Public-Private-Cooperation Models

Improving Safety and Efficiency in the Maritime Market

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Agenda

01 “Public-Private-Cooperation”

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03 PPC as a method to master the dilemma

04 Cooperation models HO-Industry
Focus: The Data Distribution Arena

05 Examples of successful partnerships

PPP and PPC

Public-private partnership (PPP) describes a government service or private business venture which is funded and operated through a partnership of government and one or more private sector companies. These schemes are sometimes referred to as PPP or P3

(Wikipedia – 2008)

The term "Private-Public Cooperation" (PPC) I am introducing builds on the P3 definition and expands it to any type of cooperation, including those, which do not need funding.

Partnership for success

- **Conditions for a successful partnership**
  - **Knowing Clearly define each other's role and responsibility**
  - **Accepting strengths and limitations and allowing the partner to fill the gap for greater success of the defined outcome**
  - **Communicate regularly to building and maintaining full trust on the agreed topic**
  - **Communicate any information regarding the partnership subject without limitations**

Changes in Maritime World

- **The Paradigm shift**
  - The “Analog” paradigm requires a product to issue data.
  - The “Digital” paradigm enables the separation of data and product
- **Need for high precision data**
  - “Analog” data does not support easy comparison and overlap
  - “Digital” data requires higher level of harmonization
  - High precision on-screen positioning (DGPS) highlights deficiencies in cartographic data
- **Need for additional data**
  - Increasing density of traffic and increasing risk (e.g. ship size) requires additional data to gather necessary information
  - New methods are enabling new data streams to ship masters (sensors, real-time weather, AIS, LRIT…)
  - Additional data enables higher precision of situational awareness and prediction
- **Need for data aggregation**
  - New data streams can easily overload ship masters
  - Data aggregation is needed to convert data into information using situational analysis
- **Adapt to speed of technology innovation**
  - Technological innovation is doubling speed every five years
  - Innovative new products will increase safety and efficiency
  - Hydrographic data presentation and products using hydrographic data cannot “sit back”

PPC as a method to master the dilemma

- **Public Sector Organizations – key competence is creating and issuing data**
- **Private Sector Organizations are well equipped to develop innovative product and manage product lifecycle**
- **PPC allows both partners to focus on core competence and perfect the delivery in those areas**
- **Clear definition on roles and responsibilities, acknowledging the competence of the partner, allows full concentration on success of the common goal**
- **PPC can utilize innovations, created by PPC or public sector, to drive adaption of existing standards or creation of new ones**

