

# Enhance companies' commitment with the Ocean Framework

*Proposal for a joint approach*  
*Catherine Chabaud, MEP*

Webinar  
17 March 2021

FONDATION  
DE LA MER



# The Ocean at the crossroads of the 21st century environmental challenges

*Sabine Roux de Bézieux*



# The Ocean and its resources : at the heart of Europe

Europe : a peninsula, and a global presence



One of the six  
exclusive  
competences

**TFEU Article 3**

- Conservation of **marine biological resources** under the **common fisheries policy**;

**A strategic approach**

- Blue Growth strategy,
- Maritime security strategy (EUMSS)
- **Common framework for maritime spatial planning.**
- Marine Equipment Directive
- Marine Strategy Framework Directive
- Birds and Habitats directives, ...

**The European Green Deal, Starfish 2030,...**



- **Fondation de la Mer in a few words**
- **From research to action: Starfish 2030**
- **The Ocean : a key role for mankind  
Business : a key role for the Ocean**
- **The Ocean Framework : a tool built with and for companies**
- **User testimonial : CMA-CGM**
- **Opportunities and next steps**

**The Ocean is at the crossroad of the 21st century  
key environmental challenges :  
climate change and loss of biodiversity**

**The Ocean provides vital  
ecosystemic services**



Climate regulation



Control of natural  
threats



Wealth of its  
biodiversity

**The Ocean, first victim of human  
activity**



Climate change



Destruction of ecosystems



Overexploitation of halieutic  
resources



Pollution



Endangered species

**The Ocean has a major  
impact on our daily lives**

*We all need a healthy Ocean*

**We all have an impact on  
the Ocean**

*We can take concrete actions*

*It is not too late to act*

*We need to act together*

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**An impact oriented and global  
approach to sea-related  
issues**

*Accelerate and develop actions  
in favour of an open, protected and  
wisely exploited sea*





## EXPLORE / UNDERSTAND

- Contribute to the public debate
- Promote research through a European network of young researchers dedicated to the Ocean



## PROTECT

- Fight coastal and sea pollution
- Protect and restore marine ecosystems



## INVOLVE / ENGAGE

- Educate 100% of young people
- Make every European citizen an actor in Ocean protection
- **Include Ocean matters into every company's strategy and management**



## Our partners



MINISTÈRE  
DE LA MER  
*Liberté  
Égalité  
Fraternité*



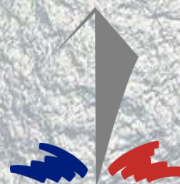
MINISTÈRE  
DES OUTRE-MER  
*Liberté  
Égalité  
Fraternité*



MINISTÈRE  
DE LA TRANSITION  
ÉCOLOGIQUE  
*Liberté  
Égalité  
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MINISTÈRE  
DE L'ÉDUCATION  
NATIONALE,  
DE LA JEUNESSE  
ET DES SPORTS  
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MARINE  
NATIONALE



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MUSÉUM  
NAT HIST  
NATURELLE

# Fondation de la Mer programmes

1 — 2 — 3 **PROTECT**

Fight marine pollutions : « Act for the Sea »



A support platform for local players, involved in the fight against litter, and in particular plastics



## Impact in 2020

**A network of 115 local ngos**  
**12 000 committed volunteers in 2020**  
**55 tons of litter collected in 2020**



Un programme  
Fondation de la Mer  
et IFRECOR

A crowdfunding web platform helping local projects observe, protect and restore coral reefs, mangroves & seagrass beds  
Launched in February 2021

## Impact objectives :

**27 coral reef protection projects funded**  
**58 000 km<sup>2</sup> of protected coral reefs in 2022**

Protect biodiversity : « SOS Coral reefs »





# Fondation de la Mer programmes

1 — 2 — 3 INVOLVE / ENGAGE

Dedicated educational tools :  
« Merci la Mer »

Partner events and sailors

An exclusive partnership with BCG to  
mobilise COMPANIES



Impact achieved in 2020:

120 000 young people reached



Impact objectives 2022:  
500 000 people affected  
25 maritime events supported



The first barometer assessing the importance of the sea in the French economy.  
Creation of the **first reporting framework for companies built on SDG14.**

Impact objectives 2022:  
100 companies using the Ocean Framework



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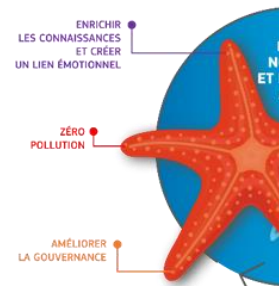
Seas, Rivers, Islands  
&  
Coastal Areas

From research to action  
Starfish 2030

*Pascal Lamy and Geneviève Pons*



Europe  
Jacques Delors  
Thinking Europe



# Presentation of the Mission Starfish 2030

**Pascal LAMY, Chair of the Mission Board**

**Geneviève PONS, Representing the Assembly to the Board**

Presentation of the Ocean Framework – SEARICA & Fondation de la Mer  
17 March 2021





# What are missions?

- The European research and innovation missions aim to deliver solutions to some of the greatest challenges facing our world.
- They are an integral part of the Horizon Europe framework programme beginning in 2021.
- Each mission has a Mission Board, Assembly and a secretariat provided by the European Commission.



# Mission Board

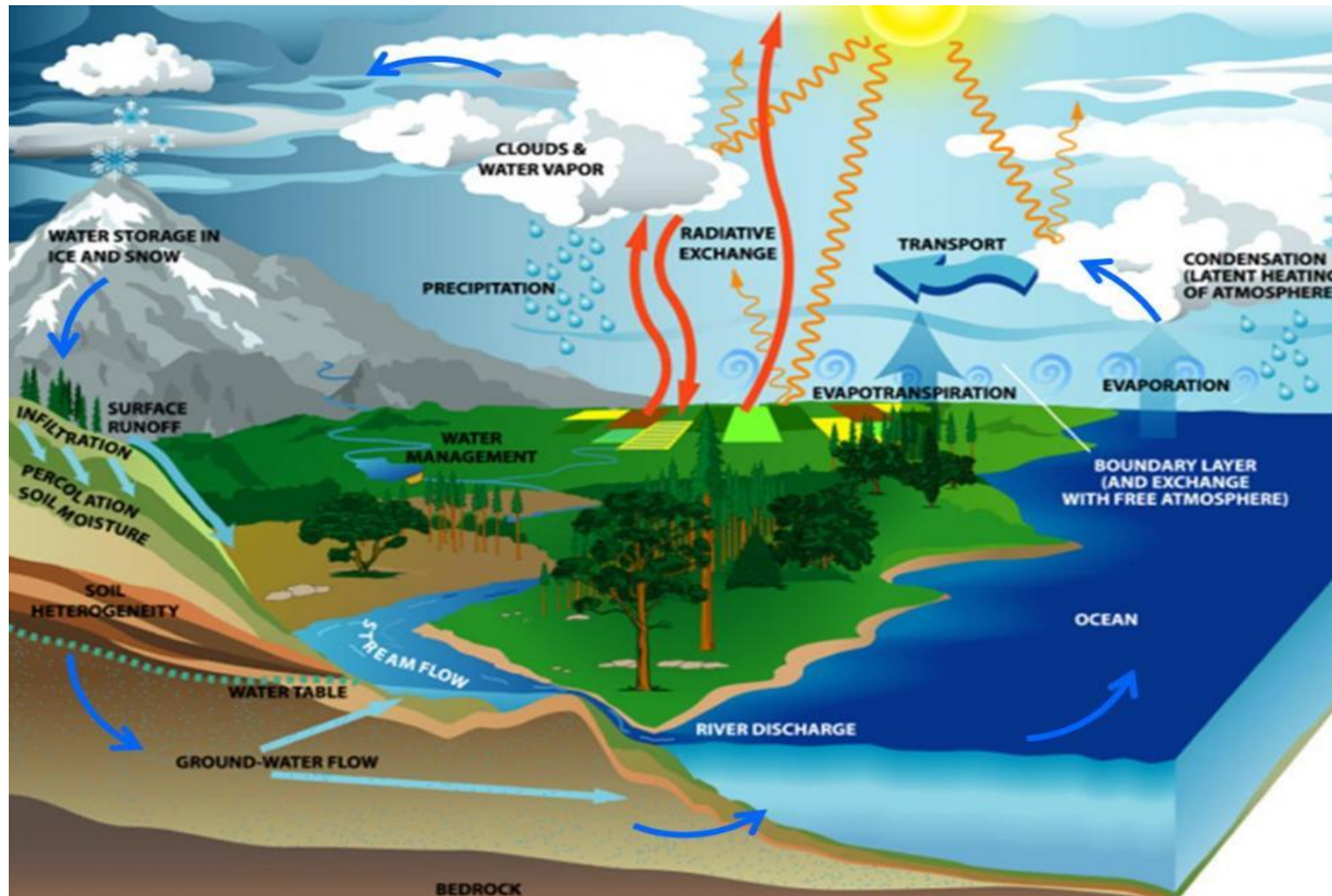
The Mission Board is tasked with identifying one or more specific missions within a mission area for implementation under Horizon Europe.

