

COMMISSION FOR BASIC SYSTEMS  
OPEN PROGRAMME AREA GROUP ON INTEGRATED OBSERVING SYSTEMS

INTER-PROGRAMME EXPERT TEAM ON SATELLITE UTILIZATION AND  
PRODUCTS

ITEM: 14

SECOND SESSION

Original: ENGLISH

GENEVA, SWITZERLAND, 23-26 FEBRUARY 2016

## **IPET-SUP Communication Plan**

*(Submitted by Anthony Rea)*

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### **Summary and Purpose of Document**

To provide a draft communication plan for consideration by the Expert Team.

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### **ACTION PROPOSED**

The second session is invited to:

- (a) Note the information provided;
- (b) Provide guidance on the next iteration of the communication plan; and
- (c) Nominate a working group for finalization of the plan over the next two months.

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**Appendices:** A. Stakeholder Analysis Table.

## DISCUSSION

### Introduction

1. The idea of a communication plan for IPET-SUP was introduced at the 2014 meeting of ET-SUP. It was the subject of a breakout group discussion at IPET-SUP-1 in 2015. The output from this session has been compiled into the attached communication plan.

2. The aim of the communication plan is to document the communications methods, audience groups and key messages to enable the team to more effectively carry out its work. The plan is targeted at a high level and will be used to broadly guide the activities of the team in relation to interactions with its key stakeholders.

3. The stakeholder matrix (Table 1) is used to determine which stakeholders can influence or have an interest in the activities of the team. It is designed to help identify where to concentrate efforts for stakeholder engagement and communication. Note: this table drawn from materials prepared by the Bureau of Meteorology Communication Section.

Influence/ power of stakeholders: High	<b>Keep satisfied</b> <ul style="list-style-type: none"> <li>• Plan now, engage later</li> <li>• Meet their needs</li> <li>• Engage and consult on interest area</li> <li>• Try to increase level of interest</li> <li>• Don't bore with messages (not too much information)</li> <li>• Aim to move into right hand box (key player)</li> </ul>	<b>Key player</b> <ul style="list-style-type: none"> <li>• Engage now</li> <li>• Collaborate (fully engage, consult regularly try to influence)</li> <li>• Greatest effort to satisfy</li> <li>• Focus efforts on this group</li> <li>• Involve in governance/ decision making bodies</li> <li>• Manage closely</li> <li>• A close and good working relationship must be established with this group</li> </ul>
Influence/power of stakeholder: Low	<b>Least important</b> <ul style="list-style-type: none"> <li>• Inform later</li> <li>• Keep informed and monitor (in influence or impact)</li> <li>• May have some involvement but relatively in lower priority</li> <li>• Minimal effort</li> <li>• Do not excessively communicate</li> <li>• Inform via general communications such as newsletters, website, mail shots</li> <li>• Aim to improve into right hand box (keep informed)</li> </ul>	<b>Keep informed</b> <ul style="list-style-type: none"> <li>• Inform now</li> <li>• Show consideration</li> <li>• Make use of interest through involvement in low risk areas</li> <li>• Adequately inform</li> <li>• Ensure no major issues arising</li> <li>• Help with the detail of the project</li> <li>• Keep informed and consult on interest area</li> <li>• Potential supporter/goodwill ambassador</li> <li>• Keep informed and two-way communication</li> <li>• This group may be source of risks, and will require careful monitoring and management</li> </ul>
	Interest (or impact) of stakeholders: Low	Interest (or impact) of stakeholders: High

**Table 1: Stakeholder Matrix**

4. At IPET-SUP-1, the team identifies a range of communications methods available to it:
  - i. Attendance at IPET-SUP Meetings;
  - ii. IPET-SUP members attending others' meetings;
  - iii. Conference presentations;
  - iv. One-to-one email or phone communications;
  - v. Websites;
  - vi. User survey;
  - vii. Official WMO letters;
  - viii. Regional Satellite Requirements Groups;
  - ix. Newsletter;
  - x. Bulk email; and
  - xi. Training events and materials.
  
