

# Work Item J

## Recognition and Incentives Strategy Plan

Report to CSBWG Intersessional

Virtual Meeting

15 October 2024

By David Millar

Work # J Lead



**IHO**

International  
Hydrographic  
Organization



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# Work Item Team Members

International  
Hydrographic  
Organization

## Team Members:

- a) **David Millar (Fugro – USA)**
- b) **Matt Zimmerman (FarSounder – USA)**
- ~~c) **Linden Brinks (Independent – NL)**~~
- d) **Jennifer Cheveaux (Seabed 2030 – UK)**
- ~~e) **Sarah Crasty (USF COMIT – USA)**~~
- ~~f) **Bill Staby (WOC – USA)**~~



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# **Work Item Background & Purpose**

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**Develop a recognition & incentive strategy by compiling a list with short summaries of potential incentives and recognitions that would motivate individuals / organizations to participate in CSB.**



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# **Progress Since CSBWG15**

International  
Hydrographic  
Organization

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



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# Progress Since CSBWG15

International  
Hydrographic  
Organization

<b>Work Item</b>	<b>Title</b>	<b>Priority</b> <i>H-high</i> <i>M-medium</i> <i>L-low</i>	<b>Next milestone</b>	<b>Start Date</b>	<b>End Date</b>	<b>Status</b> <i>P-planned</i> <i>O-ongoing</i> <i>C-completed</i> <i>S-Superseded</i>	<b>Contact Person(s)</b>	<b>Related Pubs / Standard</b>	<b>Remarks</b>
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



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# Reporting

## Questionnaire Results: Vessel Owners / Operators

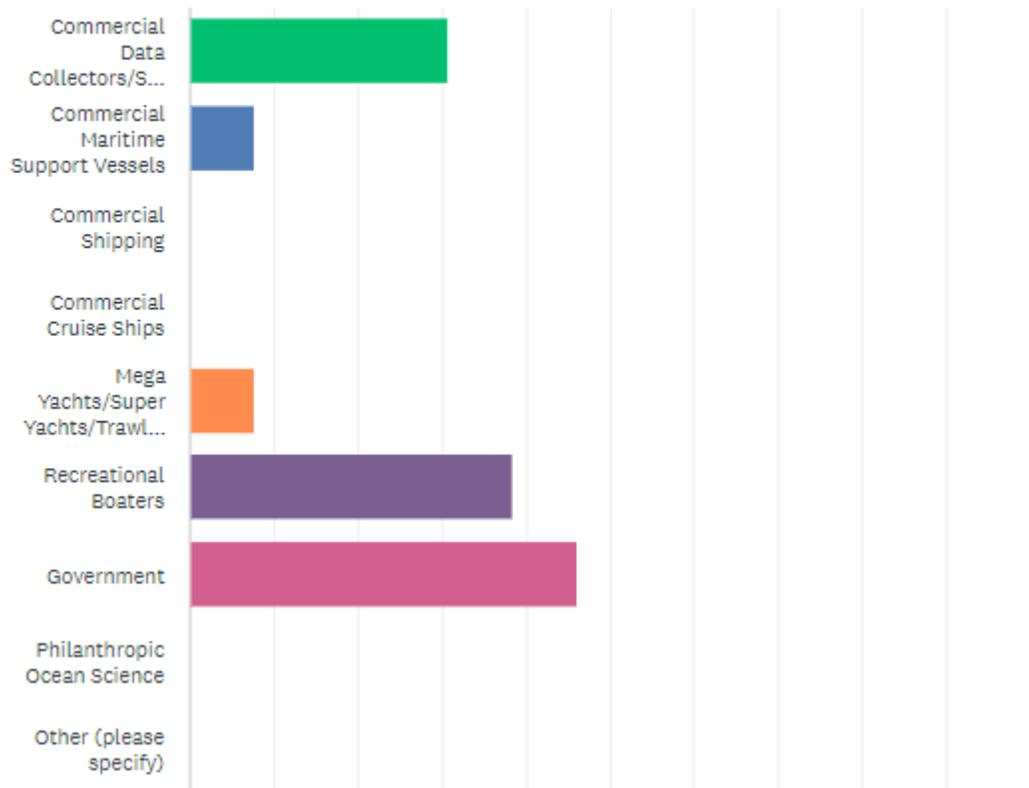
International  
Hydrographic  
Organization

### Q1: Which maritime sector(s) do you consider yourself part of?

Which maritime sector(s) do you consider yourself part of?