The Mission Board consists of 15 experts, including the chair.

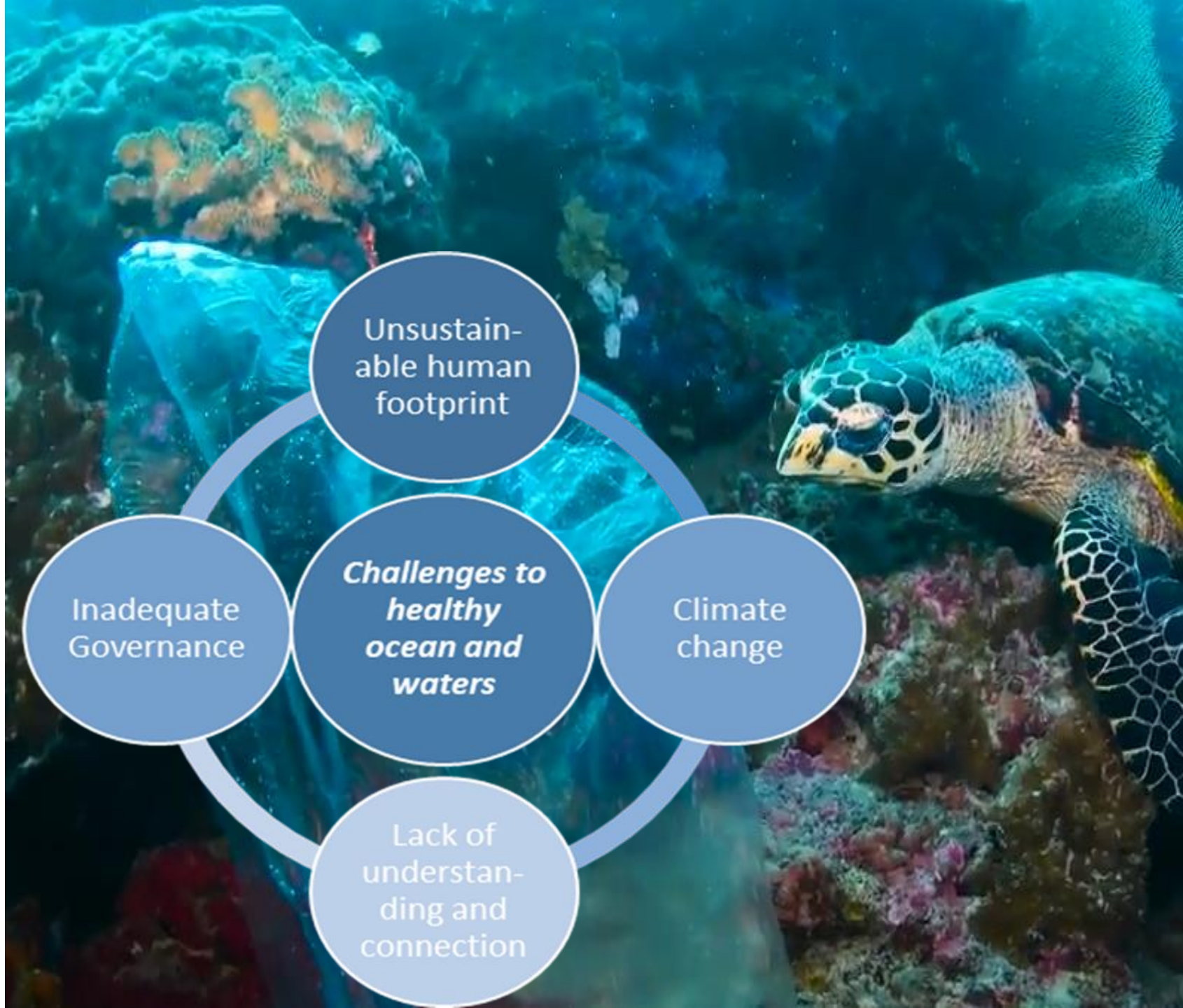




# The water cycle illustrates the systemic nature of the challenges our ocean and waters face



# The Ocean and Waters are under Threat



Unsustainable human footprint

Inadequate Governance

*Challenges to healthy ocean and waters*

Climate change

Lack of understanding and connection



# Mission Starfish 2030: Restore our Ocean and Waters

- A holistic 2030 vision to address the cumulative threats to our ocean and waters.
- Inspired by the shape of the starfish, the Mission has five mutually supporting objectives for 2030, which together enable the restoration and regeneration of the water cycle as a whole.



# Mission Starfish: objectives and targets



Objective	Target	
<i>Filling the knowledge and emotional gap</i>	1	Each European is a citizen of our ocean and waters
	2	Marine and freshwater observation is streamlined and accessible to all via a digital twin of the ocean and all waters
<i>Regenerating marine and water ecosystems</i>	3	30 percent of EU waters are highly to fully protected
	4	Active regeneration of 20 percent of degraded habitats
	5	Renaturalise rivers and waters
	6	End overfishing
<i>Zero pollution</i>	7	Zero plastic litter generation
	8	Eutrophication of European seas and waters is halted
	9	Zero spill
	10	Underwater noise is regulated and reduced
<i>Decarbonising our ocean, seas and waters</i>	11	Climate-neutral waterborne transport
	12	Support the energy transition through renewable, low-impact ocean energy
	13	Zero-carbon aquaculture
	14	A thriving blue biotech
	15	Climate-neutral blue tourism
<i>Revamping governance</i>	16	An integrated and participatory EU system of ocean and water governance
	17	EU leadership for effective global ocean governance

Table 1. Five objectives, 17 targets



# A bold investment plan for the hydrosphere

- The proposed Mission objectives must be addressed with **planned and systemic investment**.
- The investment needs from the EU funding and from national public and private sources total around **500 billion EUR over the period 2021-2027** (70 billion €/year).
- Investing in sustainable ocean action during these times of health, biodiversity and climate crises can constitute an opportunity for a **recovery and deep transformation of the whole economy**.

