From “Oceans of Change” to “Corporate Ocean Responsibility”

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The international business alliance for “Corporate Ocean Responsibility”

Oceans of Change: Multiple Use











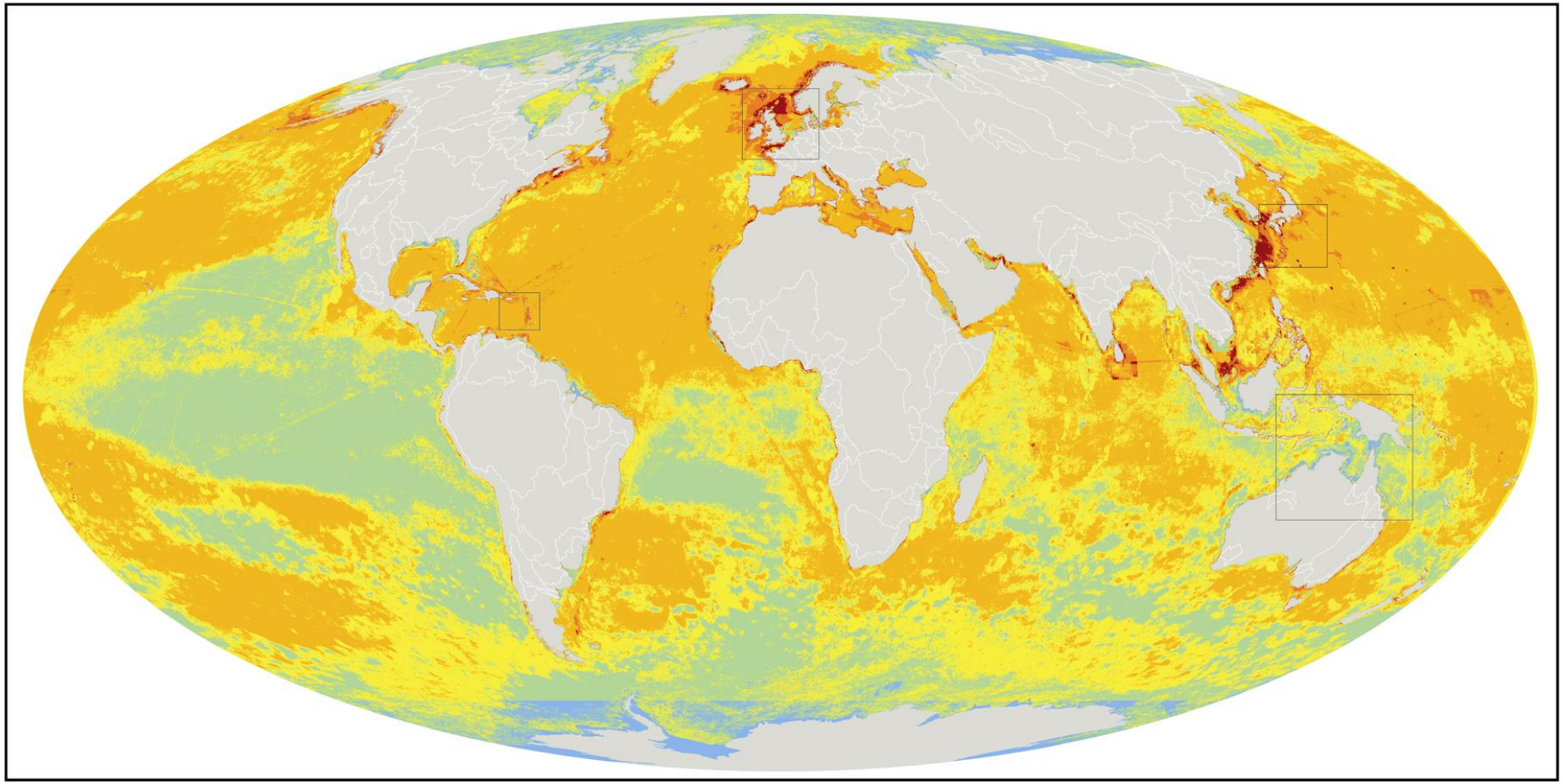
Oceans of Change: Growing Use

- Shipping
- Offshore oil and gas
- Fisheries
- Cruise and coastal tourism
- Aquaculture
- Mining
- Dredging
- Submarine cables/pipelines
- Offshore wind energy
- Wave/tidal energy
- Ports/marinas
- Recreational/sport boating
- Desalination
- Carbon sequestration
- Navy/military use

Expanding

- Kinds of use
- Levels of activity
  - Duration
  - Intensity
  - Frequency
- Location of activity
  - Geographical Extent
  - Frequency

