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WORLD OCEAN COUNCIL

The International Business Alliance
for Corporate Ocean Responsibility
www.oceancouncil.org

Linking Ocean Businesses to Ocean Planning

An Initiative of the World Ocean Council in the U.S. Caribbean, Mid-Atlantic and South Atlantic

Whether measured by GDP, wages, or jobs, the ocean business sector is a key contributor to the economies of the U.S. Caribbean, Mid-Atlantic and South Atlantic from Energy Development to Tourism and Recreation, from Marine Transportation to Living Marine Resources.

Since 2014, the World Ocean Council has worked with ocean businesses and regional and state partners in the Caribbean (Puerto Rico and U.S. Virgin Islands), Mid-Atlantic (New York, New Jersey, Delaware, Maryland, Virginia) and South Atlantic (North Carolina, South Carolina, Georgia, Florida) to:

- Create Ocean Economy Profiles in these three regions;
- Map existing stakeholders from multiple business sectors and categories; and,
- Assist in more effective engagement of industry in ocean policy and planning.

To adequately plan for and advance regional economic and resource health, it is essential for ocean businesses to engage in effective planning and decision-making.

WOC invites you to:
- Learn more about the project at http://www.oceancouncil.org/site/planning.php;
- Join a database of ocean businesses in the Caribbean, Mid-Atlantic or South Atlantic; and,
- Participate in ocean planning at the regional level.

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The **World Ocean Council** is an alliance of industry leaders striving toward a healthy and productive ocean and its sustainable use and stewardship by responsible businesses. Members include a wide range of ocean industries: shipping, oil and gas, fisheries, aquaculture, tourism, renewable energy, technology, terminals, dredging, cables, and the maritime legal, financial and insurance communities.

Key Outcomes of Ocean Planning & Industry Project

Ocean Planning (also known as Marine Spatial Planning, MSP, or Marine Planning) is the process of identifying and analyzing the spatial and temporal distribution of human activities in specific marine areas to achieve ecological, economic, and social objectives. As Ocean Planning moves forward in the Caribbean and across the United States at the regional and subregional level, it is important that ocean business sectors be involved to ensure sustainable regional economies. The WOC Ocean Planning Project has found the following key business interests:

✦ **Identify, develop and share data sources**
✦ **Streamline regulatory and permitting processes**
✦ **Reduce user conflicts and associated litigation**
✦ **Encourage a balanced management approach**
✦ **Reduce investor uncertainty**
✦ **Efficiently use public and private resources toward shared goals**

The following practices emerged as management strategies from the perspective of industry and agency representatives who work closely with industry stakeholders:

1. **Establish the need, context and authority** for ocean planning with stakeholders and partners before starting a planning process.
2. Determine the **need and appropriateness of new planning mechanisms** for marine space based on the best understanding of scientific and socio-economic factors.
3. **Identify costs** and determine availability of financial and other support for MSP.
4. Establish an **organized stakeholder/partner participation process** that allows for various times and levels of engagement and reduces duplication.
5. Use **existing processes and tools** when possible.
6. Provide better **understanding, mapping and monitoring** of ocean ecosystem resources, processes and conditions.
7. Define and analyze **future conditions**.
8. Identify areas for **improved efficiencies**.
9. Identify **convening bodies and relevant partnerships**.
10. Provide a **clear, shared vision** for the future of a marine area with logical **goals and specific, measurable objectives**.