Assessment of investment needs (2021-2027, million euros)

Objective		Target	Total	Of which R&D needs
Filling the knowledge and emotional gap	1	Each European is a citizen of the ocean and waters	900	130
	2	Marine and freshwater observation is streamlined and accessible to all via a digital twin of the ocean and all waters	1160	150
Regenerating marine and water ecosystems	3	30 percent of EU waters are highly to fully protected	66 600	250
	4	Active regeneration of 20 percent of degraded habitats	15 500	
	5	Renaturalise rivers and waters	8 000	
Zero pollution	6	End overfishing	3 500	300
	7	Zero plastic litter generation	600	450
	8	Eutrophication of European seas and waters is halted	154 000	600
	9	Zero spill		
Decarbonising our ocean, seas and waters	10	Underwater noise is regulated and reduced		*
	11	Climate-neutral waterborne transport	6 000	*
	12	Support the energy transition through renewable, low-impact ocean energy	200 000	200
	13	Zero-carbon aquaculture	600	150
	14	A thriving blue biotech	10 000	1 000
Revamping governance	15	Climate-neutral blue tourism	60 000	
	16	An integrated and participatory EU-system of ocean and water governance	100	40
	17	EU leadership for effective global ocean governance	60	30
<b>Total</b>			<b>527 020</b>	<b>3 300</b>

Figures are based on rough estimates which do not distinguish between public or private investments, nor between European Union or Member States funding streams.

# A sustainable, resilient, and innovative blue economy

- **Preparing the blue economy workforce of tomorrow:**
  - At least 50% of the EU blue workforce upskilled or re-skilled by 2030.
- **Decarbonising the blue economy:**
  - Promotion of **climate-neutral waterborne transport, zero-carbon aquaculture, climate-neutral blue tourism.**
  - Support to clean, renewable, low-impact **ocean energy** (at least 35 % of the EU energy mix covered by wind, wave, tidal, thermal and salinity gradient energy by 2030).
- **Promoting research and innovation:**
  - The BlueInvest initiative aims to combine grants with equity and provide SMEs with investment readiness assistance targeted to their specific needs, with **access to finance for their innovation projects.**



# Proposed roadmaps for three key sectors

Blue biotech	Maritime transport	Blue tourism
<b>EU is the world leader in blue biotech by 2030.</b>	<b>Climate-neutral waterborne transport by 2030.</b>	<b>Development of a climate-neutral, sustainable, and resilient coastal tourism.</b>
<p>→ Launch of a programme for blue biotech development that includes funding for venture capital and national programmes for blue biotech start-ups' ideation and acceleration.</p>	<p>→ Adoption of a holistic EU Green Shipping Strategy ranging from decarbonisation and eco-design to dismantling and recycling old vessels.</p> <p>→ A new Green Port Strategy supporting the transition towards carbon neutrality and a sustainably planned development of all EU ports.</p>	<p>→ Investment in decarbonising infrastructure and buildings</p> <p>→ Development of new transport waterways across islands and coasts, on rivers and lakes</p> <p>→ Promotion of alternative eco-touristic models and destinations</p>



The Ocean: a key role for mankind  
Business: a key role for the Ocean

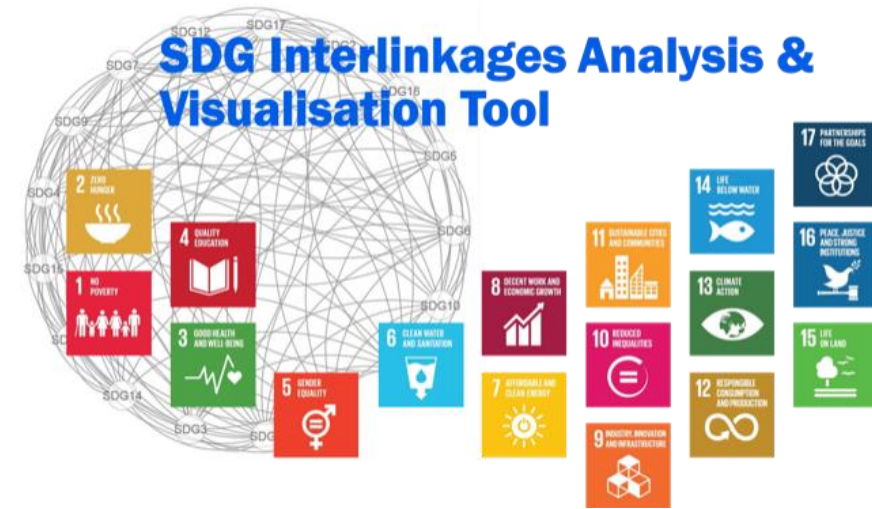
*Marc Feltesse and Clémence Faure*



## 2015 – 2020 a shift in the ambitions

**2015:** a common grammar to drive action, based on common diagnosis and targets

- **Alignment** of necessary contribution of every actor: States, citizens, business
- **Interdependence** between all SDGs
- One specific SDG dedicated to the **Ocean**



## 2019 Green Deal: a higher ambition for Europe



Europe: 1<sup>st</sup> EEZ in the world  
Integrated maritime policy



Ocean-related issues to be addressed specifically and urgently

### Starfish 2030:

one of the 5 transversal missions of Europe Horizon program

*Virginijus Sinkevicius,*

*European commissioner environment, oceans and fisheries*

***“No green deal without blue deal”***

# The Ocean challenges of the 21th century: mobilise business to achieve the SDGs

The 17 targets of sustainable development cannot be met without an **active contribution from Business**



Annual contribution required from companies to deliver on all SDGs (OECD)



