Business Engagement in Marine Planning
Opportunities for Collaboration

WORLD OCEAN COUNCIL

The International Business Alliance
for Corporate Ocean Responsibility

www.oceancouncil.org

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World Ocean Council

Who

What

Why

How

Who

International Cross-Sectoral *Business* Leadership Alliance

Ocean Business Community

Direct Ocean Users

Ocean User Support Industries

Ocean Use Infrastructure Providers

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70+ Members
30,000 in WOC Global Network

3W Marine Pty Ltd	ExxonMobil	Noise Control Engineering
Almi Tankers S.A.	Global Trust Certification	Ocean Nourishment
Arcadis	Golder Associates	OceanNetworks Canada
A.P. Moller-Maersk A/S	Guangxi Penshibao Co., Ltd	OLRAC SPS
Arctic Fibre	Heidmar, Inc.	PanGeo Subsea
Baird Publications	Heerema Marine Contractors	Resolute Marine Energy
Battelle Memorial Institute	Holman Fenwick Willan LLP	RightShip
Beveridge & Diamond, P.C.	Hydrex	Rio Tinto
BigBlueStuff	Intl Chamber of Shipping (ICS)	Royal Greenland A/S
Birds Eye – Igloo	Intl Tankers Owners Pollution Fed. (ITOPF)	Sanford Limited
Blank Rome	JASCO Applied Sciences	Shell
BP	Keppel Offshore and Marine	Shipping HK Forum Ltd
Cape Breton University	L3 MariPro	Southall Env'tal Assoc (SEA)
Cape Cod Comm. Fishermen's Assn.	Lloyds Register	SubCtech
Caris USA Inc.	Louisbourg Seafoods	Swire Pacific Offshore
Center for the Blue Economy	M3 Marine (Offshore Brokers) Pte Ltd	Tai Chong Cheang (TCC) Steamship Co HK
China Navigation Company	Manson Oceanographic	Technip
Class NK	Marinexplore	Teck Resources
CSA Ocean Sciences Inc.	Marine Acoustics, Inc.	TierraMar Consulting
DNV - GL	Memorial University – Marine Institute	TOTAL
EcoStrategic Consultants	Mitsubishi Heavy Industries	Total Marine Solutions
ESRI	Nautilus Minerals, Inc.	Twin Dolphins
	N America Marine Env't Protection Assn.	Univ. Texas Marine Science Inst.

OCEAN BUSINESS COMMUNITY

INDUSTRY SECTORS

Energy and Mining

Marine Construction and Facilities

Marine Technology

Marine Transportation

Renewable Living Resources

Ship and Boat Building

Tourism and Recreation

Business Support and Professional Services

Business Categories

Energy and Mining	Marine Construction and Facilities	Marine Technology	Marine Transportation	Renewable Living Resources	Ship and Boat Building	Tourism and Recreation	Business Support and Professional Services
Industry or Business Association	Industry or Business Association	Industry or Business Association	Industry or Business Association	Industry or Business Association	Industry or Business Association	Industry or Business Association	Industry or Business Association
Offshore Energy Service and Supply	Beach Renourishment	Instrumentation and Electronics	Charting/Hydrography	Aquaculture	Boat Building and Repair	Coastal Hotels / Resorts	Classification Societies
Offshore Renewable-Wave and Tidal	Cable / Pipelines / Telecommunications	Marine Pollution Abatement	Deep Sea Freight	Commercial Fishing	Boat/Vessel Manufacturer	Cruise Tourism	Consulting Firms
Offshore Renewable-Wind	Coastal Restoration	Monitoring and Research Equipment	Marine Transportation Services	Data Management	Ship Building and Repair	Marinas	Finance
Oil and Gas	Desalination Construction	Navigation	Passenger Ferry	Desalination Production		Marine Sports / Sporting Goods	Insurance / Reinsurance
Onshore Power Plants and Power Plant Cooling	Dredging	Robotics	Ports and Harbors	Fishing, Charter / Party		Marine Tours / Expeditions	Law/Regulatory Planning
Seabed Mining and Minerals Extraction	Ocean Engineering		Search and Rescue	Pharmaceuticals / Biotechnology		Recreational / Tourist Charters	Mapping /Geospatial Analysis / Data Management
	Port Development		Shipping	Scientific Management		Recreational Boating Equipment, Service, Supplies	Marine Technology / Instrumentation / Software / Hardware
	Shoreline Structures and Protection		Warehousing	Seafood Restaurants / Food Service		Recreational Fishing Equipment, Service, Supplies	Media and Journals (Industry or Trade)
				Seafood Retailers		Wildlife Viewing	Oceanographic and Geotechnical Surveys
				Seafood Wholesalers / Processors		Zoos / Aquaria	Publications / News (Not Industry or Trade)

