



**BALTIC SEA
HYDROGRAPHIC
COMMISSION**



63rd Meeting of the Nordic Hydrographic Commission Meeting 9 – 11 April 2019, Helsinki, Finland

Strategy review, outcome from Nordic workshop





Aim.

The aim of the NHC strategic workshop is to establish a strategic framework for the NHC MS in a Nordic perspective within the timeframe 2026/30.

Preparation for the workshop.

Each NHC MS to prepare a presentation and to complete a questionnaire about the present status and expectation for the future before the Workshop.

National presentation at the workshop:

- All NHC MS to prepare and give a presentation of their SWOT analysis at the workshop.
- Please describe your HO's Vision, Mission and Object, and present these at the Workshop.
- Pinpoint the three most important UN Sustainable Development Goals from a national HO perspective.
- Describe how you as a HO can support these three important goals and present it at the workshop.

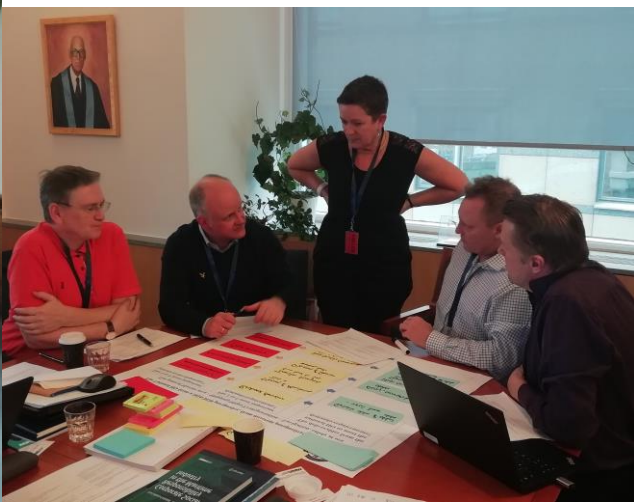




Welcome to NHC - Strategic Workshop

at

World Maritime University 20-21 March 2019





Vision, Mission and Object

SWOT analysis

UN Sustainable Development Goals

Nordic HO from a 2030 perspective

Group Work 1

Group Work 2

Group Work 3

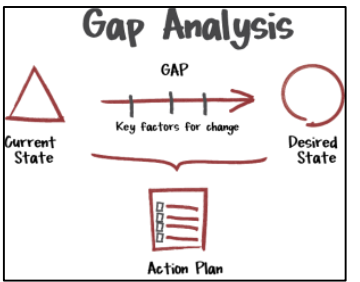
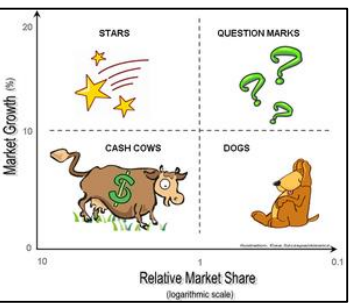
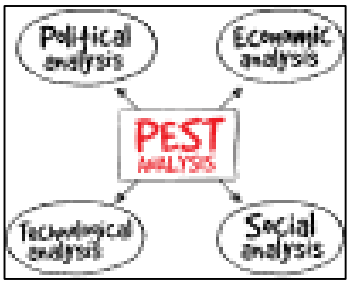
Group Work 4

Home Work

Looking outside in

Looking inside out

Strategic Analysis



Discussion at NHC63

What are the most important challenges from a HO perspective

What are the future role of a Nordic HO?

Preparation for NHC63

NHC63



National presentations

All NHC MS to prepare and give a presentation of their SWOT analysis at the workshop.

The Nordic SWOT general trends.

Strengths and weaknesses are internal factors unique to the business in question. Some may be a result of external factors like a weak economy or tight labour market, but they are still company-specific.