Shift of economic activity across sectors towards SDG-friendly practices



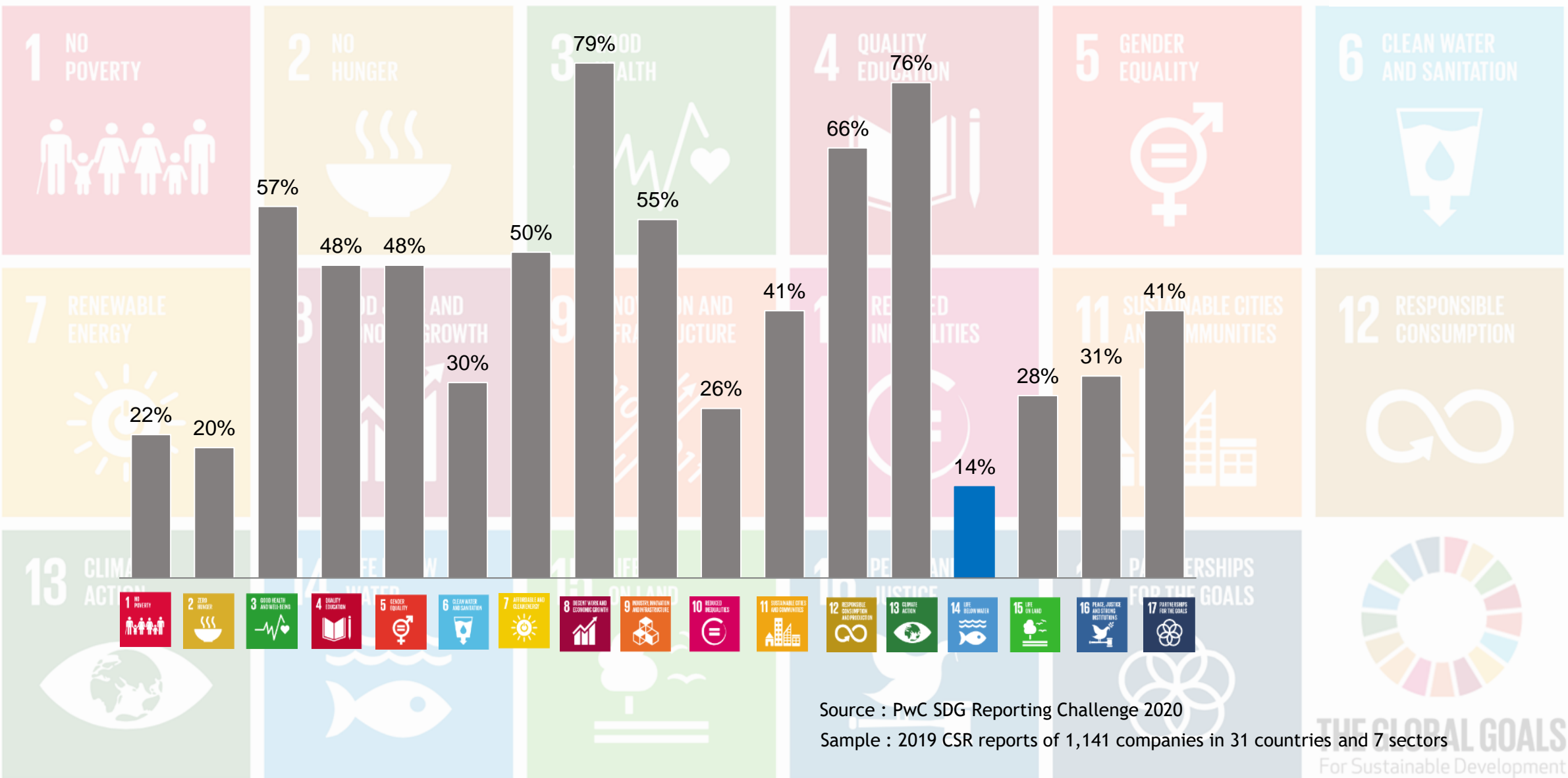
A regular and transparent reporting of this shift

All firms have a role to play towards all the SDG, whatever their **size** and their **sector of activity**:  
They can act through their **operations**, their **product offer** and their **influence on their stakeholders** :

The Ocean is one of the 17 SDGs, all of them inter-related  
SDG14 is at the crossroad of many sustainability challenges:  
Climate Change, Biodiversity Preservation,...



And yet, the Ocean is the most neglected of all CSR targets



Source : PwC SDG Reporting Challenge 2020

Sample : 2019 CSR reports of 1,141 companies in 31 countries and 7 sectors



# The Ocean Framework : a translation of the SDG14 for companies

Many companies are **not aware of their interactions with the Ocean**

**Knowledge** of Ocean-related issues is still **partial**  
**Understanding** of a **company's impact on the Ocean is limited**  
outside the maritime sector

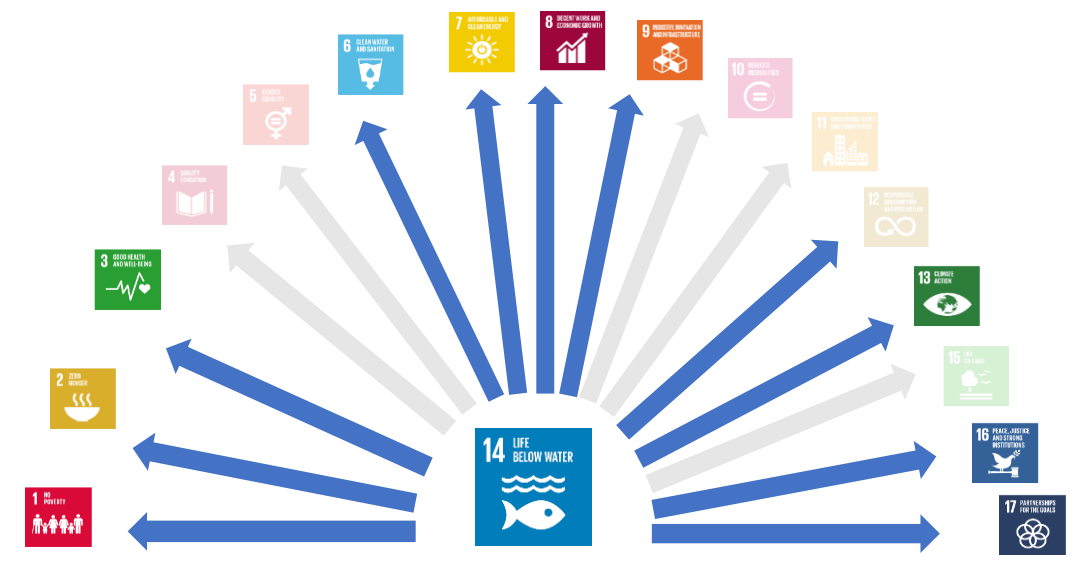


The **Ocean Framework** is a tool that enables companies to **understand** these issues in order to **identify** their interactions with the Ocean and **define** actions to undertake.

The **Framework** is built on the basis of SDG14's targets :

- it covers **all the objectives of the SDG14**
- it turns them into opportunities for **concrete action** by companies

It also gives companies **additional levers** to reach **other SDGs**.





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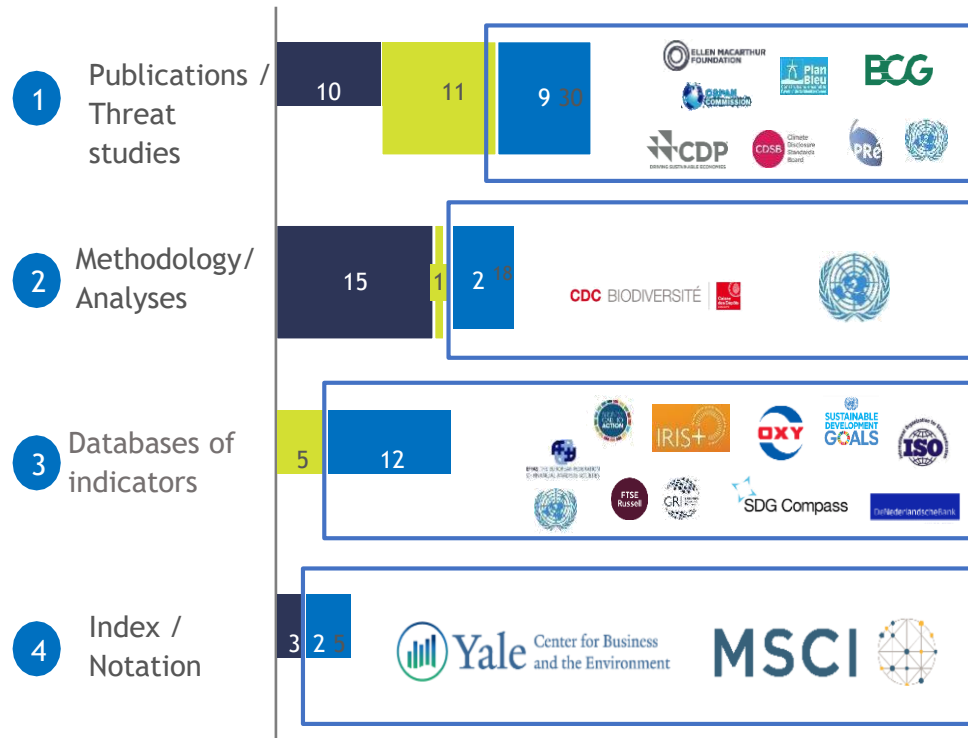
Seas, Rivers, Islands  
&  
Coastal Areas