Oceans of Change: Ecosystem Impacts



Oceans of Change: Regulation

Converging Marine Environment/Sustainability Trends

Precautionary Approach
+ Marine Protected Areas
+ Ecosystem Based Management
+ Marine Spatial Planning
+ Marine Biodiversity
+ High Seas Concerns

= an increasingly complex and challenging business environment for ocean industries

Smart companies will realize the policy, planning and operational risks <u>and opportunities</u> these trends create

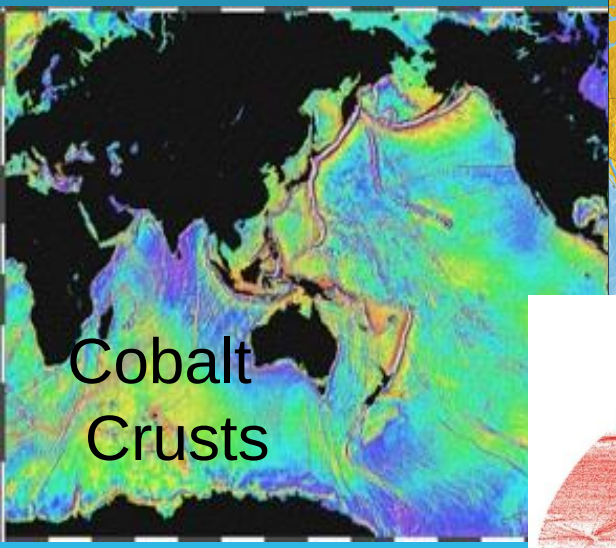
Oceans of Change: Business Community

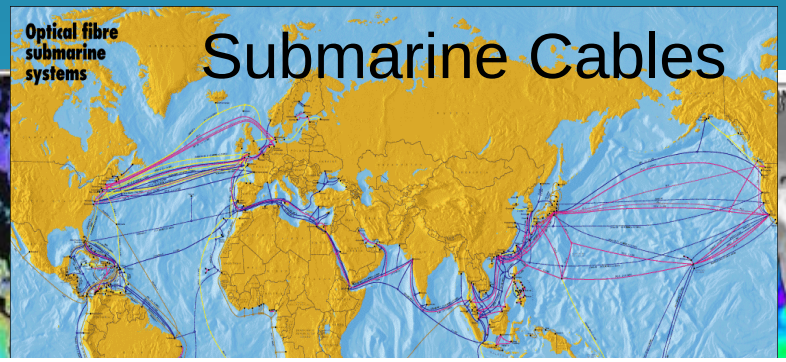
1. **Direct Ocean Users**
   Industries that depend on the ocean for the extraction or production of goods (living, non-living, energy) and the provision of services (transport, tourism, etc.)

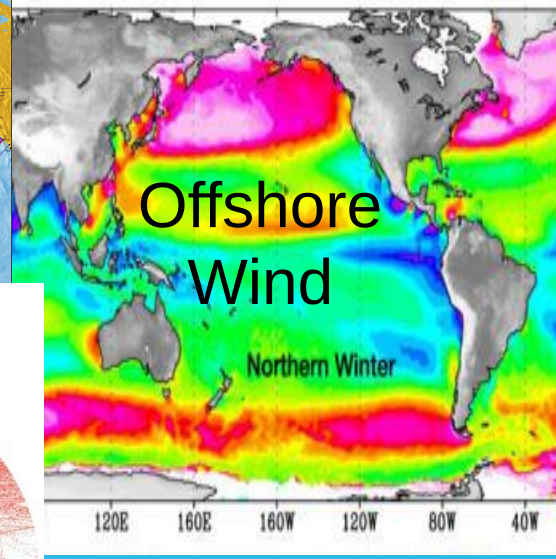
2. **Ocean User Support Industries**
   Industries that depend on direct users for their existence (e.g. shipbuilders) or drive ocean industry growth (e.g. extractors, manufacturers, retailers that transport materials or products by sea)

