



Communication Strategy
for
Vessel Traffic Management (VTM)

Document history and revisions

History and revisions to the IALA Document are to be noted in the table prior to the issue of a revised document.

Date	Version	Development
Start		
June 0.1	Version 0.1	Development of Communication Strategy
June 2010	Version 0.2 and 0.3	Discussed in WG4 of VTS Committee
June 2010	Version 0.4	Editing by WG4
June 2010	Version 0.4	Sent to SG and TM for guidance/advise
July 2010	Version 0.5	Editing on received comments
July 2010	Version 0.6	Sent to VTS31 for comments and approval
Sept 2010	Version	Sent to Council50 for approval
Dec 2010	Version	Discussion in Council50
Jan 2011	Version	Update of Communication Plan
Mar 2011	Version	Input document to Committees
Date	Page / Section Revised	Requirement for approval, comments and/or revision

Table of Contents

DOCUMENT HISTORY AND REVISIONS	2
TABLE OF CONTENTS	3
1 INTRODUCTION	4
2 THE VTM CONCEPT	5
2.1 The definition	5
2.2 The vision	5
2.3 The mission	5
2.4 The aims	5
2.5 Criteria and principles for the development of the VTM concept	6
2.5.1 The concept should be user-driven	6
2.5.2 Focus on functionality	6
2.5.3 Clear targets	6
2.5.4 Acceptable and practicable	6
2.6 Components in the development of VTM	7
2.7 Ownership of the VTM concept	8
3 THE COMMUNICATION PLAN	9
3.1 The objective of the communication plan	9
3.2 The goals of this communication plan	9
3.3 Custodianship of the document	9
3.4 The audience for the communication plan	9
3.5 Communication strategy	10
4 ACTIONS AND TIME SCHEDULE	11

1 INTRODUCTION

In the last decade, there have been substantial changes in the global shipping environment, such as an increase in the volume of vessel traffic, increasing pressure on manoeuvrable waters, increasing dependency on an interconnected global economy and the rapid development and availability of modern and more efficient technologies. In addition there has been an increasing public demand for improved monitoring and surveillance of traffic in numerous areas, a need for the enhancement of the management of data and information as well as an increasing need to effectively respond to incidents in all navigable waters, especially where pollution results or where there is risk of pollution, as well as other incidents/emergencies.

These increasing demands, needs and requirements have been imposed upon coastal and port infrastructures, as well as on the interaction between ships and shore-based authorities and other stakeholders. New technologies have provided the opportunity for efficient and effective data exchange and reuse of the collected data between all participants and stakeholders in the maritime and nautical environment.

In consequence, the traditional traffic management instruments and measures are no longer considered sufficient to satisfy the needs of stakeholders in the public and private maritime domain. In order to achieve globally harmonized, consistent and coherent practice, these instruments and measures – subject to further development - need to be incorporated into a new, wider concept.

However, currently an overall international co-ordination of a new wider concept is lacking and no guidance is available on global interaction between vessel traffic and stakeholders within a functional framework.

The IALA Council, taking into account the mandate of the Association, tasked the IALA VTS Committee to develop an integrated vision and to define the scope of a global concept for **Vessel Traffic Management (VTM)**, taking into account the role and position of VTS as an important vessel traffic management instrument.

At the 17th IALA Conference in March 2010, in Cape Town, South Africa, representatives of the IALA VTS Committee presented the first results and basic principles of the VTM concept and its scope.

Although these first results were considered to be heading into the right direction, the Conference concluded that the VTM concept, as presented, is not yet universally understood and that there is a need for its user requirements and scope to be better defined and communicated.

The Conference recommended that IALA should define the user requirements and scope of VTM and adopt a communications strategy to promote better understanding and universal acceptance of VTM amongst stakeholders.

The recommendation to adopt a communication strategy was noted by the IALA VTS Committee, in particular by the Working Group tasked with the development of VTM. This document contains the intended communication strategy, in the form of a communication plan.

2 THE VTM CONCEPT¹

2.1 The definition

IALA Council approved the following (working) definition:

Vessel Traffic Management is the functional framework of harmonized measures and services to enhance the safety, security and efficiency of shipping and the protection of the marine environment in all navigable waters.

The functional framework is the set of arrangements on a global, international, supranational², national and/or regional scale to establish conditions for safe, secure and efficient maritime traffic and for the efficient and effective use of the resources involved; it will enable collaboration among the public and private stakeholders involved. Such arrangements need to address the functional requirements (user needs) of the stakeholders concerned, be consistent, coherent and recognized by present and future (inter)national legislation and guidelines.