Answered: 13

Skipped: 0



ANSWER OPTIONS	REPLIES	
Commercial Data Collectors/Survey Companies	30.77%	4
Commercial Maritime Support Vessels	7.69%	1
Commercial Shipping	0.00%	0
Commercial Cruise Ships	0.00%	0
Mega Yachts/Super Yachts/Trawler Yachts	7.69%	1
Recreational Boaters	38.46%	5
Government	46.15%	6
Philanthropic Ocean Science	0.00%	0
Other (please specify)	0.00%	0
<b>Total Respondents: 13</b>		



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# Reporting

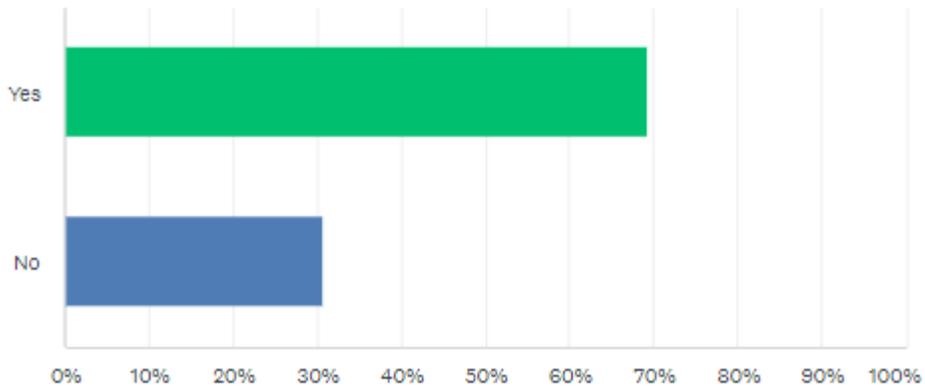
## Questionnaire Results: Vessel Owners / Operators

International  
Hydrographic  
Organization

### Q2: Are you already familiar with the Crowdsourced Bathymetry efforts of the IHO and Seabed 2030?

Are you already familiar with the Crowdsourced Bathymetry efforts of the IHO and Seabed 2030?

Answered: 13  
Skipped: 0



ANSWER OPTIONS	REPLIES	
Yes	69.23%	9
No	30.77%	4
<b>TOTAL</b>		<b>13</b>



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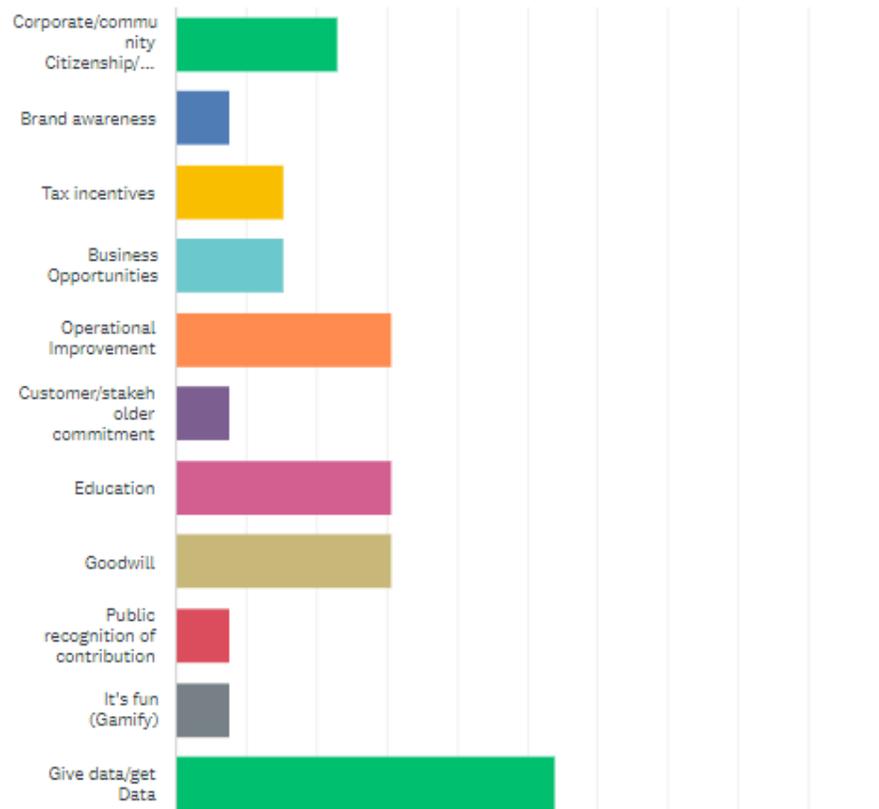
# Reporting