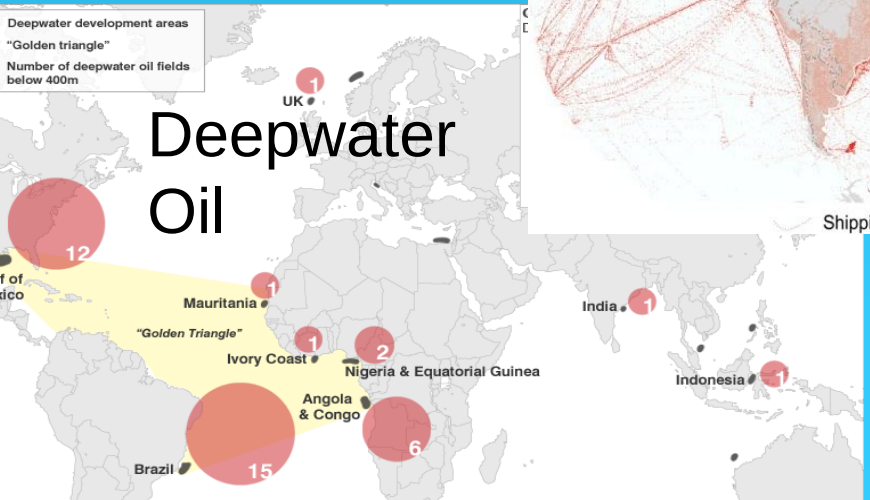
3. **Essential Ocean Use "Infrastructure"**
   Insurance, finance, legal and other essential services that enable ocean industries to operate

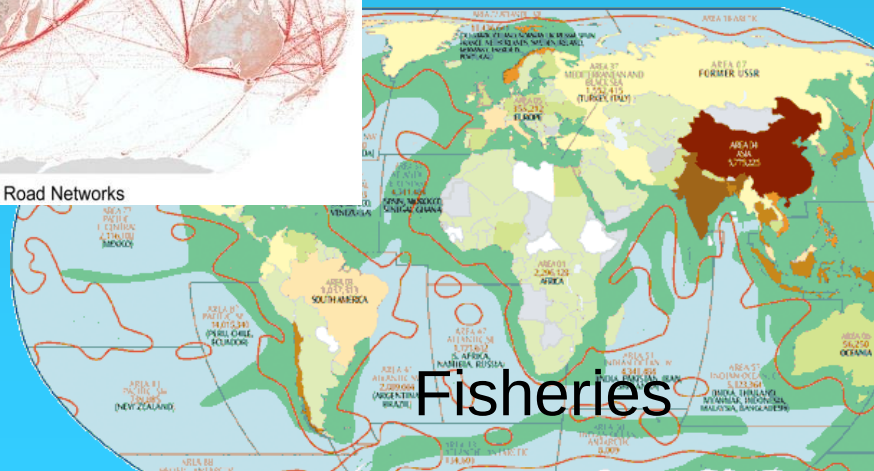
Oceans of Change: Industry Views











The Ocean Business Community Challenge

- Ocean industries require access and the social license to use ocean space and resources.
- Many of the critical issues affecting access and social license are cross-cutting or cumulative.
- Sustaining ocean health and productivity requires responsible use and stewardship by all users.
- The best efforts by a single company, or an entire industry sector, are not enough to secure the future health and productivity of the ocean.
- Ocean industries will benefit from collaboration with other sectors to develop synergies and economies of scale to address the issues and ensure access and social license.

Ocean Business-Driven Solutions

Ocean Business Community need and opportunity to:

Create the structure and process for progressive companies in the broad range of ocean industries to collaborate in a leadership alliance

Identify cross-cutting issues for which there are business benefits to collaboration

Form cross-sectoral working groups and platforms that focus multi-industry efforts on these issues with targeted action plans and outputs

World Ocean Council

International, Cross-Sectoral *Business* Leadership Alliance

- Bringing ocean industries together, e.g. shipping, oil/gas, fisheries, aquaculture, tourism, offshore renewables, etc.
- Catalyzing leadership and collaboration in addressing ocean sustainability - *"Corporate Ocean Responsibility"*

Goal A healthy and productive global ocean and its sustainable use, development and stewardship by a responsible *ocean business community*

Creating business value for responsible companies

- Access and social license for responsible ocean use
- Synergies and economies of scale in addressing issues
- Stability and predictability in ocean operations

World Ocean Council: Members

Almi Tankers S.A.
A.P. Moller-Maersk A/S
Arctic Fibre
Baird Publications
Battelle Memorial Institute
Beveridge & Diamond, P.C.
BigBlueStuff
Birds Eye – Igloo
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Ocean Peace Inc.
OceanNetworks Canada
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Powerboat P1
RightShip
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Sanford Limited
Shell
Southall Env'tal Assoc (SEA)
SubCtech
Tai Chong Cheang (TCC) Steamship Co HK
Teck Resources
TierraMar Consulting
TOTAL
Total Marine Solutions
Twin Dolphins
Univ. Texas Marine Science Inst.
Zodiac Maritime
Southall Env'tal Assoc (SEA)

Ocean Industry Leadership Priorities

1. Ocean Governance

- Convention on Biological Diversity (CBD); Law of the Sea

2. Marine Spatial Planning (MSP)

- US; EU; Australia

3. Operational Environmental Issues

- Marine Invasive Species – ballast water, hull biofouling
- Sound and Marine Life; Marine Mammal / Vessel Interactions
- Port Waste Reception Facilities / Marine Debris
- Water Pollution/Waste Discharge

