Item	Title	Priority <i>H-high M-medium L-low</i>	Next milestone	Start Date	End Date	Status <i>P-planned O-ongoing C-completed S-Superceded</i>	Contact Person(s)	Related Pubs / Standard	Remarks
J-1	Compile a list of potential types of recognition and potential incentives that would motivate individuals and/or organizations to participate in CSB	M	For each potential type, develop a short summary of actions required to support its implementation based on CSBWG input and questionnaire results	2023	Oct 2025	O	J Cheveaux	B-12 Edition 3.0.0	Following CSBWG16, Task Team to review whether to progress to J-2 or try to increase questionnaire sample size by 31 st May 2025.
J-2	Develop a Recognition and Incentive Strategy Plan	M	Finalize and present draft version to CSBWG for review.	2023	Mar 2026 latest	P	J Cheveaux	B-12 Edition 3.0.0	Strategy Plan to be written after J-1 is complete.

Progress Since Prior Meeting

Due to the team capacity issues noted above, little progress has been made since the Intersessional meeting of October 2024 or since CSBWG15.

The results of the distributed questionnaires detailed above were presented and discussed at the Intersessional

meeting and at the follow up virtual meeting in November 2024. The low response rate to both questionnaires was noted, and as a result the sub-tasks were not advanced during this period. During the November meeting, two competing viewpoints shared. One was that we still did not have enough information to make informed decisions regarding which incentives and recognitions will resonate with various and specific CSB communities, so maybe a more targeted / deliberate distribution of the questionnaire if required. The other was that it didn't really matter and we should start recognizing good and positive CSB behavior within the community ASAP, by maybe making an award to some leading actor in the CSB community. Both will take some further work and organizing, but in theory, could occur in parallel.

As noted above, the response rate to both questionnaires was very low (13 total responses to the questionnaire for vessel owner / operators with 5 of 9 stakeholder groups represented and 5 total responses to the questionnaire for trusted nodes with 2 of 3 stakeholder groups represented). Given the concerns over sample size raised during the Intersessional meeting (albeit noting that some felt it best to continue to the strategy writing stage now), it is intended to revisit the issue of whether or not to proceed once the new team members have been recruited to the Task Team and more views have been collated. Following this consultation, a decision will be made on whether to further disseminate the surveys or proceed to the strategy plan writing stage based on the responses received so far.

Reporting

The Task Team will present its decision on whether to now progress to the strategy writing stage or whether to attempt to increase the survey sample size to the Chair of the CSBWG via email by **31st May 2025**. A progress report will be presented at **the next meeting of the CSBWG** regardless of what the next stage of the Work Item entails.

Planned Work & Timeline

Planned activities include the following:

- Task Team meeting to be scheduled in April/May 2025 to review work completed so far and introduce new team members to the Work Item (Chair).
- If the Task Team determines that the sample sizes for each questionnaire are sufficient to conclude that they adequately represent the vessel owner / operator and Trusted Node communities, proceed to the next stage by completing further analysis of questionnaire results, developing short summary descriptions for each incentive/recognition and formalizing into a draft strategy plan document (Task Team).
- If the Task Team determines that the sample sizes for each questionnaire are not sufficient to conclude that they adequately represent the vessel owner / operator and Trusted Node communities, then new strategies to increase questionnaire responses will need to be developed (Task Team).
- Present progress to the next Intersessional or full meeting of the CSBWG, as further scheduled. Should the Task Team be in a position to present the strategy plan document at that stage, table the draft to the CSBWG for feedback (Chair).

Issues/Risks/Concerns/Barriers

No issues to report other than the concerns over survey sample size as noted throughout.

Proposed Changes to Work Item

No changes to the Work Item are proposed.

Action to CSBWG

The CSBWG is requested to:

- A. Note the information provided.
- B. Stand by to assist with further dissemination of questionnaires, if necessary.