## Questionnaire Results: Vessel Owners / Operators

### Q3: Which four incentives would be most important to you for participation in CSB efforts?

Which four incentives would be most important to you for participation in CSB efforts?

Answered: 13  
Skipped: 0



ANSWER OPTIONS	REPLIES
Corporate/community citizenship/ocean stewardship	23.08% 3
Brand awareness	7.69% 1
Tax incentives	15.38% 2
Business opportunities	15.38% 2
Operational improvement	30.77% 4
Customer/stakeholder engagement	7.69% 1
Education	30.77% 4
Goodwill	30.77% 4
Public recognition of contribution	7.69% 1
It's fun (gamify)	7.69% 1
Give data/get data	53.85% 7



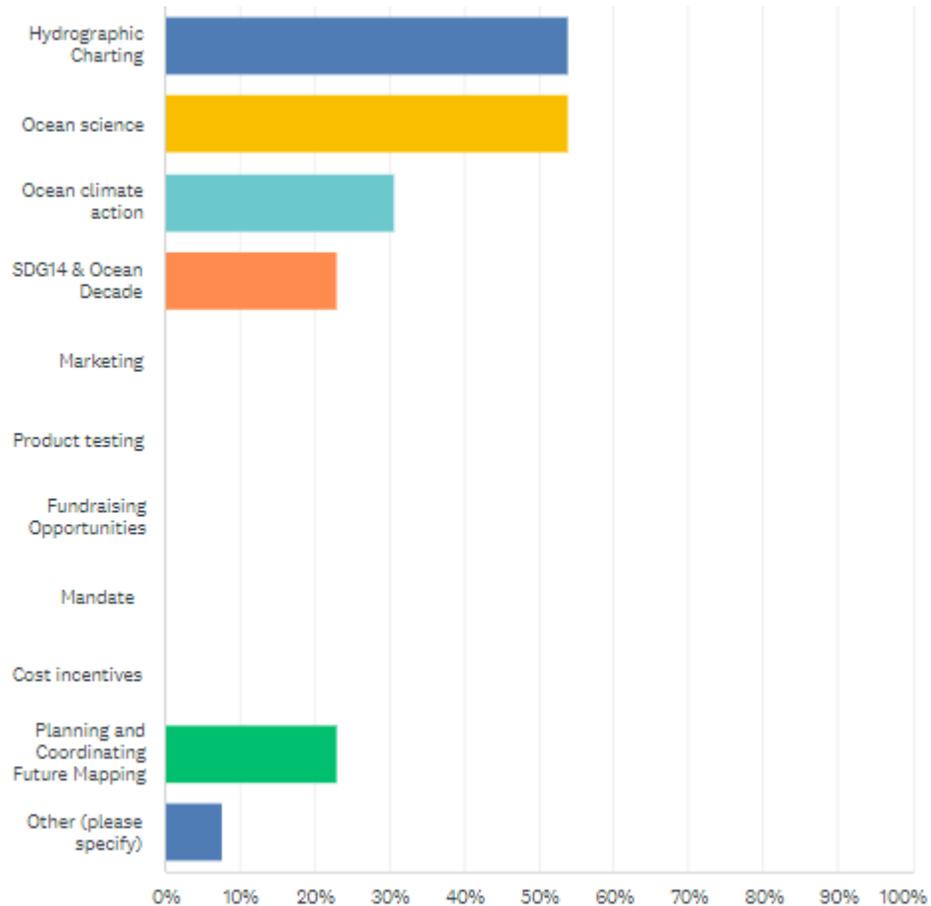
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# Reporting

