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# ***OCEAN SUSTAINABLE DEVELOPMENT: Private Sector Leadership, Collaboration and Action***

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# World Ocean Council (WOC)



- Bringing together the global ocean private sector
- Catalyzing leadership, collaboration and action for “Corporate Ocean Responsibility”
- 35,000+ in global network, 80+ members globally; 100’s of actively engaged companies

**Goal:** Healthy, productive global ocean and its sustainable use and stewardship by 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



**Ajuntament  
de Barcelona**



**Port de Barcelona**



# WOC Partnerships and Formal Recognition

**UNESCO Intergovernmental Oceanographic Commission (IOC) – MOU**

**UN World Meteorological Organization (WMO) – MOU**

**International Seabed Authority (ISA) – Accredited Observer**

**Group on Earth Observations (GEO) – Accredited Partner**

**International Hydrographic Organization (IHO) – Official Observer**

**UN Convention on Biological Diversity (CBD) – Accredited to SBSTTAs and COPs**

**UN Framework Convention on Climate Change (UNFCCC) – Accredited to COPs**

**Global Business Alliance for Sustainable Development – Member**

**International Chamber of Commerce (ICC) – Member**

**Union for the Mediterranean – MOU**

**Ocean Climate Platform – Accredited Partner**

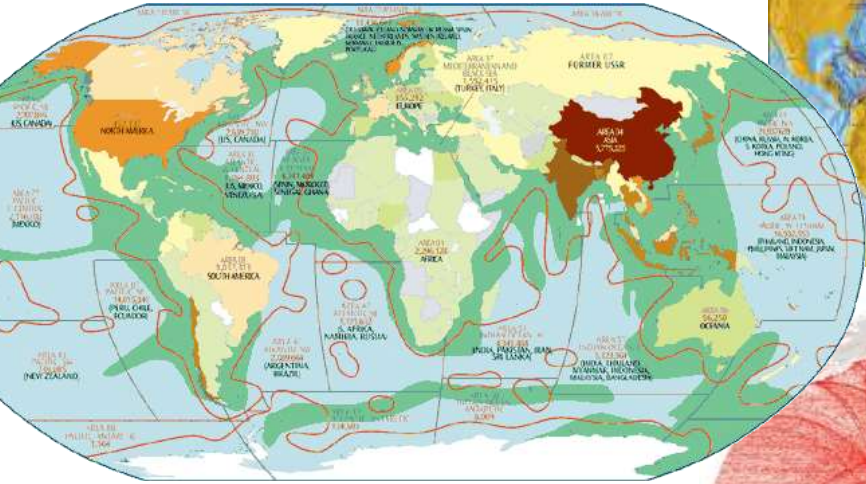


***WOC: Only global ocean industry organization invited to address UN General Assembly***

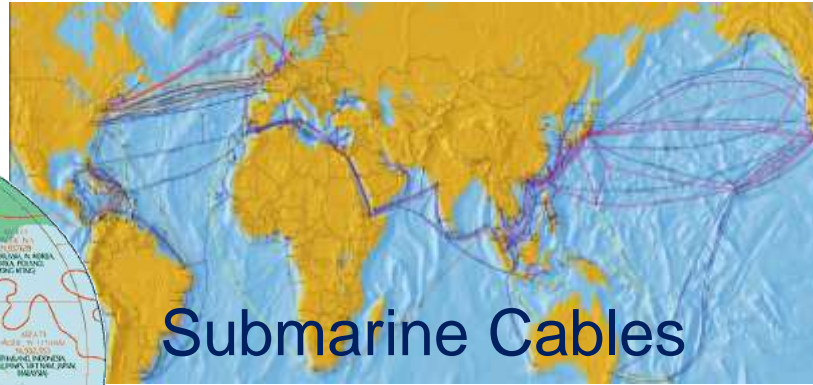
- **Blue Economy Global Innovation Network (BEGIN)**
- **Ocean Investment Platform/Global Blue Finance Summit (BlueFIN)**
- **Young Ocean Professionals Network**
- **Regional Ocean Industry Leadership and Collaboration**
- **Sustainable Ocean Summit (SOS)**
- **Various Programmes**