What

Healthy, productive global ocean and its sustainable use and stewardship by a responsible *ocean business community*

Bridging Organization

- Bringing ocean industries together
- Catalyzing leadership and collaboration in addressing ocean sustainability
- Engaging with the non-ocean business community

At Its Core

The men and women who work very hard and risk their lives to bring the world the food, energy, activities and provisions needed to sustain life...

- Advancing *"Corporate Ocean Responsibility"*
- Communicating responsible ocean industry/economy

And the Uses Are Growing

- Cruise and coastal tourism
- Shipping
- Offshore oil and gas
- Fisheries
- Aquaculture
- Mining
- Dredging
- Submarine cables/pipelines

- Offshore wind energy
- Wave/tidal energy
- Ports/marinas
- Recreational/sport boating
- Desalination
- Carbon sequestration
- Navy/military use

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And Expanding

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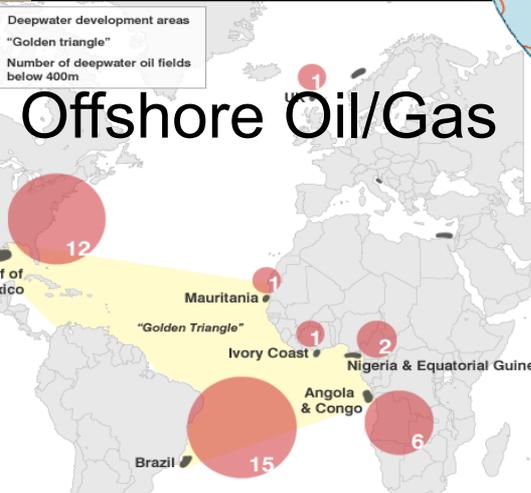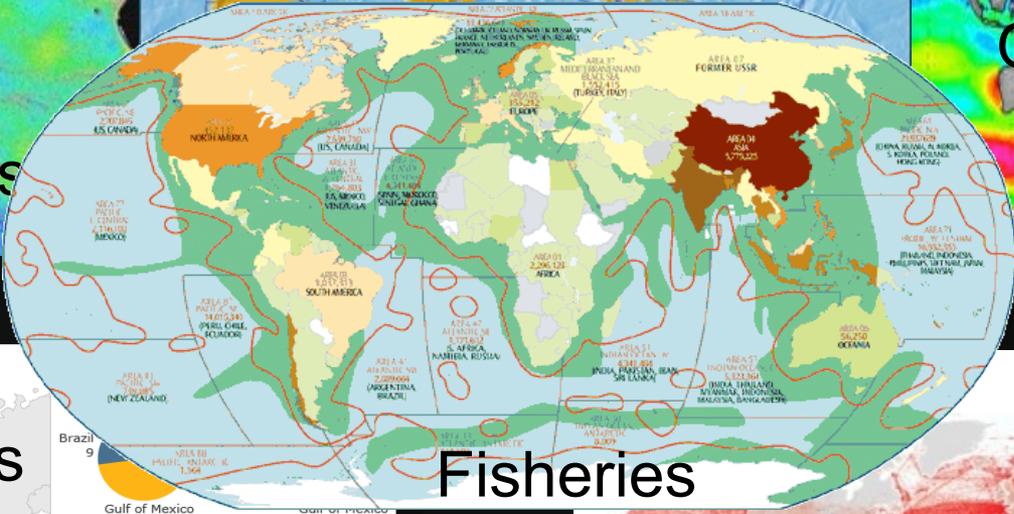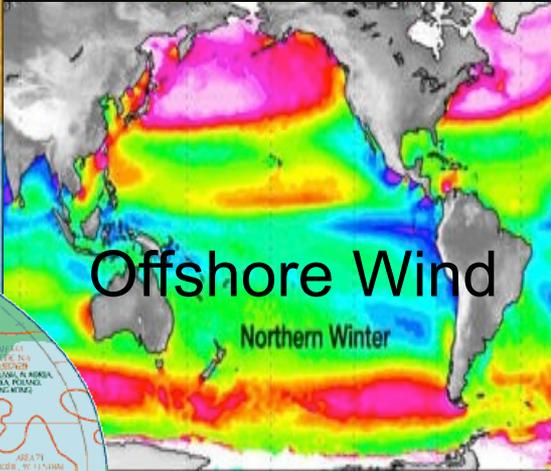 - Frequency
- **Location of activity**
  - Geographical Extent
  - Frequency
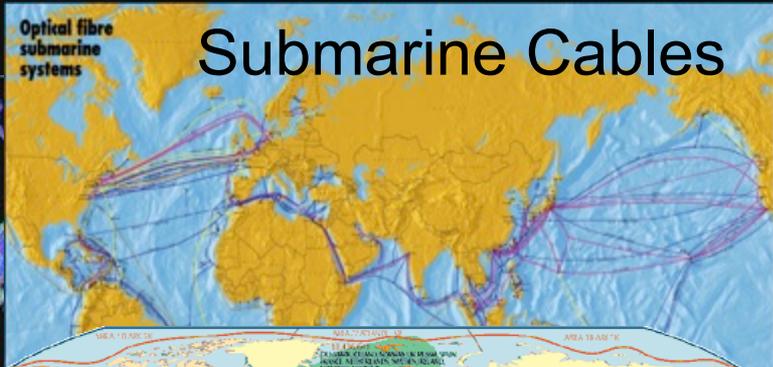
Why

