

Business Engagement in Marine Planning Opportunities for Collaboration



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The International Business Alliance
for Corporate Ocean Responsibility

World Ocean Council

Who

What

Why

How

Who
(Partners)

Who

**International Cross-Sectoral Business
Leadership Alliance**

Ocean Business Community

Who

Direct Ocean Users

Ocean User Support Industries

Ocean Use Infrastructure Providers

70+ Members

30,000 in WOC Global Network

Who

3W Marine Pty Ltd

Almi Tankers S.A.

Arcadis

A.P. Moller-Maersk A/S

Arctic Fibre

Baird Publications

Battelle Memorial Institute

Beveridge & Diamond, P.C.

BigBlueStuff

Birds Eye – Igloo

Blank Rome

BP

Cape Breton University

Cape Cod Comm. Fishermen's Assn.

Caris USA Inc.

Center for the Blue Economy

China Navigation Company

Class NK

CSA Ocean Sciences Inc.

DNV - GL

EcoStrategic Consultants

ESRI

ExxonMobil

Global Trust Certification

Golder Associates

Guangxi Panshibao Co., Ltd

Heidmar, Inc.

Heerema Marine Contractors

Holman Fenwick Willan LLP

Hydrex

Intl Chamber of Shipping (ICS)

Intl Tankers Owners Pollution Fed. (ITOPF)

JASCO Applied Sciences

Keppel Offshore and Marine

L3 MariPro

Lloyds Register

Louisbourg Seafoods

M3 Marine (Offshore Brokers) Pte Ltd

Manson Oceanographic

Marinexplore

Marine Acoustics, Inc.

Memorial University – Marine Institute

Mitsubishi Heavy Industries

Nautilus Minerals, Inc.

N America Marine Env't Protection Assn.

Noise Control Engineering

Ocean Nourishment

OceanNetworks Canada

OLRAC SPS

PanGeo Subsea

Resolute Marine Energy

RightShip

Rio Tinto

Royal Greenland A/S

Sanford Limited

Shell

Shipping HK Forum Ltd

Southall Env'tal Assoc (SEA)

SubCtech

Swire Pacific Offshore

Tai Chong Cheang (TCC) Steamship Co HK

Technip

Teck Resources

TierraMar Consulting

TOTAL

Total Marine Solutions

Twin Dolphins

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

(Leadership)

