

North American Marine Environment Protection Association



NAMEPA

What NAMEPA can do to
help industry navigate
Corporate Social
Responsibility

What is CSR?

Corporate Social Responsibility

Overall impact a company has on society

Focus on responsibility in 4 areas:

- Financial/Corporate Governance
- Environmental
- Social/Human Element
- Social License & Societal Demand

Call it:
Global
Citizenship,
Environmental
Stewards,
Sustainable
Development,
Corporate
Accountability,
Business Ethics
Risk
Management

What is Driving the Evolution in CSR?

- Increased focus by the public, shareholders, employees and other stakeholders
- Demands from regulators, customers, NGO's & Society
- Greater coverage by media of environmental and societal issues
- Evidence that it offers a competitive advantage / increased profitability

Societal Need for Change

NEW - The New York Times – 16th January 2018

Laurence D. Fink, founder and chief executive of the investment firm **BlackRock**, is going to inform business leaders that their companies need to do more than make profits — they need to contribute to society as well if they want to receive the support of BlackRock.- \$6 trillion under management

Initiatives in the Marine Sector

- IMO & MEPC guidance
- The Sustainable Shipping Initiative (SSI)
- The Clean Cargo Working Group (CCWG)
- Green Marine
- Green Ship of the Future
- Shippingefficiency.org
- Clean Shipping Project
- . . . And many more!

What can NAMEPA do to help the marine industry navigate CSR principles?

- Create a Sustainability Passport for Maritime available through NAMEPA that encourages companies to follow a CSR program and offers basic guidelines along with a Tool Kit for achieving these guidelines.
- Develop a Tool Kit that enables companies to identify existing CSR practices as well as what is yet to be accomplished
- Participants will receive recognition by NAMEPA's Sustainable Passport for Maritime seal for their use and a certificate when they affirm they follow the guidelines. This will be published across industry media
- The Tool Kit program will build over time to have “VALUE” across the industry

Sustainable Passport for Maritime Guidelines and Tool Kit

- Self-assessment program
- Checklist of characteristics will lead issuance of a Sustainability Passport for Maritime valid for one year
- Based on CSR's Transparency Pillars
 - Financial/Corporate Governance
 - Environment
 - Social/Community/Human Element
- Non-member rate is \$2000 (or free upon joining NAMEPA). No charge for members.
- Annual certificate renewal \$500 for all

Potential Users

- **Shipowners/operators**
- **Manufacturers (physical and intellectual)**
- **Flag State Administrations**
- **Training/Education institutions**
- **NGO's/Associations**
- **Ports, Terminals, Shipyards**
- **Individuals**
- **Seafarers**
- **Yachts**
- **Students**

Corporate Governance

“We believe there is no longer a place in the public shipping markets for companies that do not prioritize corporate governance and capital stewardship”

- Michael Webber, Wells Fargo

Why Environmental?

“Our economy depends on nature, not the other way around, and companies will destroy the economy if they destroy nature.”



---Chouinard and Stanley



Why Social/Human Element?

“A company should do what it can to reward and care for the people who make its products and provide its services. All companies seeking to boost productivity need the loyalty, dedication and creativity of their employees. The company’s responsibility then extends to everyone in the supply chain who helps make or sell its product.”

---Chouinard and Stanley

Seafarer Welfare

To support ship-owner treatment of seafarers, NAMEPA will be partnering with the North American Maritime Ministries Association (NAMMA) to benchmark seafarer welfare



Toolkit Expansion

To add more tools:

1. Corporate Governance & Human Element
2. Inventory and management of vessel emissions
3. Seafarers Health & Mental Wellness programs



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Next steps:
Deployment!

www.namepa.net