Creating business value for responsible companies

World Ocean View: Multi-Industry

Why

Submarine Cables

Offshore Wind

Seabed Minerals

Offshore Oil/Gas

Fisheries

Shipping
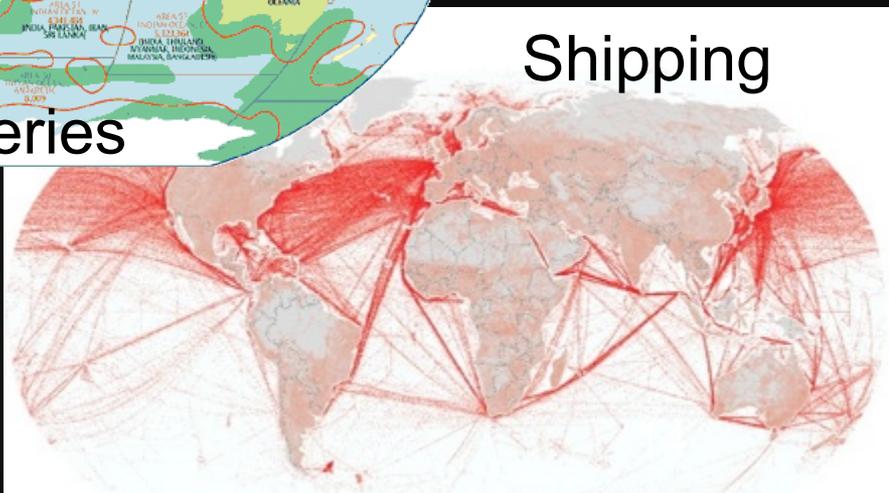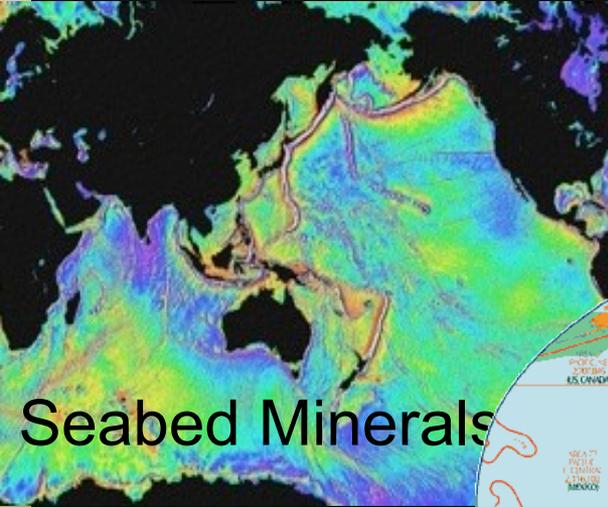
Global Ocean View:
Ecosystem Impacts

