



The International Business Alliance
for Corporate Ocean Responsibility

News Release

SIMPLY BLUE JOINS WORLD OCEAN COUNCIL

World Ocean Council (WOC) Welcomes Simply Blue Group to Global Blue Economy Business and Investment Organization

18 November 2020

The World Ocean Council (WOC) is proud to announce that Simply Blue (incorporating Simply Blue Energy and Simply Blue Aquaculture), a pioneer in the development of sustainable projects in marine renewable energy and aquaculture, joins the WOC as part of its leadership in actively engaging in the protection of the world's oceans.

The Simply Blue group promotes and develops offshore wind, wave energy and sustainable aquaculture. The company's mission is to raise awareness of the ocean's potential, be at the forefront of marine project development and collaborate with like-minded partners to build a sustainable blue economy and communities.

By becoming a member of the growing WOC international multi-industry alliance on ocean sustainable development, Simply Blue seeks to advance its position as a leadership company in "Corporate Ocean Responsibility".

Kevin Banister, Simply Blue's Chief Development Officer, International, stated that "At Simply Blue, our vision is to be the leading early stage developer of sustainable, transformative marine projects. We're thrilled to join the World Ocean Council, and to find opportunities for collaboration with other innovators as the Blue Economy grows. We encourage other companies to get involved in the WOC in its role as the unique 'Global Business Alliance for Corporate Ocean Responsibility'."

Paul Holthus, WOC Founding President and CEO said: "We are honoured to have Simply Blue come on board as our first member from Ireland. We are excited to be collaborating with the company to advance renewable energy and sustainable aquaculture."

[Blue Economy by the Numbers](#)

Increase in electricity generation from marine technologies in 2019: **13%**

Source: <https://www.iea.org/reports/ocean-power>

SAVE THE DATE !

Sustainable Ocean Summit (SOS) 2020: 8-11 Dec, online

**Ocean Vision 2030 - The Decade for Ocean Action:
*Connecting Sustainable Development, Business and Investment for the Blue Economy***

Recent and Upcoming WOC Outreach and Engagement

5 November, Online Event

WOC Global Blue Economy Innovation Initiatives Workshop (Organizer)

10 November, Online Event

Blue Economy for Prosperity in Post Pandemic World: Opportunities in Traditional Sectors and New Avenues for Financing - [Federation of Indian Chambers of Commerce and Industry](#), Konrad Adenauer Stiftung, Energy and Resources Institute, National Maritime Foundation (Speaker: *Investing in Ocean Futures: Finance and Innovation for the Blue Economy*)

10 November, Online event

4th EU Marine Knowledge Experts Group Meeting (Participant)

10 November, Online event

Columbia Climathon (Speaker: *Global Blue Economy, Ocean/Maritime Clusters and Sustainable Development*)

16-17 November, Online Event

[Biofouling Global Virtual Seminar](#) (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, UK and France.

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