5. Additional methods may include social media such as LinkedIn, and online collaboration tools.
  
6. The stakeholder matrix was filled out at IPET-SUP-1 in a preliminary manner as follows:

<b><i>Influence/ power of stakeholder: High</i></b>	<b>Involve/Consult</b> <ul style="list-style-type: none"> <li>• WIS Project Team</li> <li>• ITSC</li> <li>• IROWG</li> <li>• IWWG</li> <li>• IPWG</li> <li>• ICWG</li> <li>• GODEX-NWP</li> <li>• Commission for Hydrology</li> <li>• Commission for Climatology</li> </ul>	<b>Collaborate/Empower</b> <ul style="list-style-type: none"> <li>• CGMS</li> <li>• CEOS</li> <li>• WIGOS Project</li> <li>• ET-SAT</li> <li>• CBS Management</li> <li>• Space Weather Task Team</li> <li>• JCOMM Task Team</li> <li>• VLab management Group</li> </ul>
<b><i>Influence/power of stakeholder: Low</i></b>	<b>Inform</b> <ul style="list-style-type: none"> <li>• Individual users</li> </ul>	<b>Consult/Listen</b> <ul style="list-style-type: none"> <li>• Regional Requirements Groups</li> <li>• SWFDP</li> </ul>
	<b><i>Interest (or impact) of stakeholders: Low</i></b>	<b><i>Interest (or impact) of stakeholders: High</i></b>

7. Further work is required to review the current matrix and revise the current content, adding in and categorising additional stakeholders as required.

## Stakeholder Analysis

8. The stakeholder analysis table lists the stakeholders who have an influence or have an interest in the team's success. Through the use of this tool, stakeholders can be classified according to their influence and interest, and a profile can be developed for each one. Each user in the stakeholder matrix, above, can be detailed in the stakeholder analysis table.

Stakeholder details	What is their classification?	How important is this stakeholder?	Current level of support and interest?	What do you want from the stakeholder?	What's important to stakeholders?	How could stakeholders block or advance your efforts?	What is your strategy to manage or communicate to this stakeholder?
<p><i>High level (general) contact details such as name and organisation.</i></p> <p><i>This should not become the stakeholder mailing list.</i></p>	<p><i>Stakeholder classification such primary or secondary etc— People from the same organisation can have a different stakeholder classification and you may need to apply a different approach</i></p>	<p><i>What is their level of influence and level of interest?</i></p>	<p><i>You may need to understand their issues, concerns, position on your project</i></p>	<p><i>For example, you need them participate in user testing, be a project champion, adopt a new product</i></p>	<p><i>This will help you target your key messages that are relevant to them— what benefits, features or value proposition will appeal to them</i></p>	<p><i>For example, Stakeholder X is a project advocate or champion</i></p>	<p><i>Choose the appropriate communication tool and tactic to reach this audience</i></p>

9. A partially completed stakeholder analysis table is provided at Appendix I. it was not possible to complete this prior to the meeting and it is suggested that IPET-SUP-2 could complete this work, either in a breakout session or by forming a separate working group to complete the table out of session.

**Appendix I**

Stakeholder details	What is their classification?	How important is this stakeholder?	Current level of support and interest?	What do you want from the stakeholder?	What's important to stakeholders?	How could stakeholders block or advance your efforts?	What is your strategy to manage or communicate to this stakeholder?
WIS Project Team	Secondary stakeholder	Medium influence, low interest	Minimal support and low interest	Need them to consult on data access and metadata requirements	Delivery of WIS according to timeframes, meeting user needs.	Could assist in addressing data access issues.	<ul style="list-style-type: none"> <li>- Engagement in project teams by IPET members;</li> <li>- invited attendance and presentation at IPET-SUP</li> </ul>
ITWG	Primary Stakeholder	High influence, high interest	Medium support and low interest	Input into user requirements for NWP and sounder data in general	Access to satellite data, research outcomes	Could assist in documenting user requirements. Could assist in lobbying satellite operators.	<ul style="list-style-type: none"> <li>- IPET-SUP members attend ITSC</li> <li>- conference presentation on IPET-SUP activities</li> <li>- ITWG report at IPET-SUP</li> </ul>
Etc.							