**Deliverable D1.27**

**Report on the Implementation of the Information Dissemination Strategy to promote the VHF Data Exchange System (VDES)**

Implementation time-frame: August 2016 to November 2018

Funding scheme: Innovation Action (IA)

Start date of project: 1 May 2015

End date of project: 30 April 2018

Duration: 36 months

Due date of deliverable: 28.02.2018

Actual submission date: 16.03.2018

Organisation in   
charge of deliverable: IALA

# DOCUMENT STATUS

## Authors

|  |  |
| --- | --- |
| Name | Organisation |
| J Carson-Jackson / N Ward | IALA |
|  |  |
|  |  |

## Document History

|  |  |  |  |
| --- | --- | --- | --- |
| Version | Date | Initials | Description |
| V 1.0 | 28/02/2018 | JACJ | Initial document |
| V2.0 | 14/03/2018 | SD | Format review |
| V3.0 | 16/03/2018 | JACJ | Revised |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |

## Review

|  |  |
| --- | --- |
| Name | Organisation |
| Bjorn Pedersen | DMA |
|  |  |
|  |  |

Table of Contents

[DOCUMENT STATUS 2](#_Toc508962795)

[Authors 2](#_Toc508962796)

[Document History 2](#_Toc508962797)

[Review 2](#_Toc508962798)

[1 Background 4](#_Toc508962799)

[2 Introduction 4](#_Toc508962800)

[3 Information Dissemination Strategy 4](#_Toc508962801)

[3.1 Information Plan Focus 4](#_Toc508962802)

[4 Key messages 5](#_Toc508962803)

[5 Progress to date - Implementation of Information Strategy for VDES 6](#_Toc508962804)

[6 Next Steps 9](#_Toc508962805)

# Background

In WP1 of EfficienSea 2, IALA leads Task 1.3: Coordinating standardisation of solutions. IALA manages the work In Task 1.3, preparing reports and deliverables in conjunction with the other members of the Task Group (CIRM, UKHO).

# Introduction

The Information Dissemination Strategy (E2 D1.22) was developed to provide a framework for managing and coordinating communications; promoting support and engendering commitment and ownership amongst those stakeholders involved in the development and implementation of the VHF Data Exchange System (VDES). It was intended to be implemented over a 24-30 month time-frame (August 2016 to November 2018), supporting key developments of the system.

This Strategy was designed to promote VDES by responding to the following questions:

* Who needs to know about VDES development?
* What do they need to know? (message)?
* What methods can be used to tell them? (channel / communications method)?
* Who is going to do the telling? (responsible person)?
* When are they going to be told? (deadline)?

This report provides an update on the implementation of the information dissemination strategy, noting that the strategy is expected to remain active until November 2018.

# Information Dissemination Strategy

The Information Dissemination Strategy, as identified in E2 D1.22, was implemented in the time-frame specified.

During the implementation the key messages were amended slightly to reflect developments in maritime communication in general, and outcomes of related projects.

## Information Plan Focus

This Information Plan focus remained unchanged in the time frame August 2016 to February 2018. The implementation is continuing, noting the importance of communicating on activities including the opportunity for input to, and influencing of, ITU WRC-2019 has been completed.

# Key messages

The key messages for the information dissemination plan were revised slightly to manage expectations on the bandwidth available from VDES and the fact that the use of VDES does not require a ship to have a third party service provider (such as is required for LTE or 4G). This was reflected in the revised broad message:

1. VDES can transfer small bits of data, often, with no need for a third-party service provider contract.
2. VDES is not a broadband communications solution.
3. Although AIS, which is part of VDES, is required through SOLAS for certain classes of vessels, VDE and ASM have no carriage requirement.
4. Display for VDES data will have similar limitations to that seen for AIS (data transferred via VDES needs to be transferred to visualization system, such as Radar or ECDIS).

# Progress to date - Implementation of Information Strategy for VDES

This section provides a snap shot update to identify implementation of the strategy to provide information and promotion of VDES. Work will continue in the lead up to ITU WRC2019.