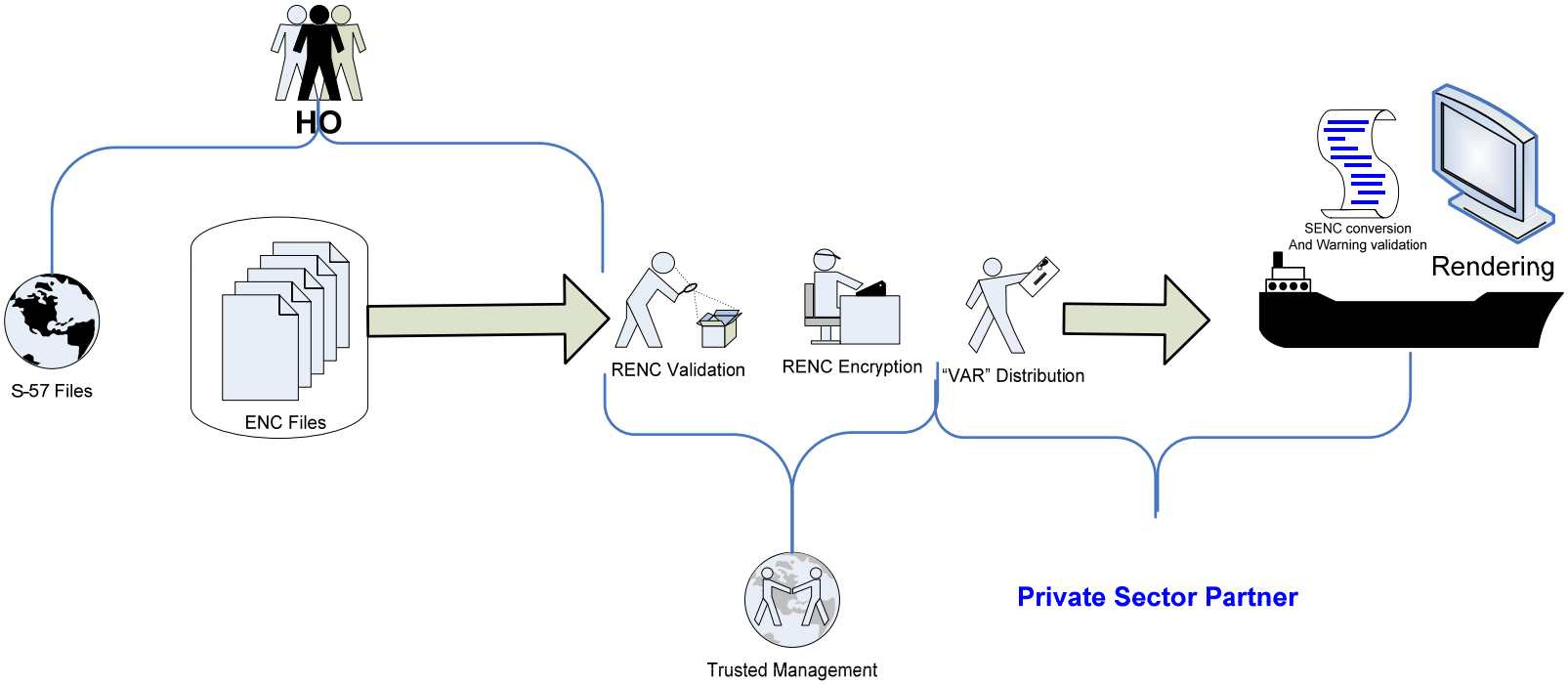
Cooperation models HO-Industry

Cooperation models should be adjustable based on the capabilities of the involved partners:

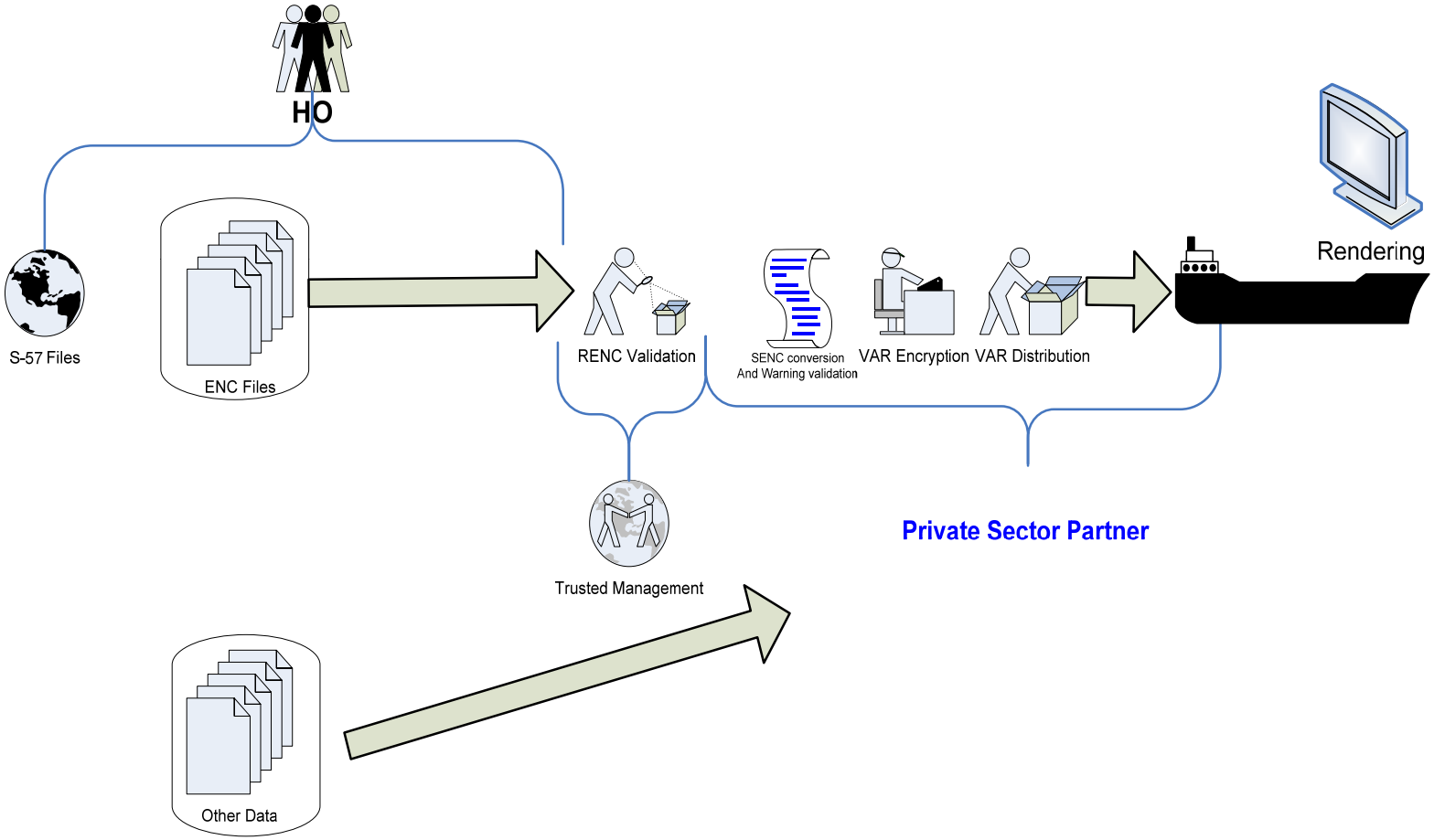
- Lower potential VARs requires HOs to apply strong rules to ensure data quality reaches end users

