Document Revisions (Title style)

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**Communication Strategy**

**for**

**Vessel Traffic Management (VTM)**

**Edition 1**

**December 2010**

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

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# Introduction

There have been substantial changes in the global shipping environment, such as an increase in the volume of vessel traffic, increasing pressure on navigable 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 over a broad area, a need for the enhancement of the management of data and information as well as an increasing need to respond effectively to incidents/emergencies in all navigable waters, especially where pollution occurs or where there is risk of pollution.

These increasing demands and needs 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 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, traditional and new traffic management measures need to be incorporated into a broader concept.

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

The IALA Council 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 basic principles of the VTM concept and its scope.

The Conference concluded that the VTM concept was heading in the right direction but that there was a need for the VTM 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.

# ThE VTM Concept

Definition

The IALA Council noted and 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, supranational, 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; this framework will facilitate 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.

# Vision

To harmonize 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 authorities to decide on and to organize the provision and execution of the necessary measures and services.

# Mission

To create conditions for safe, secure and efficient maritime traffic and the protection of the marine environment in all navigable waters, to enhance the efficient and effective use of resources and to facilitate collaboration among the different public and private stakeholders involved.

# The Aims

The aims of VTM are to enhance the:

* safety of navigation;
* efficiency of maritime transport;
* security of shipping, ports and infrastructure;
* protection of the marine environment;

Important conditions to achieve these aims are to meet stakeholders’ demands for reliable and current information, 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 ship-borne and shore-based stakeholders 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 reduction of emissions from vessels and control when an incident has occurred;
* 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’ routeing and waterway management;
* optimal utilisation of the marine infrastructure and/or assets;
* services to contingency response, search and rescue, and incident and accident response.

## Criteria and principles for the development of the VTM concept

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.

### The concept should be user-driven

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

### 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.

### Objectives

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, national and/or regional 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;
* transparancy 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.

### Developing acceptable and practicable goals

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 onboard and ashore. This can only be achieved by all parties recognizing that the new concept to be developed should:

* be in agreement with, or in congruity to, existing legislation and regulations and
* 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 override 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.

# Key Step in the Development of VTM

The key steps in the development process are reflected at Annex A. These steps will be further defined during the development process.

The actions and time schedule for the communications process are at Annex B.

# 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 and operation of VTM and compliance with measures and services within 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 obligations, which is an IMO function, 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 owner of the VTM concept will be IALA.

The VTM concept needs to be approved by the IALA Council before it can be presented to IMO for approval and recognition, taking into account the anticipated impact on future maritime legislation and regulations, and also considering the relationship between the VTM concept and the development of e-Navigation. This may be followed by an implementation strategy for VTM, including an impact assessment to assess the consequences of VTM.

# The Communication Plan

## 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.

## The goals of the communication plan

The goals of the communication plan are to:

* support the further development of VTM in general;
* enhance communication about 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 in the relevant communication and administrative processes;
* clarify the relationship between e-Navigation and VTM.

The timeframe for this communication plan is 2010-2014.

## 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. Changes to the plan should have the approval of:

* The VTS Committee
* Secretary General of IALA
* IALA Council

## The audience for the communication plan

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

* IALA and its members;
* Other international and regional organizations relevant to or with an interest in VTM;
* The stakeholders in the maritime domain and their representative organizations.

When approved by the IALA Council:

* IMO;
* Maritime Safety Committee (MSC);
* Maritime Environmental Protection Committee (MEPC);
* Subcommittee on 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).

## Communication Strategy

The communication strategy may consist of the following possible actions.

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 Co-ordination 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).

1. Key Steps in the Development of VTM

|  |  |  |
| --- | --- | --- |
| **Product** | **Subjects** | **Status** |
|  | | |
| **The concept** | * The compelling need for VTM * The vision of VTM * The mission of VTM * The aims of VTM * Working 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 |
| * 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\* |
| * 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** | * All related subjects, on-going process | WP 2010-2014 |
|  | | |
| **Resolutions** | * Development of an IMO Resolution on VTM * Inclusion or modification of A.857(20) and others if needed | WP 2010-2014\* |
|  | | |
| **Impact Assessment** | * 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 the development process  WP 2010-2014\* |
|  | | |
| **IALA Guidelines** | * Guideline on the implementation of VTM * Other required guidelines (to be identified) | WP 2010-2014 |
|  | | |
| **Recommendations** | * Contributions for modifications of current Manuals, Guidelines | WP 2010-2014 |

1. Actions and Time Schedule for the Communications Strategy

| **Time schedule** | | **Product** | **Audience** | **Tool** | **Remarks** |
| --- | --- | --- | --- | --- | --- |
| ***General*** | ***Specific*** |
|  | | | | | |
| September 2010  December 2012 | September 2010 | The VTM concept | VTS31 and e-NAV8 | 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 VTM 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 VTM concept | VTS32 and  e-NAV9 | Input documents |  |
| March 2011 | The VTM concept | IALA Members | Publication | IALA Bulletin |
| April 2011 | The VTM concept | ANM16 | Presentation |  |
| ANM16 | Input documents | Where appropriate |
| May 2011 | The VTM concept | US Coast Guard | Presentation | During inter-sessional WG4, location  to be determined |
| June 2011 | Development progress | IALA Council | Presentation[[1]](#footnote-1) | Where appropriate |
| Input documents |
| July 2011 |  | IMO/NAV57  WG e-Navigation | Presentation |  |
| September 2011 | The VTM concept | VTS33 and e-NAV10 | Input documents |  |
| Development progress | Presentation |
| February 2012 | The VTM concept | VTS34 and  e-NAV11 | Input documents |  |
| February 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 VTM concept | VTS35 | Input documents |  |
| The VTM concept | VTS Symposium  Istanbul |  | On program |
| The VTM concept | e-NAV12 | Input documents |  |
| December 2012 | Development progress | IALA Council | Presentation5 | 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. | | | | | |

1. 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. [↑](#footnote-ref-1)