4. Regional Ocean Business Councils

- Arctic; Caribbean; Trans-Atlantic; Mediterranean; Baltic; Arab Gulf

5. Smart Ocean / Smart Industries

- Observations and Data from Ships/Platforms of Opportunity

6. Sea Level Rise

- Port/coastal infrastructure adaptation

5. Smart Ocean / Smart Industries

Ensure a wide range of industry vessels and platforms are:
- Providing routine, sustained, standardized information on the ocean and atmosphere
- Contributing to describing the status, trends and variability of oceanographic and atmospheric conditions
- Improving the understanding, modeling and forecasting of oceanic ecosystems, resources, weather, climate variability and climate change

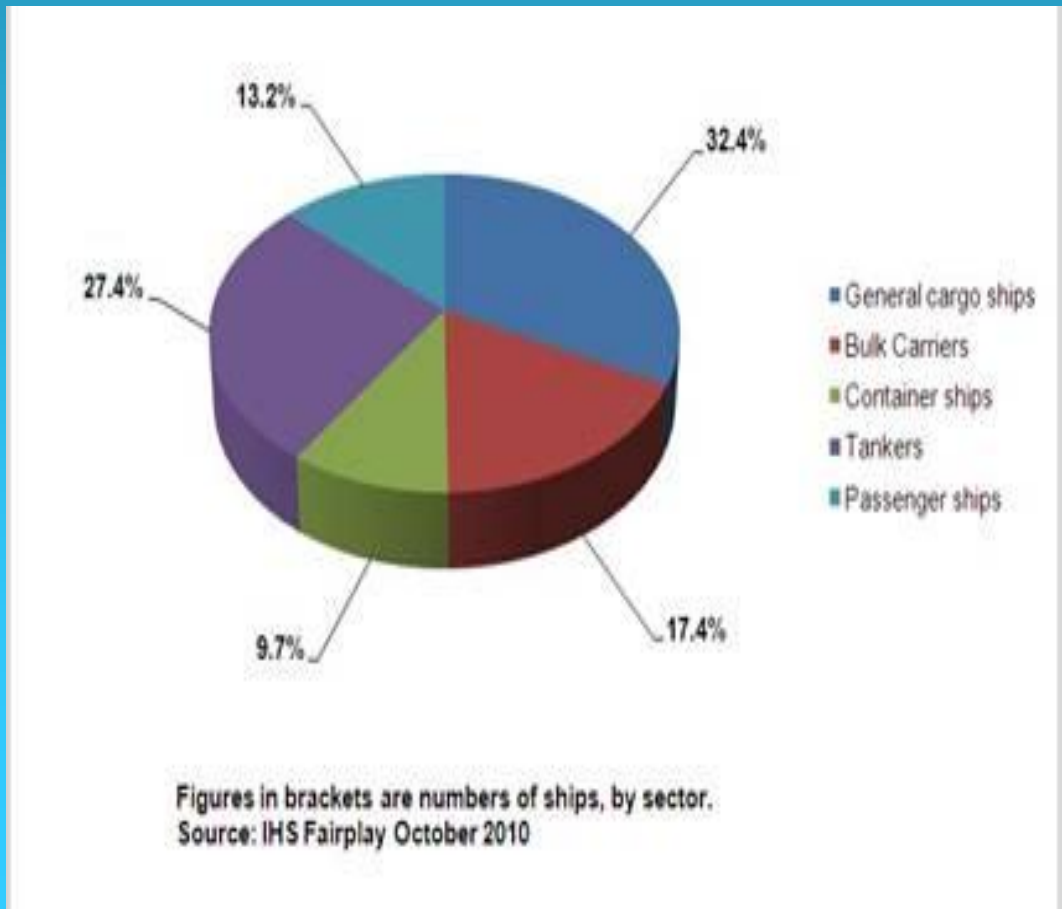
Establish a program to:
- Expand the number of vessels and platforms that collect standardized ocean, weather and climate data
- Improve the coordination and efficiency of data sharing and input to national/international systems
- Build on “ships/platforms of opportunity” programs

Opportunities of Ships

Number of ships - by total and trade
in October 2010

Bulk Carriers: 8,687
Container ships: 4,831
Tankers: 13,175
Passenger ships: 6,597

TOTAL: 50,054



Figures in brackets are numbers of ships, by sector.
Source: IHS Fairplay October 2010

Other Ship and Platform Opportunities

Fisheries

Offshore oil/gas

Aquaculture

Ferries

Offshore wind energy

Wave/tidal energy



Thank You !

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