- High potential industry partners allow the HOs to focus own involvement on data creation and validation and limit restrictions

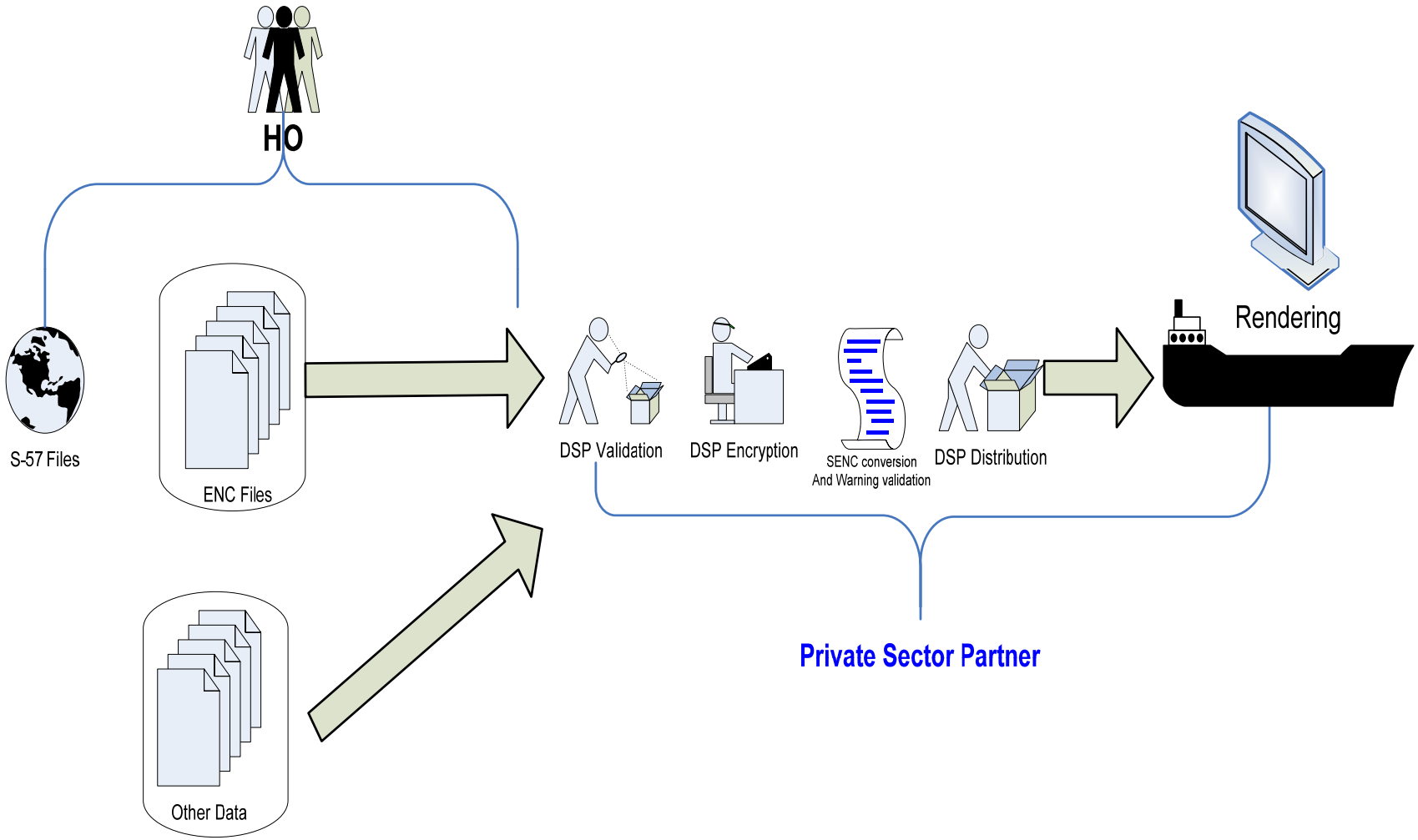