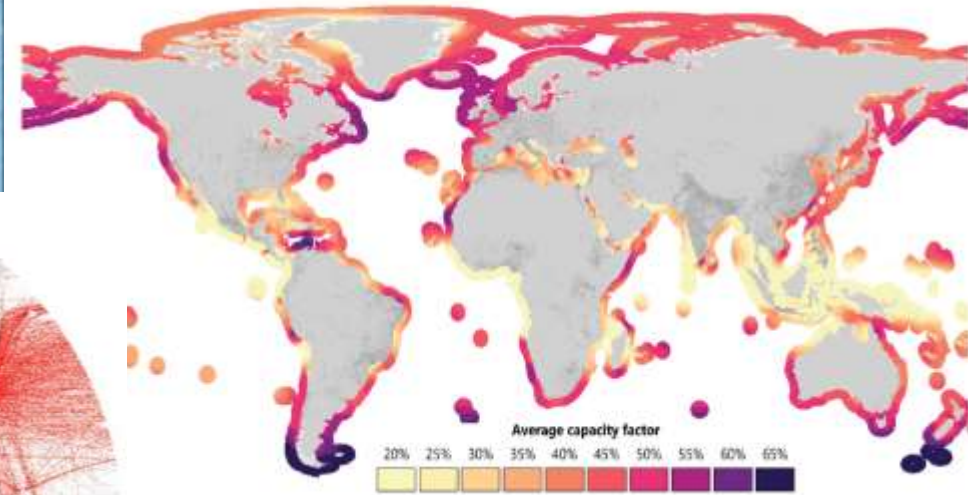
# Global Ocean Industry Activity



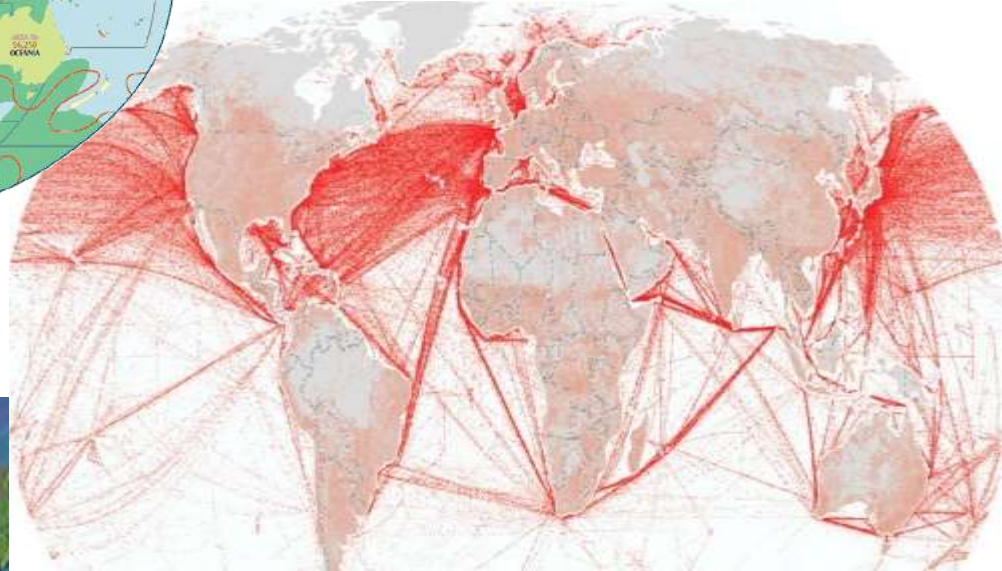
Fisheries



Submarine Cables



Offshore Wind



Shipping



Offshore Oil/Gas



Aquaculture

# A diverse Ocean 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



# The Ocean Business Community Challenge

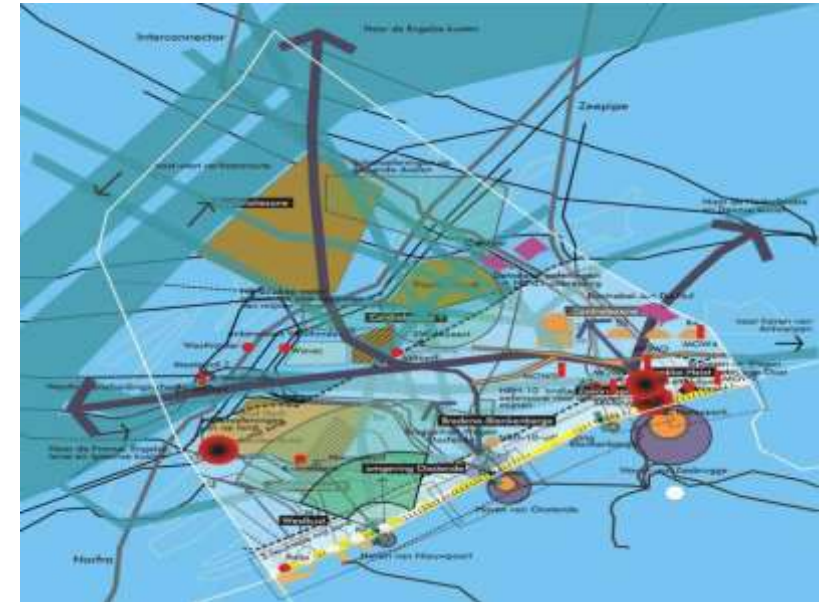
- **Private sector is a crucial partner in ocean sustainable development**
- **Ocean industries require access and social license to use ocean space and resources**
- Critical issues are **cross-cutting or cumulative**
- Sustaining ocean health and productivity requires **responsible use** and stewardship **by all users**
- Ocean **industries will benefit from collaboration** with other sectors to **create synergies** and **economies of scale**
- Need for **process for ocean industry leadership**, collaboration and action





