

World Ocean Council

**Global Ocean Industry Leadership and Collaboration on
Sustainable Development of the Marine Environment**

World Ocean Council Meeting, 24-25 June, 2008, New York

REPORT

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EXECUTIVE SUMMARY

The mission of the World Ocean Council is to bring together the “ocean business community” to address ocean sustainability and stewardship at a global level by catalyzing private sector leadership and collaboration in “Corporate Ocean Responsibility”. The goal of the World Ocean Council is a healthy and productive global ocean and its sustainable use, development and stewardship by a responsible ocean business community.

To advance this mission and goal, the World Ocean Council (WOC) brought together representatives of ocean industries (e.g., oil and gas, shipping, fisheries, aquaculture, mining, and others) to develop a program of action for addressing shared marine environmental issues (New York, 24-25 June, 2008).

The meeting participants strengthened and expanded the private sector support for a global ocean business community on sustainability through their recommendations for advancing the World Ocean Council mission and efforts. The meeting focused on: 1) *Priorities* for industry leadership and collaboration; 2) *Strategy* for addressing these priorities; 3) *Mechanisms* for working together to address shared issues; and 4) *Action plan* for moving forward.

1. Priorities for industry leadership and collaboration

- The principle business driver for addressing sustainability issues is reducing risk.
- The WOC should identify common risk areas of concern to a broad range of ocean industries.
- The primary risk that will drive industry interest and involvement in the WOC is the threat of losing access to ocean space or resources.
- The WOC should focus on coordinating industry efforts to reduce the risk of access loss and increase stable and predictable access as a part of addressing sustainability.
- Spatial management of ocean areas and uses, i.e., ocean zoning, is a key priority for WOC attention, particularly Marine Protected Area (MPA) development, especially high seas MPAs.
- A key geographic priority for the WOC is the high seas, i.e. Areas Beyond National Jurisdiction, as this is where the need and opportunity for industry collaboration on sustainability is greatest.
- Priority issues should be addressed at the global scale, but the national or regional scale can also be critical, as important ocean developments can expand from smaller scales to the global.
- The regional and national levels are thus also critical for the WOC, e.g. bringing together the ocean industries to constructively engage in area management at the ecosystem or seascape level.
- Improved ocean science, especially regarding climate change, is critical to ensure the ocean operating environment is as predictable as possible and the WOC should coordinate industry support for improved ocean science.

2. The strategy for addressing priorities

- The WOC should focus on the global policy and regulatory framework of ocean sustainability issues as the most valuable strategy for a cross-section of ocean industries.
- The WOC monitoring of ocean policy arenas can address many needs, such as providing an early warning on important new developments, identifying emerging issues, facilitating early industry involvement in policy processes, ensuring that credible information and science are incorporated into policy discussions and enabling industry to constructively engage with other stakeholders.
- WOC should coordinate collaborative efforts to develop science-based solutions to the shared marine environmental issues of ocean industries..
- Science-based information is important to balanced and inform policy and WOC should work with ocean industries to form a collective voice to advocate with governments, the UN and others for increased ,improved and better coordinated ocean science, especially in relation to climate change.

3. The mechanisms for working together to address shared issues

- The WOC should monitor key global and sectoral policy processes to keep the ocean business community informed of emerging issues and important developments and constructively engage in addressing ocean sustainability.
- Monitoring policy developments is especially important regarding fora that are not sector specific, e.g. UN Informal Consultative Process on Oceans and Law of the Sea (ICP) and fora that are not ocean specific, e.g. Convention on Biological Diversity (CBD).
- Ocean policy developments in single sector processes may have implications that are not readily apparent for other ocean industry sectors. The WOC should monitor and report on international ocean policy developments emanating from a range of UN agencies and fora.
- The WOC should catalyze collective ocean industry positions, facilitate coordinated ocean industry input to policy developments, ensure that correct and balanced information of industry efforts on ocean sustainability are put forward and ensure the ocean business community is constructively engaged in key policy developments.
- The WOC should organize the ocean business community's collective, constructive engagement with other ocean stakeholders on sustainability challenges.
- The WOC should serve as a clearinghouse on ocean sustainability issues relevant to the ocean business community and assist industry to develop and document best practices.
- The WOC should undertake proactive communications on ocean sustainability and distribute information on industry best practices, case studies and experience in "Corporate Ocean Responsibility".

