



The International Business Alliance
for Corporate Ocean Responsibility

World Ocean Council

Annual Progress Report 2018

EXECUTIVE SUMMARY

2018 was a busy and rewarding year for the World Ocean Council. The WOC

- Continued to foster **understanding and engagement of the U.N. Sustainable Development Goals (SDGs) by the Ocean Business Community**, through **identifying key targets and indicators relevant to the private sector**
- Convened the WOC flagship **Sustainable Ocean Summit (SOS) 2018 in Hong Kong (14-16 Nov)**
- Supported the recent launch of the **GEF-UNDP-IMO GloFouling Partnerships Project as the lead partner for engaging private sector action** to tackle biofouling and the spread of invasive species
- Furthered **industry involvement in the negotiations for a new international legally binding instrument on Biodiversity in Areas Beyond National Jurisdiction (BBNJ)** under development as part of the U.N. Convention on the Law of the Sea (UNCLOS), through **monitoring, analyzing and reporting on ocean policy and planning on behalf of the Ocean Business Community**
- Advanced the **WOC SMART Ocean – SMART Industries program through the expansion of the number of ships and other industry infrastructure that collect data** by hosting or deploying scientific instruments, with a focus on priority topics for which more data is needed, e.g. microplastics, ocean acidification and bathymetry, as well as on priority regions, notably the Arctic as part of the 4-year H2020 project grant
- Convened the inaugural **WOC Board Retreat in April 2018**, which **established strategies for all aspects of WOC development** including governance, work programs, membership growth and retention, outreach and communications
- Participated in **more than 35 high-level ocean or industry events (with representation as a speaker, chair or workshop organizer in nearly 70% of such events)** including:
 - Arctic Shipping Forum (Helsinki)
 - Asia Pacific Maritime Workboat World Conference (Singapore)
 - Blue Planet Symposium of the Group on Earth Observations (GEO) (Toulouse)
 - China-Foreign Think-Tank Forum (Shenzhen)
 - Green Maritime Forum (Hamburg)
 - High Seas Conference (Paris)
 - Offshore Arabia (Dubai)
 - Opening Oceans Conference (Copenhagen)
 - Regional Meetings of the GEF LME Learn project (Panama, Bangkok, Dakar)
 - World Water Week (Stockholm)



FOCUS IN 2019

Our ambition for 2019 will be to focus on high-value efforts for WOC Members:

- Reinforcing the WOC Membership (outreach and retention) by **increasing value for WOC Members through engagement in work programs and development of communication and exchange platforms**
- Organizing an even better **Sustainable Ocean Summit (SOS) in Paris on 20-22 November, with a focus on “Investing in Ocean Futures: Finance and Innovation for the Blue Economy”**
- Delivering on WOC’s commitment to the **GEF-UNDP-IMO GloFouling Partnerships Project**
- Strengthening WOC/ocean industry leadership on the **U.N. SDGs and the Law of the Sea**
- Advancing the WOC **SMART Ocean – SMART Industries program**
- Delivering on **EU-funded Arctic projects (EU-PolarNet, Blue-Action, ARICE)**



WORK PROGRAMS

WOC continued to make progress in developing and implementing issue-based work programs that reflect the priorities of WOC Members:

Ocean Governance and Policy (BBNJ)

- Convened a parallel session on the “UN Law of the Sea: New Legally Binding Instrument on Biodiversity in Areas Beyond National Jurisdiction (BBNJ) and Ocean Industries” at the SOS 2018
- Reinforced the team with an expert advisor on ocean policy and governance

SMART Ocean – SMART Industries (SO-SI) / Regional Business Councils (Arctic)

- Presented the WOC SO-SI program at numerous conferences
- Commenced the 4-year EU-funded ARICE project, tendered in 2017
- Convened a parallel session on “SMART Ocean – SMART Industries and the Arctic: Advancing Industry-Science Collaboration for Data Collection in Support of Safe and Responsible Arctic Development” at the SOS 2018