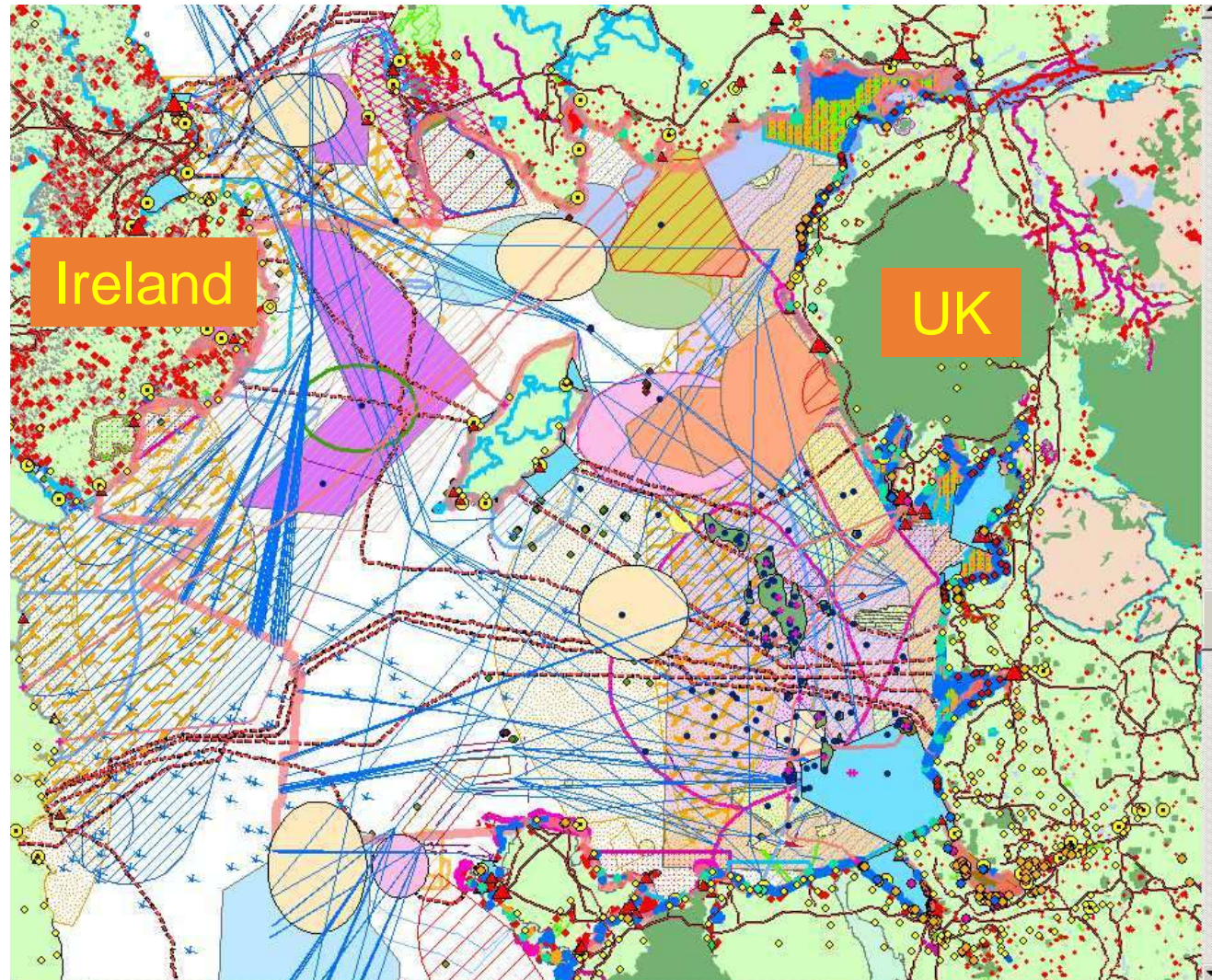
# Programme on Marine Spatial Planning

- Create a **clear industry understanding** about MSP
- Define and examine the potential **business impacts and benefits of MSP**
- **Determine how industry can optimize potential MSP benefits** and minimize the impacts
- **Ensure the ocean business community is fully informed** of MSP process and plans
- **Develop coordinated business community engagement** in ocean planning
- Ensure **MSP takes into account responsible ocean economic activities**



# The Sea is Crowded with Many Uses

- Tourism
- Oil & gas
- Coastal defence
- Ports & navigation
- Military activities
- Culture
- Conservation
- Dredging & disposal



- Submarine cables
- Fishing
- Renewable energy
- Marine recreation
- Mineral extraction
- Mariculture



Sustainable Blue  
Economy Partnership

# MedSeaPlan

Data and Scenarios for a  
Sustainable Mediterranean  
Blue Economy



# Problem Analysis

## **Societal Problem:**

MSP limitations in considering cross-border impacts and transparency, MSP planners often don't have (good) enough data

## **Causes:**

Knowledge gaps, data accessibility, difficulties engaging maritime industries

## **Need:**

Access to quality data, to transform this into real information, for effective MSP and a sustainable Blue Economy





