



The International Business Alliance
for Corporate Ocean Responsibility

News Release

WORLD OCEAN COUNCIL AND THE GLOBAL SUSTAINABILITY INITIATIVE OF THE INFORMATION AND COMMUNICATIONS TECHNOLOGY (ICT) SECTOR SIGN MOU

The Global Enabling Sustainability Initiative (GeSI) and WOC Begin Collaboration to Advance the Role of Digital Technologies in Addressing Ocean Sustainability Challenges

15 June 2020

The World Ocean Council (WOC) and the [Global Enabling Sustainability Initiative \(GeSI\)](#) have signed a Memorandum of Understanding to strengthen and promote the effectiveness of sustainability efforts through the development and deployment of digital technology.

The WOC-GeSI partnership will focus on Sustainable Development Goal (SDG) 14 - conserve and sustainably use the oceans, seas and marine resources for sustainable development - and linking these ocean goals with those of the GeSI [Digital with Purpose Movement](#).

The Digital with Purpose Movement is the next phase of GeSI's initiative following the launch of its [Digital with Purpose](#) report in 2019. The report found that digital technologies could have a transformational impact on the ability to meet the 2030 Agenda and SDGs. To achieve this, both the ICT sector and other key sectors need to fully integrate the agenda into its activities and organizational culture.

The WOC has stepped forward to engage the ocean business community with the Digital with Purpose Movement and working to establish a mechanism for individual and collective action to catalyze progress on the SDGs and the Paris Climate Agreement through the development and deployment of digital technology.

The GeSI-WOC collaboration seeks to work with Digital with Purpose to promote the capabilities of digital technologies in ocean-related data collection and analysis, i.e. the WOC SMART Ocean-SMART Industries.

GeSI CEO Luis Neves stated, "Ocean sustainability represents a major concern and remains a priority area where digital and Artificial Intelligence (AI) capabilities will be fundamental to address current sustainability challenges. The partnership between the World Ocean Council (WOC) and Global Enabling Sustainability Initiative (GeSI) brings together a remarkable

community of companies and stakeholders. Through this partnership, both organizations will jointly work on addressing key sustainability challenges across sectors and industries. We are proud to have WOC join the Digital with Purpose Movement as we begin this ambitious journey of achieving the Sustainable Development Goals (SDGs) through the responsible deployment of digital technologies.”

WOC CEO Paul Holthus added, “The World Ocean Council is honored to be partnering with the Global Enabling Sustainability Initiative (GeSI) and the leading Information and Communication Technology (ICT) companies involved in the Digital with Purpose Movement. We look forward to collaborating to advance the role of ICT in helping address the challenges of ocean sustainable development as we move forward together.”

About the Global Enabling Sustainability Initiative

The Global Enabling Sustainability Initiative (GeSI) is a leading source of impartial information, resources and best practice for achieving integrated social and environmental sustainability through Information and Communication Technology (ICT). GeSI facilitates real world solutions to real world issues both within the ICT industry and the greater sustainability community. With a diverse and global member base and partnerships, GeSI fosters collaborative and innovative approaches to sustainability, supporting member initiatives in both developed and developing nations to quickly and effectively respond to issues such as climate change, energy efficiency, e-waste management and resource efficiency, responsible supply chain practices, privacy, digital trust and responsibility and human rights.

Recent and Upcoming WOC Outreach and Engagement

8 June, Online Webinar

World Oceans Day Industry Event - Celebrating Maritime’s Innovative Blue Economy and Building Strategic Resilience (Speaker)

[Click here](#) to access the recording and slides.

11 June, Online Webinar

Stronger Together: European Cooperation for Polar Science and Society – The Integrated European Polar Research Programme (Speaker)

18 June, [17:00 CEST](#), Online Webinar

TRANSITION FORUM 2020: Time to Scale Up – Plenary IV Mobility (Speaker)

World Ocean Council (WOC) – The Global Blue Economy Business Organization

The WOC is the international, cross-sectoral alliance for private sector leadership, collaboration and action on ocean sustainability, stewardship and science. Companies from a range of industries worldwide are distinguishing themselves as leaders in “Corporate Ocean Responsibility”, including: shipping, oil and gas, tourism, fisheries, aquaculture, mining, renewable energy, ocean technology and investment.

WOC Members are listed [here](#), a part of the WOC Network of 35,000+ ocean industry stakeholders around the world. The WOC is a registered not-for-profit organization in the US and France.

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