Non-Partnership Model



Basic Partnership Model

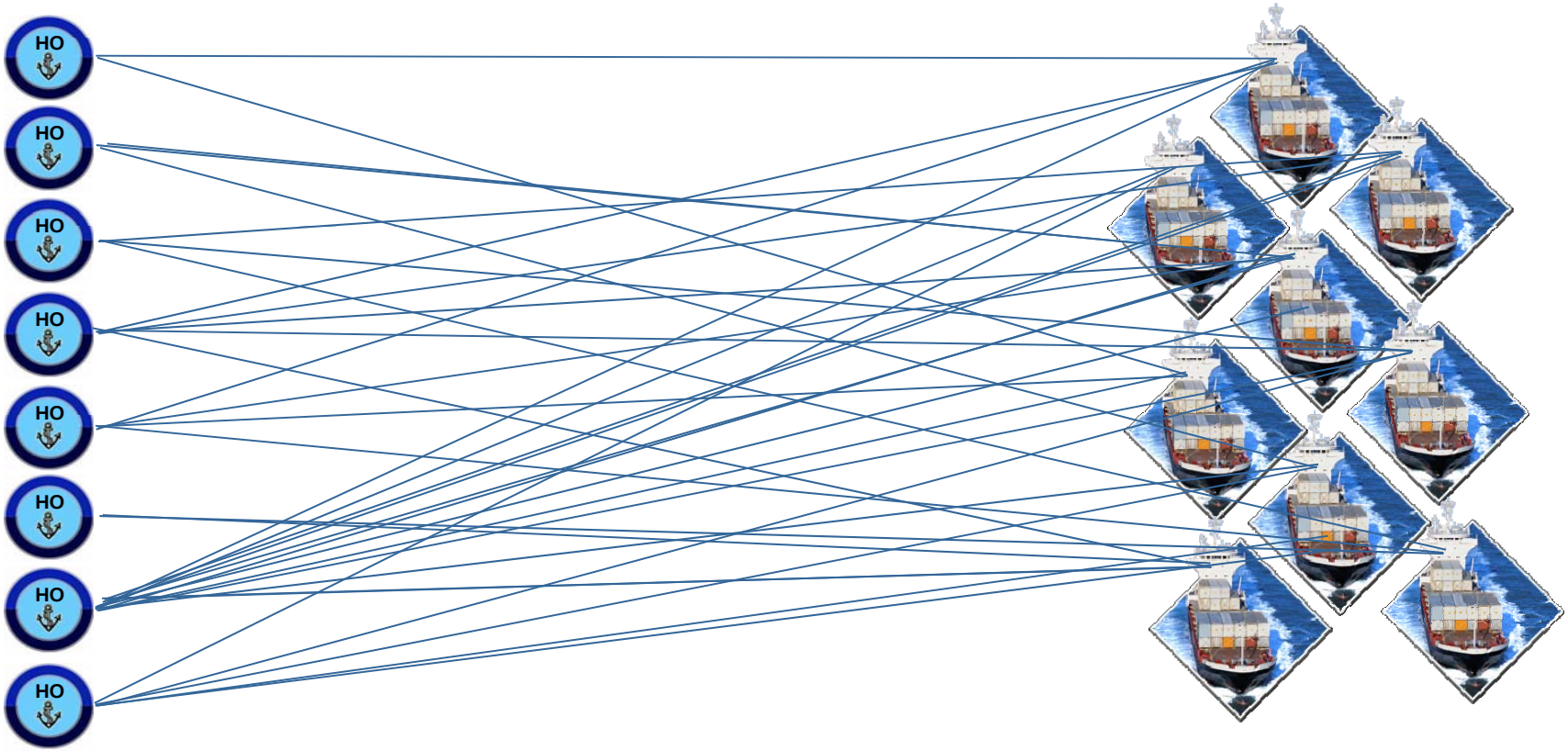


Advanced Partnership Model