4. The action plan for leadership and collaboration

- To better ensure early value and success, the WOC should focus on a few key priorities, clearly identify the scope and level of work/activity and achieve concrete outputs in these areas.
- The WOC should develop a business plan and proposed project concepts for initial activities.
- The most appropriate structure for the WOC is as a global association of ocean companies and industries committed to sustainability.
- During development, the WOC should continue as an informal coalition building initiative that engages a sufficiently senior level of interest and support for the business value it can provide.
- The WOC should continue actively developing its global network of ocean industries concerned about sustainable development and begin planning a next meeting of interested parties.
- Industry representatives should assist by identifying other companies to get involved in the WOC, including those in underrepresented sectors.
- There is significant interest among some industry representatives for WOC to organize an ocean industry "summit" in 2009 of senior industry representatives to significantly advance the development of a global ocean business community alliance on sustainability.

1. INTRODUCTION AND BACKGROUND

Purpose

The workshop brought together members of the ocean business community (e.g. oil and gas, shipping, fisheries, aquaculture, mining, and other sea-based industries) to develop a program of action for addressing shared marine environmental issues through global industry leadership and collaboration in ocean stewardship and sustainability. The list of participants and agenda for the workshop are found in Appendix 1 and Appendix 2, respectively.

Workshop areas of consideration and expected outputs

Within the workshop focus on the need and opportunity for private sector attention to the global marine environment, and business benefits that could result, the participants worked to:

- Identify the *priorities* for industry leadership and collaboration;
- Create the *strategy* for addressing these priorities;
- Determine the *mechanisms* for working together to address shared issues;
- Develop the *action plan* for moving forward.

The expected outputs for the meeting included:

- The beginnings of a global ocean business community committed to leadership and collaboration in stewardship and sustainability of the marine environment;
- Clearly identified priorities and mechanisms for collective industry attention to the global ocean;
- An action plan for creating a program of leadership and collaboration, with next steps for implementing specific activities.

Workshop format

The meeting was opened by:

- Mr Georg Kell, Executive Director, UN Global Compact
- Mr Vaclav Mikulka, Director, UN Division of Ocean Affairs and Law of the Sea (DOALOS)
- Mr Casper Sonesson, Officer-in-Charge, Private Sector Division, United Nations Development Program (UNDP)

Short background and discussion papers were prepared on:

1. Identifying the *priorities* for industry leadership and collaboration (Appendix 3)
2. Creating the *strategy* for addressing these priorities (Appendix 4)
3. Determining the *mechanisms* for working together to address shared issues (Appendix 5)

At the workshop each topic was introduced by short presentations with a synthesis of relevant developments and case studies to inform and provide guidance. The bulk of the workshop was dedicated to participant discussion and development of the priorities, mechanisms and action plan that respond to the need and opportunity for private sector leadership and collaboration on ocean sustainability.

Acknowledgements

The meeting was held in the UNDP offices in New York. The support and assistance of the UNDP Private Sector Division are gratefully acknowledged. We are also grateful for the support of the UN DOALOS in organizing the WOC side event at UN Informal Consultative Process on Oceans (ICP), and to Ms Lori Ridgeway, ICP Co-Chair, for chairing the side event.

2. WORLD OCEAN COUNCIL MISSION, GOAL AND OBJECTIVES

Mission

The mission of the World Ocean Council is to bring together the “ocean business community” to address ocean sustainability and stewardship at a global level by catalyzing private sector leadership and collaboration in “Corporate Ocean Responsibility”.

Goal

The goal of the World Ocean Council is a healthy and productive global ocean and its sustainable use, development and stewardship by a responsible ocean business community.

Objectives

- Create and provide an objective, independent and balanced resource on sustainability and stewardship of the oceans to the global community.
- Coordinate collaboration in science-based solutions to shared marine environmental issues.
- Organize constructive engagement of ocean industries with other ocean stakeholders.
- Assist ocean industries to improve environmental performance through best practices and standards.
- Facilitate interaction among sectors to reduce ocean use conflicts.
- Develop collective industry support for improved ocean science, especially regarding climate change.

3. SYNTHESIS OF DISCUSSIONS

3.1 Identifying the *priorities* for industry leadership and collaboration

Reducing risk is the overall priority for business

- The principle business driver for addressing sustainability issues is reducing risk.
- For companies to be interested in engaging on ocean issues, there is a need for there to be real or perceived threats/risks to business related to those issues.
- This includes the cumulative, collective risk for the ocean business community resulting from the many industries operating in a shared, interconnected marine environment.
- It also includes the risk of ill-informed regulation coming into force as a result of an incident or event.
- The WOC should identify common risk areas of interest to a broad range of industries operating in the marine environment.

