



- SMARTLY REGULATED -



- IATA FOR SHIPPING
- THINK TANK (INTERNAL/EXTERNAL)
- PROACTIVE ENGAGEMENT/ PR MESSAGING
- VOLUNTARY TRANSPARENCY



- DEVELOP PAPER ON TECHNOLOGY ACCELERATION (INCLUDING PROPULSION)
- INFORMATION AVAILABILITY
- FUNDING and FINANCING
 - THIRD PARTY
 - TAPERING INCENTIVES
 - FIRST LOSS



Reduce environmental impact by half, double trade, and increase profit.

Increasing environmental concerns as well as rising fuel prices has put pressure on an already strained industry. How can sustainable growth be an economically viable response to environmental degradation, climate change, biodiversity loss and threats to human health?

Challenges

Environmental stability of the shipping industry will only be ensured with **smart, global regulation, technological innovation**, and transforming the industry's culture to embrace transparent and sustainable practices to make the industry both green and profitable.

Looking at both short-term and long-term goals and **learning from past successes and failures** will ensure better, smarter, and more sustainable regulation for the future. Up-to-date equipment will enable sustainability to help move the industry from a reactive to a proactive model. Working together, with a common voice, will more quickly usher in a more sustainable era for shipping.

Actions

- **Improve global regulation** to get better smarter regulation.
- **Submit a paper to IMO** on smart regulation and guiding principles.
- Define bold but realistic long-term goals.
- Ensure effective, uniform **enforcement of global rules**.
- Protect and encourage **early adoption of technology**.
- **Develop industrial consensus on compliance** through transparency, greater customer responsibility and engagement.
- Assemble a group to think strategically and long-term, learning from past failures and successes to **define bold but realistic long-term goals** for the future.
- **Develop and adopt a new range of technology** and align global regulations around it.
- **Promote different port fees** to attract the greenest ships.
- **Ensure transparency** using voluntary standards for the sharing of data.
- Develop a **paper on technology acceleration**.
- **Develop smart contracts** to allow for fair burden sharing to incentivize greater retrofitting investments.