## Questionnaire Results: Vessel Owners / Operators

International  
Hydrographic  
Organization

**Q3: Which four incentives would be most important to you for participation in CSB efforts?**



Hydrographic charting	53.85%	7
Ocean science	53.85%	7
Ocean climate action	30.77%	4
SDG14 & Ocean Decade	23.08%	3
Marketing	0.00%	0
Product testing	0.00%	0
Fundraising opportunities	0.00%	0
Mandate	0.00%	0
Cost incentives	0.00%	0
Planning and coordinating future mapping	23.08%	3
Other (please specify)	7.69%	1
<b>Total Respondents: 13</b>		



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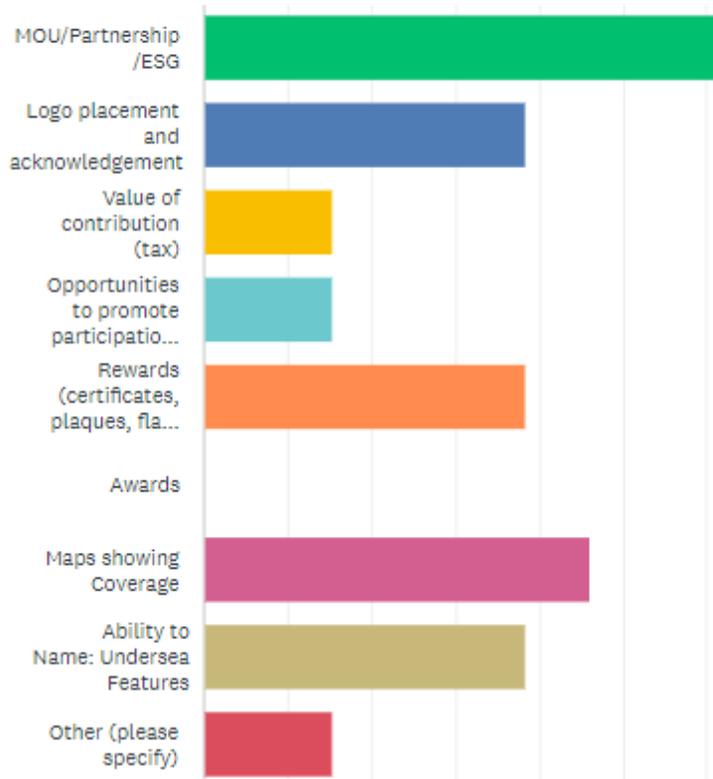
# Reporting

## Questionnaire Results: Vessel Owners / Operators

### Q4: Which three forms of recognition would be most important to you for participation in CSB efforts?

Which three forms of recognition would be most important to you for participation in CSB efforts?

Answered: 13  
Skipped: 0



ANSWER OPTIONS	REPLIES
MOU/Partnership/ESG	61.54% 8
Logo placement and acknowledgement	38.46% 5
Value of contribution (tax)	15.38% 2
Opportunities to promote participation/philanthropy	15.38% 2
Rewards (certificates, plaques, flags, etc.)	38.46% 5
Awards	0.00% 0
Maps showing coverage	46.15% 6
Ability to name undersea features	38.46% 5
Other (please specify)	15.38% 2
<b>Total Respondents: 13</b>	