Losing access to marine areas and resources is the main threat

- The primary risk that will drive industry interest and involvement in the WOC is the threat of losing access to ocean space or resources.
- Priority issues are those which: a) reduce the risk of losing access to marine areas and resources and b) those which increase the opportunity to resolve conflicts and increase stable and predictable access to marine areas and resources.
- The WOC efforts should focus on coordinating industry efforts to reducing risk to losing access and increasing stable and predictable access.

Addressing ocean spatial management is a key priority

- A key concern is the spatial management of ocean areas and uses, i.e. ocean zoning, and its effect on access to ocean space and resources.
- Marine Protected Area (MPA) development is the most active ocean spatial management being implemented.
- In addition, MPAs and MPA networks are now being proposed and developed in areas beyond EEZs.
- The WOC should focus on spatial management and MPA developments as a major priority, especially in the high seas.

A key geographic priority should be the high seas, i.e. Areas Beyond National Jurisdiction

- Governance and management systems for the Areas Beyond National Jurisdiction (ABNJ) are less well developed than for ocean areas within EEZs.
- There are no mechanisms for cross-sectoral coordination of industry activities and issues in ABNJs and a unique role for WOC is in developing a collective, inter-industry approach to ocean issues at a global scale.
- The WOC focus should be on high seas areas outside EEZs by working with the relevant UN and other processes addressing high seas issues, as this is where the need and opportunity for industry collaboration on sustainability is greatest.
- Ocean issues can also move from the international level to the national level due to some issues first being considered by the UN or other intergovernmental agencies and the resulting policy developments moving down to the national level, e.g. 'requiring' national governments to feel compelled to act on the issue in their EEZ in a manner consistent with UN resolutions.

Regional and national levels are also critical for cross-sectoral industry efforts on sustainability

- Ocean issues are often addressed at the regional or national scale by developing and implementing management measures, especially spatial management.
- There is an important need and opportunity to bring together ocean industries to constructively engage in these developments, e.g. area management at the marine ecosystem or seascape level.
- Ocean issues can easily expand from these levels to the international level due to the interconnected nature of the seas, the transnational nature of resources and their users, e.g. fisheries and fishing fleets, and the "scaling up" of management efforts that are first tested locally.

Improved ocean science is a priority, especially regarding climate change

- Good ocean science is essential to developing balanced, informed ocean sustainability policies.
- Increased, improved, and better coordinated ocean science is important to industry operations in the marine environment, to help ensure the business environment is as predictable as possible.
- Improved science is especially critical in relation to climate change, as ocean operating conditions are likely to change and industry will need the best information possible to carry out business in a safe and sustainable manner.

Environmental impacts of ocean structures and operations are also a shared issue

- Ocean industry structures and installations, e.g. oil platforms, wind farms, offshore aquaculture facilities, share a set of common issues.
- Addressing the environmental aspects of these structures throughout their life cycle, including the design, construction, use/operations, and dismantling/recycling, presents opportunities for collective efforts.
- The impacts generated by operations and activities on ocean structures (e.g. discharges, pollutants, sound, marine debris) are also inherent in fully addressing their impacts.

There are challenges to collaboration on ocean issues, but this is changing

- It is challenging to develop industry collaboration across sectors, but this is needed to fully address ocean sustainability.
- Some industries have had interaction with other sectors on shared issues, notably oil and gas industry interaction with the shipping industry.
- Some examples of cross-sectoral collaboration have started to emerge, e.g. in the oil and gas industry work on marine life and sound, and some cross-sectoral ocean industry organizations have begun to form at a local scale.

3.2 Creating the *strategy* for addressing priorities

Addressing the policy and regulatory framework on ocean sustainability is key

- It is beyond capacity of most companies and industry associations to track the international policy processes, developments and organizations important to business operations in the marine environment.
- The WOC should focus on the global policy and regulatory framework of ocean sustainability issues as the strategy most valuable to a wide range of ocean industries.

WOC monitoring of ocean policy arenas important to industry can address many needs

- Monitoring of ocean policy developments by the WOC could:
 - Provide an early warning on important policy and legal developments on ocean issues.
 - Identify emerging issues regarding ocean sustainability.
 - Create the potential for early industry involvement, before incomplete information or lack of industry involvement results in less balanced policy developments, e.g. draft policy text that requires substantial action to address the lack of full stakeholder input.
 - Ensure that credible data and science are incorporated into policy discussions.
 - Enable industry to constructively engage with other stakeholders and develop well informed, practical compromise policy that business will support.
 - Create the opportunity for progressive companies to undertake actions ahead of regulations being developed.