Strengths

- International community (regarding contacts, nautical charts)
- Well-established international cooperation and organization
- Experienced and motivated staff (good skills and knowledge → competent)

Weaknesses

- Small organization/unit
- Different kinds of economic restrictions (low economic flexibility, partly self-financed agency)
- Coordination/management “issues” (in value chain, Long chains of decision from Government, Rigid internal management and governance processes)

Opportunities and threats are external to the company. They represent things that could happen in the right conditions. That is a very broad guideline, so you can use the strengths and weaknesses above to narrow in on opportunities and threats that follow naturally from them.

Opportunities

- Digitalization
- Sustainability (ex. “We offer new products that lead to environment improvement”, Increased need for high resolution hydrographic data: Focus on sustainable use of the ocean, Autonomy, Environment)
- Arctic affairs/ Uncharted Arctic areas
- Open/free data

Threats

- Financial threats (Lack of financial resources to implement new initiatives, Shortage of funding, Risk of less EU income due to Brexit etc.)
- Regulations (Regulations, national/EU, Decisions of our government, EU, Choice of infrastructure at government level, New regulations (PSI etc))
- Pressure for free/open data
- New stakeholders/monopoly change





Strategic Plan Review Working Group (SPRWG)

International Hydrographic Organization (IHO)

Strategic Plan version x.x

For 2020-2026

(For consideration by the 2nd IHO Assembly)