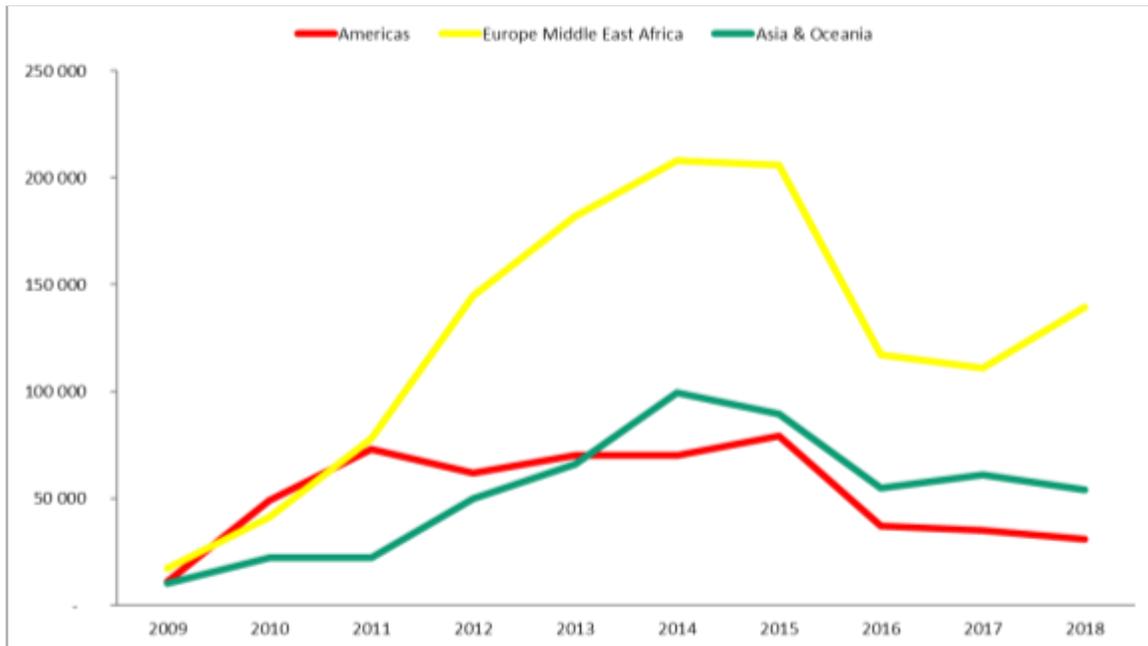
Biofouling

- Finalized partnership with the recently launched GEF-UNDP-IMO GloFouling Partnerships Project, with WOC as the lead implementer for engaging industry action with and through key organizations, including the International Paint and Printing Ink Council (IPPIC), and leadership companies
- Convened two parallel sessions on “Biofouling and Invasive Aquatic Species: The GEF-UNDP-IMO GloFouling Partnerships Project – Opportunities for Business Collaboration and Implementation” at the SOS 2018

MEMBERSHIP STATUS AND TRENDS

Revenues by Region

Membership revenues in 2018 are forecasted to reach **more than US\$ 220 K**, with 62% of revenues originating from Members in Europe, Middle East and Africa (mainly the EU) and 24% from Asia and Oceania.