Science-based information is important to a balanced and informed process

- There is a need to ensure the credibility of the science and data feeding into ocean policy discussions and developments and ensure that governments, UN agencies, and other IGOs have access to credible information.
- The WOC should monitor research and science relevant to ocean industries and sustainability issues.
- The WOC should coordinate collaborative efforts to develop science-based solutions to industry's shared marine environmental issues as and where this is appropriate.
- There is particular concern among ocean industries about the role of climate change in affecting ocean operations and resources e.g. impact of ocean acidification on living resources, effects of increased extreme weather events on transport and installations.
- Climate change will create additional uncertainty and reduce predictability in the already dynamic ocean environment.
- The WOC should work with ocean industries to form a collective voice to advocate with governments, the UN and other international agencies for increased, improved and better coordinated ocean science in relation to climate change, in order to reduce uncertainty and improve predictability of business operations in the marine environment.
- The WOC should identify experts on ocean sustainability issues who can present information and opinions to help ensure that ocean policy developments are well informed with full, balanced and objective information.

3.3 Determining the *mechanisms* for working together to address shared issues

WOC should monitor global policy processes and key sectoral policy processes

- It is important for industry to be aware and informed of emerging issues and key developments, have a seat at the table of key fora, and have a voice in critical processes.
- Monitoring policy developments is especially important in relation to global fora that are not sector specific, e.g. UN Informal Consultative Process on Oceans and Law of the Sea (ICP) and in fora that are not ocean specific, e.g. Convention on Biological Diversity (CBD).
- Although the mandate and programs of some UN agencies relate to a particular industry sector (e.g. IMO and shipping, FAO and fisheries), UN agencies are not necessarily able to fully ensure industry issues and concerns are adequately addressed in policy developments.
- Policy developments in sector processes (e.g. MPAs for fisheries) may have implications for other ocean industries that are not readily apparent and nor communicated to those other sectors.
- The WOC should monitor and report on international ocean policy developments emanating from a range of UN agencies and fora.

WOC should facilitate coordinated ocean industry input to policy developments

- Promoting responsible economic development overall by ocean industries is an important need.
- Many non-industry ocean stakeholders are very active in international ocean policy processes.
- The WOC should ensure an equivalent level of industry presence in appropriate ocean policy arenas, enabling the ocean business community to collectively, globally and constructively engage in ocean sustainability issues.
- The WOC should promote the inclusion of full and balanced information on ocean sustainability and stewardship, e.g. regarding industry interest efforts to address environmental issues.
- The WOC should catalyze collective ocean industry positions and advocacy, where possible and appropriate, regarding important cross-cutting ocean sustainability policy and regulatory developments.

WOC should organize collective, constructive engagement of other ocean stakeholders

- Ocean industries have the opportunity to develop business benefits, such as economies of scale, through collaboration and partnerships addressing ocean sustainability issues.
- Constructive interaction between industry and other ocean stakeholders is necessary to fully engage the global community on oceans.
- The WOC should work with ocean industries to identify credible, science-based NGOs with potential to collaborate and develop productive partnerships with the ocean business community.

WOC should serve as a communications clearinghouse for ocean sustainability information

- The WOC should develop its role as the clearinghouse for information and data on ocean sustainability issues relevant to the ocean business community.
- This could enable data exchange between industries and create the potential to scale up the use of the data to broader applications in addressing global, cross-sectoral ocean issues.
- The WOC should assist industry to develop and document best practices in ocean environmental management.

WOC should undertake proactive communications on ocean sustainability

- Proactive outreach and awareness-raising regarding global industry efforts to address ocean sustainability and stewardship is a key value-added function for the WOC.
- “Corporate Ocean Responsibility” provides a useful unifying concept and tag line for communicating the focus of the WOC in working with the private sector.
- The WOC should distribute information on industry best practices, case studies and experience in addressing ocean sustainability and environmental issues.

3.4 Developing the *action plan* for leadership and collaboration

WOC must clarify its initial focus and priorities

- The WOC should focus on a few key priorities and achieve success in these.
- The scope and level of work/activity to be undertaken by the WOC should be clearly identified.

Next steps are for WOC to develop a business plan and project concepts

- The WOC should develop a business plan and organizational structure, with a 3 year work program and budget.
- Several interested participants are able to work with WOC in reviewing the business plan (e.g. IMAreST, NAMEPA).
- The WOC should develop project proposal for seeking funding and moving forward with specific activities.
- A meeting report and news release should be developed as outputs from the New York workshop and distributed to industry representatives and other parties interested in the WOC.