Table 1 VDES Implementation plan status

| **Information objectives** | **Short term Aug 2016-Jan 2017** | **Mid-term Jan 2017 – Aug 2017** | **Longer term – Aug 2017 – Aug 2018** | **Implementation Activity to Feb 2018** | **Status** |
| --- | --- | --- | --- | --- | --- |
| Raise awareness and understanding of VDES | Developed and promote information for stakeholders covering:  What VDES is  What are the benefits  Timing for development  Develop fact sheet / brochure on VDES | Develop input to IMO / ITU  Review Q & As on IALA VDES web page and identify any gaps or requirements in communication efforts | Develop materials and/or means to gauge understanding of VDES:  Feedback forms  Awareness session | Awareness sessions and focus workshops. Includes IALA events and presentations at regional events. |  |
| FAQ section on IALA website. |  |
| Information papers provided to IMO. |  |
| Input papers to ITU.  Fact Sheet / Brochure not yet created. |  |
| Promote development of full VDES capability (including terrestrial and satellite elements) | Engage with satellite providers / key persons with ITU to promote satellite component  Promote test beds / reporting | Promote test beds / results  Analyse results of test beds / present on findings  Input to IMO, ITU, other… | Work with IALA / ITU members to coordinate approach for ITU WRC2019  Input to ITU to support all aspects of VDES | Satellite providers engaged and providing test beds. |  |
| Reporting on test beds to IALA and ITU. |  |
| Ongoing work to promote further activity. |  |
| Preparation for ITU WRC19 in progress. |  |
| Keep stakeholders informed and up to date on VDES developments | Identify opportunities for stakeholders to have input into the VDES program  Presentations to IALA Council / Committees / workshops / etc.  Set up and promote the IALA VDES web page with FAQ  VDES articles in maritime publications | Update Presentation to IALA Council  Review and refine communication objectives, messages and strategy  Updated articles in maritime publications  Presentation to IMO, ITU, other | Update presentation to IALA Council | Stakeholders identified. |  |
| Presentations to IALA Committees / workshops completed. |  |
| IALA VDES FAQ implemented and updated. |  |
| Some (few) VDES articles in maritime publications. |  |
| Presentations on VDES to different organisations |  |
| No presentation on VDES to IMO. |  |
| Encourage support for, and engagement with, the development of VDES. | Identify and develop channels to promote stakeholder engagement  Participate in E2 project | Review Information products  Fact Sheet  Brochure | Review Information products  Fact Sheet  Brochure | No information products developed. |  |
| Participation in E2 project. |  |
| Foster cooperative and collaborative stakeholder relationships to enable mutually beneficial outcomes | Engage stakeholders in meetings / workshops / user requirement and technical requirements the VDES  Promote regional / technology focused workshops.  Develop materials for workshop leaders to use | Promote information sharing through test bed / trial results  Continue to engage stakeholders through workshops / meetings  Develop materials for workshop leaders to use | Develop communication products targeting external audiences | Strong support for IALA ENAV WG3 meetings. |  |
| Test bed results shared. |  |
| Workshops and meetings to engage stakeholders. |  |
| Limited focus for secondary and tertiary stakeholders. |  |
| Regional workshops held.  Limited materials for workshop leaders to use (ppt created). |  |
| Establish and maintain effective and transparent mechanisms for timely information about VDES. | Develop and release Communications Plan for information  Work with E2 project / other projects developing VDES. | Review / Update communication strategy and products  Work with E2 project / other projects developing VDES. | Review communication strategy | Communications strategy reviewed. |  |
| Need to identify activity from Feb 2018 – Nov 2018 (post E2 project) |  |

# Next Steps

In the final lead up to the WRC-19 it is expected that action will continue as identified in the information dissemination strategy. This will require a concerted effort by IALA ENAV Committee and others to promote action in the following areas.

Table 2 VDES Implementation plan status

| **Feb 2018-Nov 2018** | **Activity** |
| --- | --- |
| Awareness sessions and focus workshops. Includes IALA events and presentations at regional events. | Focus presentations at IALA Conference (May 2018)  VDES workshop – China (July 2018) |
| VDES FAQ section on IALA website. | Update FAQ following ENAV 22 |
| Information papers provided to IMO. | Provide input on VDES to MSC (March 2018)  Provide input on VDES to other appropriate groups (ITU/IMO; ICAO/IMO; FAL) |
| Input papers to ITU. | Provide input to ITU-R WP5B (May 2018) (VDE-Sat) |
| Information Products - Fact Sheet / Brochure | Create a Fact Sheet / Brochure on VDES for distribution at IALA Conference (May 2018) |
| Satellite providers engaged and providing test beds. | Ongoing activity by ESA / NorSAT |
| Reporting on test beds to IALA and ITU. | Results of test beds to be reported to ITU WP5B (May) and WP4C (July) |
| Ongoing work to promote further activity. | To continue |
| Preparation for ITU WRC19 in progress. | To continue via IALA ENAV Committee |
| Presentations to IALA Committees / workshops completed. | Develop presentation for Sept / Oct session of IALA Committees |
| VDES articles in maritime publications. | Develop articles for maritime publications – focus on Ship Company newsletters, IALA Bulletin, Navigation News and Seaways. |
| Participation in E2 project. | Verify how to ensure ongoing focus for activity post E2 |
| Limited focus for secondary and tertiary stakeholders. | Develop focused approach for promulgation of information to secondary and tertiary stakeholders (see information Products) |