# Project Structure

## Supporting Policy-Makers (and others):

- State of Play: Comparative Analysis of MSP processes in Mediterranean Countries in relation to the Sustainable Blue Economy
- Developing multi-sector transboundary foresight scenarios for MSP
- Meetings with industry stakeholders, MSP planners, and other relevant stakeholders together to gather input to and feedback on scenarios

## Creating new relevant data

- Pilot SMART Oceans SMART Industries Programme WOC
- Design and demonstration of innovative floating data buoy for wind energy
- Nature based solutions to improve biodiversity

## Transforming data into information

- Transforming data into information: Digital Twin
- Decision-making procedure: DEMA Tool



## Research Questions:

- How can the participation by industries be strengthened so that they can actively contribute with sustainable solutions within the planned activities?
- How can we improve and homogenise existing data and how can we ensure that planners and industry can be able to use the data and contribute with data?
- How can we ensure that data is transformed into usable information?



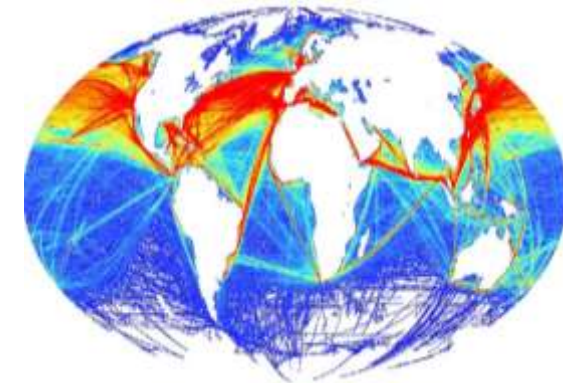
Ensure a **wide range of industry vessels and platforms** are:

- **Providing routine, sustained, standardized information** on 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



The SO-SI programme is working to:

- **Foster, facilitate and broker interaction between scientists needing data and companies with vessels and platforms** that could collect data
- **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 and existing programs



# SMART Ocean-SMART Industries: How it works



- **Engaging scientific institutions to identify:**
  - Priority data collection needs and areas
  - Appropriate, cost-effective, ship-suitable technology
- **Identifying and recruiting companies:**
  - With vessels/platforms operating in the priority areas
  - Interested/capable of hosting/deploying instruments or hosting scientists
- **Instigating and facilitating working relationship** between the company and the scientific institution
- **Monitoring, coordination and supporting interaction** between company and scientific institution
- **Ensuring industry data collection efforts are efficient,** cost effective and contribute to national and international public science programmes





## Report: "Maximising Data Synergies in MSP for a Sustainable Blue Economy"

- Report on the critical aspects of MSP and its data-related challenges
- Challenges and opportunities in data synergy for MSP
- Explores the existing data needs and gaps concerning MSP
- Documents current approaches to establish MSP policies
- Provides a gap analysis
- Explores the potential of a synergetic data approach to propel MSP forward
- **Identifies barriers and opportunities regarding private sector participation in addressing MSP needs**
- Key insights and recommendations for advancing data synergies in support of MSP strategies and policies

- How can we leverage MSP-aligned EO data for a sustainable Blue Economy?



# SOS 2016 in Rotterdam

## SOS 2016 Fourth Edition Rotterdam

>> SOS 2016 - OFFICIAL PROGRAM

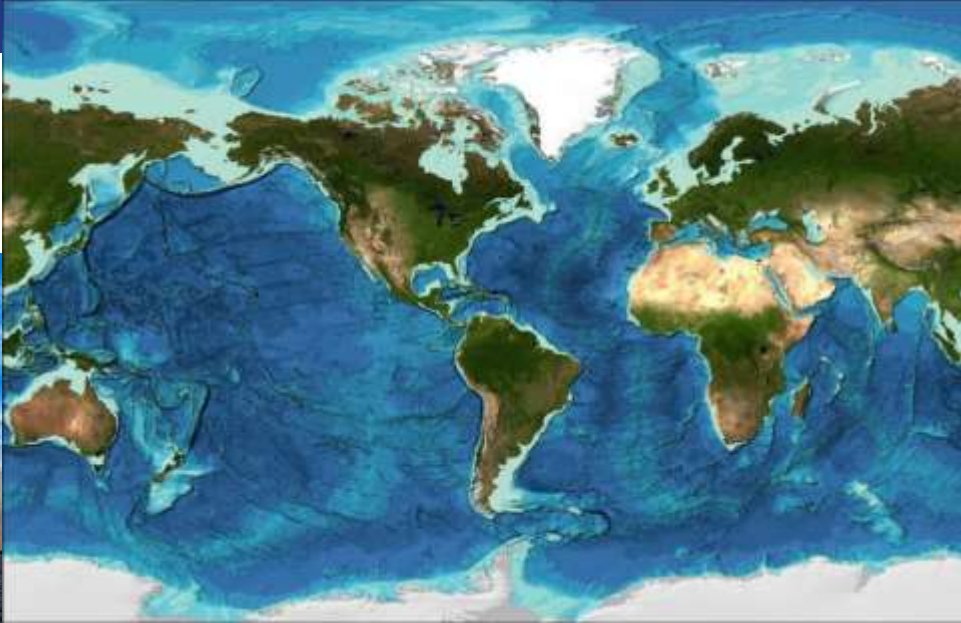
**S**USTAINABLE  
**O**CEAN  
**S**UMMIT



*"Ocean 2030: Sustainable Development Goals  
and the Ocean Business Community"*

Rotterdam / 30 November - 2 December 2016





**Thank You !**

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The International Business Alliance  
for Corporate Ocean Responsibility

**2024 Sustainable Ocean Summit  
(SOS 2024)**

***5-7 November, Barcelona***

**2024 Blue Finance Summit  
(BlueFIN '24)**

***- 7 November, Barcelona***