2.2 The vision

To harmonize the measures implemented and services provided by authorities and stakeholders within a functional framework. VTM will consider the interests of its stakeholders world-wide. Information management needs are collectively identified and information sharing and access regimes are harmonized to improve safety, security and efficiency in the maritime domain and protection of the marine environment. It is the responsibility of the national, regional or local competent authority to decide on and to organize the provision and execution of the necessary measures and services within VTM.

2.3 The mission

To create, on a scale ranging from global to local (e.g. ports), the conditions for safe, secure and efficient maritime traffic, to enhance the efficient and effective use of resources (including infrastructure) and to enable collaboration among the different public and private stakeholders involved.

2.4 The aims

The aims of VTM are to enhance the:

- safety of shipping and the environment;
- efficiency of maritime transport;
- security of shipping, ports and infrastructure;
- protection of the marine environment; and
- meet stakeholder demands for reliable and current information support, efficient use of maritime infrastructure and the effective and reliable operation of other logistic or nautical processes.

These aims will be achieved through the provision of a functional framework of measures and services that enable stakeholders (ship-borne and shore-based authorities/organizations at local, regional, national, supranational and international levels) to interact and exchange information to enhance the:

- decision-making process in matters concerning maritime safety and security, efficiency of navigation and of vessel traffic;
- prevention of marine pollution and emissions from vessels and control when an incident has occurred;

¹ A compilation from VTS29/output/6 (Liaison note to Council VTM Concept and Scope) and VTS30/output20 (Liaison note to Council VTS in VTM), approved by IALA Council.

² Between two or more of countries or Continental

- strategic planning of vessel movements in confined and congested waters;
- monitoring of vessel traffic worldwide;
- efficient management of vessel movements in all navigable waters;
- operation of allied services;
- embedding and bundling of all services into one co-operative management structure;
- services to vessels' routing and waterway management;
- optimal utilisation of the marine infrastructure and/or assets;
- services to contingency response, search and rescue, and incident and accident response.

2.5 Criteria and principles for the development of the VTM concept³

Once the compelling need for VTM, as a global concept, has been recognised, and in order to deal with the anticipated complexity of such an integrated concept, it is necessary to set out a number of basic principles for the methodology to be used during the development process.

2.5.1 The concept should be user-driven

VTM should meet the needs and requirements of the stakeholders within the maritime domain.

2.5.2 Focus on functional requirements

The development of the concept and scope of VTM will focus on the 'What' question (functional requirements or user needs of the stakeholders concerned, arrangements, measures, services, processes and some organizational aspects), based on the 'Why' question (compelling needs for VTM). VTM will not focus on the 'How' question (operational and technical solutions), which is expected to be the focus of 'e-Navigation'. However, it is clear that the development of e-Navigation cannot be achieved without a set of user requirements. Close collaboration during the development of both concepts (VTM and e-Navigation), complementary to each other, is necessary and essential.

2.5.3 Clear targets

In order to benefit the stakeholders in the maritime domain, the global co-ordination and guidance on the development of VTM as a global concept should achieve:

- harmonization of a wide range of international, supranational and national developments in VTM;
- the development of unambiguous definitions, concepts and clarifications;
- uniformity of procedures;
- coherency between present and future arrangements, measures to be taken and services to be provided;
- transparency in respect to the responsibilities, the roles and positions of the various stakeholders within VTM;
- defining requirements for the development of a functional and commonly adopted architecture of the concept, which should support the adoption of operational and technical solutions.

2.5.4 Acceptable and practicable

One of the goals during the development of the concept of VTM is to achieve common acceptance by all relevant stakeholders within the international maritime domain (authorities, users, organizations), both ship-based and ashore. This can only be achieved by all parties recognizing that the new concept to be developed:

- should in general be in agreement with, or in congruity to, existing legislation and regulations and

³ This chapter is an abstract of a paper to the 17th IALA Conference, March 2010: "Vessel Traffic Management: the global concept" Communication Plan-VTM Concept - version 0.6 180610 revised 180610

- should not prescribe (inter)national and regional authorities how to fulfil their responsibilities and how to construct their internal arrangements. Therefore the VTM concept should not step in current and/or future responsibilities of the stakeholders within VTM. Consequently VTM should not conflict with or affect the responsibilities of the master of a vessel;
- use ideas and solutions which may be provided by other relevant international and/or supranational conceptual developments (e.g. MarNIS in Europe, MEH in South-East Asia or similar projects in other parts of the world), as appropriate.