# The Ocean Framework

## A tool built with and for companies

# The Ocean Framework was designed in conjunction with the French Ministry of Ecological Transition and the BCG support

## A holistic and rigorous study



## Including stakeholders

**Institutions**

**Scientists**

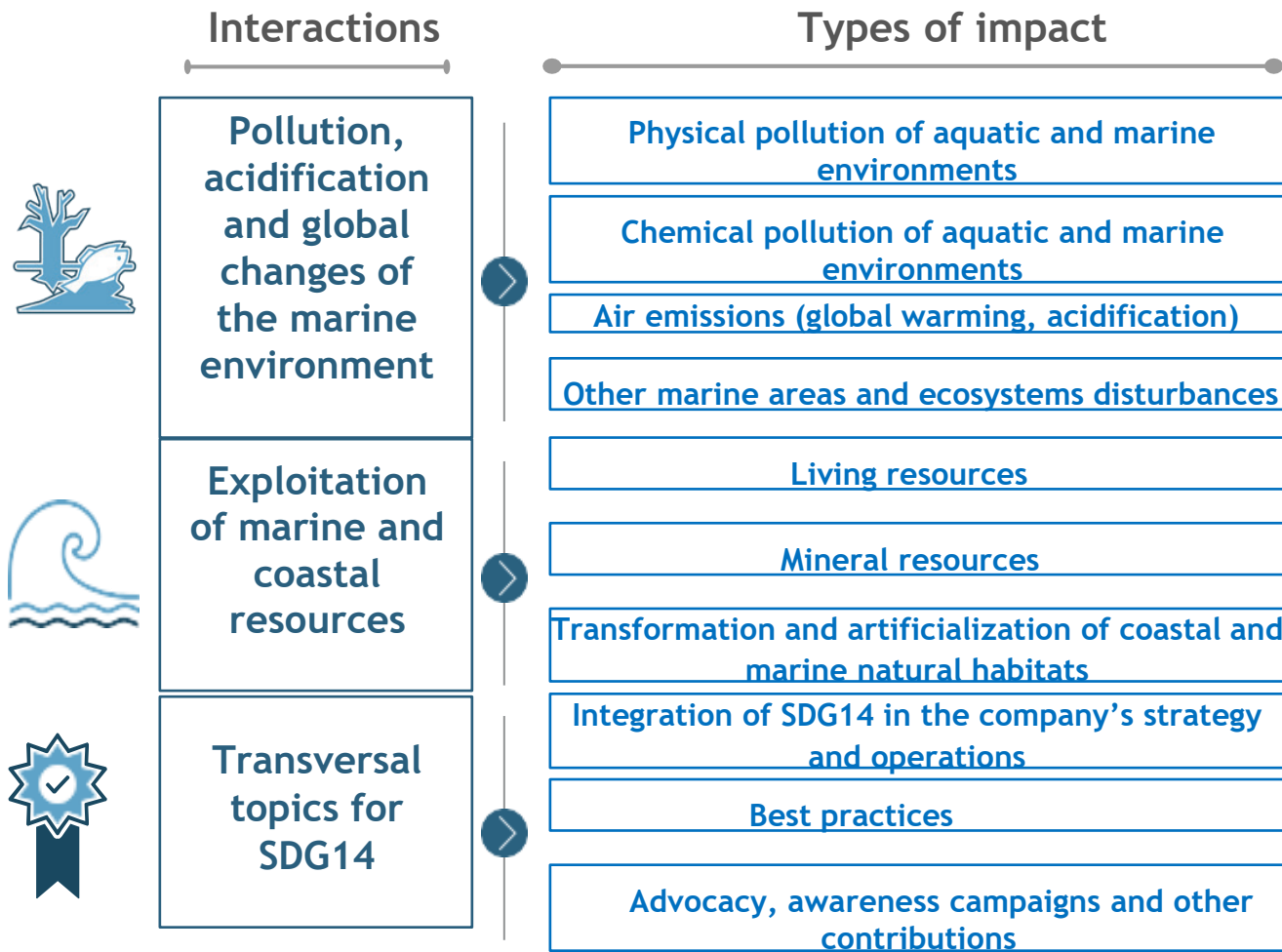
**NGOs**

## And a panel of companies

Eric Bernard (R&O)	Stanislas Pottier (Amundi)	Clément Lavigne (TOTAL)
Hervé Gloaguen (Allianz)	Frédéric Moncany de St-Aignan (Cluster Maritime Français)	Fabrice Bonnifet (BOUYGUES)
Nicolas Beaumont (MICHELIN)	Bruno Leprince-Ringuet (Liquide)	Marie-Christine Méchet (GICAN)
Hélène Valade (suez)	Philippe Vallette (Nausicaà)	Benoit Bassi (Bridgepoint)
Agnes Weil (Club Med)	Dominique Gaillard (France Invest)	



# The Ocean Framework : a tool that enables companies to identify, measure and reduce their impact on the Ocean

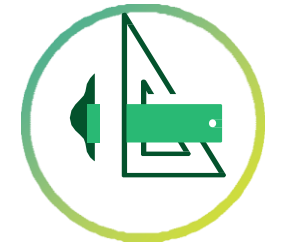


**44 levels of action and associated indicators selected to be favored for the measure of the different types of impact**

3 guiding principles to select the indicators:



**Robustness**  
Relevance to the goals and objectivity



**Ease of measurement**  
Number of companies reporting the indicator

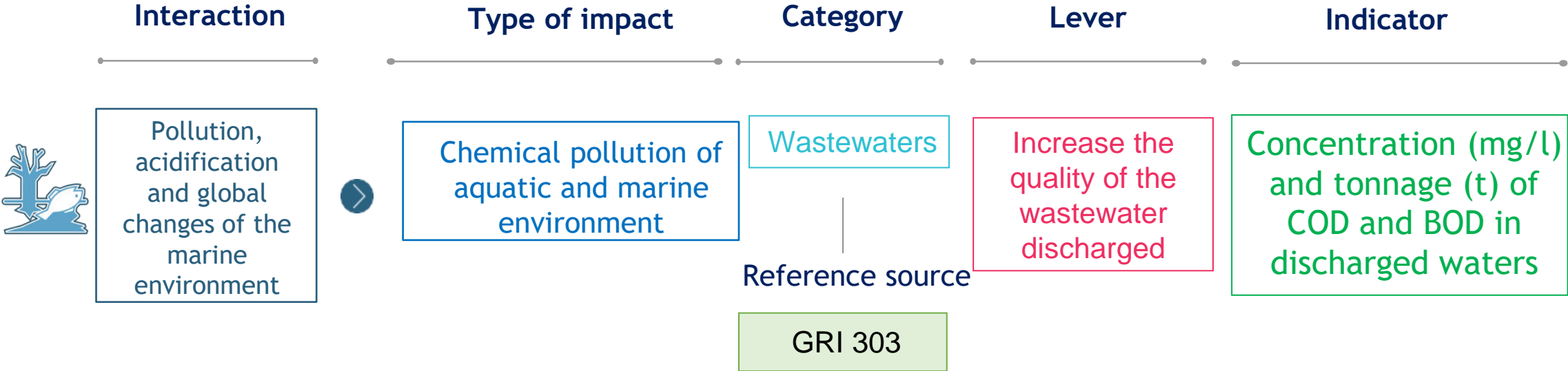


**Broad applicability**  
Number of sectors reporting the indicator

# The Ocean Framework : a concrete example

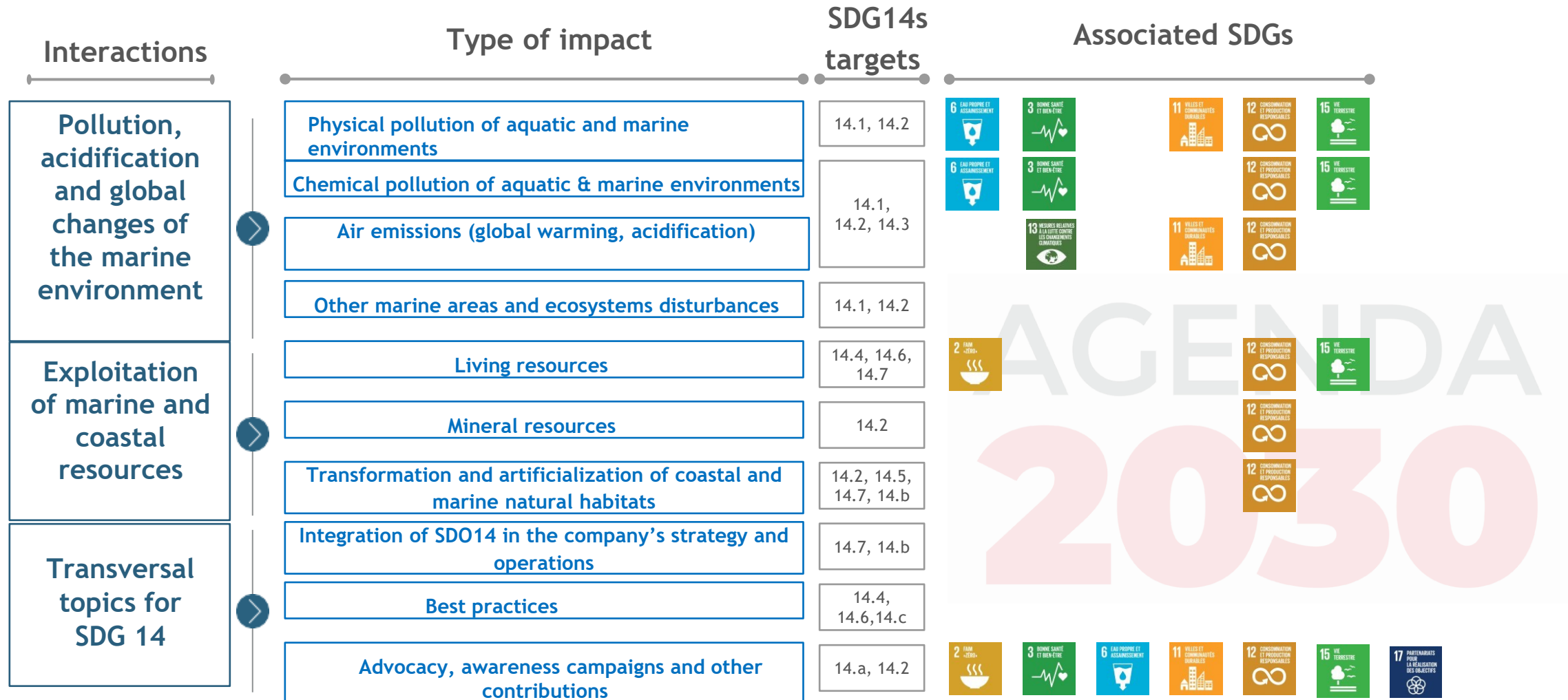


- **Wastewaters**



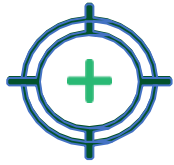


# The Framework covers all SDG14s targets and takes into account the SDGs interdependence



AGENDA  
2030

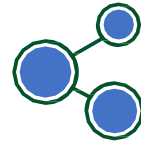
# The Ocean Framework : Experience feedback from the 9 pilot users



**Holistic coverage** of business impact on the Ocean



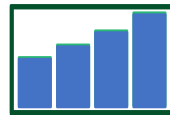
Selected **relevant and measurable** indicator, modulo marginal adjustments by sector



Some of the indicators **measured locally but not consolidated**



A **certain disparity** in data availability depending on the maturity of geographical areas and **business units**.



A way to identify **concrete actions for improvement** and to highlight some existing **initiatives**.



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User testimonial  
CMA-CGM

*Caroline Roux*





# SEARICA Webinar

Group CMA CGM





# CMA CGM GROUP: KEY FIGURES



<b>285</b> shipping lines	<b>Over 110,000</b> staff members worldwide	<b>3 million</b> TEU of fleet capacity
<b>Over 420</b> ports of call in 160 countries	<b>21 million</b> TEU transported	<b>45</b> terminals under management
<b>755</b> offices worldwide <b>750</b> warehouses	<b>566</b> vessels	<b>USD 31,4 bn</b> of revenue