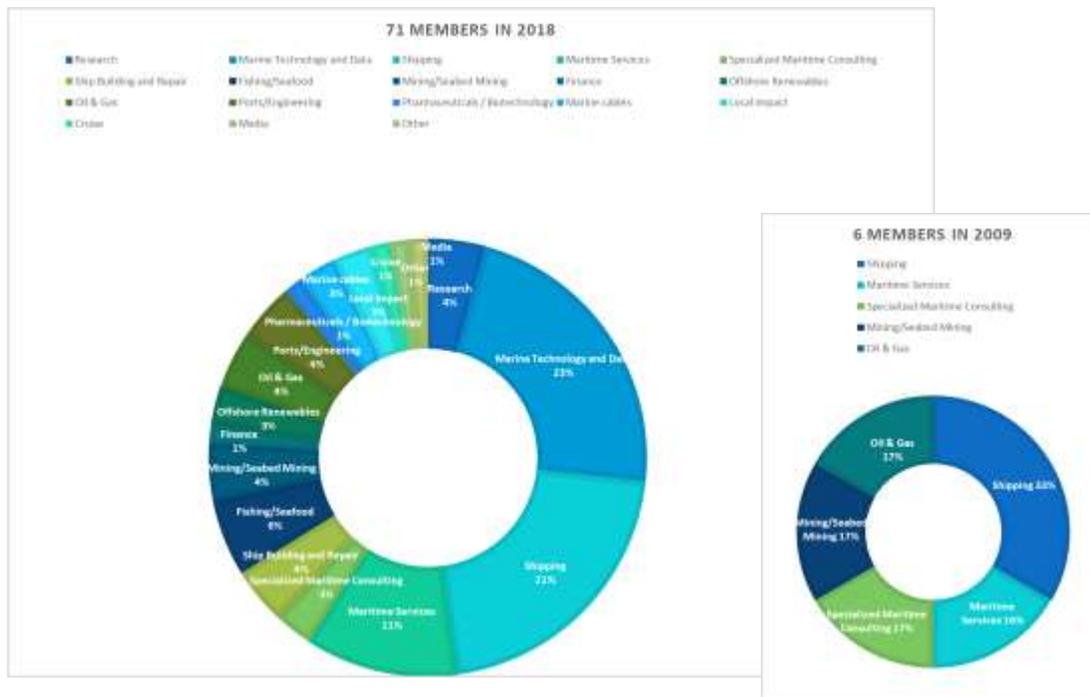
Number of Members by Region

Of our current **71 members**, 48% are headquartered in Europe, Middle East and Africa, 30% are from the Americas and 23% are headquartered in Asia and Oceania.



Number of Members by Sector

The diversity of WOC Members has increased tremendously since 2009.



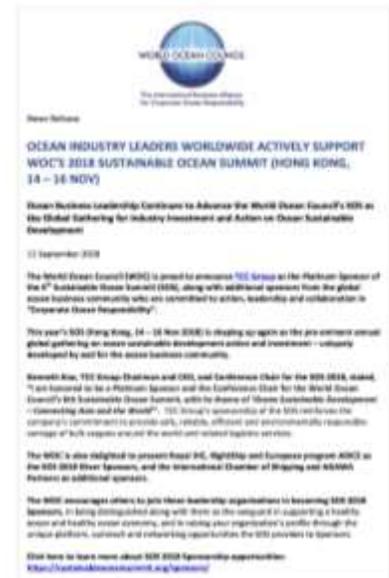
COMMUNICATIONS AND OUTREACH

News Releases and Email Blasts

In 2018, 26 News Releases and 30 Email Blasts were sent to a mailing list of approximately 35,000 subscribers.

Social Media Development

The number of followers on WOC’s Twitter account saw an increase of 180% since the previous year (with 637 followers today). On LinkedIn, the number of followers increased 168% (with a current 937 followers).



Sustainable Ocean Summit (SOS) 2018

The **SOS 2018 (14-16 Nov, Hong Kong)** assembled over **200 delegates from 30 different nationalities and representing all key ocean sectors** to advance action on **“Ocean Sustainable Development – Connecting Asia and the World”**.

With an unparalleled line-up of ocean industry leaders (including special speakers Former Seychelles President James Michel, U.N. Ocean Envoy Ambassador Peter Thomson and Hong Kong SAR Director of Marine Maisie Cheng), this year’s SOS delivered an extraordinary program in support of “Corporate Ocean Responsibility”, featuring sessions on Women’s Leadership in Ocean and Coastal Business, Asian Shipping and Shipbuilding, Biofouling and Invasive Aquatic Species, One Belt One Road One Ocean, Sustainable Aquaculture, Ocean Investment Platform and more.



