

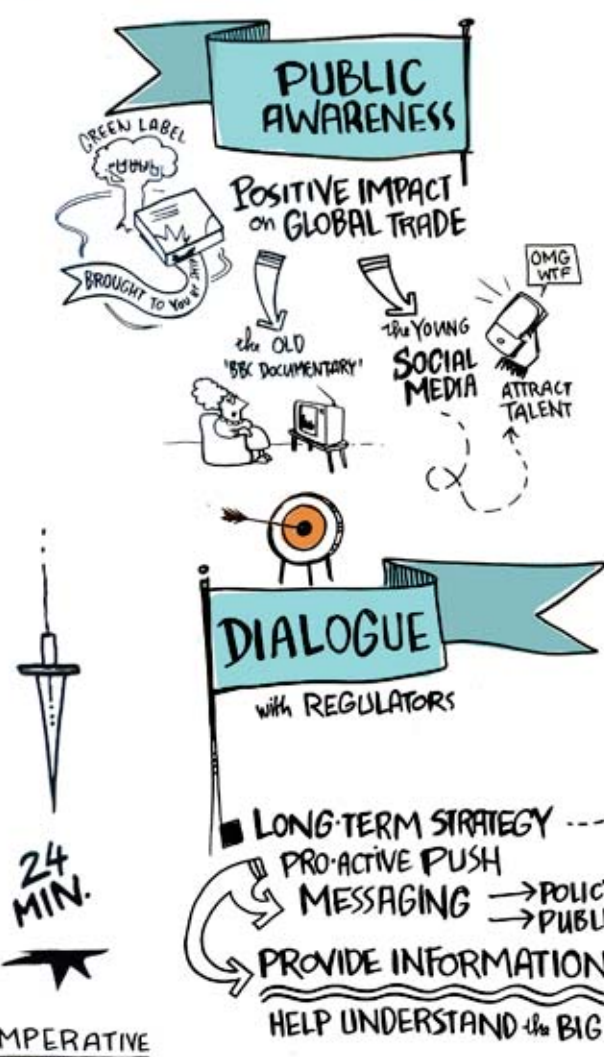
How can the maritime industry raise its profile and image in the public eye?

- How do we raise awareness about the role and importance of the entire maritime industry?
- What are the ways that we can demonstrate the value and integrity of the industry to our multiple publics?
- What will it take to change the minds of the doubters?

Image

LET'S IMPROVE the IMAGE

- ★ BECOME VISIBLE as an INDUSTRY
- ★ EMBRACE MORE TRANSPARENCY
- ★ BE STAKEHOLDER for SOCIETY around SUSTAINABILITY & ENVIRONMENT



24 MIN.

IMPERATIVE

EMBRACE NEW MEDIA

PERCEPTION is REALITY

ACTION IDENTIFY & EMPOWER CHAMPION(S)

“Our poor image leaves the maritime industry vulnerable and at risk.”

Participant in the Danish Maritime Forum.



A consensus quickly emerged among participants that the maritime industry needs to improve its ability to present itself and its issues to policymakers and regulators in a unified manner. Operating principally in the business-to-business space has allowed the maritime industry to operate under the radar for a long time, maintaining a relatively low profile considering its vital role in global trade. All groups agreed, however, that the relatively poor image of the industry - or complete lack thereof - leaves it vulnerable and can be a real impediment to achieving policy objectives. It is also making it harder to attract talent.

The fact that the industry has long benefited from a low profile was a commonly cited barrier to improving the image of the industry. Fragmentation and the lack of clear unified messages was also pointed out as a challenge, for example in achieving a fruitful dialogue between the industry and its regulators, customers and other key stakeholders. Other barriers include the conservative and inward-looking nature of the industry and lack of knowledge about its important role in the global economy.

Ideas to take forward

- Create a unified voice to clearly articulate and deliver a common narrative for the maritime industry. A “fit for purpose” industry representative body that could engage in dialogue with regulators, set industry-wide standards, endorse and reward best practice etc. This body should focus on long-term, positive policy making rather than short-term, reactive thinking.

- Develop shared industry messages focused on issues such as quality, safety, environmental standards, etc.
- Identify and empower champions to deliver common messages, showcasing successes as well as areas for improvement. This will require a shift to a much more transparent approach and information sharing across the industry, both externally and internally.
- Use media proactively, especially social media.
- Develop a product label, like the fair trade sticker, “Brought to you by ship” to showcase the important role of the maritime industry in global trade.

Way forward

All groups agreed that a more coordinated approach with shared messages will require better cooperation between existing industry bodies, combining technical and political competencies of some organizations with the communication capacity of some of the large multinationals.

Several groups proposed that discussions should be initiated by leading companies and that together they could define objectives, create an action plan, and deliver results for the maritime industry as a whole.

It was also pointed out that some ideas would involve working with customers, governments, and representatives of civil society in order to set the best course for action.