Very Low Impact (<1.4) Medium Impact (4.95–8.47) High Impact (12–15.52)
Low Impact (1.4–4.95) Medium High Impact (8.47–12) Very High Impact (>15.52)
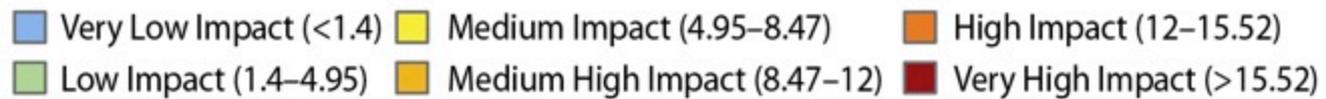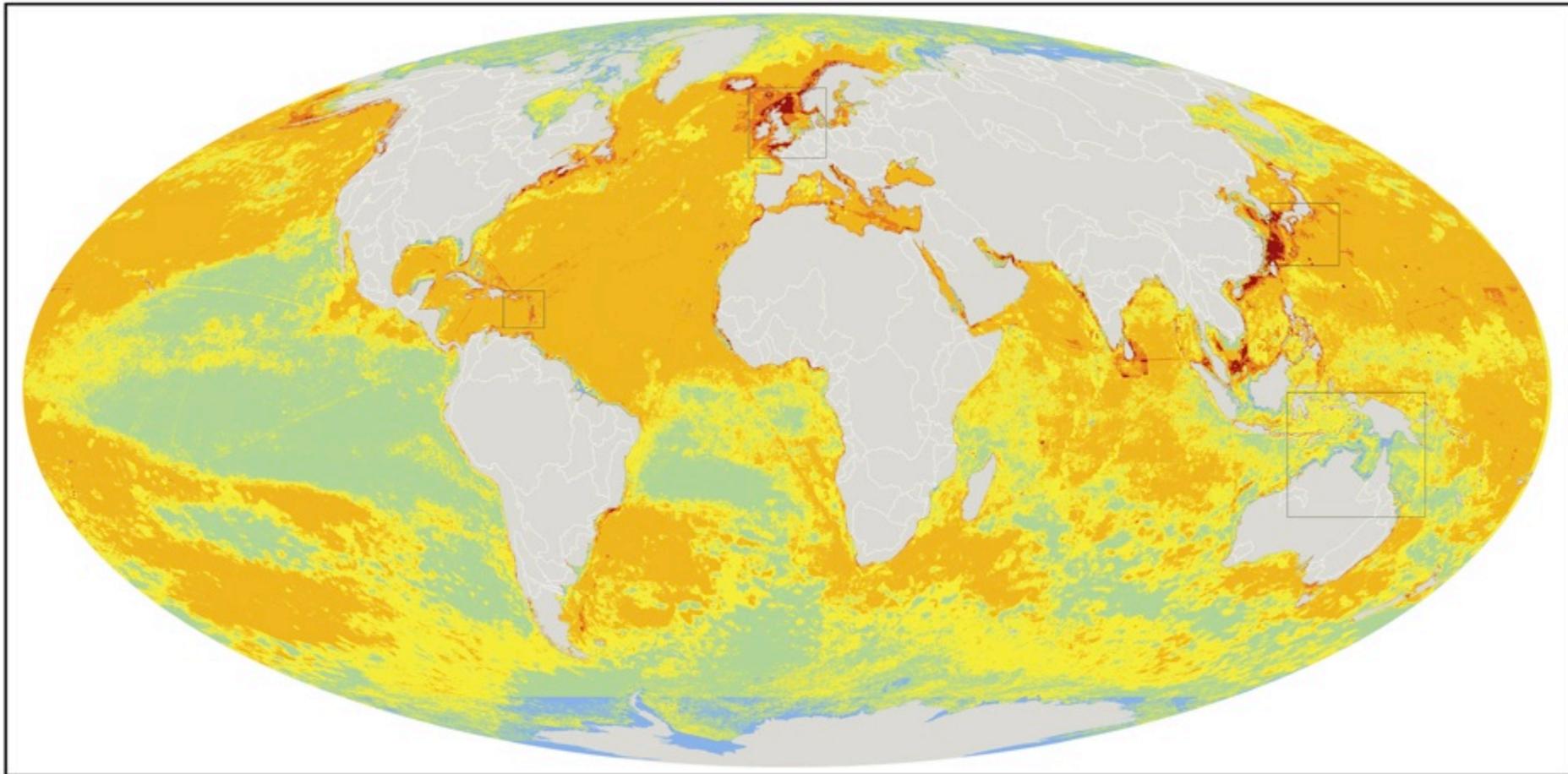
Business Leadership for Ocean Sustainability