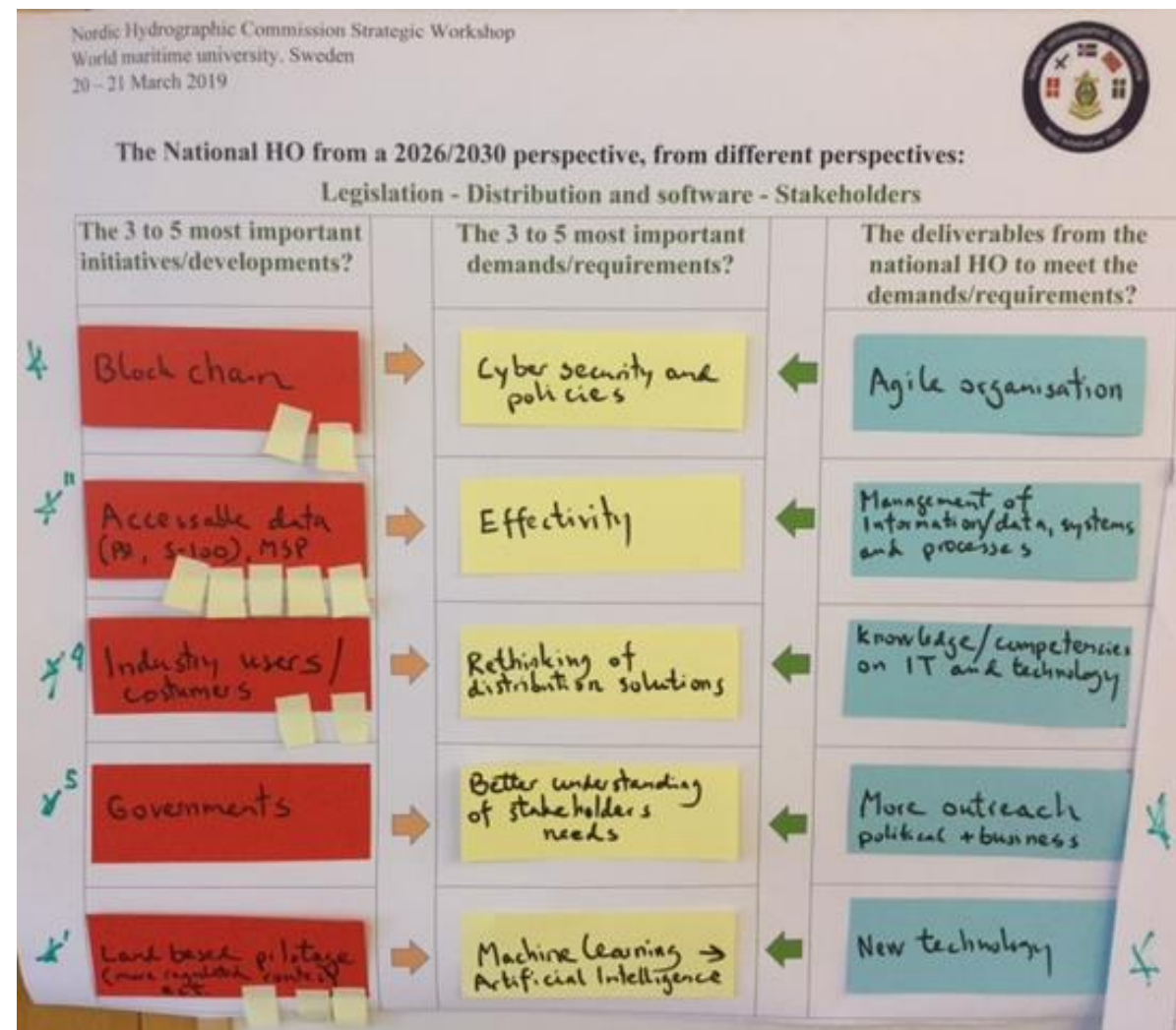
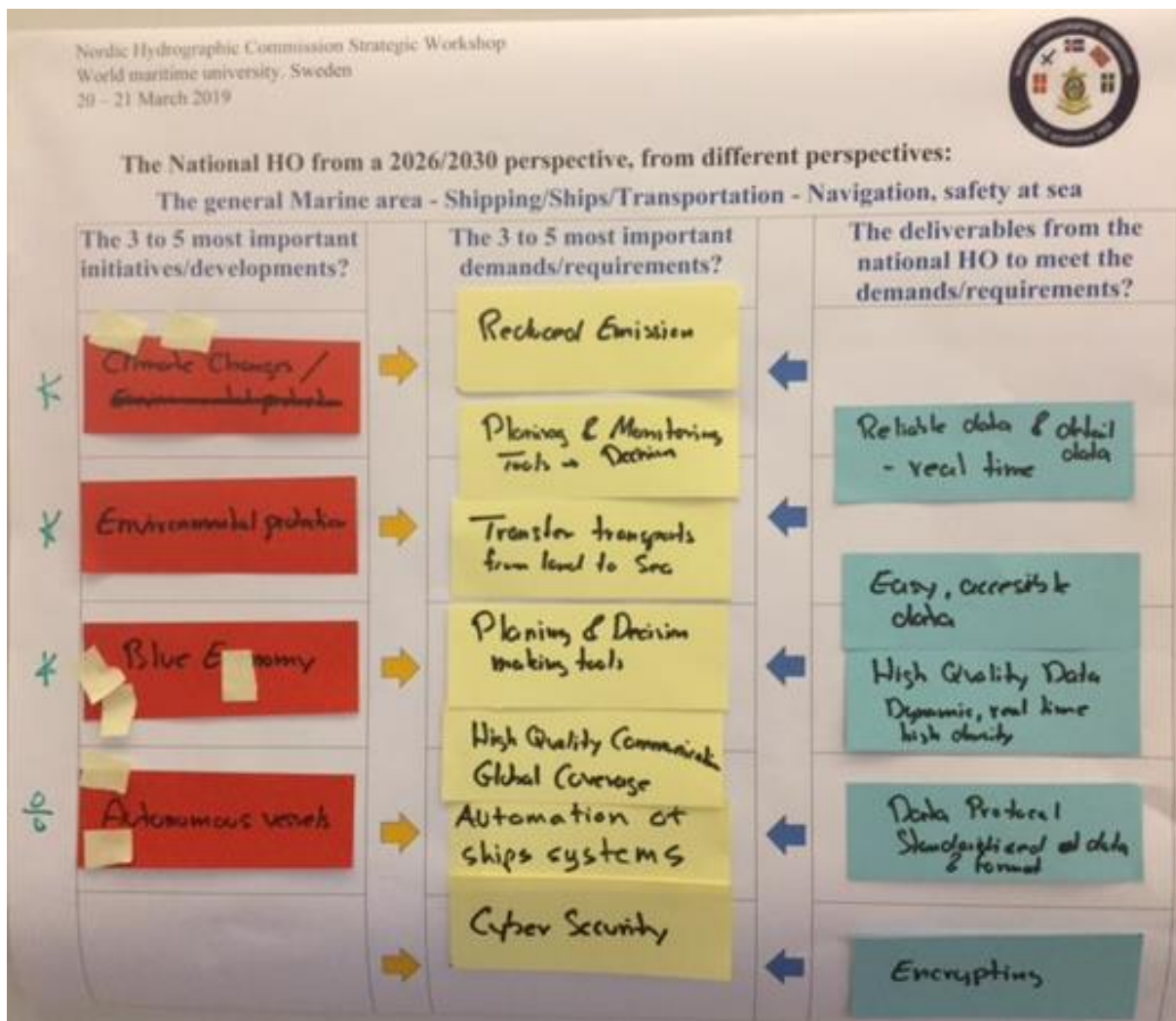
TARGETS					
Target	Description	Instrument(s)	Goal(s)	Delivery by	WP/ Measure/ Outcome
1	Adopt and apply UN guiding principles for geospatial information management for the purpose of hydrographic information. [Question for IRCC PPT]	ST, C&C	G1, G2, G3	C6	MS who adopt open data policy for hydro data
2	Support the UN Decade of the oceans	C&C, COM	G1, G2, G3	C6	Develop joint mapping activities with IOC based on GEBCO data (digital atlas of the oceans) DCDB as source for GEBCO grid will be





