



The International Business Alliance
for Corporate Ocean Responsibility

News Release

INCREASING INDUSTRY INVOLVEMENT IN OCEAN, WEATHER AND CLIMATE OBSERVATIONS: NOAA-WOC WEBINAR

**World Ocean Council-NOAA Webinar to Focus on WOC SMART Ocean-SMART
Industries Program**

21 September 2020

The World Ocean Council (WOC) SMART Ocean-SMART Industries program is working to develop a comprehensive structure and process to scale up industry involvement in hosting or deploying instruments to gather data and/or sharing previously collected data.

[INCREASING INDUSTRY OCEAN, WEATHER AND CLIMATE OBSERVATIONS: THE WORLD OCEAN COUNCIL SMART OCEAN-SMART INDUSTRIES PROGRAM](#)

Date: 22 September 2020

Time: 15:00-16:00 Eastern US

Registration: <https://register.gotowebinar.com/register/6119514892984665100>

Ocean industries operate tens of thousands of vessels and platforms, and more than a million km of submarine cables, all with the potential for cost effectively collecting information, often in data poor areas. At a time when the need for ocean, weather and climate data has never been greater, the budgets for data collection by government and research institutions are decreasing and operating costs are increasing.

An industry-led system for strategic and sustained data collection from the ocean can significantly and cost-effectively increase ocean, weather and climate knowledge. This can provide direct benefits to society and industry, e.g. through improved forecasting and predicting of extreme weather events, resulting in safer, more responsible ocean use and more resilient coastal communities and economies.

WOC CEO Paul Hothus will outline the opportunities for expanding industry involvement in observations through the WOC SMART Ocean-SMART Industries program, and the potential for collaboration with NOAA and other ocean, weather and science agencies and institutions.

Engaging with the WOC SMART Ocean-SMART Industries program enables companies to demonstrate their contribution to implementing Sustainable Development Goal 14a (Increase scientific knowledge of the ocean) and to advancing the U.N. Decade of Ocean Science.

In recognition of the WOC's role in working to develop a global, multi-sector engaging of ocean industries in data collection, the WOC has partnership agreements/MoUs or other formal interaction with many U.N agencies, including: the UNESCO Intergovernmental Oceanographic Commission (IOC), World Meteorological Organization (WMO), International Hydrographic Organization (IHO), Seabed 2030.

[INCREASING INDUSTRY OCEAN, WEATHER AND CLIMATE OBSERVATIONS: THE WORLD OCEAN COUNCIL SMART OCEAN-SMART INDUSTRIES PROGRAM](#)

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[Blue Economy by the Numbers](#)

The number of merchant ships trading internationally: **Over 50,000** ⁽¹⁾

The number of fishing boats in the world: **About 4.6 million** ⁽²⁾

The number of rigs active drilling for oil worldwide in Q3 2020: **About 1,000** ⁽³⁾

The amount of submarine telecommunications cable: **Over 1.2 million km** ⁽⁴⁾

- (1) <https://www.ics-shipping.org/shipping-facts/shipping-and-world-trade#:~:text=There%20are%20over%2050%2C000%20merchant,seafarers%20of%20virtually%20every%20nationality.>
- (2) [In brief: The State of the World's Fisheries and Aquaculture. 2018. U.N. Food and Agricultural Organization.](#)
- (3) <https://rigcount.bakerhughes.com/rig-count-overview>
- (4) <https://www2.telegeography.com/submarine-cable-fags-frequently-asked-questions>

Recent and Upcoming WOC Outreach and Engagement

22 September, 15:00 EST, Webinar

[Increasing Industry Ocean, Weather and Climate Observations: The World Ocean Council SMART Ocean-SMART Industries Program](#) (Speaker)

23-24 September, Online Summit

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

30 September, 10:00 BST, Webinar

[Breakbulk – The Digital Special: Growing a Sustainable Future](#) (Speaker)

1-2 October, Online Conference

[Reuters Offshore and Floating Wind Europe](#) (Speaker)

6-8 October, Rotterdam/Online Conference

[World Conference on Floating Solutions](#) (Keynote Speaker, Partner)

14-16 October, Online Event

[CMA Shipping](#) (Speaker, Supporting Organization)

15-16 October, Online Event

[Global Forum on Human Settlements 2020](#) (Speaker, 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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