# CMA CGM: A GLOBAL TRANSPORT GROUP DEDICATED TO SHIPPING & LOGISTICS

**CMA CGM**  
GROUP

MARITIME ACTIVITIES



INLAND & LOGISTICS ACTIVITIES

**CEVA**  
LOGISTICS

PORTS & SUPPORT



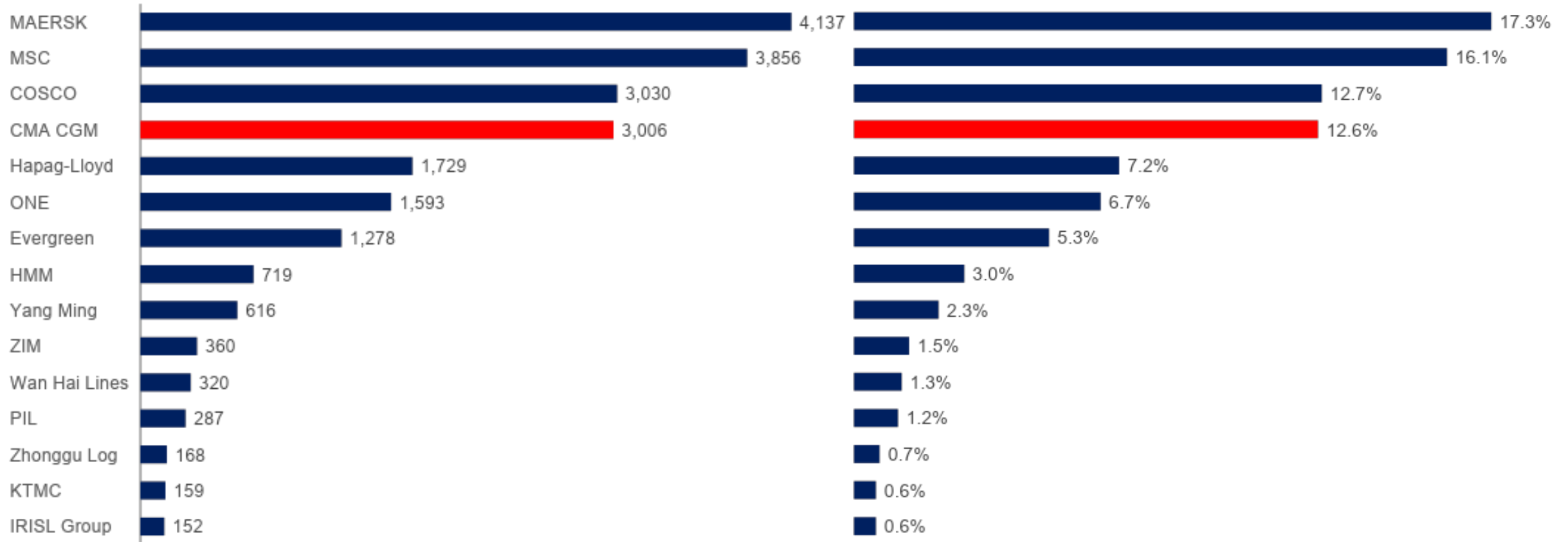


# CMA CGM: A GLOBAL LEADER BY CAPACITY AND MARKET SHARE

## Top 15 shipping companies

### Capacity K TEUs

### Market share



Source: Alphaliner, January, 2021



# CMA CGM ALIGNED TO UNITED NATIONS SUSTAINABLE DEVELOPMENT GOALS



During cop 25, CMA CGM joined the United Nations Global Compact and endeavoured to comply with 10 principles revolving around respecting

- human rights
- international labour standards
- environmental regulations
- fighting corruption.



# ACTING FOR PLANET A SENSE OF URGENCY

3 GOOD HEALTH AND WELL-BEING

7 AFFORDABLE AND CLEAN ENERGY

12 RESPONSIBLE CONSUMPTION AND PRODUCTION

13 CLIMATE ACTION

14 LIFE BELOW WATER

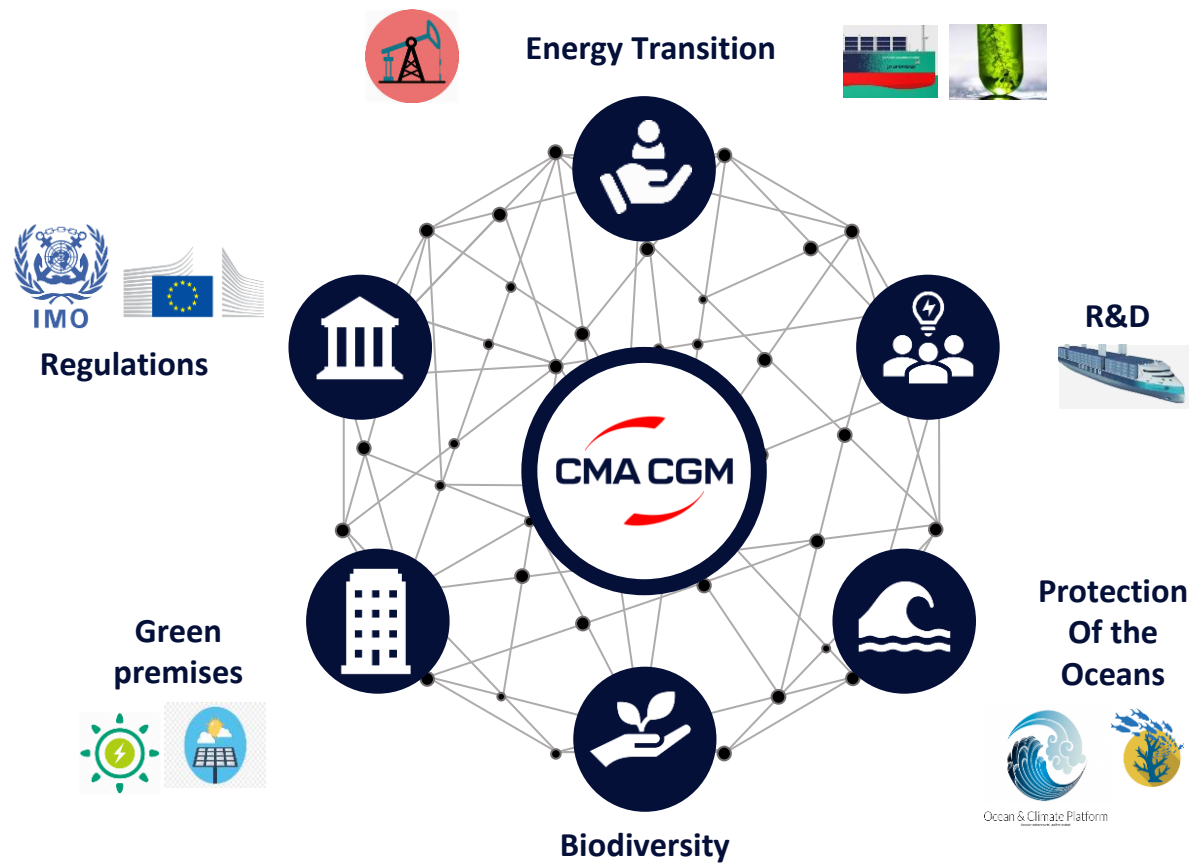
15 LIFE ON LAND

17 PARTNERSHIPS FOR THE GOALS

**PARIS AGREEMENT**

Keeping global warming below 2 then 1,5 C° for the century

**BUSINESS AMBITION FOR 1.5°C**





# ACTING FOR PLANET: Main objectives & Achievements



## OUR MAIN OBJECTIVES

- Become carbon neutral by 2050
- 26 LNG powered vessels by 2023
- At least 10% of alternative fuels used in the Group by 2023
- Decision to not use the Northern sea route
- Protection of marine life

## CLIMATE & AIR QUALITY

- **LNG POWERED VESSELS**
- **NEW CARBON FOOTPRINT ASSESSMENT**
- **ALTERNATIVE FUELS**
  - 2nd Generation biofuel
  - LNG
- **PARTNERSHIPS**
  - Coalition for the energy of future
  - Biofuel collaborative group
- **GREEN LOGISTICS**
  - Green warehouses
  - Electric vehicle & alternative energies for ground
- **VESSELS OF TOMORROW**
  - Hydrogen powered vessel
  - Zero emissions vessel
- **COLD IRONING**