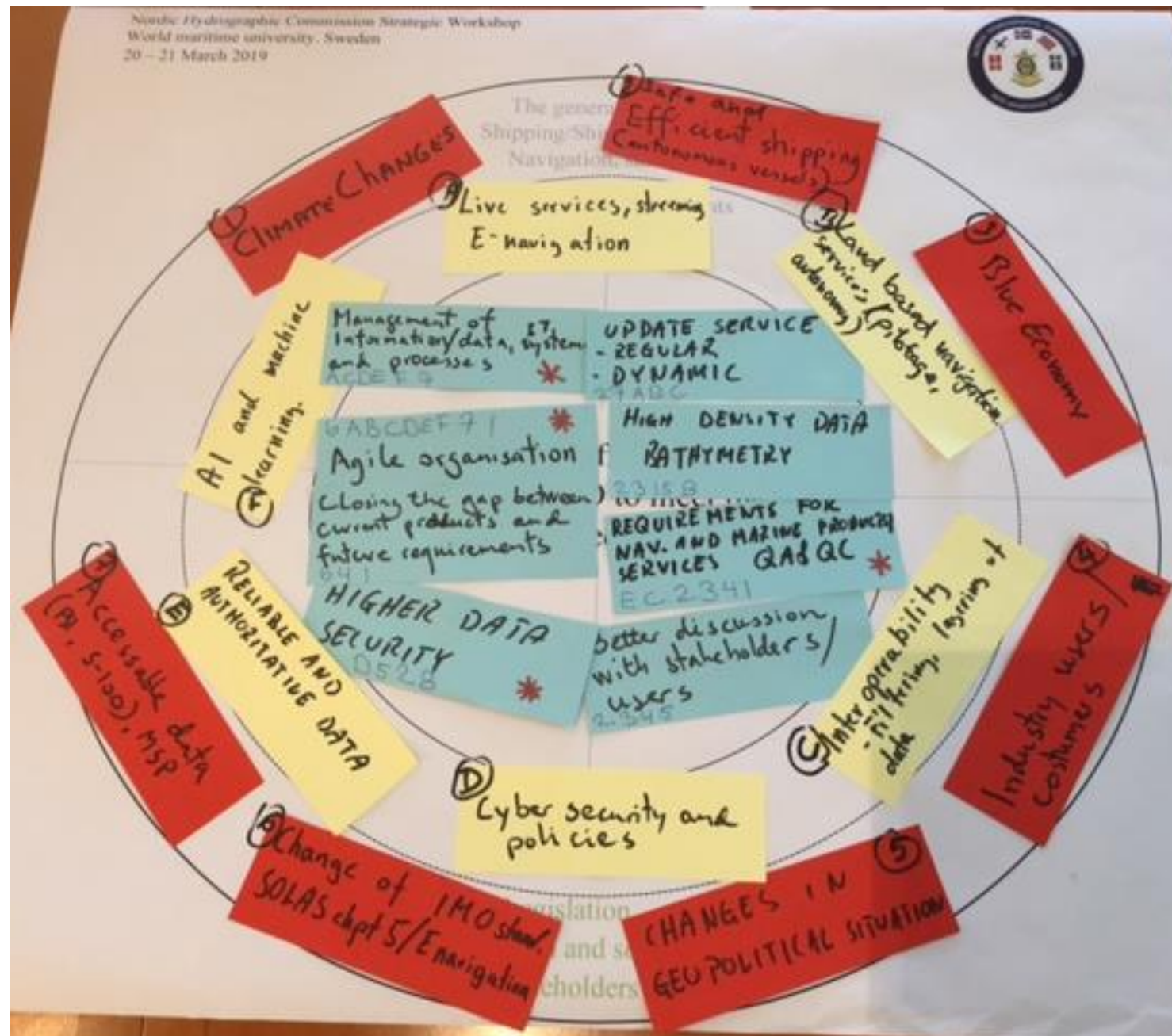
Group Work 2.