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# Reporting

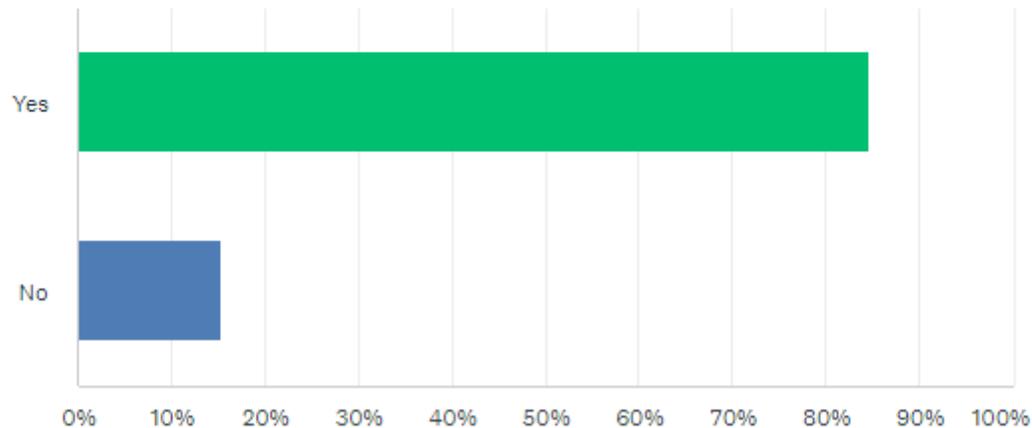
## Questionnaire Results: Vessel Owners / Operators

International  
Hydrographic  
Organization

### Q4: Which three forms of recognition would be most important to you for participation in CSB efforts?

Would you like to learn more about the IHO's efforts relating to CSB?

Answered: 13 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	84.62%	11
No	15.38%	2
<b>TOTAL</b>		<b>13</b>



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# Reporting

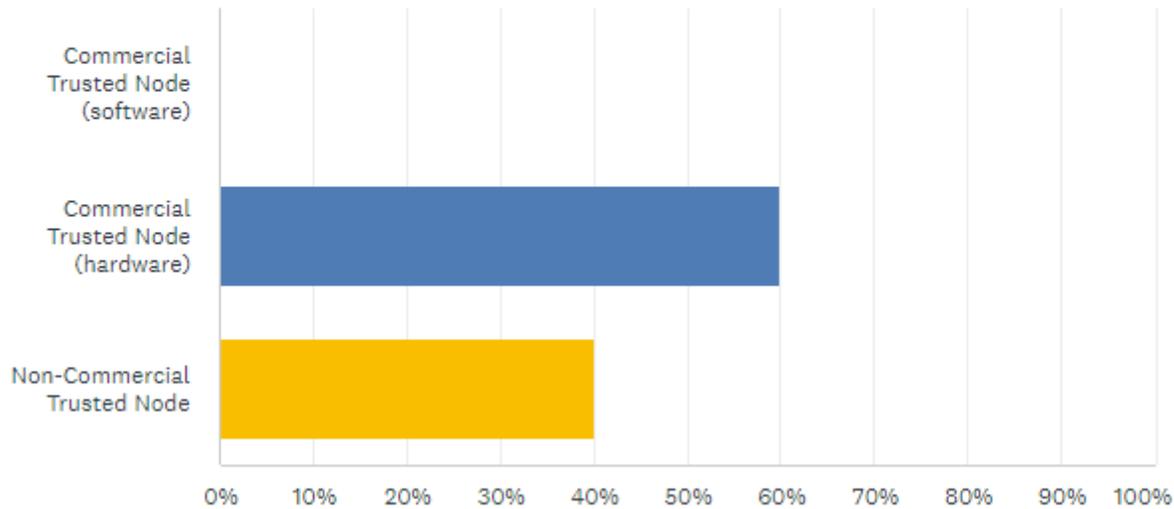
## Questionnaire Results: Trusted Node Community

International  
Hydrographic  
Organization

### Q1: Which community do you consider yourself part of?

#### Which community do you consider yourself part of?

Answered: 5 Skipped: 2



ANSWER CHOICES	RESPONSES
Commercial Trusted Node (software)	0.00% 0
Commercial Trusted Node (hardware)	60.00% 3
Non-Commercial Trusted Node	40.00% 2
<b>TOTAL</b>	<b>5</b>