WOC should continue as an informal coalition building initiative for the present

- The current status of the WOC coalition of like-minded industry representatives should continue until a more formal structure is in place.

- The WOC should begin planning the next meeting of the coalition, to perhaps take place when the business plan is complete.
- It would be valuable to link the next meeting to a related event or conference.

WOC should continue actively developing its global network of ocean industries

- The WOC should continue efforts to engage other ocean industry members concerned about sustainable development and the marine environment.
- Industry representatives should assist the WOC in expanding the network by identifying:
 - Colleagues in other companies in the same sector to be contacted.
 - Companies in other sectors that should be brought into the growing global WOC network, e.g. marine biotechnology, submarine cables, marine insurance, marine finance, etc.
 - Key industry conferences where the WOC could usefully raise awareness about the need and opportunity for ocean industry leadership and collaboration on sustainability.

WOC should organize an ocean industry “summit” in 2009

- The WOC should organize a major gathering of senior industry representatives to significantly advance the development of a global ocean industry alliance on sustainability.
- There is significant interest among some industry representatives for such a conference.
- Industry support should be available to organize such a conference.

WOC should become a global business association, as this is the value-added niche and need

- The most appropriate structure for the WOC is as a global association of ocean companies and industries committed to sustainability.
- It is important to engage major companies in each ocean industry sector in the WOC, as well as industry associations.
- Financial commitment and support from ocean industry members is critical.
- Leadership organizations play a key role in creating collaborative efforts, e.g. role of ExxonMobil in developing the oil and gas industry Joint Industry Project on Sound and Marine Life.
- Sufficiently senior level interest and commitment are very important to developing collaborative efforts, e.g. role of CEOs in the International Council on Mining and Metals (ICMM).
- A stakeholder advisory committee, or similar group, would be valuable to create the interface between WOC industry representatives and other ocean stakeholders.
- If WOC were to become a multi-stakeholder organization on oceans and sustainability, this would dilute the focus and compromise the unique added value of WOC.

4. Industry “Side Event” at UN Informal Consultative Process on Oceans and Law of the Sea (ICP)

The Co-Chair of UN Informal Consultative Process on Oceans and Law of the Sea, Ms. Lori Ridgeway, opened the side event by welcoming the private sector representatives and welcoming the initiative to bring more industry participation to the ICP. She highlighted the importance of the private sector role in the sustainable use ocean areas and resources. She noted the value and unique role of the World Ocean Council initiative to bring ocean industries together to develop a coalition of leadership in ocean sustainability. Ms. Ridgeway stressed the need and opportunity for industry to work with the UN system and agencies, including the important role and value of ICP as an informal, consultative process that brings ocean stakeholders together with government, UN and IGO representatives. She also encouraged the industry representatives to be in contact with their national governments and to help develop government support for addressing ocean issues.

The World Ocean Council Executive Director provided an overview of the rationale for bringing a range of industries together to address sustainability in the shared global marine environment, the value added this provides to ocean stakeholders and the efforts of the World Ocean Council. This was followed by presentations on the sustainability efforts of several sectors (aquaculture, fisheries, shipping) by representatives of those sectors. The presentations were followed by questions for the industry representatives from participants and a general discussion.

Appendix 1

PARTICIPANTS LIST

Christian Bahlke
Managing Director, GAUSS mbH

Simon Bennett
Secretary, International Chamber of Shipping

Michael Boots
Director, Seafood Choices Alliance

Bruce Chapman
Executive Director, Canadian Association of Prawn Producers / North Atlantic Coldwater Shrimp Association / Groundfish Enterprise Allocation Council

Christine Copley
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Trey Taylor
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David Tze
Managing Director, Aquacopia Capital Management, LLC