What

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

Bridging Organization

What

- **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

What

- 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

And Expanding

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

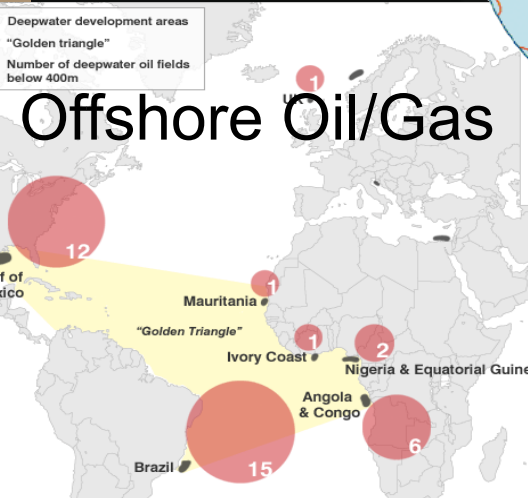
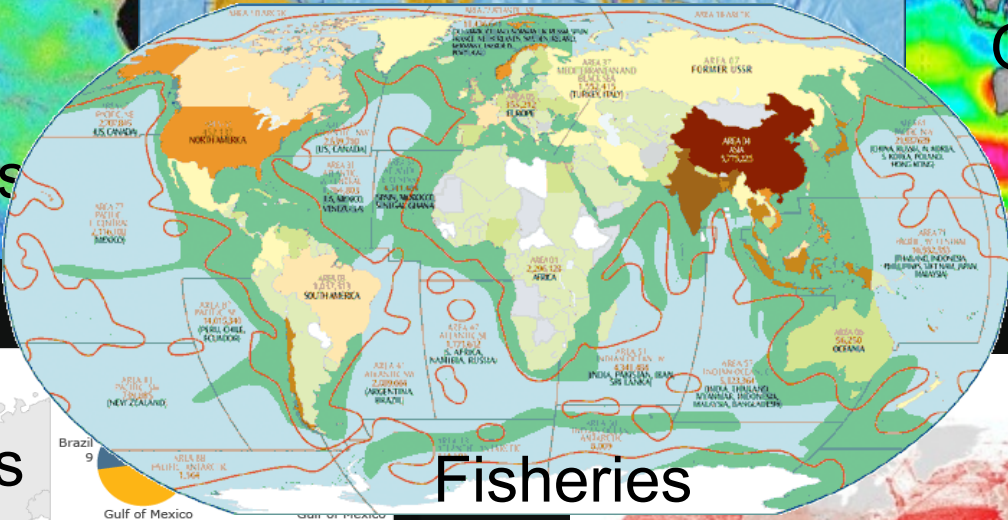
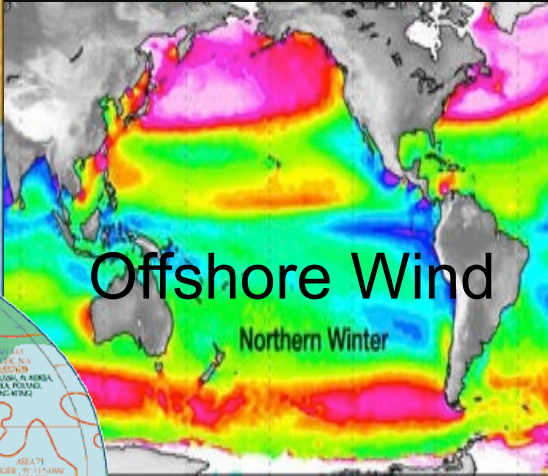
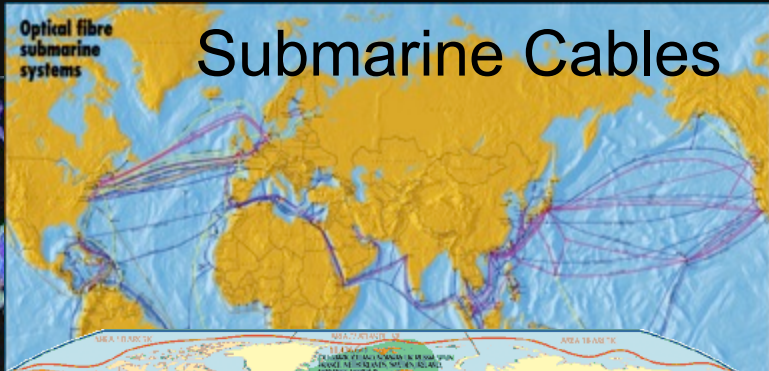
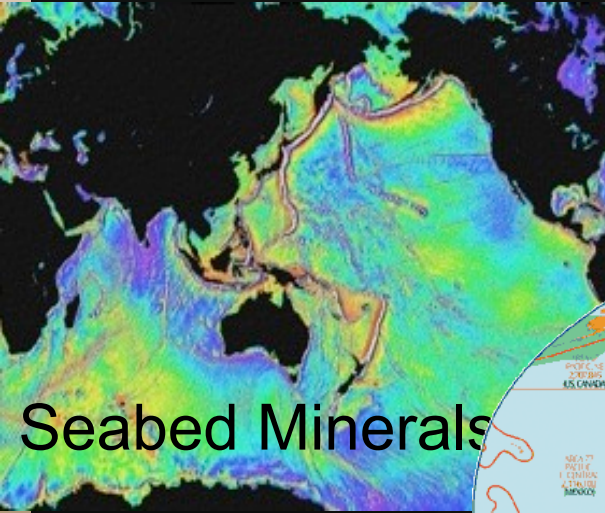
Why

