



5th Meeting of the IHO Council

IHO Strategic Plan Strategic Performance Indicators Update

Agenda Item 6.1

Secretariat's recommendations on the implementation of the Strategic Plan for Work Programme 1 items



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ASSESSMENT OF THE APPROPRIATENESS AND APPLICABILITY OF THE NEW SPI FOR THE SECRETARIAT'S ACTIVITIES UNDER WP1 (essentials of Council Doc C5-06.1A)

International
Hydrographic
Organization

- The Strategic Plan 2021 – 2026 includes new Strategic Performance Indicators (SPIs) aiming to measure efficiency and effectiveness of the application of work programme items.
- C-4 agreed the allocation of the new SPIs to the Secretary-General, HSSC and IRCC for Programmes 1, 2 and 3 respectively.
- Following the adoption of the Revised Strategic Plan by A-2, C-4 agreed to monitor closely the appropriateness and applicability of the proposed SPI and amend them, if necessary, with C-5 as deadline.
- HSSC and IRCC will report separately under Agenda Item 4.1A and Agenda Item 4.2A.



SP GOALS AND TARGETS AFFECTING WP1 (essentials of Council Doc C5-06.1A)

Targets	Strategic Performance Indicator (SPI)-measurement for success	Lead
Goal 2: Increasing the use of hydrographic data for the benefit of society		
2.1 Build a portal to support and promote regional and international cooperation in marine spatial data infrastructures (MSDI).	2.1.1 Number of hits downloading data/information from the portal.	IHO Secretariat/Corporate Affairs

- The design and build-up phase of this portal has not been started yet. The existing gateway to national MSDI infrastructure can be found under: <https://iho.int/en/iho-online-catalogues>.
- Member States are invited to provide more links to their respective MSDI portals and report the number visitors arriving via IHO website annually.
- The Secretariat invites Member States to propose how the gateway can be made more attractive for IHO website visitors and how such specific MSDI portal should finally function. In-kind contribution to assist the Secretariat for the implementation of improvements would help to accelerate the process.

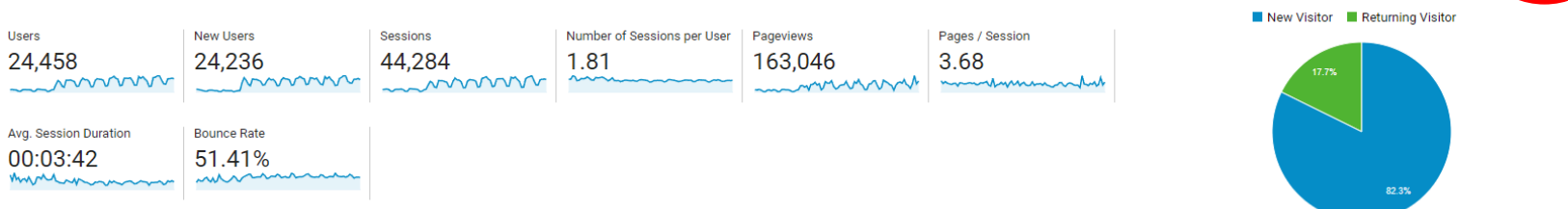
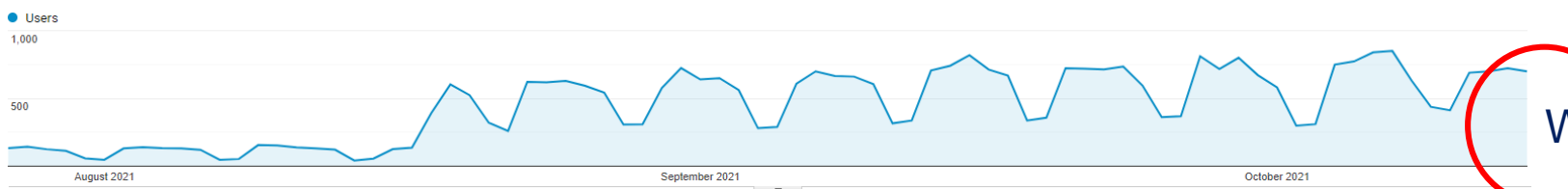


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SP GOALS AND TARGETS AFFECTING WP1 (continued)

International Hydrographic Organization

Targets	Strategic Performance Indicator (SPI)-measurement for success	Lead
Goal 3: Participating actively in international initiatives related to the knowledge and the sustainable use of the Ocean		
3.3 Implement a comprehensive IHO digital communication strategy in order to enhance its visibility and accessibility to its work	3.3.1 Number of visits, likes, re-postings, etc. associated to the IHO social media sites.	IHO Secretariat/Corporate Affairs
	3.3.2 Volume downloaded from the IHO website and Geographical Information System (GIS).	