The Nordic HO from a 2026/2030 perspective. Looking outside and in, from three perspectives.



Group Work 4.

Discussion on how the requirements agreed in group work 1 to 3 will influence on the Nordic HOs and how to prioritise these requirements

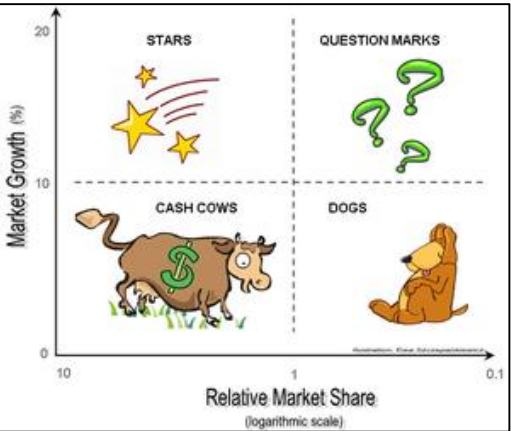
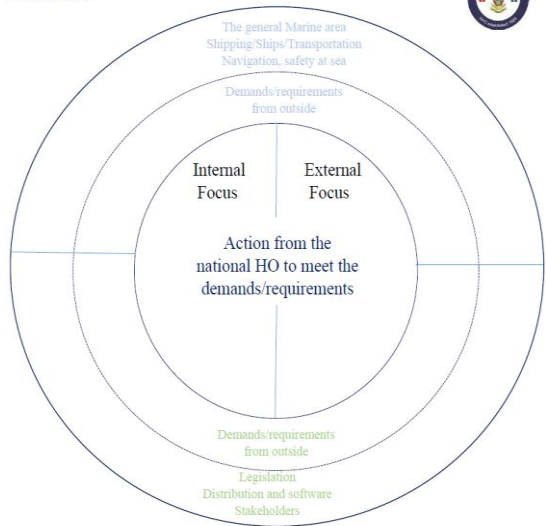




