



The International Business Alliance
for Corporate Ocean Responsibility

News Release

INDUSTRY INPUT TO OCEAN ENTERPRISE STUDY 2020

World Ocean Council Encourages Industry Participation in Study of Ocean Measurement, Observation and Forecasting Business Activity in U.S.

7 August 2020

The U.S. Integrated Ocean Observing System (IOOS) and National Oceanic and Atmospheric Administration (NOAA) are calling for input from businesses who provide infrastructure or products that support or conduct ocean observation and measurement by participating in the [Ocean Enterprise Study 2020](#).

Companies of all sizes are invited to contribute to this important study through the [online survey](#). Survey results will inform NOAA and the U.S. Department of Commerce about the changing needs of the Ocean Enterprise sector in a report to be published in 2021, as an update to the [initial study](#) conducted in 2015.

The profit and not-for-profit businesses which support ocean measurement, observation and forecasting (the “ocean enterprise”) is a critical component of maritime commerce and the Blue Economy. These businesses develop the infrastructure necessary to generate new data and to work with publicly available data to deliver value-added products and services to ensure the safe, responsible, and successful running of maritime commerce.

For more information and to take part in the survey, [click here](#).

As part of the broader World Ocean Council (WOC) SMART Ocean – SMART Industries program, the WOC continues to engage the ocean business community to collect and share ocean, weather and climate data. Companies interested in contributing ocean observation and measurement data are encouraged to contact the WOC at info@oceanCouncil.org.

[Blue Economy by the Numbers](#)

Estimated economic value of businesses in the U.S. which support ocean measurement, observation and forecasting: **USD 7 Billion**

Number of businesses in the U.S. involved in ocean measurement, observation and forecasting (in 2015): **410**

Source: The Ocean Enterprise: A study of US business activity in ocean measurement, observation and forecasting. NOAA. 2016.

Recent and Upcoming WOC Outreach and Engagement

23 July, Webinar

African Oceans Dialogue (Speaker)

2-3 September, Online Summit

Global Arctic Shipping Summit (Speaker)

23-24 September, Online Summit

[Shipping & the Blue Economy Virtual Forum](#) (Partner)

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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