Why

Creating business value for responsible companies

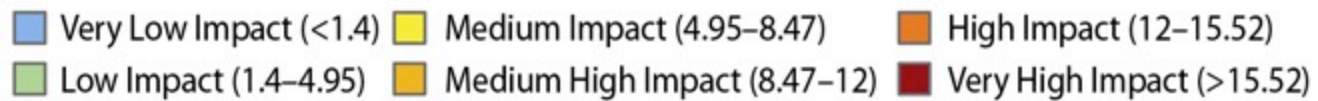
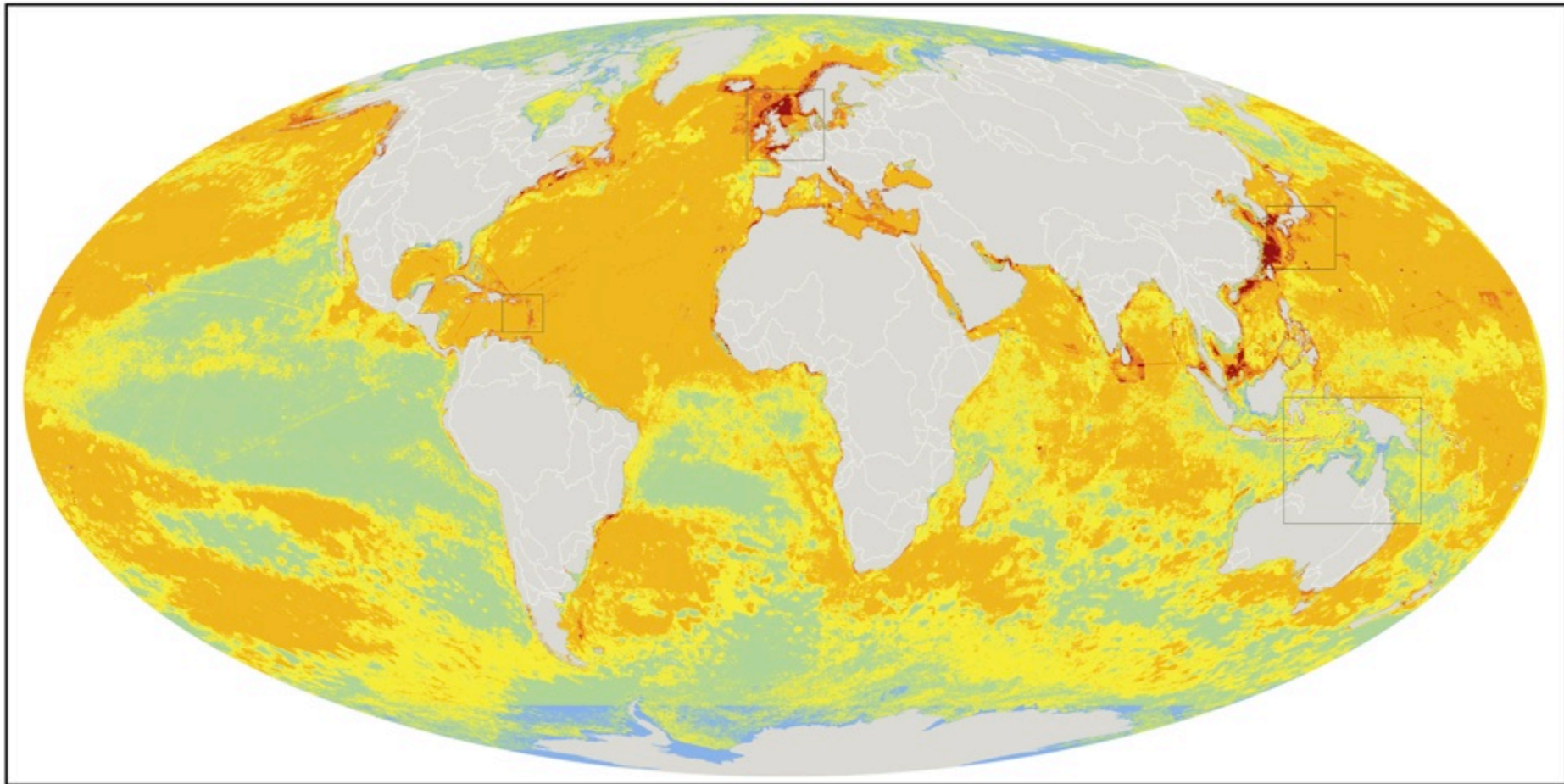
World Ocean View: Multi-Industry