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# Reporting

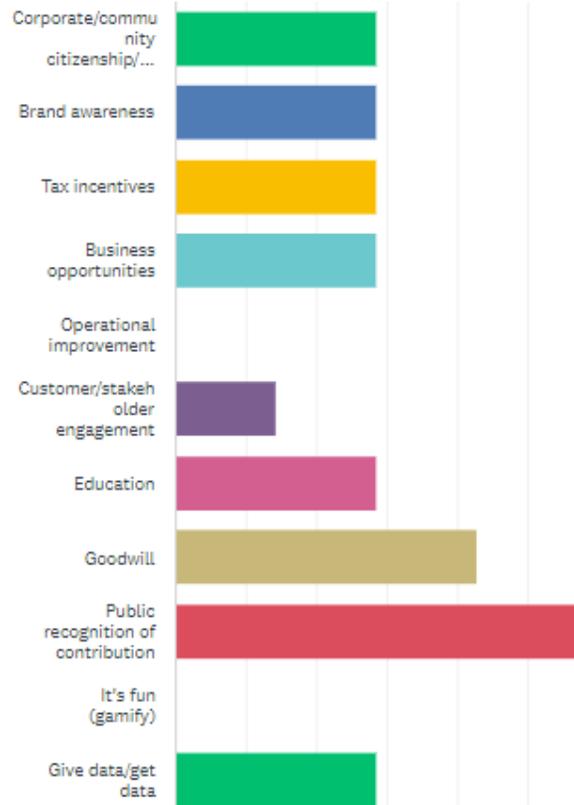
## Questionnaire Results: Trusted Node Community

International Hydrographic Organization

### Q2: Which four incentives would you consider most important for encouraging participation in CSB efforts?

Which four incentives would you consider most important for encouraging participation in CSB efforts?

Answered: 7 Skipped: 0



ANSWER CHOICES	RESPONSES	
Corporate/community citizenship/ocean stewardship	28.57%	2
Brand awareness	28.57%	2
Tax incentives	28.57%	2
Business opportunities	28.57%	2
Operational improvement	0.00%	0
Customer/stakeholder engagement	14.29%	1
Education	28.57%	2
Goodwill	42.86%	3
Public recognition of contribution	57.14%	4
It's fun (gamify)	0.00%	0
Give data/get data	28.57%	2



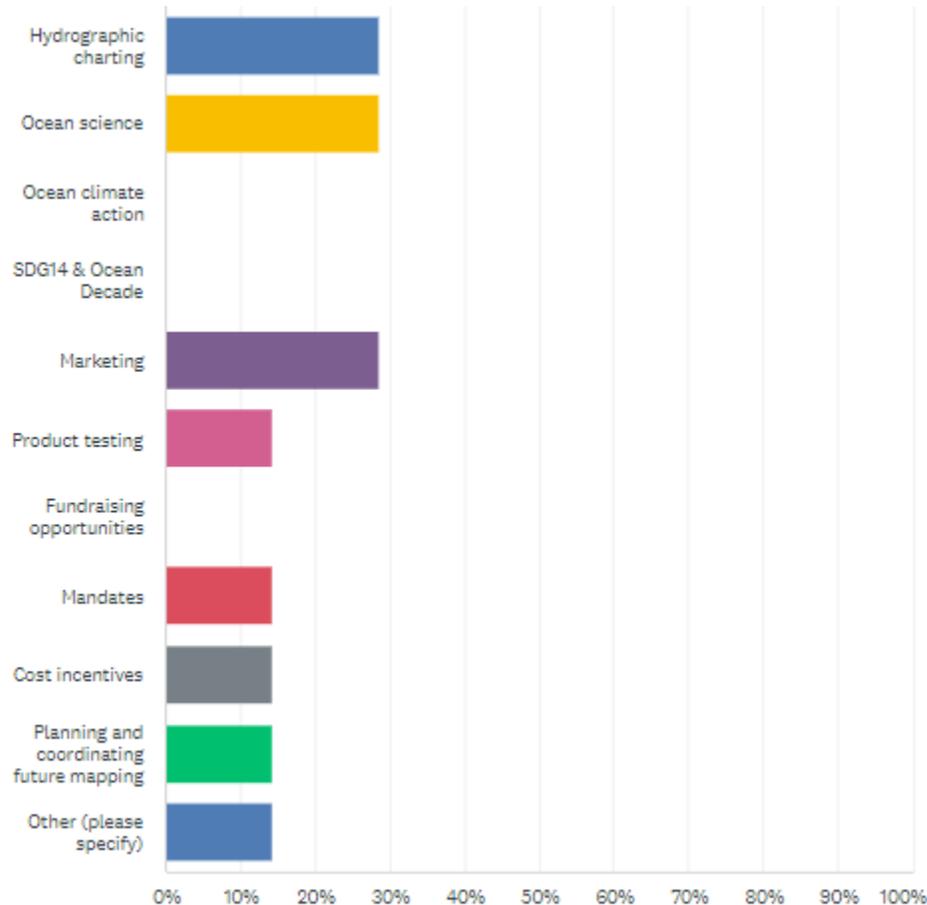
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# Reporting