Increasing Recognition

"The work of government, NGOs, and learning institutions has driven much of this [attention to oceans], fueled with a lot of help from private funders and leaders who care."

"But there's still a missing factor that's not fully engaged, and it's one that I believe is *the critical key* **to reversing the trajectory we're on** – and that factor **is business leadership**."

--Julie Packard, World Ocean Summit, 2014

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To meet this challenge

- **Best efforts by a single company, or an entire industry sector, are not enough to secure ocean health**

- **Ocean industries will benefit from collaboration with other sectors to create synergies and economies of scale to address impacts and ensure access and social license**

- **Need structure/process for leadership and collaboration...WOC**

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How

Bringing industries together and catalyzing private sector leadership and collaboration

WOC Leadership Programs

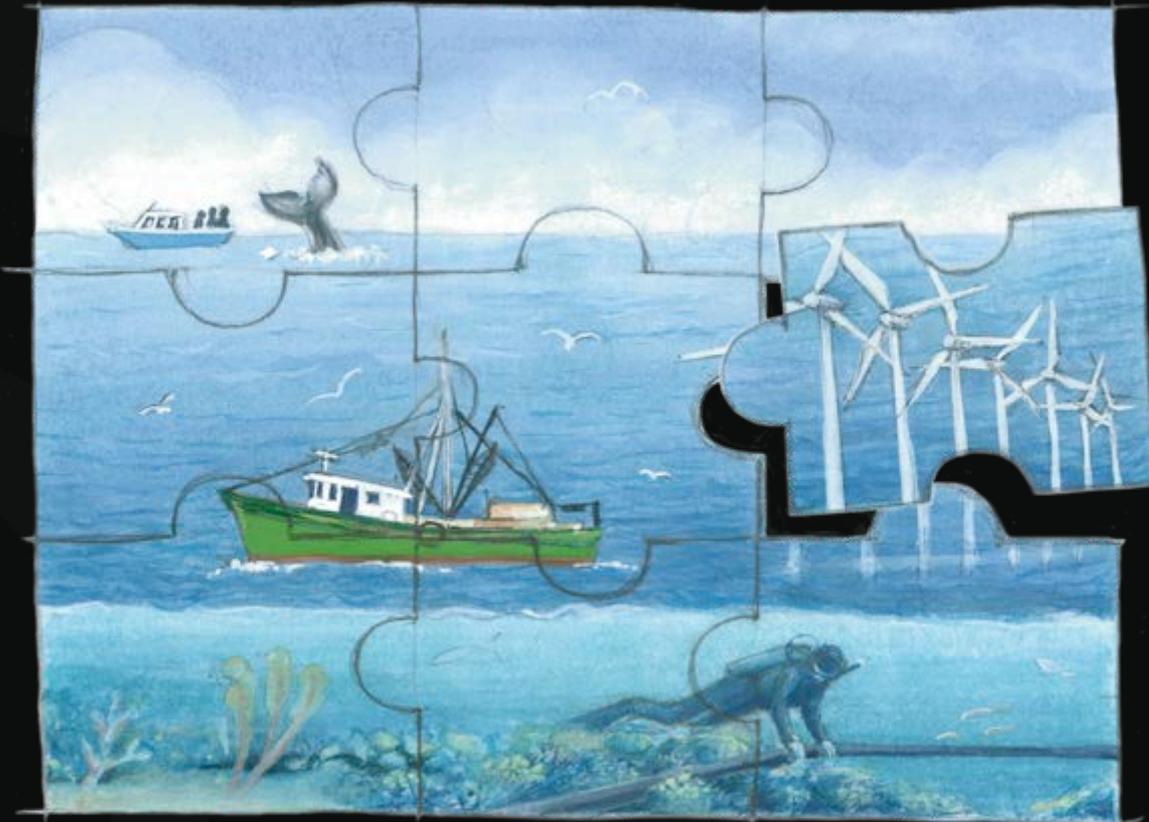| PROGRAMS |
| --- |
| Ocean Policy and Governance |
| Marine Spatial Planning |
| Operational Environmental Issues |
| Regional Ocean Business Councils |
| Smart Oceans/Smart Industries |
| SLR/Extreme Weather Events |