Appendix 2

WORKSHOP AGENDA

DAY 1 - TUESDAY 24 JUNE		
9:00 - 10:00	Session 1	Workshop Welcome, Opening and Introduction
	Opening	<ul style="list-style-type: none"> • Casper Sonesson, Officer-in-Charge, Private Sector Division, UNDP • Georg Kell, Executive Director, UN Global Compact • Vaclav Mikulka, Director, UN Division of Ocean Affairs and Law of the Sea (DOALOS)
	Introduction	<i>Paul Holthus, World Ocean Council</i> <ul style="list-style-type: none"> • Workshop background, purpose, organization and expectations • Overview of issues and opportunities for industry leadership and collaboration on ocean issues • Business value and benefits
	Discussion	Participant input to workshop issues, organization and expectations
<i>10:00 - 10:15</i>	<i>BREAK</i>	
10:15 - 12:00	Session 2	Identifying <i>priorities</i> for industry leadership and collaboration
	Presentation	<ul style="list-style-type: none"> • Global marine environmental issues that could be addressed through precompetitive industry collaboration • Case study: Oil and gas industry - Joint Implementation Program on Sound and Marine Life
	Discussion	<ul style="list-style-type: none"> • What are the shared marine environmental issues, including: marine mammals, sound, marine protected areas (MPAs), Arctic, marine debris, ports, and other issues? • What are the priority areas for potential collaboration?
12:00 - 12:30		Arrangements for 'Side Event' on 25 June
<i>12:30 - 13:45</i>	<i>LUNCH</i>	<i>Keats Restaurant (1/2 block from the meeting venue) Corner of 45th Street and 2nd Ave Participants are responsible for the cost of their lunch.</i>
14:00 - 15:30	Session 3	Creating the <i>strategy</i> for leadership and collaboration
	Presentation	<ul style="list-style-type: none"> • Industry experience in collaborating on international environmental issues, e.g. climate change, Antarctic, etc. • Case study: Fishing industry - Indian Ocean Benthic Protected Areas
	Discussion	<ul style="list-style-type: none"> • What are the strategies for industry addressing ocean sustainability? • Who are the key players and what are the key processes?
<i>15:30 - 15:45</i>	<i>BREAK</i>	
15:45 - 17:00	Session 4	Determining <i>mechanisms</i> for leadership and collaboration
	Presentation	<ul style="list-style-type: none"> • Industry experience in cross-sectoral programs on shared issues, e.g. on the marine environment, on other sustainability issues • Case study: Mining industry - International Council on Mining and Metals
	Discussion	<ul style="list-style-type: none"> • What are the pros and cons of existing structures and processes for business collaboration to address shared issues? • What works best for the ocean business community?
17:30 - 19:30		<i>Informal inter-industry social gathering</i>

DAY 2 - WEDNESDAY 25 JUNE		
9:00 - 10:30	Session 5	Developing the <i>action plan</i> for leadership and collaboration
		<ul style="list-style-type: none"> • What are the series of actions needed to develop an inter-industry organization on ocean sustainability and implement a strategy on ocean sustainability?
<i>10:15 - 10:30</i>	<i>BREAK</i>	
10:30 - 12:00	Session 6	Next steps and Workshop closing
		<ul style="list-style-type: none"> • Case study: Ship life cycle and recycling – Golder Associates • What are the specific practical and achievable next steps for moving this action agenda forward and achieving results? • Workshop closing
<i>12:00 - 13:15</i>	<i>LUNCH</i>	<i>Open</i>
13:15 - 14:45	Official “side event” at the UN ICP	“Industry Leadership and Collaboration in Ocean Sustainability” Convener: Lori Ridgeway <i>(Co-Chair, UN Informal Consultative Process on Oceans)</i> - <i>Side Event Purpose:</i> Increase the understanding among government, UN, and NGO ocean stakeholders of proactive ocean industry sustainability and stewardship efforts
	Welcome and Introduction	The private sector, ocean issues and international ocean governance processes. <i>(Ms. Lori Ridgeway, Co-Chair, UN Informal Consultative Process on Oceans)</i>
	Overview Presentation	Overview of ocean industry leadership and collaboration in stewardship and sustainability of the marine environment. <i>(Paul Holthus, World Ocean Council)</i>
	Industry Experience	Industry sector interventions with examples of business experience and actions on ocean sustainability and stewardship
	Open forum	Moderated roundtable discussion with input from industry, government, UN, and NGO participants
Completion of World Ocean Council events 24-25 June		

Appendix 3

Discussion Paper 1: Identifying the *priorities* for industry leadership and collaboration

- **What are the shared marine environmental issues that could be addressed through industry leadership and collaboration?**
- **What are the criteria for determining priorities?**
- **Are there both technical/operational priorities and policy/regulatory priorities?**
- **What is the scale at which priority issues can and should be addressed?**

An indicative list of issues and sub-topics that may be of concern to a wide range of ocean industries:

Spatial management of marine areas

- Ocean zoning/spatial planning
 - Marine area zoning and bioregional planning are being explored and developed as a major new effort in some areas, e.g. Australia, EU, US
- Marine Protected Areas (MPAs)
 - MPAs and MPA networks are the single greatest priority area for ocean conservation NGOs, and the private sector is largely not engaged in a systematically in these developments

