

**Proposal for Consideration by the Council**  
**Overhaul of all IHO communication means and**  
**digital revamp of the International Hydrographic Review**

<b>Submitted by:</b>	IHO Secretary-General
<b>Executive Summary:</b>	One of the Secretariat's internal priorities were to plan and start a complete overhaul of the IHO website including incorporation of GIS-services. The resulting considerations led to a general overhaul of all IHO communication means. A digital revamp of the International Hydrographic Review is proposed as a follow up measure.
<b>Related Documents:</b>	1 <sup>st</sup> Meeting of the IHO Council – <i>Summary Report</i> (and <i>Action C1/43</i> )

### **Introduction**

1. As part of the report on the proposed Work Programme 2018 at the 1<sup>st</sup> Council, the Secretary-General introduced the priorities, which he had defined with the associated issues and risks, for Work Programme 1 (Corporate Affairs). One of the priorities was to plan and start a complete overhaul of the IHO website including incorporation of GIS-services.
2. The Secretariat conducted an internal workshop in December 2017, to assess the deficiencies of the IHO website in place, the up-to-dateness of the underlying technology and future requirements. Inspiration was sought through consultation with the IALA Secretariat who underwent the same transformation process within the last two years.
3. The workshop resulted into a comprehensive list of topics to be addressed by an overhaul of the IHO website. In the course of the workshop it turned out that the reshape should not be limited to the establishment of a newsfeed mechanism, to the website structure and design only. Instead, a holistic approach covering IHO's corporate design of all media channels in digital and print was concluded as the appropriate scope of action.
4. It was concluded further that the current IHO communication strategy is completely lacking the provision of social media. The Secretariat therefore gladly accepted the temporary secondment of the social media expert through NOAA (USA) to assist the future set up and maintenance of such a component.

### **Discussion**

5. Due to the complexity of the issue, the Secretariat concluded to search for an external partner which should ideally hold ample knowledge in media design, communication technology and a good understanding of the international cooperation in the field of hydrography. After a market survey and repeated consultation with IALA about pricing issues, the Secretariat contracted the publisher Geomares B.V. Lemmer, The Netherlands for the following deliverables:

- Design of the new corporate identity
- Design and building of the new website
- Marketing and communication plan

- Insights & smart targeting
- Training of project officer(s)/content manager(s) on site
- Project management

6. The contract includes the following timetable:

• Documentation of the corporate identity briefing + debriefing from IHO as result of a two day technical visit of Geomares at the Secretariat	Second quarter of 2018
• Design of new logo of the organization in two variations	30 September 2018
• New corporate identity manual	30 September 2018
• Design of new website (www.iho.int)	30 September 2018
• Building of the new website (www.iho.int)	31 December 2018
• HTML template for newsletter	31 December 2018
• Marketing and communication plan	31 December 2018
• Insights & smart targeting communication response data base (to be extended if jointly agreed by December 2019 at the latest)	January 2019 - March 2020
• Training of project officer(s)/content manager(s) on site	January 2019
• Migration assistance	January 2019 - April 2019
• Technical assistance in hosting and SEO (to be extended if jointly agreed by December 2019 at the latest)	January 2019 - March 2020

7. The contracting costs are covered by the budget of the IHO's Special Project Fund as endorsed by the Member States for 2017 and 2018.

8. The new concept comes with a separation of general information about the IHO, its structure and policies from the repository of working documents and standards. A new personalized gateway for the accessibility and distribution of these documents will be tested from 1<sup>st</sup> of August by a selected number of participants under [ihodocs.iho.int](http://ihodocs.iho.int). The structure and functionality of this digital repository takes example on a similar arrangement in use by IMO ([docs.imo.org](http://docs.imo.org)). The prime advantages are full text search and bulk download and easier content management for the Secretariat. The final adoption of this separated provision will be prior to the results of the test phase.

### Proposals

9. Based on the considerations raised at the internal workshop and the discussions with the contractor for the redesign of all IHO communication means, the Secretariat proposes a digital revamp of the International Hydrographic Review (IHR). First consultations were held with the Editor in Chief of the IHR, Mr Ian Halls. The following principal changes are proposed jointly:

- Design and building new separate website [www.ihr.iho.int](http://www.ihr.iho.int) using the new corporate design.
- Design the International Hydrographic Review as online publication and printable version (PoD).

- Facilitate technical options to create customized topical compilations out from the digital repository of IHR articles for pdf-download and print.

### **Impact**

10. As any new arrangement of such comprehensiveness, the new IHO communication means require additional effort during the transition period and parallel provision of the old and the new solutions at the extensive testing phase. Added burden for the Secretariat's staff has to be expected for some months but the Secretariat will do its best to ensure a continuous and high standard service for all the IHO Committees' and Working Groups' meetings and for the Regional Hydrographic Commissions' Conferences.

11. Engagement in social media requires a new approach in brief communication and fast response, management and training of the IHO staff in charge. This may affect the shape of the bulletin reports as the current main source of information about ongoing activities. The available options and required efforts have to be balanced with the limits in head count and work capacity at the Secretariat.

12. The IHR digital revamp should not start before delivery and testing of the new IHO website and associated communication streams.

13. The conduct of the digital revamp of the IHR will result in additional costs which are suggested to be covered from the Special Project Fund budget in 2019. The required funding has to be allocated to the Special Project Fund in addition to the amount required to cover expenses on contract work for the technical standardization.

### **Action required of the Council**

14. The Council is invited to:
- a. endorse the ongoing activities for the overhaul of all IHO communication means;
  - b. take note of the USA's in-kind contribution through temporary nomination of a seconded social media expert;
  - c. discuss and agree about the proposal for a digital revamp of the International Hydrographic Review;
  - d. endorse the allocation of additional budget to the Special Projects Fund in 2019 to cover the costs for the digital IHR revamp; and
  - e. take any other actions that may be appropriate.