



The International Business Alliance
for Corporate Ocean Responsibility

News Release

“SMART OCEAN/SMART INDUSTRIES” – LEADERSHIP COMPANIES ADVANCE GLOBAL PROGRAM ON DATA COLLECTION

**Special Session at Sustainable Ocean Summit to Focus on Scaling Up
Data Collection from Vessels and Platforms**

27 March 2013

As part of the Sustainable Ocean Summit (SOS), leading ocean companies are working through the World Ocean Council (WOC) Smart Ocean/Smart Industries program to improve and expand data collection by vessels and offshore structures. Progress and plans for this will be addressed in a special session of the upcoming SOS 2013 to be held from 22-24 April in Washington DC.

The WOC Smart Ocean/Smart Industries initiative, co-chaired by Maersk and Marinexplore, is developing the system to foster, facilitate and coordinate the cost-effective collection of oceanographic and atmospheric data from an expanded number and type of commercial operators.

Increased data can help improve the modeling and forecasting of weather, ocean conditions and climate change, and can support the responsible use of ocean space and resources – all with benefits for business, science, government, and society.

The Smart Ocean/Smart Industries session at SOS 2103 will include:

- The results of an industry survey regarding ocean data collection and sharing.
- A demonstration of real outputs derived from real voluntary data.

- A panel of representatives from shipping, oil and gas, fisheries, marine technology and other sectors to consider the practicalities of data collection from commercial vessels and platforms.
- A multi-industry discussion on the roadmap for moving forward with the program.

The session will address questions of:

- What are the common interests of ocean industries in collaborating to improve science and forecasts that support safe, efficient and responsible ocean use?
- What is needed to scale up the number and kinds of vessels and platforms collecting robust, standardized ocean, weather and climate data?
- How can ocean data software facilitate data sharing and use and support ocean industries in solving challenges of safe and sustainable ocean operations?

Leadership companies interested in being a part of this effort *to better understand the ocean upon which they depend* are invited to the Smart Oceans/Smart Industries session of SOS 2103.

Limited space is still available at the SOS 2013 for members of the ocean business community only. [Click here to register](#).
(Please note that registration for non-business stakeholders closed on 28 February.)

About the Sustainable Ocean Summit 2013 (SOS 2013)

The SOS 2013 (22-24 April, 2013, Washington, D.C.) is the only international ocean business community gathering dedicated to industry leadership and collaboration in developing solutions to ocean sustainability challenges. The theme of SOS 2013 is "Oceans 2050 - The Ocean Business Community and Sustainable Seas". This event brings together a wide range of ocean industries, including: shipping, oil and gas, fisheries, aquaculture, tourism, renewable energy (wind, wave, tidal), mining, ports, dredging, cables, pipelines, the maritime legal, financial and insurance communities, and others.

[For SOS 2013 information, registration and sponsorship opportunities, click here.](#)

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About the World Ocean Council (WOC)

The WOC is the only international, cross-sectoral alliance for private sector leadership and collaboration in "Corporate Ocean Responsibility". Companies and associations worldwide are distinguishing themselves as leaders in ocean sustainability and stewardship by joining the WOC. Members to date include over 60 leadership organizations from a wide range of ocean industries: oil and gas, shipping, seafood, fisheries, aquaculture, mining, renewable energy, ocean technology, maritime law, marine environmental services and other areas. For the current list of WOC Members, [click here](#).

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