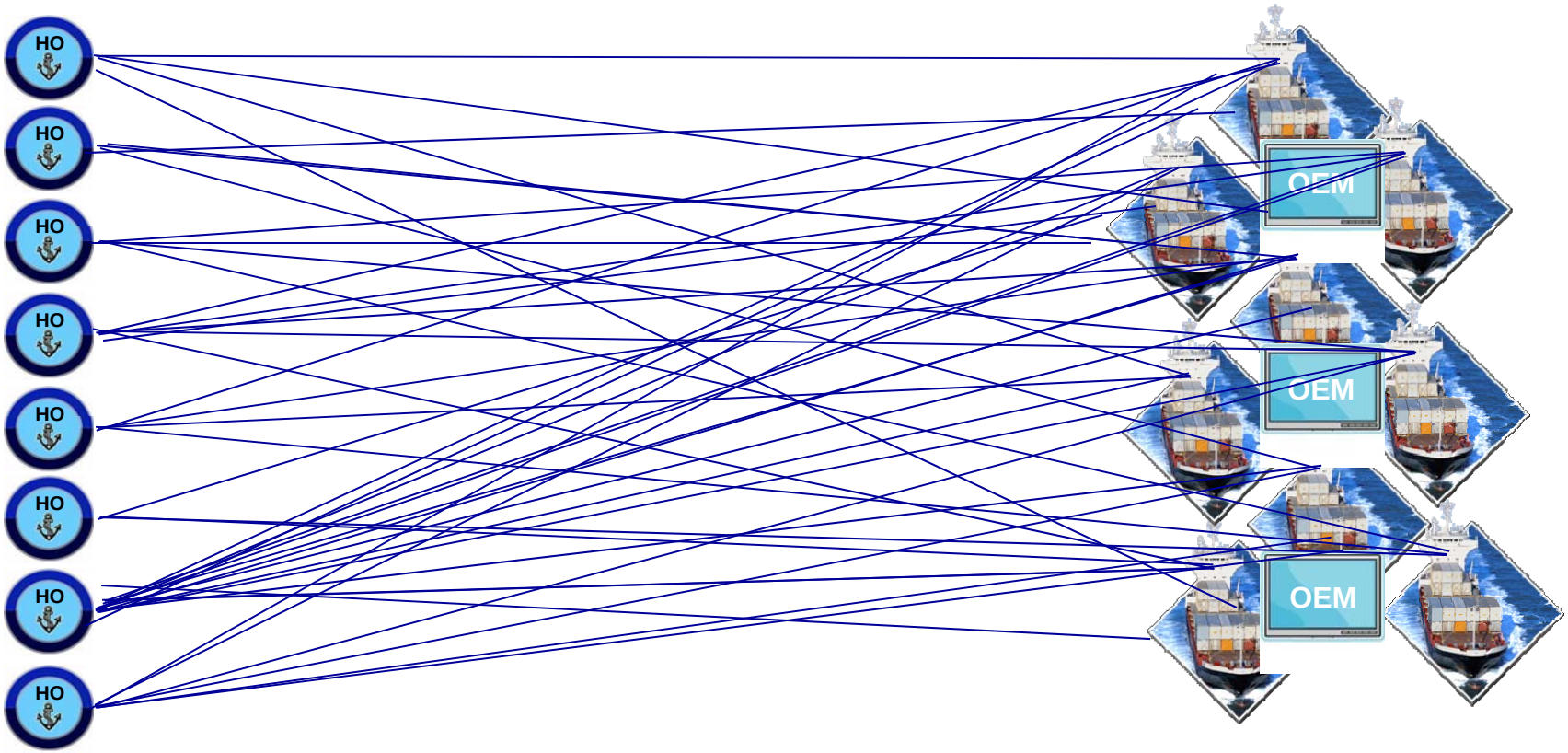


The complexity of the Data Supply Chain

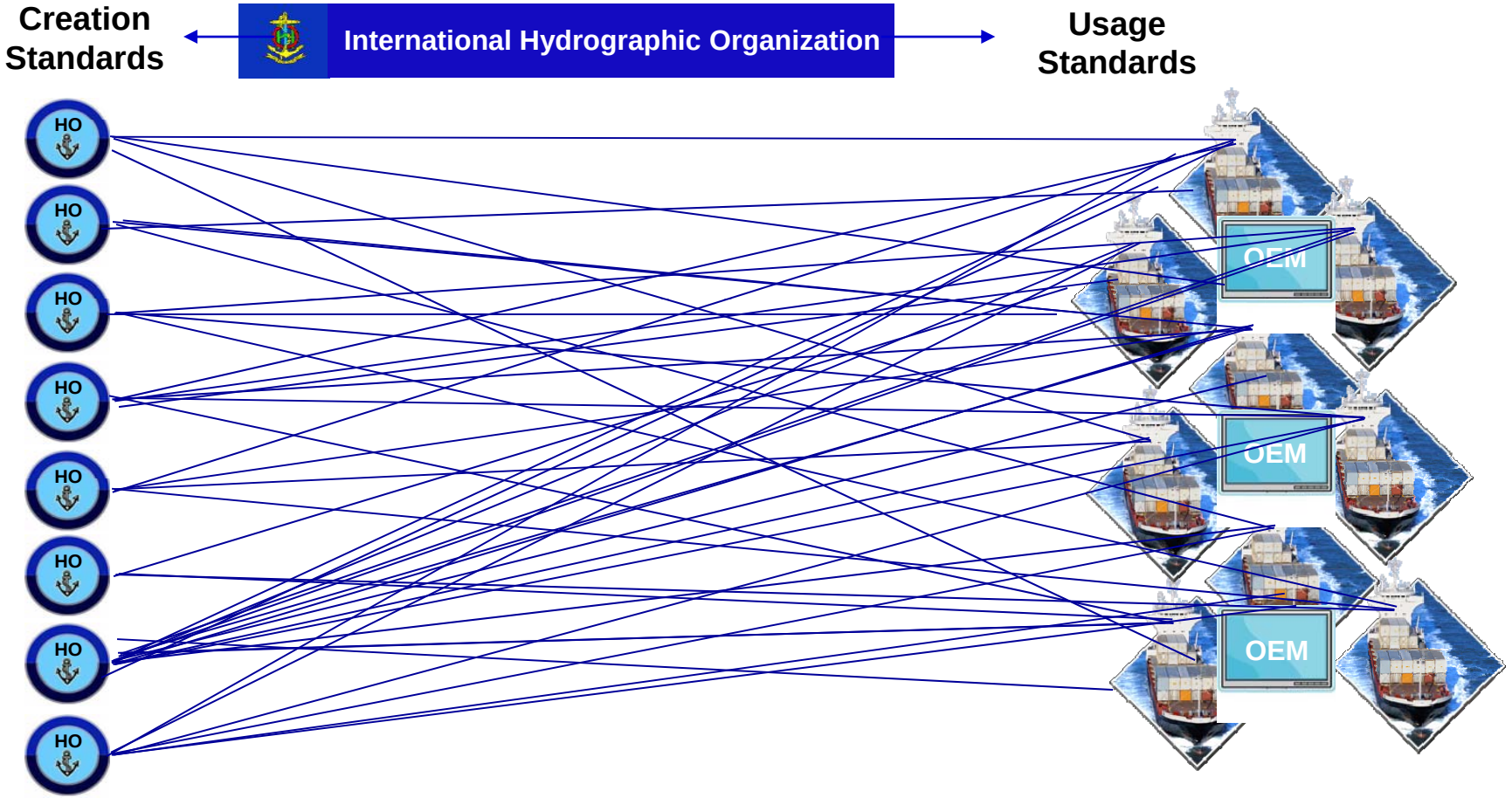
A “many to many” relationship



Add “digital”



