



## WORLD OCEAN COUNCIL

*The International Business Alliance for Corporate Ocean Responsibility*

### **Smart Ocean / Smart Industries**

#### **A Global Portal for Coordinating Scientific Community Collaboration With Ocean Industries in Collecting Oceanic and Atmospheric Information**

Initial Workshop: 12-13 Dec 2011, Unesco-IOC, Paris

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The World Ocean Council (WOC) brings together the diverse international ocean business community to catalyze leadership and collaboration in addressing cross-cutting ocean sustainability challenges.

The WOC is developing the “Smart Ocean/Smart Industries” initiative as a major new effort to facilitate ocean industry collaboration with the scientific community in collecting ocean and atmospheric data.

The goal is to establish a platform/portal that facilitates and coordinates efficient, cost effective collaboration of the scientific/ocean observing community with shipping and other ocean industries in the collecting of oceanic and atmospheric information. The vision of Smart Ocean/Smart Industries is for leadership companies from a range of ocean industries to be collaborating with the scientific community in the systematic, regular, sustained and integrated collection and reporting of standardized oceanographic and atmospheric data for input to operational and scientific programs that improve the safety and sustainability of commercial activities at sea and contribute to maintaining and improving ocean health.

The need to better document and monitor the ocean has never been greater, as government and scientific institutions have limited facilities and resources to collect oceanic and atmospheric data. Improved and expanded information will contribute to improved modeling of weather, ocean conditions and climate change and will support responsible use of ocean space and resources – all with clear benefits for science, government, society, and business.

Shipping, offshore oil and gas and other ocean industries, e.g. ferries, fisheries, offshore wind, and others, operate thousands of vessels and platforms. These provide tremendous potential for cost effectively collecting ocean and atmosphere data. A comprehensive structure and process is needed to organize industry partnerships with science to scale up the level of data collecting from ships and platforms of opportunity and expand the spatial and temporal extent of observations. The Platform will be developed in close collaboration with national and international ocean observations programs and with existing voluntary observation programs.

Unesco IOC, in collaboration with other members of the Joint Committee on Marine Metrology (JCOMM) has offered to host an initial 2-day workshop (12-13 December, 2011, Paris) to convene industry, science and government representatives to develop: a) a shared understanding of the Platform need and opportunity, b) the initial design of the process and institutional framework and c) the roadmap and workplan for moving forward.

The workshop will bring together representatives from: a) shipping, oil and gas, ferry, offshore wind, mining, fisheries, etc; b) marine technology, instrumentation, IT/communications; c) international and national oceanographic/metrological organizations; d) existing voluntary observation programs.

The workshop is organized by the WOC with support from A.P Moeller-Maersk.

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