



# Deliverable D1.27

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

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Implementation time-frame: August 2016 to November 2018

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End date of project:	30 April 2018
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## DOCUMENT STATUS

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### Document History

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### Review

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# 1 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).

# 2 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.

# 3 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.

## 3.1 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.



## 4 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 amounts 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 a visualisation system, such as Radar or ECDIS).



## 5 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	Develop 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.	On Track
				FAQ section on IALA website.	On Track
				Information papers provided to IMO.	On Track
				Input papers to ITU. Fact Sheet / Brochure not yet created.	At Risk
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.	On Track
				Reporting on test beds to IALA and ITU.	On Track
				Ongoing work to promote further activity.	On Track

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
				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 information sharing through test bed / trial results Continue to engage stakeholders through workshops / meetings	Develop communication products targeting external audiences	Strong support for IALA ENAV WG3 meetings.	
				Test bed results shared.	

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
	Promote regional / technology focused workshops. Develop materials for workshop leaders to use	Develop materials for workshop leaders to use		Workshops and meetings to engage stakeholders.	Green
				Limited focus for secondary and tertiary stakeholders.	Orange
				Regional workshops held. Limited materials for workshop leaders to use (ppt created).	Orange
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.	Green
				Need to identify activity from Feb 2018 – Nov 2018 (post E2 project)	Orange

## 6 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 the 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)