2.6 Components in the development of VTM

Product	Subjects	Status
The concept	<ul style="list-style-type: none"> • The compelling need for VTM • The vision of VTM • The mission of VTM • The aims of VTM • Definition of the VTM concept • Arrangements, measures and services within VTM; • A conceptual depiction of the VTM functional framework; • Constraints on the VTM concept; • The benefits of VTM; • Ownership of the VTM concept • Identification of the stakeholders within the maritime domain 	approved by Council
	<ul style="list-style-type: none"> • Criteria for arrangements, measures and services within VTM • Stakeholders and their compelling needs (user requirements) • Relationships between VTM and e-Navigation; • The role and position of VTS within VTM; • The information position of stakeholders within VTM; • Identification of technical systems supportive to VTM 	At present subject of discussion in the IALA VTS Committee WP 2010-2014*
	<ul style="list-style-type: none"> • Identified user needs for measures and services within VTM; • Functional requirements for measures and services within VTM; • Developments that might be incorporated to meet compelling needs of stakeholders; • Aspects of information management • Identification of contributions on solutions by other concepts • The functional architecture of the VTM concept 	Currently subject to further identification and/or are to be developed. WP 2010-2014*
FAQ	<ul style="list-style-type: none"> • All related subjects, on-going process 	WP 2010-2014
Impact Assessment	<ul style="list-style-type: none"> • Development of an Impact Assessment on VTM (FSA) • Identification of the various consequences of VTM in respect to all relevant subjects on all levels 	part of development process WP 2010-2014*
IALA Guidelines	<ul style="list-style-type: none"> • Guideline on the implementation of VTM • Other required guidelines (to be identified) 	WP 2010-2014*
Recommendations	<ul style="list-style-type: none"> • Contributions for modifications of current Manuals, Guidelines 	WP 2010-2014*
Resolutions	<ul style="list-style-type: none"> • Development of an IMO Resolution on VTM • Inclusion or modification of A.857(20) and others if needed 	WP 2010-2014*

* as part of the Working Program 2010-2014 of the VTS Committee.

2.7 Ownership of the VTM concept

Several responsibilities that flow from the ownership and control of VTM during its development and implementation need to be stated:

- the development and maintenance of the vision;
- the development of the concept;
- the definition of tasks and services, including their scopes on strategic, tactical and operational level;
- the design, implementation, operation and enforcement of VTM on a global scale (international, supranational, national, regional and local level), acknowledging the rights, obligations and limitations of Flag States, Coastal States, Port States, and the various authorities within those states;
- the harmonisation of the efforts of VTM to fully address all required functionalities;
- the oversight of the implementation of the concept of VTM to ensure that states are fulfilling their obligations⁴ and ensuring that VTM users and stakeholders within their jurisdiction are also complying with requirements;
- the ownership and control of the VTM concept;
- the assessment and definition of training requirements associated with VTM, and assistance to the relevant bodies in developing and delivering the necessary training programmes;
- the legal framework and the development of subsequent guidelines;

In addition, the VTM concept could bring new interdependencies between VTM and VTS and stakeholders outside its defined area of VTS. These interdependencies should be identified, defined, managed and aligned with the structured interactions between stakeholders that are already in place.

During the development the ownership of the concept will be IALA's. Taking into account the anticipated impact on future maritime legislation and regulations, and also considering the relationship between the VTM concept and the development by IMO of e-Navigation, it is inevitable that the concept will need to be raised at IMO.

⁴ an IMO function

3 THE COMMUNICATION PLAN

3.1 The objective of the communication plan

The objective is to support the introduction and the acceptance of a global concept for VTM. At present the scope of the concept, its functional framework and the user requirements are under development by the IALA VTS Committee and this is a substantial part of the Committee's Working Programme 2010-2014.

3.2 The goals of this communication plan

The goals of the communication plan are to:

- support the further development of VTM in general;
- enhance communication on VTM as a concept and as a functional framework;
- enhance the presentation and clarification of the VTM concept to a broad audience;
- enhance the current image of VTM by dispelling reservations among the various organizations and stakeholders within the maritime domain;
- achieve broad acceptance and enlarge the support for VTM by the relevant international organizations, national competent authorities and stakeholders;
- give guidance and support to IALA and its tasked Committees and Working Group in the relevant communication and administrative processes;
- clarify the relationship between e-Navigation and VTM.

The timeframe for this communication plan is 2010-2014.

