



IHO File No. S1/1900/A

CIRCULAR LETTER 01/2019
09 January 2019

THEME FOR WORLD HYDROGRAPHY DAY 2019 AND MEDIA OUTREACH

Reference: IHO CL 52/2018 dated 06 November - *World Hydrography Day – Report on Member States activities in 2018 and the proposed theme for 2019*

Dear Hydrographer,

1. As announced in the Reference, the theme proposed for the celebration of the World Hydrography Day in 2019 (WHD 2019) was "*Hydrographic information to drive marine knowledge*". The IHO Secretariat thanks the following Member States for their responses: Bangladesh, Brazil, Canada, Chile, India, Malta, Norway, Philippines, Portugal, Saudi Arabia, Spain and the United Kingdom. Their comments are provided in the Annex to this letter.

2. The Member States who replied, supported the proposal whilst at the same time a few suggested some variations of the wording. The Secretariat carefully considered these proposals and made a slight modification. The theme for World Hydrography Day 2019 now reads:

"Hydrographic information driving marine knowledge"

3. In support of WHD 2019, the IHO Secretariat will feed the established new IHO LinkedIn account and the IHO YouTube channel. In addition, the IHO Secretariat will organize a dedicated page on the IHO web site, where papers and other material relevant to the celebration will be posted. Member States and Stakeholders are invited to forward to the Secretariat any material that they may create in support of their national WHD 2019 celebrations for posting either on LinkedIn, YouTube or on the IHO website.

4. Special focus on the IHO Secretariat's media outreach activities for 2019 will be a reminder that 2019 celebrates the 100th year of the first International Hydrographic Conference which was held in London, United Kingdom in 1919. It was this event which effectively paved the way for the foundation of the International Hydrographic Bureau in Monaco in 1921. This year is therefore effectively regarded as the first of the triennium of the centenary celebrations of international cooperation in hydrography.

5. One of the noticeable activities in the course of this triennium will be the overhaul of the IHO communication means (Council Decision C2/45 refers), which includes a new IHO corporate design and a revamp of the IHO website. The IHO Secretariat plans to be officially online with the renewed website, including the official introduction of the new IHO emblem, by event of the celebrations of the World Hydrography Day at 21 June 2019.

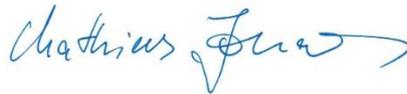
6. According to the deliberations of the Second IHO Council in London, October 2018, it was agreed that there will be a timely extended transition period for the design of all products and presentations in digital and print, which usually carry the IHO emblem. However, all Member States and liaising bodies are encouraged to make sole use of the new emblem for new and renewed products from **21 June 2019 onwards**. The IHO Secretariat will therefore provide the Member States with suitable digital materials

Hydrographic information driving marine knowledge

together with a branding manual a number of weeks before the noted event. Member States will then be able to apply the new IHO branding within their own timescale but **not before 21 June 2019**.

7. As always, the Secretariat welcomes any comments and suggestions to improve the organization and support of this important annual event or future activities with relation to the triennium of celebrations. The Secretariat takes this opportunity to thank all of those Member States which have already contributed through ideas, advice and materials to this important process.

Yours sincerely,

A handwritten signature in blue ink, appearing to read 'Mathias Jonas', with a long horizontal flourish extending to the right.

Dr Mathias JONAS
Secretary-General

Annex: Summary of Comments from Member States

SUMMARY OF COMMENTS FROM MEMBER STATES

Bangladesh

The theme will raise awareness on the requirement of hydrographic activities for improving our understanding about the maritime domain.

Bangladesh has a plan to celebrate the WHD 2019 for raising awareness in accordance with the final adopted theme.

Brazil

Brazil supports the proposed theme. This theme is very appropriate for current demands in the marine sciences. Brazil plans to celebrate the WHD 2019 and to spread out this theme during 2019.

Canada

Canada supports the proposed theme for WHD 2019.

Chile

Strongly supports the proposed theme as it highlights and enhances the value the hydrographic information has for society and its welfare.

India

The suggested theme “Hydrographic Information to drive Marine Knowledge” may be considered to be amended as: “*Hydrographic information to propel marine analytics*”.

Malta

No comments to add and supports the theme.

Norway

Supports the theme. Suggestion for a minor adjustment: “Hydrographic information, **driver** for marine knowledge”.

Philippines

Recognizes the important part of hydrographic data in enhancing marine knowledge to the public that goes beyond the safety of navigation and supports that it will be the focus of the theme for the 2019 WHD.

We further support the theme proposed by the Secretary-General. However, we would like to suggest a minor change in the wording of the theme.

We suggest the theme to read as:

*“Hydrographic information to **strengthen** marine knowledge”*

We believe the word strengthen is more appropriate as it means building up while drive is more associated with control.

Portugal

Welcomes the proposed theme for WHD 2019, highlighting the eminent role of hydrographic data in all areas of marine knowledge.

Saudi Arabia

Supports the proposed theme.

Spain

As a reply to the Circular Letter n° 52/2018, the Hydrographic Institute of the Navy (Spain) supports the subject proposed for the World Hydrography Day (WHD) 2019, suggesting to use the following words, to maximize the impact:

“La información hidrográfica es básica para el conocimiento del medio marino.”

United Kingdom

Fully supports the reference to “marine knowledge” in the IHO Council endorsed the theme for WHD 2019 which will highlight the wider marine component of hydrographic work. The UK suggests that the theme could have more authority by amending the wording slightly to “*Hydrographic information **driving** marine knowledge*”.