Marine Spatial Planning

MSP Work Plan

- **MSP is well understood by WOC members and key ocean industry representatives**
  - - as measured by the range of industries and number of participants at WOC events related to MSP and their input and activity.

- **Ocean industries are well engaged in the MSP process and providing a voice in the key countries/ regions**
  - - as measured by the number and range of companies remaining involved in ongoing planning process.

- **MSP takes into account the needs and interests of ocean businesses**
  - as measured by the number MSP management strategies that have been crafted by or collaborated on by ocean businesses.

- **Marine spatial planning processes around the world have improved engagement and business-necessary products and tools**
  - – as measured by the global distribution of involvement by WOC.

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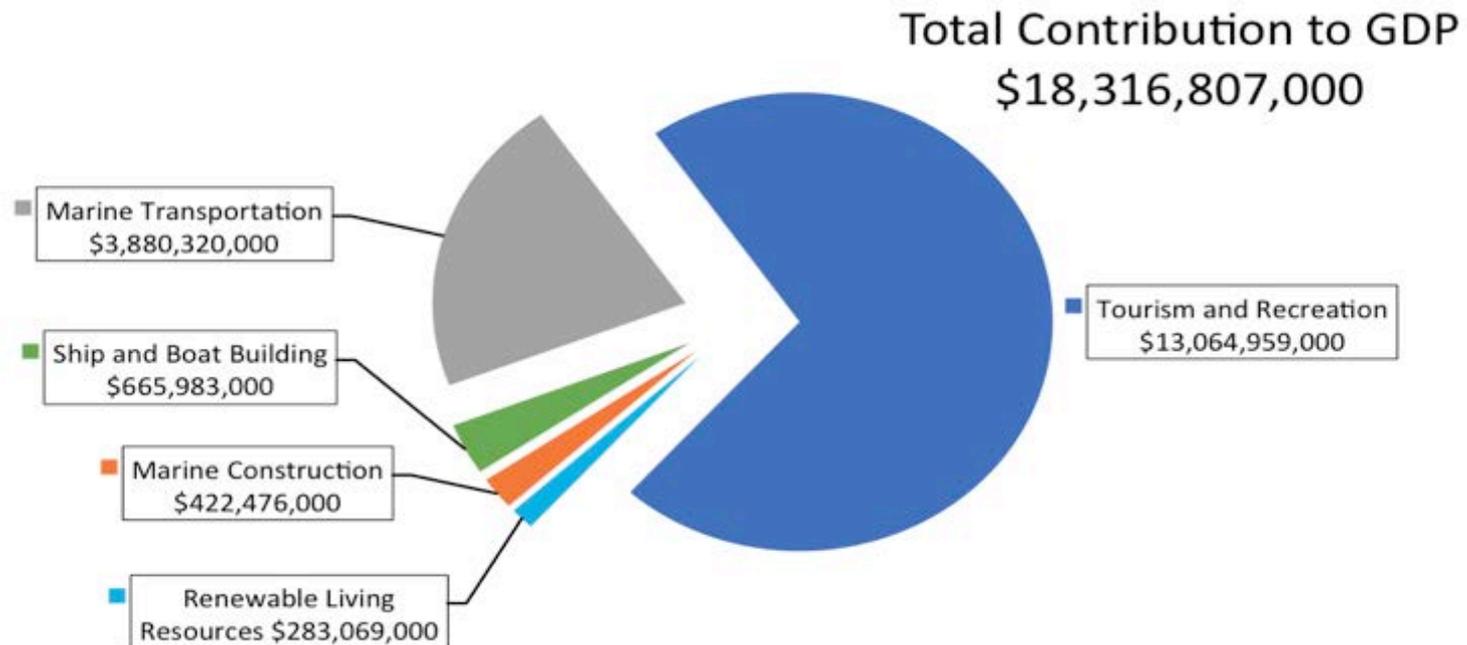| Outcome #	Results
OUTCOME 1	Coordinated and Pro-Active Multi-Industry Involvement in U.S. National Ocean Policy and Planning
OUTCOME 2	Ocean Industry Knowledge Sharing on MSP Case Studies and Value Proposition of MSP to Business that is Evidence-Based
OUTCOME 3	Simulation of Engagement and Planning Needs for MSP in a Range of Planning Areas
OUTCOME 4	Catalogue of Regulatory Requirements by Industry that Could be Streamlined with the Use of MSP