## Questionnaire Results: Trusted Node Community

International  
Hydrographic  
Organization

**Q2: Which four incentives would you consider most important for encouraging participation in CSB efforts?**



Hydrographic charting	28.57%	2
Ocean science	28.57%	2
Ocean climate action	0.00%	0
SDG14 & Ocean Decade	0.00%	0
Marketing	28.57%	2
Product testing	14.29%	1
Fundraising opportunities	0.00%	0
Mandates	14.29%	1
Cost incentives	14.29%	1
Planning and coordinating future mapping	14.29%	1
Other (please specify)	14.29%	1
<b>Total Respondents: 7</b>		



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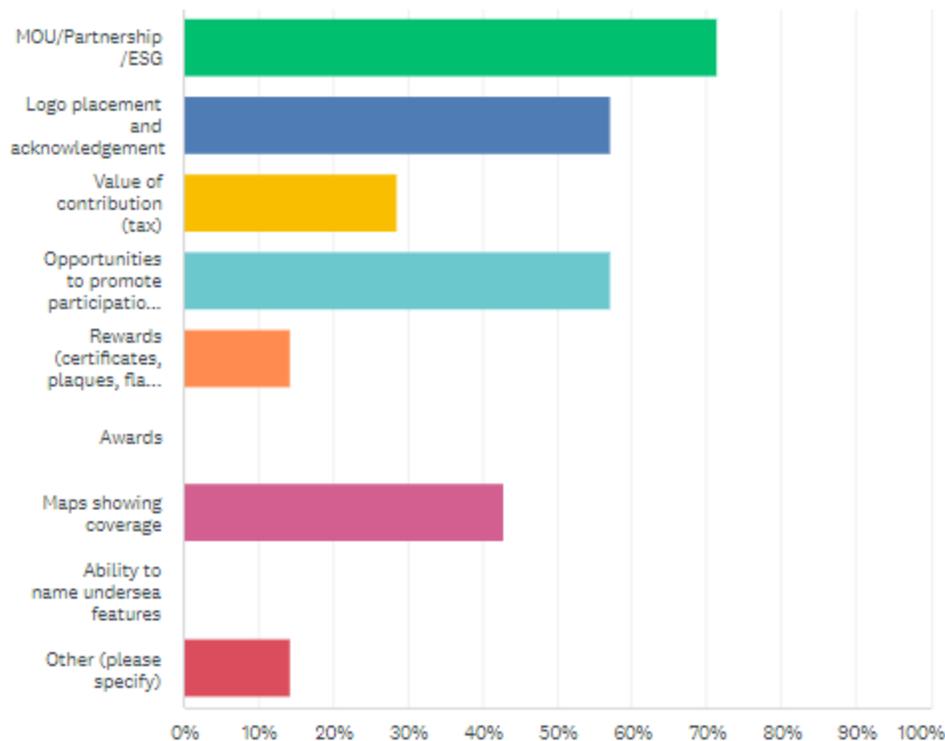
# Reporting

## Questionnaire Results: Trusted Node Community

### Q3: Which three forms of recognition would you consider to be most important for encouraging participation in CSB efforts?

