

**CSBWG Work Item J****Recognition and Incentive Strategy Plan**

Submitted by David Millar

**SUMMARY**

Executive Summary: This document provides details on activities conducted related to developing a recognition and strategy plan for the CSB community

Action to be taken: See below

Related documents: Associated presentation for Work Item J from CSBWG Intersessional Meeting on 15 October 2024

Work Item Team Members: David Millar, Matt Zimmerman, Jennifer Cheveaux, Sarah Grasty

**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 owner / 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, that range 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 from stakeholder group to stakeholder group. In order to stimulate and motivate participation in CSB and ultimately grow the CSB community, it was recognized that the working group needed to better understand the incentive and recognition structures that motivates 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 is chaired by David Millar 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 new employment.

## Current Work Item Purpose

The current 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 motivates each CSB stakeholder group. The Task Team developed the following information, 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; and
- 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.

## Work Item Update

The following Work Item update was provided after CSBWG15. Due to the low response rate to both questionnaires, the sub-tasks were not advanced, however, as there was concern that the sample sizes may to too small to conclude they adequately represent the vessel owner / operator and trusted node communities. As a result, this update will need to be revised as a result of deliberations and agreement during the CSBWG Intersessional Meeting on 15 October 2024.

| Work Item | Title  | Priority<br><i>H-high</i><br><i>M-medium</i><br><i>L-low</i> | Next milestone   | Start Date | End Date       | Status<br><i>P-planned</i><br><i>O-ongoing</i><br><i>C-completed</i><br><i>S-Superseded</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 action required to support its implementation              | 2023       | July 2024      | O   | Fugro / D Millar  | B-12 Edition 3.0.0      | List drafted and currently being validated via on-line questionnaires |
| J-2       | Develop Recognition and Incentive Strategy Plan  | M  | Gather feedback from on-line questionnaire and incorporate short summaries of actions into final strategy plan | 2023       | September 2024 | O   | Fugro / D. Millar | B-12 Edition 3.0.0      | Strategy Plan to be written after validation complete                 |

## Progress Since Prior Meeting

Umm. Slightly embarrassed to admit that our team has progressed very little since CSBWG15.

As explained 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 this, there was concern that the sample sizes may to too small to conclude that they adequately represented the vessel owner / operator and trusted node communities. And there was hesitation to compile the results and finalize the strategy plan without first consulting and seeking guidance from the broader

CSBWG. This consultation will be done during the CSBWG intersessional meeting on 15 October 2024.

## **Reporting**

The task team will present the results of the questionnaires during the CSBWG Intersessional Meeting on 15 October 2024 (see associated presentation for Task Team J – Recognition and Incentives Strategy Plan).

## **Planned Work & Timeline**

Planned activities include the following:

- Complete validation of various stakeholder groups assuming the broader CSBWG determines the sample sizes for each questionnaire are sufficient to conclude they adequately represented the vessel owner / operator and trusted node communities;
- If the broader CSBWG determines the sample sizes for each questionnaire are not sufficient to conclude they adequately represent the vessel owner / operator and trusted node communities, then new strategies to increase questionnaire responses will need to be developed; and
- Finalize strategy by compiling questionnaire results and developing short summary descriptions for each incentive / recognition.

## **Issues/Risks/Concerns/Barriers**

The primary issue / risk / concern / barrier is that the sample sizes of questionnaire responses are too small to conclude that they adequately represent the vessel owner / operator and trusted node communities.

If yes.... How do we increase the number of questionnaire responses?

If no.....Proceed to finalize strategy

## **Proposed Changes to Work Item**

No changes to the Work Item are proposed, though the deadlines will need to be updated to reflect discussions and decisions made during the CSBWG Intersessional Meeting on 15 October 2024.

## **Action to CSBWG**

The CSBWG is requested to:

- A. **Note** the information provided;
- B. **Discuss and determine** if the number of questionnaire responses needs to be increased, and if so, support the further distribution of questionnaires by sharing with respective networks, forwarding to targeted recipients, and interviewing key sector stakeholders; and
- C. Take any other actions, as appropriate.