

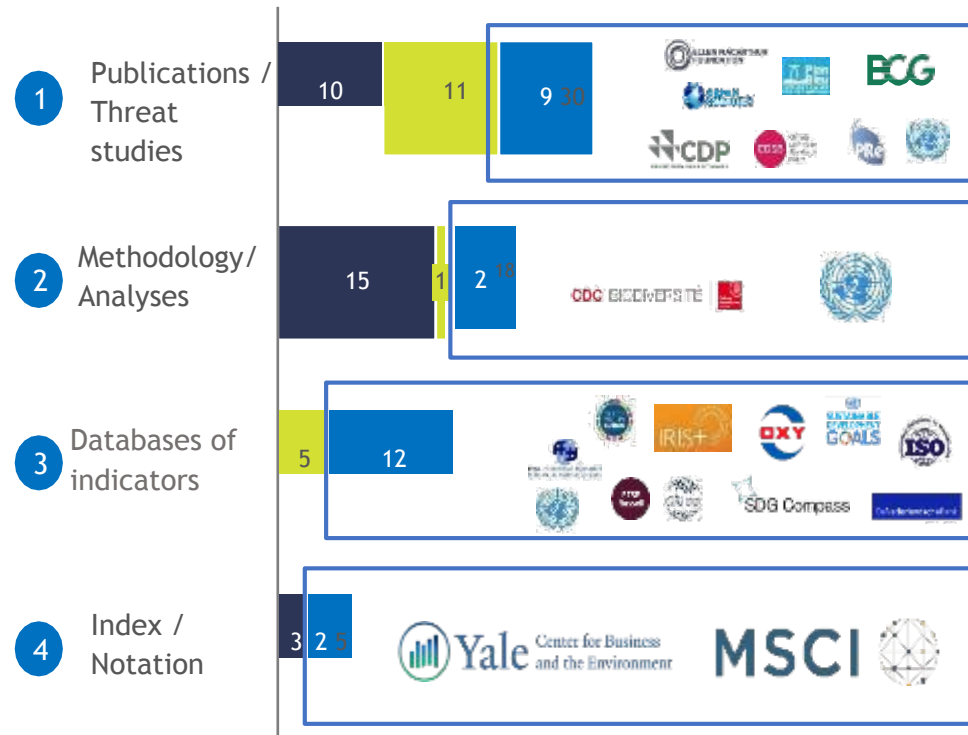


Understand and measure companies' blue footprint with the Ocean Framework and the OCEAN APPROVED Label

Webinar
15 June 2021

Step 1: A robust tool, designed with and for businesses

A holistic and rigorous study



Including stakeholders

Institutions



Scientists






NGOs



And a panel of companies



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

Interactions - companies & ocean		Types of impact	Categories	Reported depending on topic materiality for companies # of levers & indicators	SDG targets
 <p>Pollution, acidification and global changes of the marine environment</p>		Physical pollution of aquatic and marine environments	Waste; Plastic	7	14.1, 14.2
		Chemical pollution of aquatic and marine environments	Wastewater; Pesticides; Eutrophication; Heavy and acidifying metals... ¹	8	14.1, 14.2, 14.3
		Releases to the air (global warming, acidification)	CO ₂ and other GHGs; SOx and NOx	3	
		Other disturbances of marine areas & ecosystems	Noise; Temperature; Light; Other	4	14.1, 14.2
 <p>Exploitation of marine and coastal resources</p>		Living resources	Exploitation of savage species; Aquaculture	2	14.4, 14.6, 14.7
		Mineral resources	Exploitation of deep mineral resources; Aggregate removal	2	14.2
		Transformation and artificialization of coastal and marine natural	Transformation; Taking into account of the interest of coastal communities' cultures	5	14.2, 14.5, 14.7, 14.b
 <p>Transversal topics for SDG 14</p>		Integration of SDG14 in the company's strategy and operations	Operation management; Supplier compliance; HR policy; Governance	4	14.7, 14.b
		Exemplary practices	ISO standards; Respect of regulations and procedures; Regulatory evolutions	4	14.4, 14.6, 14.c
		Advocacy, awar. campaigns & other contributions	Financial patronage; Knowledge development; Sensitization	5	14.a, 14.2