Event Participation

The Secretariat attended 37 global events in 2018, representing the WOC as a speaker, chair or workshop organizer in nearly 70% of such events, including:

- Arctic Observing Summit (Davos)
- Arctic Shipping Forum (Helsinki)
- Blue Planet Symposium of the Group on Earth Observations (GEO) (Toulouse)
- Green Maritime Forum (Hamburg)
- High Seas Conference (Paris)
- High Seas International Conference (Boulogne-sur-Mer)
- Nordic-African Business Summit (Oslo)
- Offshore Arabia (Dubai)
- Opening Oceans Conference (Copenhagen)
- Regional Meetings of the GEF LME Learn project (Panama, Bangkok, Dakar)
- World Maritime University (WMU) Global Ocean Conference (Malmo)
- World Water Week (Stockholm)
- ZMT Marine Bioeconomy Event: Science Meets Business (Bremen)

Event participation in Asia includes:

- Asia Pacific Maritime Workboat World Conference (Singapore)
- Asia Pacific Regional Network Meeting (Bangkok)
- Asian Shipowners' Association Annual Meeting (Hong Kong)
- China-Foreign Think-Tank Forum (Shenzhen)
- Global Maritime Forum (Hong Kong)
- Our Ocean Conference (Bali)
- U.N. Environment Review Meeting on Global Programme of Action for the Protection of the Marine Environment from Land-based Activities (Bali)



THE CHALLENGE

The ocean is an inter-connected global ecosystem supporting a wide range of uses. Maintaining a healthy ocean requires responsible stewardship by all users.

Concerns about the impacts of economic activity on ocean health from growing range and level of commercial uses are on the rise. These concerns may limit industry access to marine areas and resources. Ocean users are increasingly being held accountable by governments and NGOs for the state of the ocean. Continued ocean access and use will increasingly require the social licence to operate – above and beyond simple regulatory compliance – and participation in Sustainable Development Goals.

The best efforts by a single company or an entire sector will not be enough to address the cumulative impacts on the inter-connected marine ecosystem from growing use across the sectors. Companies dependent on the ocean can achieve business value from working with others to address shared challenges regarding sustainable development, science and stewardship.

WOC – OCEAN BUSINESS ALLIANCE FOR SUSTAINABILITY

The World Ocean Council is the international, cross-sectoral industry leadership alliance on “Corporate Ocean Responsibility”.

The WOC brings together leadership companies from the diverse ocean business community to achieve the business benefits of cross-sectoral leadership and collaboration on sustainability.

The WOC develops global “platforms” to address cross-cutting ocean business and sustainability challenges, e.g. ocean policy and governance, marine planning, marine debris, marine sound, marine mammal impacts, water pollution, data collection by industry vessels and platforms, sea level rise and extreme event impacts, priority regions (e.g. Arctic, Indian Ocean), and investment for ocean sustainable development.

THE INVITATION TO RESPONSIBLE OCEAN COMPANIES

Responsible ocean companies are invited to join the growing number of organizations distinguishing themselves as leaders in “Corporate Ocean Responsibility” through the WOC.

In addition to the 70+ WOC Members from the diverse ocean business community, the WOC Network includes 35,000+ ocean industry stakeholders around the world. The WOC is recognized or accredited by numerous U.N. agencies and other international organizations as *the* credible, global leadership body on ocean business and sustainability. The WOC Sustainable Ocean Summit (SOS) – 2010 Belfast; 2013 Washington DC; 2015 Singapore; 2016 Rotterdam; 2017 Halifax; 2018 Hong Kong – is acknowledged as *the* international business community conference on ocean sustainable development, science and stewardship.



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