Regional or national/local priorities

- A regional or national approach to cross-sectoral and multi-stakeholder ocean use planning may be in some areas, such as:
 - Areas of high conservation concern, e.g. the Arctic
 - Areas of concentrated multiple-uses, e.g. Mediterranean, Caribbean

Biodiversity impacts

- Effects of sound on marine life
 - Oil industry impacts are being researched through the Joint Industry Program (JIP)
 - A cost effective approach might be to explore expanding the (JIP) to include other industries
- Oil pollution
 - Low level oil/fuel discharges from vessel operations or accidents continues to be a chronic issue
- Marine debris
 - Debris accidentally or deliberately introduced into the marine environment are a growing concern

Endangered species/migratory species impacts

- Vessel interactions with endangered species
 - Marine mammal strikes by vessels have been identified by several sectors as an important issue
- Regional level impacts on migratory marine animals
 - Regional impacts from increased shipping, offshore oil development and other offshore activities have been identified as an important issue in some regions, e.g. West Africa

Ports

- Sustainable ports
 - Efforts to improve the environmental performance of ports are developing rapidly and many changes being pursued by port managers to reduce impacts, however these will be move forward much more effectively with the proactive collaboration of the ocean industries using ports

Environmental Impact Assessment (EIA)

- EIAs/Strategic EIAs for ocean activities
 - These are being proposed in intergovernmental treaty discussions (e.g. Convention on Biological Diversity) as a key tool for managing ocean uses, creating the need and opportunity for industry to engage in these developments.

Appendix 4

Discussion Paper 2: Creating the strategy for addressing identified priorities

- What are the strategies for industry leadership and collaboration in addressing ocean sustainability?
- Who are the key players and what are the key processes/fora to participate in?

Four themes have emerged from the previous ocean industry roundtables and discussions:

1. Coordinate collaborative efforts to develop science-based solutions to shared marine environmental issues
 2. Organize collective, constructive engagement of ocean business community with other ocean stakeholders
 3. Assist ocean industries to improve environmental performance through best practices and standards
 4. Facilitate interaction among sectors to reduce ocean use conflicts
- Do these four themes capture the strategy for ocean industry leadership and collaboration and the unique potential and added value that the World Ocean Council can create?
 - Are there other areas or different strategies for addressing the priority issues?
 - What are the different approaches needed for technical issues vs. policy issues?

An indicative list of strategies, approaches or activities that may be useful to consider include:

Engaging key IGOs and their processes

- IGOs: e.g. DOALOS, Global Compact, IOC, UNEP, IMO, CBD
- UNCLOS processes
 - Informal Consultative Process on Oceans and Law of the Sea (ICP) or (UNICPOLOS)
 - Working Group to study issues relating to the conservation and sustainable use of marine biological diversity beyond areas of national jurisdiction
- UN Global Compact processes
 - Create ocean focus area, similar to climate change and water
- Convention on Biological Diversity (CBD)
 - Themes: MPAs, EIAs for ocean activities, bioregional planning
 - Processes: Conference of Parties (COP), Subsidiary Body on Scientific, Technical and Technological Advice (SBSTTA), Business and Biodiversity Initiative
- IMO processes
 - Marine Environment Protection Committee (MEPC)
- UNEP processes
 - Regional Seas programmes

Engaging key NGOs and their processes

- NGOs: e.g. Global Forum on Oceans, IUCN, WWF, TNC, CI, WRI, etc.
- NGO processes: e.g. Global Ocean Conference (of the Global Forum), High Seas Biodiversity Conservation Coalition, etc.

Undertaking a “Policy Watch” on IGO, government and NGO developments

- Track ocean sustainability issues, debates and developments
- Provide updates, briefings and analysis to companies and associations involved in the WOC

Creating a multi-stakeholder interface with the ocean business community

- WOC stakeholder advisory committee for key NGOs and IGOs
- Other direct partnerships and collaborative projects

Engaging industry sustainability efforts/organizations

- Sectoral organizations
 - E.g. Green Port, Green Award (shipping), Seafood Choices Alliance, Ocean Stewards (aquaculture), International Council on Mining and Metals (ICMM), International Petroleum Industry Environment and Conservation Association (IPIECA)
- Regional, multi-sectoral organizations
 - E.g. One Ocean (Newfoundland/Labrador: oil/gas + fisheries), Green Marine (St Lawrence Seaway: shipping + ports + maritime)
- Broad-based business and sustainability organizations
 - E.g. World Business Council on Sustainable Development (WBCSD)

