ENAV20-14.1.2

**IALA Communications Strategy**

**Promoting the sharing of e-navigation testbed results**

1. **Purpose of the strategy**

The purpose of this strategy is to encourage and influence testbed managers to report testbed results to IALA, so that the information can be shared with the international maritime community. The outcomes of such reporting include:

1. Sharing of testbed results internationally with the maritime community
2. Allows future testbeds to be planned more efficiently and better informs future research
3. Profiling of leading industry experts
4. **About testbeds**

A testbed is a platform for trialling development projects. Testbeds generally involve rigorous, transparent and replicable testing of scientific theories, innovative solutions, computational tools and new technologies.

IALA Guideline 1107 states that e-navigation testbeds allow for early identification and assessment of new system functionality, operational usability, areas of enhancements, identification of weaknesses and socio-technical impact.

Testbeds should not be limited or restricted by current architecture, data structures or procedures. Also, there are testbeds that, while being not directly identified as e-navigation testbeds, are nevertheless relevant to e-navigation.

1. **Sharing testbed information**

As e-navigation evolves from concept to operational reality, the importance of testbeds continues to grow.

e-Navigation involves much research to enhance safety and operational efficiencies. Sharing of information is essential in any research. And this applies equally to e-navigation. Testbed managers are encouraged to share results (including interim and final reports) of testbeds with the maritime community through IALA.

IALA will post testbed findings to a dedicated area on its website that is available to the general public. The URL is:

<http://www.iala-aism.org/products-projects/e-navigation/test-bedsprojects/>

Each testbed includes an executive summary and description as provided by the testbed manager. Information can be provided on planned, ongoing or completed testbeds.

1. **Invitation to share**

Sharing of testbed information benefits everyone. However this requires that information on new and existing testbeds is provided to IALA.

If testbed project managers provide and keep up-to-date information on their testbed, the IALA website can become a vehicle for leadership in this area. Also, this can aid the implementation of the e-navigation concept.

Ideally, IALA would like to receive information from all those who are involved with testbeds.

1. **Target audiences**

IALA internal stakeholders

* Secretary General, Deputy Secretary General, Council, IALA Committees and IALA members undertaking testbeds

International stakeholders

* IMO, IHO and other international organisations (e.g. Nautical Institute)
* Systems and service providers
* International shipping media

1. **Key messages**
2. Submit all information on testbeds to the IALA Secretariat for sharing with the international maritime community. These include new, interim or complete testbeds. Highlight that submissions should be made in accordance with the template in IALA Guideline No. 1107 (on the Planning and Reporting of e-Navigation Testbeds).
3. Information provided will be published on the IALA website and an indication of this will be provided on the IALA LinkedIn page.
4. Published content will be accompanied by a photograph of the testbed manager/project leader and links to personal profile on LinkedIn, Company, and or preferred personal website.
5. **Communication – Internal (within IALA)**
6. IALA Council, Policy Advisory Panel and IALA Committees – to be promoted by the Secretariat using Section 10.
7. **Communication – External**
8. Personalised letter e-mailed to all IALA members (suggested draft letter at Annex A)
9. Section on IALA website ([www.iala-aism.org](http://www.iala-aism.org)/products-projects/e-navigation/) dedicated to the benefits of reporting test-bed findings.
10. Notices (advertisements) in IALA publications from time to time, such the IALA Bulletin (published in June and Dec each year) and e-Bulletins (published six times a year)
11. Publish articles on IALA and e-Navigation LinkedIn pages when new information on a testbed is posted on the IALA website (article to be shared by IALA staff and members)
12. Promotion of testbed reporting in IALA staff member e-mail signature blocks.
13. Reference and promotion of testbed reporting by IALA representatives during speaking engagements where appropriate.
14. Inform IMO Secretariat and relevant international organisations when appropriate.
15. **Timeline of activities**

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| --- | --- | --- | --- |
| **No** | **Task / Action** | **Responsibility** | **Timing** |
| 1 | Communicate internally – IALA Council, Policy Advisory Panel and IALA Committees | IALA Secretariat | Annual |
| 2 | Personalised letter e-mailed to all IALA members (draft letter at Section 10) | IALA Secretariat | Biennially |
| 3 | Section on IALA website ([www.iala](http://www.iala)-aism.org/products-projects/e-navigation/) dedicated to the benefits of reporting test-bed findings | IALA Secretariat | May 2017 |
| 4 | Notices (advertisements) in IALA publications from time to time, such the IALA Bulletin (published in June and Dec each year) and e-Bulletins (published six times a year) | IALA Secretariat | Bulletin – every alternate Dec.  e-Bulletin – once a year |
| 5 | Publish articles on IALA and e-Navigation LinkedIn pages when new information on a testbed is posted on the IALA website (article to be shared by IALA staff and members) | IALA Secretariat | As required |
| 6 | Promotion of testbed reporting in IALA staff member e-mail signature blocks | IALA Secretariat | To be discussed with Secretary General |
| 7 | Reference and promotion of testbed reporting by IALA representatives during speaking engagements where appropriate | IALA Representatives | As opportunity permits |
| 8 | Inform the IMO Secretariat and relevant international organisations when appropriate | IALA Secretariat | As opportunity permits |

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1. **Attachment A: Draft letter to IALA Members**

Dear IALA Member

I am writing to seek your cooperation on the subject of e-navigation testbeds.

As you may be aware, e-Navigation is an IMO-led global initiative that seeks to enhance the safety and efficiency of marine navigation. Stated simply, the e-navigation aims to exchange bespoke information in electronic format, between ship and shore. Ashore, e-Navigation is expected to alter the way maritime authorities collect and exchange information. e-Navigation integrates new and existing technologies and equipment and enables the provision of globally harmonised maritime services to foster the safety and efficiency of shipping.

e-Navigation continues to evolve, with the international maritime community gearing up to implement the IMO strategy. In the lead-up to this implementation, a number of testbeds have been successfully established and completed around the world, e.g. EfficienSea2, ACCSEAS, MONALISA and the Marine Electronic Highway - in the Straits of Malacca and Singapore. There are of course, many others. A list of testbeds known to IALA can be found at the IALA website.

IALA has adopted a multi-channelled approach to collecting and sharing information on e-Navigation testbeds and their results. Digital platforms including the IALA website and LinkedIn are being used to promote these results and profile those individuals who have led testbed teams.

If you are aware of any e-Navigation testbeds, whether planned, in progress or complete, you are invited to share this information with IALA, its members and the wider international maritime community. IALA Guideline No.1107 (on Planning and Reporting of e-Navigation testbeds) outlines the modalities of reporting testbed results.

If you have any questions, I will be glad to answer them or advise you accordingly.

Kind regards

Signed

IALA Sec Gen

XX April 2017