Which three forms of recognition would you consider to be most important for encouraging participation in CSB efforts?

Answered: 7 Skipped: 0



ANSWER CHOICES	RESPONSES	
MOU/Partnership/ESG	71.43%	5
Logo placement and acknowledgement	57.14%	4
Value of contribution (tax)	28.57%	2
Opportunities to promote participation/philanthropy	57.14%	4
Rewards (certificates, plaques, flags etc.)	14.29%	1
Awards	0.00%	0
Maps showing coverage	42.86%	3
Ability to name undersea features	0.00%	0
Other (please specify)	14.29%	1
<b>Total Respondents: 7</b>		



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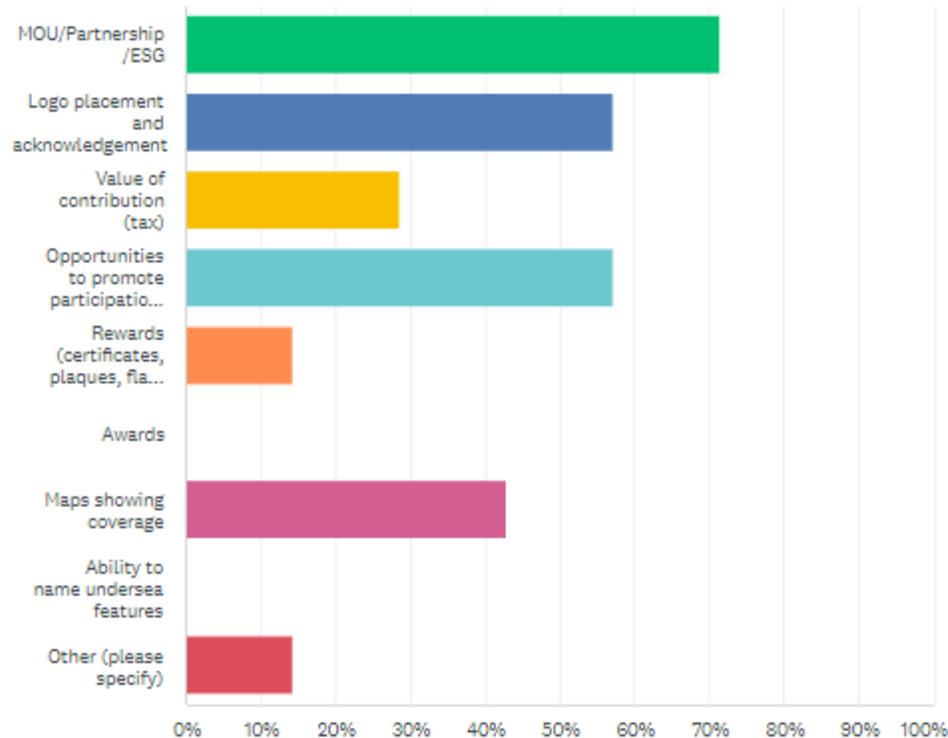
# Reporting

## Questionnaire Results: Trusted Node Community

### Q3: Which three forms of recognition would you consider to be most important for encouraging participation in CSB efforts?

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Answered: 7 Skipped: 0



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Ability to name undersea features	0.00%	0
Other (please specify)	14.29%	1
<b>Total Respondents: 7</b>		



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# **Planned Activities**

International  
Hydrographic  
Organization

- **Complete validation of various stakeholder groups?**
- **Finalize strategy by compiling questionnaire results and developing short summary descriptions for each incentive / recognition**



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

International  
Hydrographic  
Organization

- **Sample sizes of questionnaire responses are too small to conclude 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 (per previous slide)***



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# **Requests to CSBWG**

International  
Hydrographic  
Organization

- **Note the information provided**
- **If the number of questionnaire responses needs to be increased, support the further distribution of questionnaires by sharing with respective networks, forwarding to targeted recipients, and interviewing key sector stakeholders**
- **Take any other actions, as appropriate**