VISITORS TO IHO WEBSITE:

Total of 380,946 page views since 1 January 2021

C-5, IHO Secretariat, Monaco, 19 – 21 October 2021



RECORD REACH IN JUNE 2021

LinkedIn:

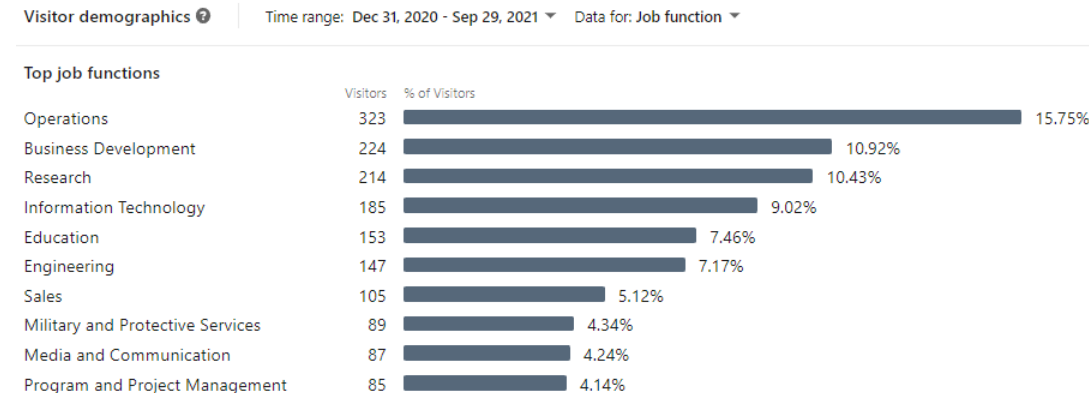
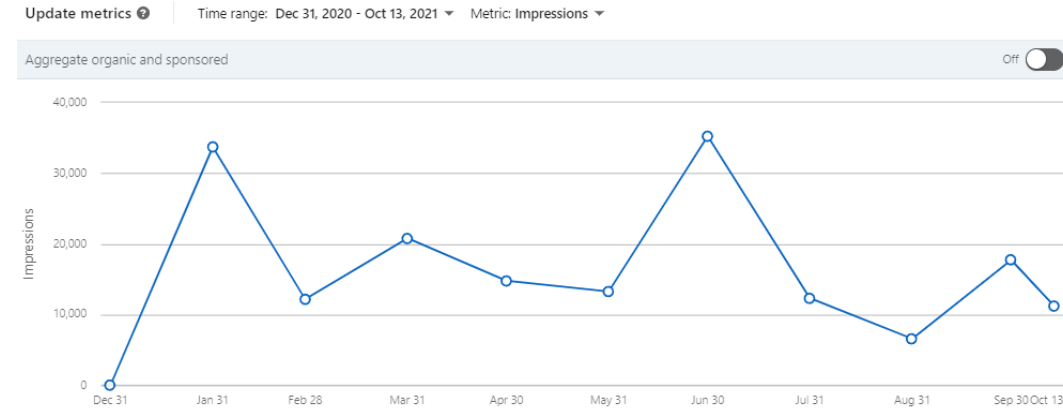
- 4263 followers (vs 2880 in November 2020)
- Post on IHO Peak event: 9912 impressions
- Post on La Louise: 5122 impressions
- 177,560 post impressions since 1 January 2021

Twitter:

- 566 followers
- 77,2K impressions since January 1

Facebook:

- 673 followers (up from 480 on 1 January 2021)
- Post on Kenya as new MS: 2049 views
- The post on the video on Prince Albert I made by the IHO reached 1550 people





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CLICKS ON S-44

International
Hydrographic
Organization

55 CLICKS ON S-44 SINCE TAG INSTALLED BEGINNING OF OCTOBER (SOME OF THESE ARE TESTS)

Goal Completion Location	Goal Completions	% Goal Completions
1. /en/standards-and-specifications	39	70.91%
2. /en/iho-releases-new-standards-for-hydrographic-surveys	11	20.00%
3. (entrance)	2	3.64%
4. /en/news/archive	1	1.82%
5. /en/search/page?q=s44+edition+5	1	1.82%
6. /fr/l-ohi-publie-de-nouvelles-normes-pour-les-leves-hydrographiques	1	1.82%



SP GOALS AND TARGETS AFFECTING WP1 (continued)

- The contribution of WP1 to Goal 3, however, is more comprehensive as the metrics for IHO website visitors, social media and requests for download can express.
- The management and fostering of relations with intergovernmental and other international organizations is an essential contribution and can be measured quantitatively and qualitatively in terms of the amount and type of outreach.
- The annexed excerpt of WP1 out of the full IHO Work Programme lists all such notable activities undertaken under the IHO Work Programme 1 until 1st July 2021 in four categories:

Global outreach:	13 notable activities
Regional outreach:	4 notable activities
Stakeholder's specific outreach:	15 notable activities
Consultations:	2 notable activities

100 Years Peak Event Video



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IHO IMPLEMENTATION OF THE STRATEGIC PLAN FOR WORK PROGRAMME 1 ITEMS

Actions to be considered by Council

C-5 is invited to take note of:

- the request to the Member States to integrate more links into the existing IHO website dedicated to MSDI and report back if this website is used as a gateway to the respective national portal;
- the invitation to improve the attractiveness of the gateway;
- the invitation to discuss the function and the layout of a future MSDI portal;
- the numbers of followers on social media and clicks on IHO websites;
- the suggestion to measure the notable activities under WP1 in four categories.