Why



Global Ocean View: Ecosystem Impacts

Why



Business Leadership for Ocean Sustainability

Why

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

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**

How
(Success)

How

Bringing industries together and catalyzing private sector leadership and collaboration

WOC Leadership Programs

PROGRAMS

Ocean Policy and Governance

Marine Spatial Planning

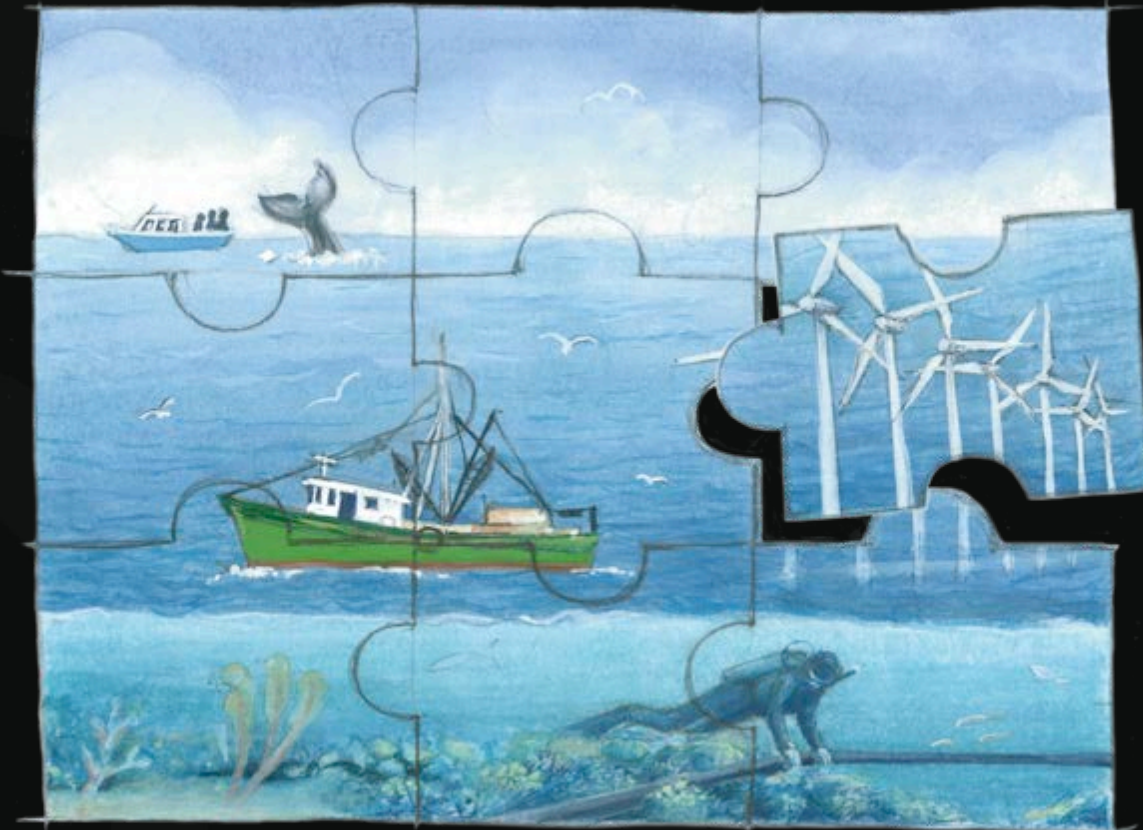
Operational Environmental Issues

Regional Ocean Business Councils

Smart Oceans/Smart Industries

SLR/Extreme Weather Events

How



Marine Spatial Planning

MSP Work Plan

How

- **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.