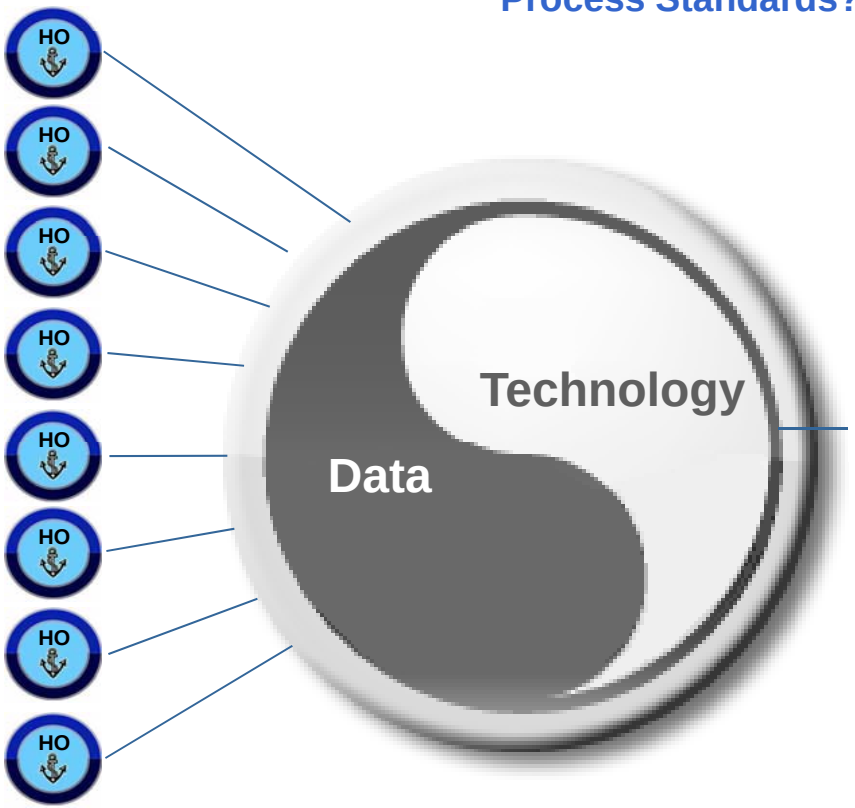
Add standards:



Fusion of Content and Technology

Creation Standards ← **International Hydrographic Organization** → **Usage Standards**

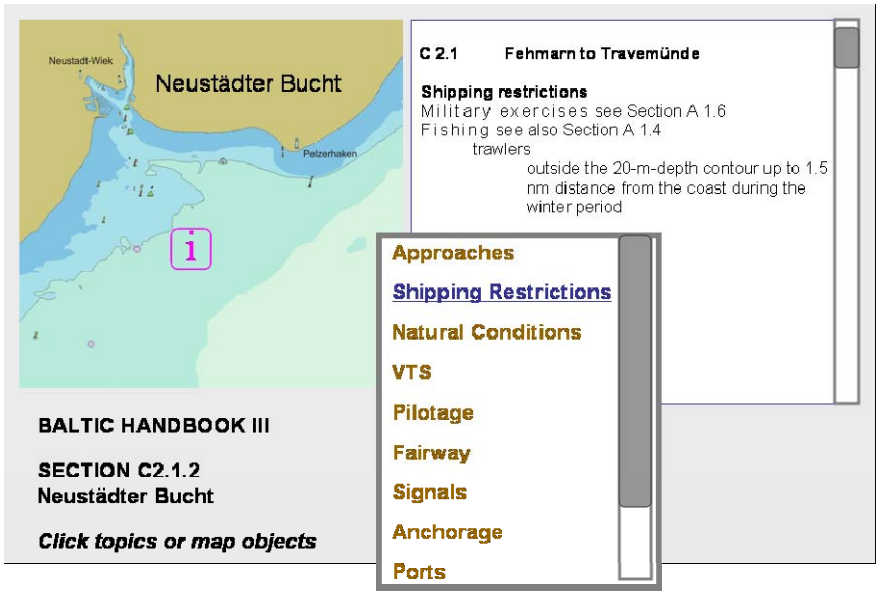
Process Standards?