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

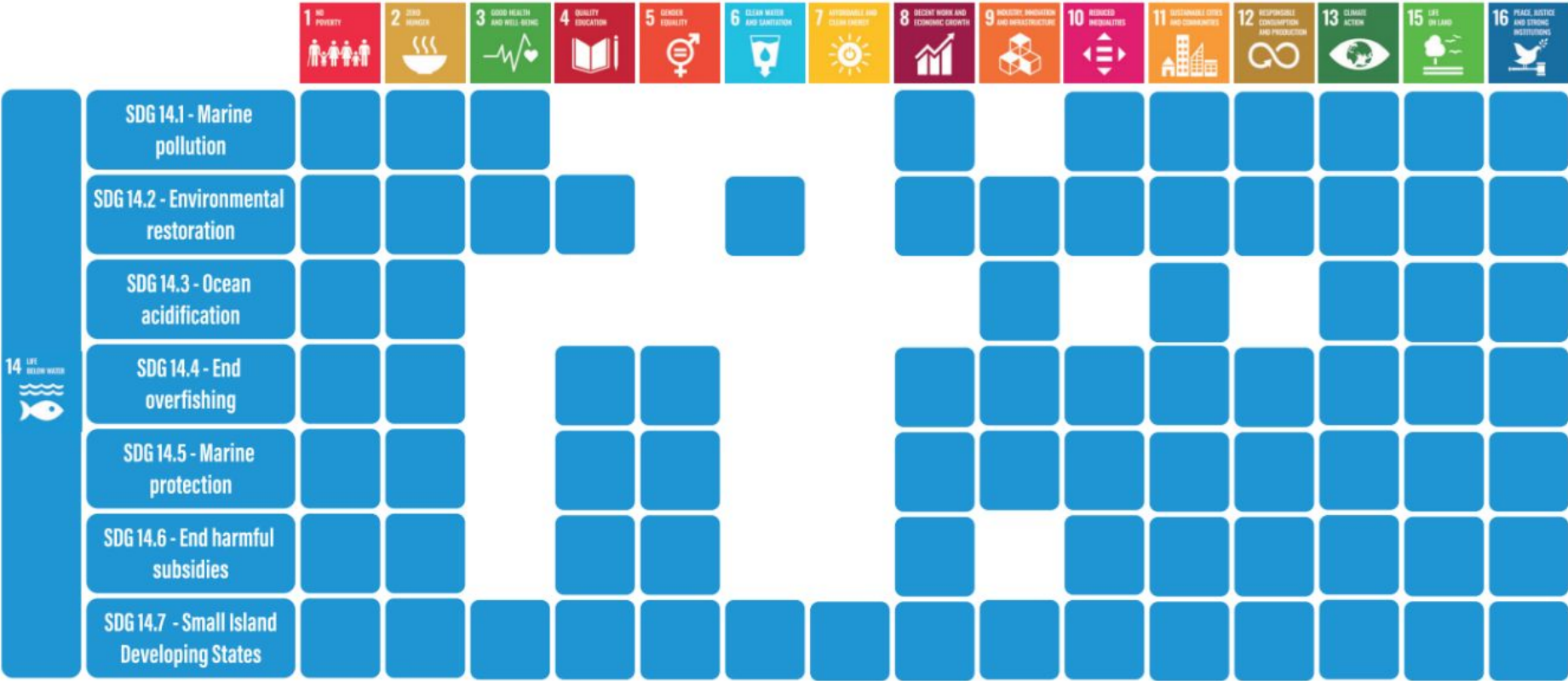


Figure 1. Contribution of Ocean Targets to the Other Sustainable Development Goals
Blue-colored blocks indicate identified potential co-benefits between achieving the ocean targets and other Sustainable Development Goals. Adapted from Singh et al.²

Source: Claudet, J. et al (2020)

Feedback from a current user: CMA CGM



SCOPE OF WORK

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

INDICATORS/LEVERS PARTIALLY OR NON COVERED YET

50% of proposed levers/indicators already covered

30% of proposed levers/indicators non relevant

Expansion of CMA CGM fields of action and focus on the remaining 20% of levers (not yet or partially covered), such as:

- **Increase the share of suppliers respectful of SDG 14**
- **Support research related to SDG14**
- **Increase the proportion of recycled or recovered waste (in connection with ports)**
- **Offset GHG emissions**

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 the Ocean Framework, CMA CGM will be able to extent the primary scope to all CMA CGM activities : 100% fleet, ports & terminals, logistics.

NEXT STEPS

- **Raise awareness and identify the levers of action on emerging aspects** such as better recycling of plastic waste or management of supplier selection
- Widen the field of action to **include as a priority Ports & Terminals** in order to assess their impact on the exploitation of coastal resources and the artificialization of habitats (part 2 of the Ocean Framework)

Step 2 : « Ocean approved », an international label



BUREAU
VERITAS

FONDATION
DE LA MER

- Broad applicability
- Any business size & activity
- Integrating international standards

INTERNATIONAL

ROBUST

OCEAN
APPROVED

TRUSTABLE

RELIABLE

- Rigorous governance aligned with demanding principles such as :
 - ❑ Transparency
 - ❑ Independency
 - ❑ Role separation

- Built by Fondation de la Mer in collaboration with Bureau Veritas
- **Based on the Ocean Framework**
- **Scientifically approved by renowned experts**

- Business commitment & performance controlled by external independent & renowned auditors

For further information:
<https://oceanapproved.org/>

FONDATION
DE LA MER

INTERGROUP



Seas, Rivers, Islands
&
Coastal Areas

Thank you