

IICWG Draft Strategic Vision, V5

Introduction: The International Ice Charting Working Group (IICWG), formed in 1999 as an “ad-hoc” organization of the world’s major ice services, which currently include as Charter members: Argentina, Canada, Chile, Denmark (Greenland), Finland, Germany, Iceland, Norway, Poland, Russia, Sweden and the United States as well as the British Antarctic Survey and the International Ice Patrol. The IICWG provides a forum for the coordination of ice matters, including icebergs, acts as an advisory body for the relevant international sea organizations and programs, and offers non-binding recommendations to senior management as appropriate. The organization focusses on subjects such as Data, Product Exchange & Ice mapping standards; harmonizing ice terminology; Operations and Customer Support; Ice analyst and other related training; developing, integrating and applying technology for Ice analysis and forecasting methodology; Applied Science, Ice Modelling and Research & Development.

Purpose of the IICWG: The IICWG promotes cooperation between the world's ice centers, and serves in an advisory capacity, on all matters concerning sea ice and icebergs.

Challenges and Risks: As for all organizations, the members of the IICWG face challenges and risks. These include:

- Understanding and incorporating user needs in our provision of ice information;
- Financial issues challenge the participation of individual ice services to attend meetings and other fora.
- Changing technology : the IICWG needs to ensure the maintenance and development of technology that enables the members to provide timely and accurate ice information to not only maritime interests, but also the ice services technical staff
- Succession and training of staff
- Ensuring the ice services are understood to be the authoritative source for ice information which also means understanding the security and liability aspects of the provision of ice/iceberg information and services world-wide

Goals and Strategies:

1. Promote and facilitate the effective strategic, tactical and daily cooperation among the worlds’ ice services:
 - a. Ensure relationships between the ice services are strengthened by communications, cooperation and effective meetings.
2. Minimize the effect of the global and individual challenges facing the worlds’ Ice Services:
 - a. Develop a living strategic plan which leverages the IICWG’s strength as an international forum to positively address the collective needs of the world’s ice services
 - b. Develop a consultative strategy that will regularly engage as many user-communities as possible
3. the world’s ice services thru the IICWG as the authoritative source for ice information and products world-wide:
 - a. Develop agreements among ice services to standardize the presentation of ice and iceberg information.
 - b. Have this standard recognized, validated and published by the WMO.
 - c. Leverage relationships with commercial entities

4. Encourage training and best practices between ice services to improve operational products.
 - a. Develop agreed upon personnel competency requirements and training standards.
 - b. Ensure users needs are effectively reflected in the development of new products

5. Communicate the existence, purpose and goals of the IICWG globally among pertinent and appropriate organizations, domestically and internationally:
 - a. Develop a document that examines the importance of ice information and remotely sensed Earth Observation to the safety of life, the environment, as well as the security and efficiency of the economy of nations with ice-prone waters.
 - b. Develop a communications and engagement strategy that includes, inter-alia, being actively represented at appropriate domestic and international fora such that the IICWG is well positioned to take advantage of converging opportunities.

The future:

- In 5 years, the members of the IICWG will continue to be recognized as the authoritative source for ice & iceberg information services in the world
- In 5 years, the members of the IICWG will work collaboratively and seamlessly to ensure maritime interests can operate safely in ice-prone waters while contributing to a robust economy and a protected environment.
- In 5 years, the members of the IICWG will have ensured the continuity and development of the tools and professionals needed for success.

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September 28, 2017

Plenary Comments on draft Version 5

- The strategic vision should be as short as possible - one page rather than two – remove the challenges and risks and focus on the future
 - Need a multi-level document that addresses high level plus drill down
- Single clear vision up front; aspirational – directive - influence international bodies – aim high
- Bring purpose up to the front; put members names at bottom
- 4 main thoughts for the vision: Collaboratively provide ice services to enhance marine safety by implementing the Polar Code; Plan together for enhancement to future services, being the authoritative source of ice services for the world, and improving the profile of the group internationally
- We need a mission statement that outlines the context of why we are doing what we are doing
 - Put mission statement first... Bringing together the world's ice services to promote safety in polar waters.
- Purpose statement as-is is outdated. Moved beyond *promoting* cooperation in the arctic – we are already cooperating ... however the Antarctic still needs help there. Are we really handling “all matters” concerning sea ice and icebergs?
- Socio-economic benefits should be mentioned up front
- Introduction: Users get lost from the onset. Charter members listed in the bottom.
- Purpose is fine if it is nested under an over-reaching vision
- Remove challenges and risk....or move it down. Recast so that the issues relate to doing the work rather than attending meetings
- Goals and Strategies – keep to level of Goal (with aspirational language) and move the strategies to another document
 - The goals in this draft are more strategy statements. We need some words about the outcome we are trying to achieve – all about safety and support for maritime shipping. Note the statements in the press release.
 - There should be “push goals” – the ability to adapt and take advantage of changes – how we are capitalizing on new technology.
- Goals 3 and 4 could be grouped into one as being the authoritative source requires best practices, well trained staffs, leveraging relationships with commercial entities, standards, etc.
- Goal 5 - don't use a goal space for communication – it is necessary but move it lower; develop a single sentence that defines our international partnerships and relationships
 - IICWG provides a forum to develop advice for authoritative bodies
- Goal 5a is a very strong action item – genesis of this is the 2007 socio-economic report but now need to include the Polar Code impacts
- Users must be brought into the document
 - We have tried to emphasise that shipping is global and that the information should be standardized
 - Polar Code should be highlighted in the vision - we are a body that can help advance the science and move research into operations to support the Polar Code requirements
 - economic benefits

- ice navigation should be mentioned – the goals of the ice services is to serve the community
- bring users into safety of navigation and environment – but bring the science into it to improve
- Could include in the vision a review what we have already achieved in 18 years
- Somewhere note how meetings move around to promote global collaboration
- Whatever we put down must be effective not just efficient