



WORLD OCEAN COUNCIL

The International Business Alliance
for Corporate Ocean Responsibility

SMART Ocean-SMART Industries Webinars Work Plan

CSBWG Annual Meeting 23-25 April 2024

WOC Global Headquarters: BARCELONA - World-Leading International Blue Economy Hub

WOC – the Global “Blue Economy” Business and Investment Organization

Webinar Objective: *Engaging shipping companies via webinars to participate in the CSB Program*

- In 2021, we attempted to bring shipping companies together in a SEABED2030 webinar, but we were unsuccessful
- In December 2021, we held a webinar with a few of the larger shipping agencies to develop a strategy to engage shipping companies to participate in future Seabed 2030 webinars
- The following draft work plan is based on the agency's feedback
- We ask the CSBWG to give us feedback and suggestions on the draft work plan.

Work Plan Elements (advice on best sequence needed today)

- 1) Determine at the CSBWG annual meeting what other organizations besides SEABED2030 are working with the industry to collect bathymetric data and determine how we should be collaborating with them.**
- 2) At CSBWG, ask for SEABED2030 and other needed contacts on the webinars.**
- 3) Agree on regions to target for the webinars and in what order.**

Work Plan Elements (Continued)

4) In each region, we will work with the major shipping associations to get their help to recruit key shipping companies.

5) Agree on whether we should have a separate webinar with each major shipping agency and their shipping companies or a single big one for each region.

6) Put together a catalogue of bathymetric data technology providers with costs, pros/cons, installation/maintenance/operating requirements, etc.

Work Plan Elements (Continued)

7) Draft working agenda for the webinars:

- Put together a two-page “invitation” flyer for the shipping industry to participate in SEABED2030 and get input from the SEABED2030 team. We will not try to get it formally endorsed by IHO but we will pass it by the shipping agencies in each region to get input on effectiveness.
- Complete the selection tool to be used by interested companies who cannot attend on the day of the webinar.
- The webinars become the input for the clearinghouse and selection tools.

Work Plan Elements (Continued)

8) Distribute flyers to shipping companies and other interested parties. Should we also be using our database of shipping companies that show an interest in ocean resilience in their literature?

9) Hold the first webinar in 2Q 2024

What is missing? What needs adjusting or modification?

Views on whether this will lead to success?