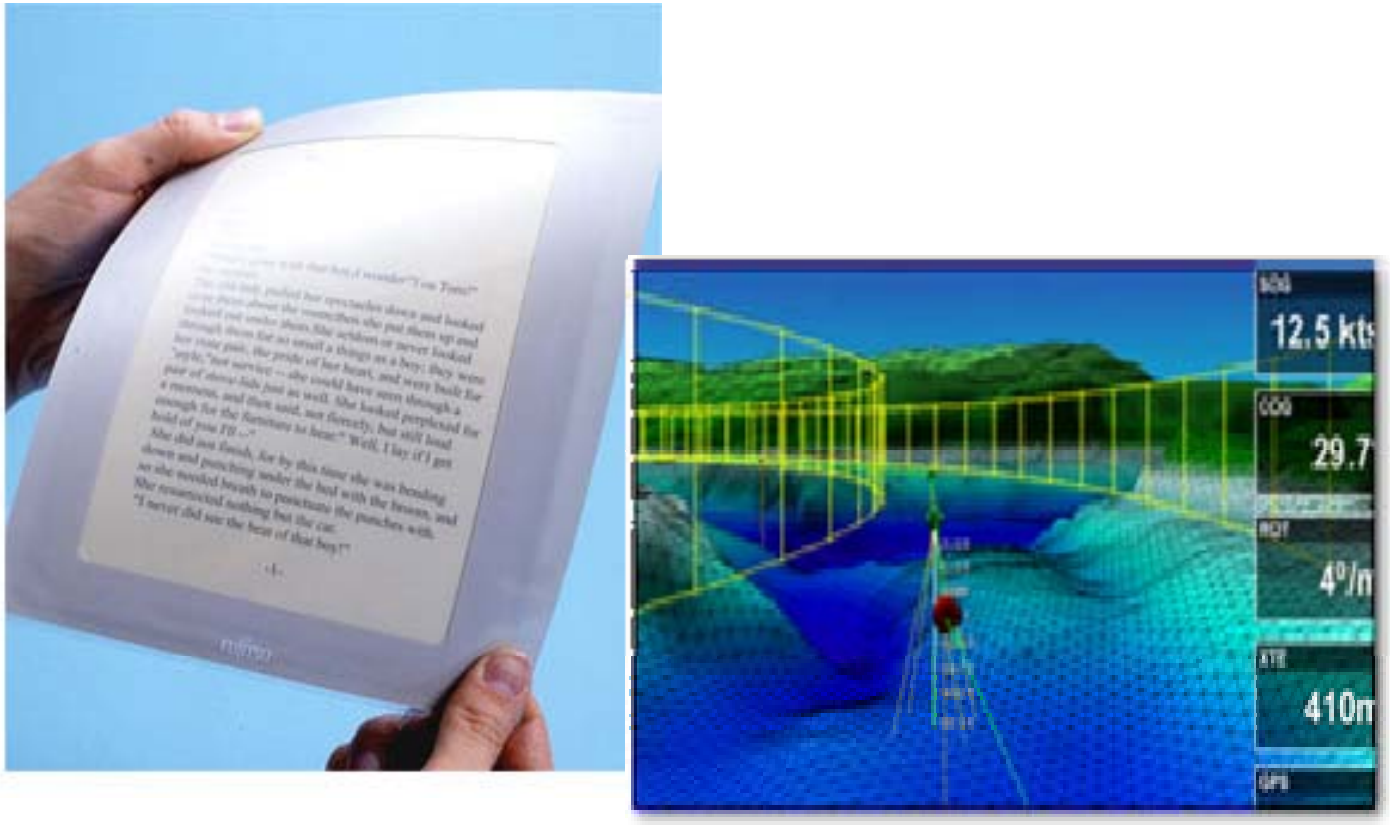
HO's **Private Sector**

Examples of Successful Cooperation

- ✓ BSH – Jeppesen cooperation to support SNPWG
- ✓ NHS – Jeppesen cooperation on Digital Publications Editor
- ✓ MACHC – created ENCs for Mexico at no charge.
- ✓ Contribute to ENCs production for HOs: NHS, Malaysia, Columbia, South Africa, Greece, and Italy.



Advanced Research – Advanced Partnership



THANK YOU !