Developing Codes of Conduct/Standards for Best Practices

- Develop coalitions of industry leaders and other stakeholders to develop credible codes/standards for best practice where they are lacking, e.g. offshore finfish aquaculture
- Work with industry leaders and other stakeholders to develop and document use of best practices in advance of standards and regulations coming into effect, e.g. re MPAs

Improving information and communications on sustainable industry use of ocean areas

- Document and map industry use of ocean areas
- Provide a portal or clearinghouse for collective and individual ocean industry sustainability efforts and best practices
- Disseminate information on industry sustainability efforts and best practices

Scale

- Global vs. regional, national, local efforts and engagements

Appendix 5

Discussion Paper 3: Determining the *mechanisms* for working together to address shared issues

Existing organizations that provide analogies and experience relevant to developing a global business and industry network on sustainability and the oceans were identified. Information from the most relevant of these was reviewed, including:

- World Business Council on Sustainable Development (WBCSD), including WBCSD Ecosystem Initiative, WBCSD Forest Products Initiative, Mining and Minerals Initiative
- International Council on Mining and Metals (ICMM)
- International Petroleum Industry Environment and Conservation Association (IPIECA)
- Joint Industry Program on Sound and Marine Life (of the oil and gas industry)
- International Climate Change Partnership (ICCP)
- US Climate Action Partnership (US CAP)
- The Global Fund to the fight AIDS, Tuberculosis and Malaria (GFATM)
- Global Business Coalition on HIV/Aids (GBC)

From the materials gathered from these organizations, common elements and the approaches to developing and operating a business and industry group were distilled and are outlined below.

Vision/Mission

Providing international leadership and coordination for the industry/sector on the issue of focus/concern.

Goals/Value to Members

The goals and value of the organization to its members usually include some of the following:

- Making the case for business to get involved in addressing the issue collectively
- Creating a network of like-minded business people to address the issue
- Establishing a credible platform and ongoing means for business to engage in meaningful efforts to address the issue
- Providing a basis to collaborate with other business sectors, and engage other segments of society
- Developing, demonstrating, disseminating and promoting adoption of best practices
- Enhancing stakeholder understanding of the industry/sector and how it addresses the issue
- Engaging in policy development and influencing the framework conditions under which companies operate to allow business to contribute effectively to addressing the issue
- Developing a global network to ensure the issues are addressed comprehensively
- Accessing and catalyzing state-of-the-art thinking and information to anticipate emerging trends
- Creating the focus and synergies to develop innovative approaches and solutions of mutual value

Membership

The organizations had a wide range of membership situations, including:

- Open to companies that 'sign on' to a set of principles
- Open to companies that 'sign on' to a set of principles and pay dues
- Only open to companies invited by the organization to become a member
- Personal commitment of CEO or President required
- A suite of membership levels depending on the status or level of engagement of the company
- An open membership 'clearinghouse' network of industry and other stakeholders
- Federation-type organizations, i.e. national associations are members of the larger organization

Governance and Management

The organizations also had a wide range of governance situations, including:

- Usually and Executive committee of leading company members
- A broader membership body
- Some organizations have affiliate members
- Larger organizations (e.g. WBCSD) have regional groups
- A small secretariat of professional staff

Financial Arrangements

The financing of the organizations included a mix of situations:

- Membership dues were often required to maintain ongoing core operations
- Corporate or other donor support was usually required, especially for startup “seed” funding
- ‘In-kind’ support from members was a significant part of focused efforts, projects, working groups, e.g. pro bono services, secondments, working group leadership and support services

Activities/Themes/Priorities/Implementation

Activities/themes/priorities are usually determined by an Executive Committee and approved by general membership, with a focus on themes of priority to critical mass of members and/or cross cutting themes of value to all members.

Working groups and publications were usually the primary mechanism for undertaking activities.

- Often initiated and chaired by a lead member company
- A defined timeline, process and output
- Process often includes research, stakeholder dialogue, workshops, and publications
- A core group of companies with interest and commitment to the work of the group
- Support from Secretariat staff
- Publications were usually the primary output of working groups
- Documents often published and promoted in collaboration with other organizations

Partnerships

The range of partnership situations includes:

- Some organizations have several levels of partnership
- Some have few partnerships with select partners and somewhat formal arrangements
- Specific recognition with UN agencies and participation in inter-governmental processes
- Fairly open list partners from interested parties in intergovernmental, NGO and other

Meeting, Conferences and Workshops

- An annual members-only meeting
- Workshops focused on specific issues, primarily for members and experts
- Web based fora for interested stakeholders

Information Development and Dissemination

- Developing and disseminating information and publications to members
- Also providing a range of newsletters, updates, news services for external parties (e.g. WBCSD)