3.3 Custodianship of the document

As IALA is leading and promoting the external communications effort necessary to support the case of VTM, the IALA VTS Committee will be the custodian of the communication plan; in practice this will be the Chairman of its Working Group 4 on VTM. Changes to the plan should have the approval of:

- Chairman of the VTS Committee
- Secretary General of IALA
- IALA Council

3.4 The audience for the communication plan

The audience (stakeholders) for the communication plan on VTM has been identified as:

- IALA
 - General Assembly
 - Council
 - Policy Advisory Panel
 - Legal Advisory Panel
 - VTS Committee and its Working Groups
 - e-NAV Committee and its related Working Groups
 - ANM Committee
 - National members of IALA
 - Associated members of IALA
 - Industrial members of IALA

- IMO
 - Maritime Safety Committee (MSC)
 - Subcommittee Safety of Navigation (NAV)
 - Working Group on e-navigation
 - Correspondence Group on e-navigation
 - Subcommittee Radiocommunication and Search and Rescue (COMSAR)
 - Subcommittee Standards of Training and Watchkeeping (STW)
- Other international and regional organizations relevant to or with an interest in VTM
- The stakeholders in the maritime domain and their representative organizations

3.5 Communication strategy

Enhancement of:

- the interaction between the Working Groups of the IALA VTS Committee;
- interaction between the relevant IALA Committees and their relevant Working Groups;
- timely information to the IALA Council;
- the availability and accessibility of the relevant structured documents and products.

Development of:

- substantial documents on VTM and its subjects
- application of an Impact Assessment (FSA model);
- professional presentations and conceptual visualizations;
- a list of Frequently Asked Questions (FAQ), to be published on the IALA website(s);
- posters

Public consultation:

- at conferences, symposiums and seminars;
- international representative organizations;
- stakeholders in the maritime domain (interviews and questionnaires)

Organization of an IALA Workshop on VTM

Consultation with:

- IALA Policy Advisory Panel (PAP);
- IALA Legal Advisory Panel (LAP);
- IALA Secretary General and Technical Manager;
- information exchange with the Chairs of IMO/NAV and the Correspondence Group on e-Navigation, according to IALA procedures;

Publications:

- IALA Bulletin;
- maritime related magazines

Presentations:

- IALA Council (incidental);
- IALA Committees (regular);
- conferences, symposiums, seminars, workshops and at other international/regional/national events;
- IMO/NAV57 (2011).

4 Actions and time schedule

Time schedule		Product	Audience	Tool	Remarks
General	Specific				
September 2010	September 2010	The concept	VTS31 and eNAV8	Presentation	On agenda of Committees
			VTS31 and e-NAV8	Input documents	
	Oct-Dec	Development IA/FSA	Small CG VTS Committee	by email	to be determined
	December 2010	The concept	e-Navigation Conference Seattle	Presentation	to be confirmed
	Jan 2011	Development FAQ	IALA members	Website IALA	to be confirmed
	February 2011	Development general presentation	National and associated members IALA	Presentation	Available for national and regional use (incl. text story)
	March 2011	The concept	VTS32 and e-NAV9	Input documents	
	March 2011	The concept	IALA Members	Publication	IALA Bulletin
	April 2011	The concept	ANM16	Presentation	
			ANM16	Input documents	where appropriate
	May 2011	The concept	US Coast Guard	Presentation	During intersessional WG4, location to be determined
	June 2011	Development progress	IALA Council	Presentation ⁵	where appropriate
				Input documents	
	July 2011		IMO/NAV57 WG e-navigation	Presentation	
	September 2011	The concept	VTS33 and e-NAV10	Input documents	
		Development progress		Presentation	
	February 2012	The concept	VTS34 and e-NAV11	Input documents	
December 2012	March 2012	VTM subjects	IALA members	VTM Workshop	to be determined consultancy with SG
	June 2012	Development progress	IALA Council	Input documents	where appropriate
	September 2012	The concept	VTS35	Input documents	
		The concept	VTS Symposium Istanbul		on program
		The concept	e-NAV12	Input documents	
	December 2012	Development progress	IALA Council	Presentation ⁵	where appropriate
				Input documents	

In the period 2010-2012 the following communications are on-going general issues:

* presentations at conferences, symposiums, seminars and workshops where appropriate

* exchange of information between Chair WG4 VTS Committee with Chair IMO/NAV CG on e-navigation, according to IALA procedures

Also the following communications are dependent on the status of the development of VTM:

* development and distribution of questionnaires on VTM issues

* publications on VTM in maritime (related) magazines where appropriate

The table is liable to be adjusted. For the period 2013-2014 consultation with SG, TM and Chair VTS Committee will be needed concerning the development of Guidelines, Recommendations etc.

⁵ Presentations to Council are by invitation. Considering the approval by Council that VTM is a major aspect of the 2010-2014 Working Programme, Council may approve to be kept informed on year-to-year basis. Presentations to Council are scheduled once a year.
Communication Plan-VTM Concept - version 0.6 180610 revised 180610