Vision, Mission
and Object

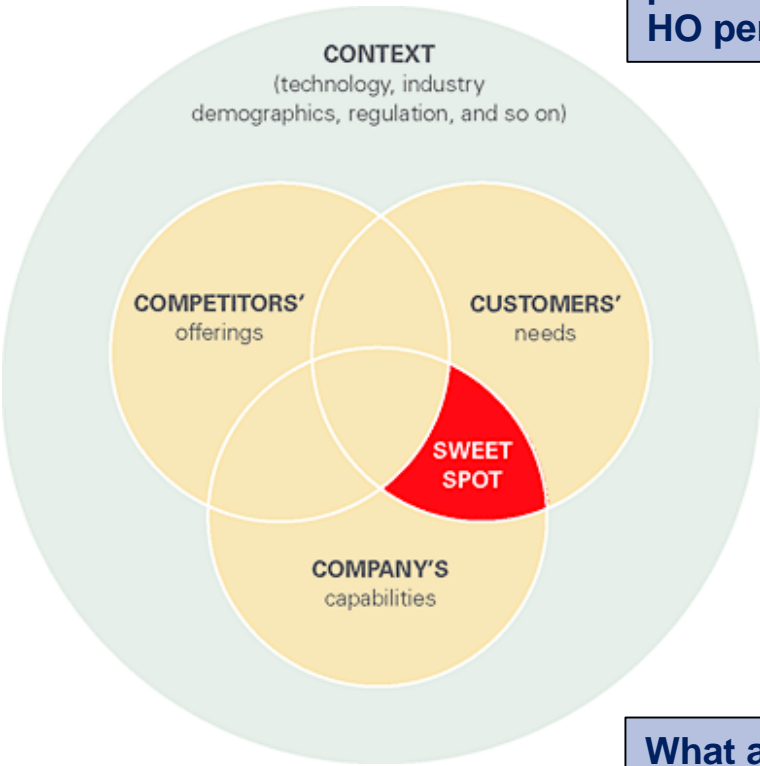
SWOT analysis =>
The Nordic SWOT

Nordic Hydrographic Commission Strategic Workshop
World maritime university, Sweden
20 – 21 March 2019

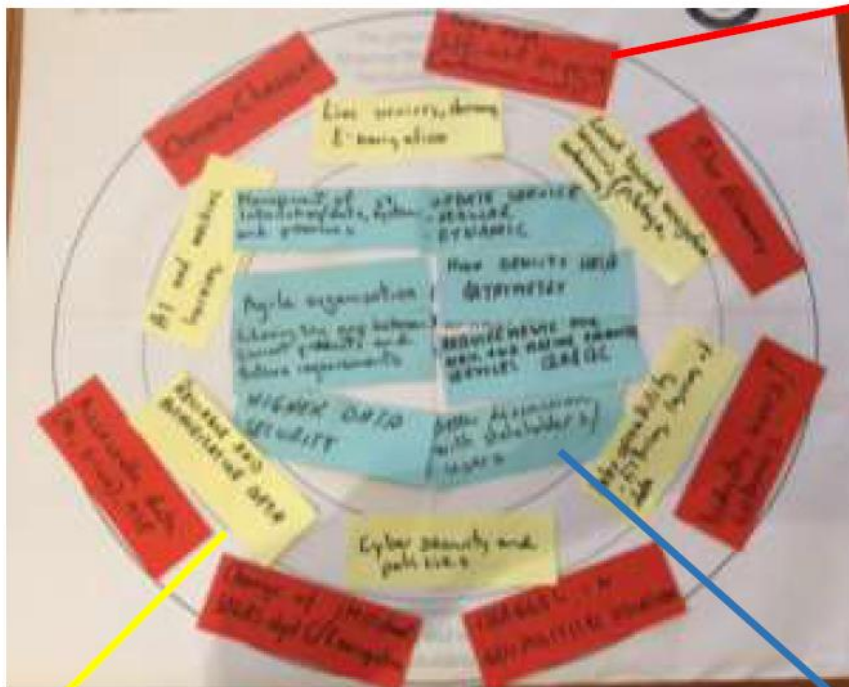


Discussion at
NHC63

What are the most
important
challenges and
possibilities from a
HO perspective



What are the future
role of a Nordic
HO?



Looking at the National HO from a 2026/2030 perspective. Looking outside and in.

What are the most important initiatives/developments?

- Climate change
- Safe and efficient shipping (autonomous vessels)
- Blue economy
- Industry users/customers
- Changes in geopolitical situation
- Change of IMO stand. SOLAS chapter 5/E navigation
- Accessible data (B1, S-100), M5P

What are the 3 to 5 most important demands/requirements?