Outcome 1

Coordinated and Pro-Active Multi-Industry Involvement in U.S. National Ocean Policy and Planning

Business Stakeholder Mapping

GDP $ of Ocean Sectors in South Atlantic Region (GA, FL, NC, SC)

Total Contribution to GDP $18,316,807,000

Marine Transportation $3,880,320,000

Ship and Boat Building $665,983,000

Marine Construction $422,476,000

Renewable Living Resources $283,069,000

Tourism and Recreation $13,064,959,000

Outcomes 2, 3, 4

How

- **Outcome 2: Ocean Industry Knowledge Sharing on MSP Case Studies *AND* What, If Any, Value Proposition of MSP to Business that is Evidence-Based**

- **Outcome 3: Simulation of Engagement and Planning Needs for MSP in a Range of Planning Areas**

- **Outcome 4: Catalogue of Regulatory Requirements by Industry that Could be Streamlined with the Use of MSP**

South Atlantic Project

In Brief

1. Developing a Database of Industry Stakeholders and Contacts

1-1: A standardized format of ocean business categories, sectors and sub-sectors

1-2: A list of industry sectors, associations and companies

1-3: A verified and categorized database of ocean businesses in the Region

2. Regional Ocean Business Network Development and Learning Forums

2-1: Industry forums (2) in the South Atlantic Region

2-2: Establishment of a South Atlantic Regional Ocean Business Network

2-3: A comprehensive documentation of the value to business of participating in MSP

2-4: A compilation of powerful stories and examples of experience by ocean industries where MSP has been implemented

2-5: A series of enhanced MSP case studies that include the perspectives from the industries and businesses

3. Data Discovery and Filling Data Gaps

3-1: A business map that crosswalks ocean businesses in the South Atlantic region to the IATT areas of responsibility.

3-2: A webinar - South Atlantic Data portal to the ocean business network

3-3: A workshop OBN, IATTs, and the ODP/RIMS group to evaluate each GSAA priority, ground truth data and gap analysis

4. Simulations of MSP on Regional Issues of Concern

4-1: Through a scenario-testing workshop, develop a MSP simulation project case study, including planning areas/sites/types of environments.

4-2: A set of best practices/recommendations on industry engagement, site selection, etc.

4-3: An OBN with experience in MSP through the simulation exercises and established relationships with regional planners and regulators.

To Learn More…

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