## BIODIVERSITY

- **NORTHERN SEA ROUTE BAN**
- **SPECIFIC MEASURES TO PREVENT :**
  - Spill & pollution
  - Container loss
  - Collision with marine mammals
- **BALLAST WATER TREATMENT**
- **FIGHT ON ILLICIT PROTECTED SPECIES TRADE**
- **REEF RECOVERY PROGRAM**
- **ADHESIONS**
  - Ocean Framework - Fondation de la mer
  - UNGC Ocean & Climate Platform

# ACTING FOR PLANET: OCEAN FRAMEWORK

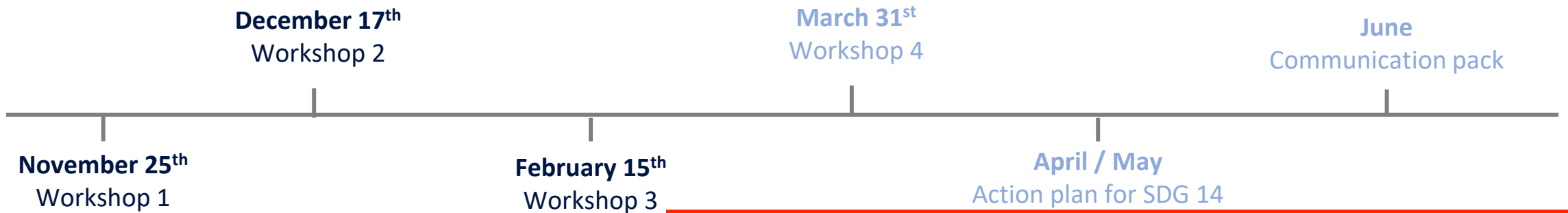
## STRATEGY

- Holistic approach
- Better prevention and evaluation for environmental risks
- Management of dedicated action plan on SDG 14
- Leadership in SDG 14 Integration in CSR strategy
- Improvement of internal and external image

## SCOPE OF WORK

Owned fleet ± 200 vessels  
 200 employees + 5000 seafarers  
 Geography = Worldwide

## TIMELINE



# ACTING FOR PLANET: OCEAN FRAMEWORK

## INDICATORS/ LEVERS NON RELEVANT

30 %

- Use of phytosanitary products
- Use of endocrine disruptors
- Impulsive noise
- Light & temperature
- Exploitation of marine & coastal resources except the transformation of maritime & coastal areas

## INDICATORS/LEVERS COVERED

50 %

- Reduce the amount of waste generated
- Reduce the amount of plastic used
- Increase the quality of wastewater discharged
- Reduce the quantity of heavy metals and acidifying substances discharged
- Reduce GHG emissions
- Reduce SOx & NOx emissions
- Reduce the intensity, frequency and perimeter of noise pollution in the marine environment
- Reduce disturbances of other types produced (e.g., sediment agitation): Ballast
- Reduce the impact of operations on coastal and marine natural habitats
- Communicate in a transparent manner on the number of non-compliance incidents and rehabilitation plans

## INDICATORS/LEVERS NON COVERED YET

10 %

- Increase the proportion of recycled or recovered waste
- Increase the share of recycled plastic used
- Offset GHG emissions
- Reduce the amount of brine waste discharge per site

## INDICATORS/LEVERS PARTIALLY COVERED

10 %

- Increase the share of suppliers respectful of SDG 14
- Communicate in a transparent manner on the amount of penalties related to SDG14
- Support research related to SDG14



# ACTING FOR PLANET: OCEAN FRAMEWORK



## STRENGTHS FOR CMA CGM GROUP

- Highlight on SDG 14 and marine biodiversity actions already in place
- Awareness and levers identification on emergent aspects as underwater radiated noise, better waste recycling or supplier's management
- Shipping industry is already very regulated but the Ocean Framework is adaptable (for example: integration of ballast water monitoring)
- Thanks to this strength, we will be able to extent the primary scope to all CMA CGM activities : 100% fleet, ports & terminals, logistics.

## NEXT STEPS

- Workshop 4 and Action plan management through continuous improvement
- Draw action plan for whole activities of CMA CGM Group

SHIPPING  
THE FUTURE

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Coastal Areas

# Opportunities and next steps

*Marc Feltesse*



# The Ocean Framework: Key Success Factors and next steps

## 1. Accessibility to all companies

Grant **free access** to the Ocean Framework and to best practices through a dedicated web platform

## 2. Strategic value for business, beyond reporting

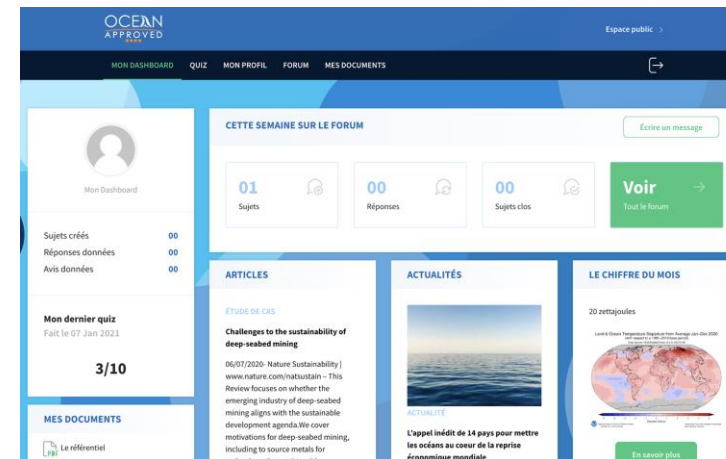
Bring **value to companies**, in line with their business strategy: innovation, differentiation and competitive advantage, communication with stakeholders,

## 3. Scientific rigor and robustness of the Ocean Framework and its future developments, a dedicated **Scientific and Technical Committee** chaired by Françoise Gaill

## 4. Ongoing engagement and progress

Thanks to the future **label**, engage businesses in a constant **improving dynamic** and **value the commitment** of the most engaged companies

## 5. Consistency with present and future **European regulations**



URD  
NFRD  
European Taxonomy

# Let's work together to include the Ocean in European regulations

## EUROPEAN TAXONOMY

2022 : third environmental objective of the Taxonomy

*Sustainable Use and Protection of Water and Marine Resources*



The Ocean Framework, a tool compatible with the European taxonomy

### TAXONOMY

### OCEAN FRAMEWORK INTERACTIONS

### OCEAN FRAMEWORK INDICATORS

Sustainable Use and Protection of water and Marine Resources

Exploitation of marine and coastal resources

- % of living resources fished or purchased from stocks managed with Sustainable Maximum Yield or in line with FAO directives when the SMY is not pertinent
- % of living resources produced or purchased and subject to a certification or regulation including responsible environmental and societal criteria
- % of removal sites for deep mineral resources located in vulnerable ecosystems
- % of aggregates used / sold from key areas for river or marine ecosystems
- ...

## Together for the Ocean



*“SEArica Intergroup stimulates debate and **promotes concrete actions** in support of a comprehensive approach to maritime-related policies, that takes into account the links between environmental sustainability, maritime industrial policy and transport, research, ocean literacy, exploitation of marine living resources”*



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With the **Ocean Framework**, Fondation de la Mer offers a **unique** set of tools to serve the European sustainable development ambition through:

- A reliable and holistic measure of impacts
- A lever to raise awareness of companies and promote actions
- A contribution to the evolution of the laws and regulation



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Coastal Areas

Your questions and suggestions  
to move forward

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Final words

*Cyrus Engerer, MEP*