- Live services, streaming, E-navigation
- Land based navigation services ("piloage", autonomy)
- Interoperability – filtering, layering of data
- Cybersecurity and policies
- Reliable and authoritative data
- AI and machine learning

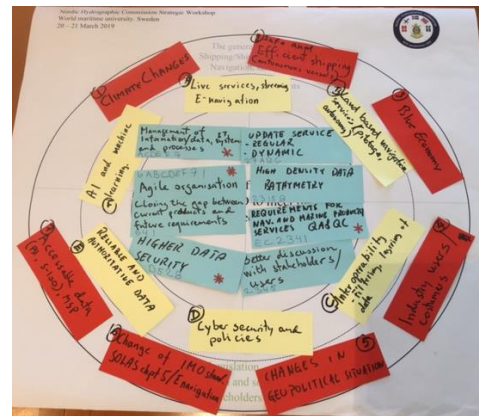
Actions from the national HO to meet the demands/requirements:

- Management of information/data, systems and processes
- Agile organization
- Closing the gap between current products and future requirements
- Higher data security
- Update service: regular, dynamic
- High density data bathymetry
- Requirements for NAV. and marine and products/services QA & QC
- Better discussion with stakeholders/users





Group Work 4.
Discussion on how the requirements agreed in group work 1 to 3 will influence on the Nordic HOs and how to prioritise these requirements



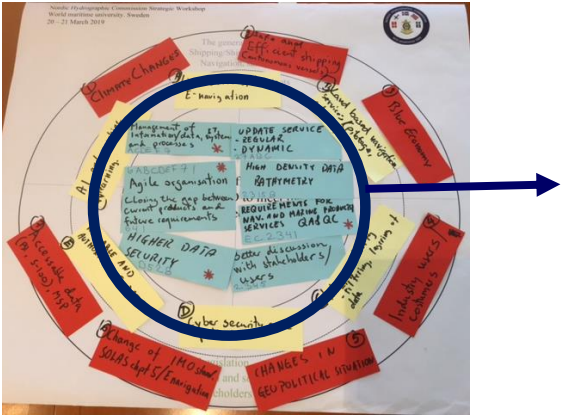
PEST analysis:
Input from the NHC strategic workshop in Malmoe.

<p>PEST Analysis (Political, Economic, Social and Technological) is a management method whereby an organization can assess major external factors that influence its operation in order to become more competitive in the market. As described by the acronym, those four areas are central to this model.</p>	
<p>Political:</p> <ul style="list-style-type: none">- Changes in geopolitical situation- Cybersecurity and policies- Higher data security- Management of information/data, systems and processes- Update service: regular, dynamic	<p>Social:</p> <ul style="list-style-type: none">- Safe and efficient shipping (autonomous vessels)- Climate change- Industry users/customers- AI and machine learning- Agile organization- Better discussion with stakeholders/users
<p>Economic:</p> <ul style="list-style-type: none">- Blue economy	<p>Technological:</p> <ul style="list-style-type: none">- Live services, streaming, E-navigation- Accessible (B1, S-100), M5P- Change of IMO stand. Solas chpt5/E navigation- Reliable and authoritative data- Land based navigation services (“pilotage”, autonomy)- Interoperability – filtering, layering of data- Closing the gap between current products and future requirements- Requirements for NAV. and marine and products/services QA & QC- High density data bathymetry



Revised BCG model (Boston Consulting Group)

Input from the Strategic workshop in Malmö. Actions from the national HO to meet the demands /requirements.



Importance - high

Resources – low

- Update service – regular, dynamic
- Better discussions with stakeholder/users

Importance - high

Resources – high

- Higher data security
- Closing the gap between current products and future requirements
- High density data bathymetry
- Management of information/data, systems and processes

Importance - low

Resources - high

- Agile organisation

Importance - low

Resources - low

- Requirements for NAV. And marine products/services QA & QC

3. Conclusions

Below we have tried to highlight some general trends and views from the analysis above. From the Revised BCG model the Nordic HO should focus on:

- Update service – regular, dynamic
- Better discussions with stakeholder/users
- Higher data security
- Closing the gap between current products and future requirements
- High density data bathymetry
- Management of information/data, systems and processes