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

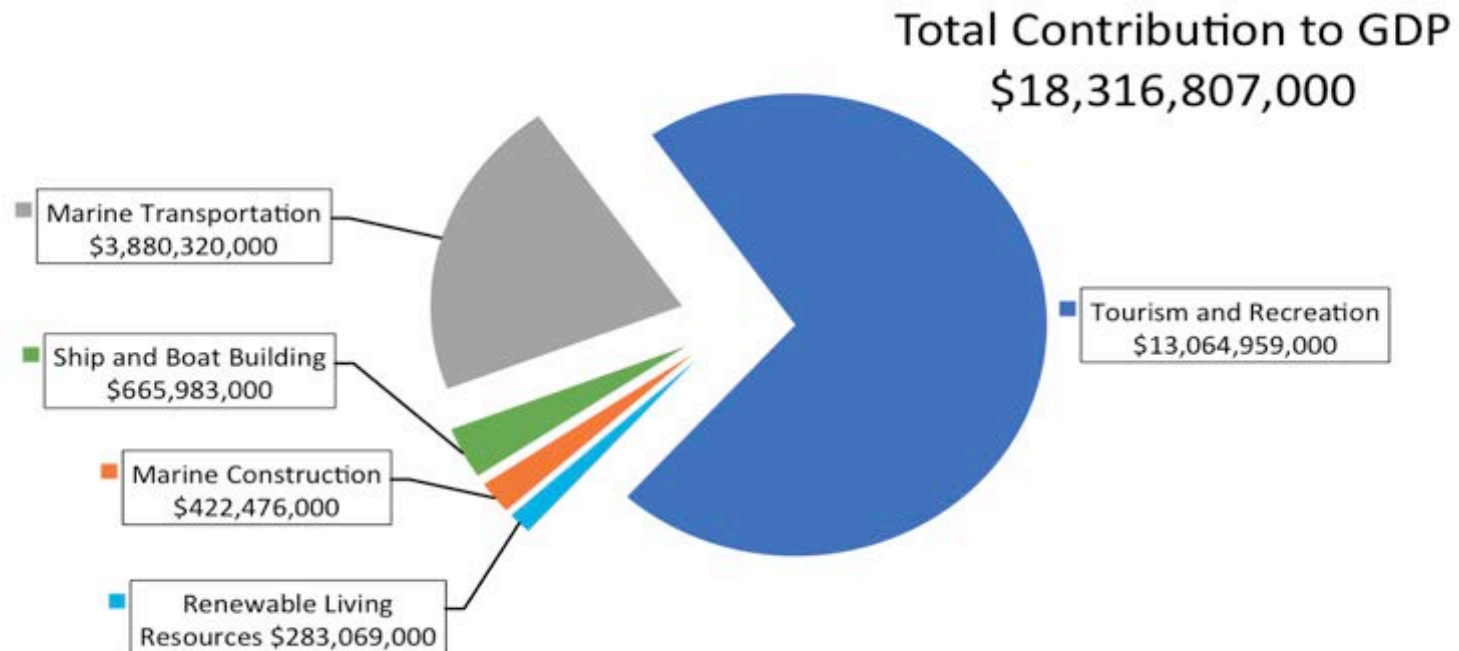
Outcome 1

How

**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)**



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.

Business Forum on Ocean Policy and Planning



New York, NY
29-30 September 2014

To Learn More...

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