



North American Marine Environment Protection Association

NAMEPA

# CSR/ESG MARITIME SUSTAINABILITY PROGRAM

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# What is CSR?

## Corporate Social Responsibility

### Overall impact a company has on society:

- Direct impact of operations
- Impact across the value chain
- Impact on suppliers, customers and consumers
- Environmental emissions & impact
- Philanthropic programs

### 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 ESG?

## Environmental, Social and Governance

- ESG establishes the framework for assessing the impact of the sustainability and ethical practices of a company on its financial performance and operations
- ESG framework focuses on governments, regulators, and a stronger public awareness of the environmental and social influence of companies



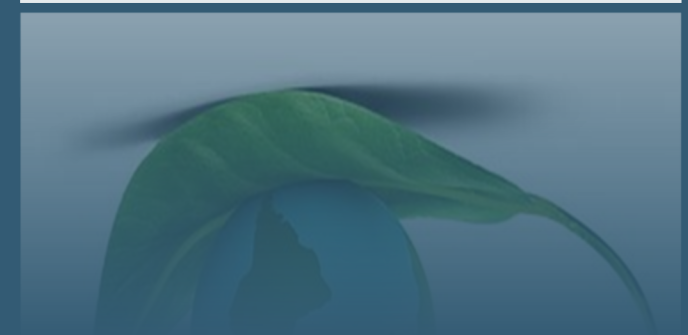


# Brief History of CSR/ESG

- **1953** – CSR was defined in the corporate business world
- **1960's** – Corporations must act as responsible citizens within society on a voluntary basis
- **1980's** – CSR linked with financial performance – convert social responsibility into business opportunities
- **2000** – Corporations need to contribute to sustainable economic development, improve quality of life; focus is employees and communities in which they operate
- **2004** – Europe takes on CSR as corporate strategy, CSR spreads across different industries
- **2007** and beyond – Corporations begin to integrate CSR across business operations with procedures and measured outcomes. In the financial world, they termed it ESG.
- **Today** – CSR/ESG is evolving across many industries and being adopted as an important criteria for measuring a company's sustainability and success. Shipping's embrace of CSR has been limited but growing.

# What is Driving the Evolution in CSR/ESG?

- 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



# Maritime Transformation



- COVID impacts
- Geo-Politics
- **CSR - ESG Increased Public Attention**
- Population Shifts
- Climate Changes
- Digitalization
- Diversity and Inclusion







# NAMEPA's Mission

*Preserving the marine environment by promoting sustainable maritime industry best practices and educating the public to Save Our Seas*

# Where does NAMEPA fit in?

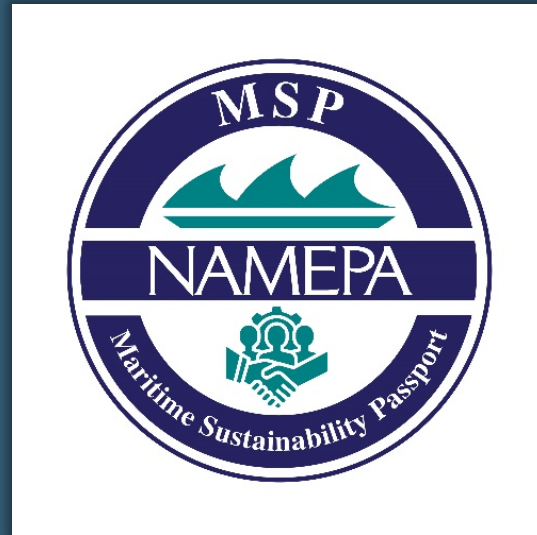


- **NAMEPA's principles incorporate CSR/ESG strategies**
  - Corporate Citizenship
  - Commitment to Stewardship
  - Results/Contribution
  - Visibility
- **NAMEPA members value CSR/ESG – we provide a platform through**
  - Information Resources (Toolkit)
  - Public Outreach
  - Partnerships
- **NAMEPA's programs enhance actions members take to build CSR/ESG through**
  - Conservation
  - Education
  - Communication
  - Leadership



# NAMEPA's CSR/ESG Program

## Maritime Sustainability Passport (MSP)



Provides a path for the maritime industry to build strategies to increase efficiency through the use of the CSR/ESG Program tool kit/resources.

# NAMEPA's CSR/ESG Program details...



- The Program was launched in June 2020 on World Ocean Day with the understanding that it is more relevant than ever to work together for **greener shipping**.
- This program is designed expressly for the maritime industry and its goals for CSR/ESG, with its corresponding “Maritime Sustainability Passport” (MSP) awarded to companies, organizations and individuals who meet the requirements of the program. It has been recently updated to incorporate the latest performance expectations.
- The program offers a vehicle to participants to incorporate CSR/ESG strategies such as corporate citizenship, environmental stewardship and leadership/governance as they lean forward to engage in the global efforts to as leaders in sustainability.

# NAMEPA's CSR/ESG Program Six Pillars



Waste Management, Emissions, Education, Technology, Social and Governance





# NAMEPA's CSR/ESG Program

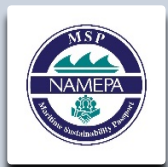
## 2022 Assessing Protocol



As of 2022 NAMEPA has partnered with **ESGplus**, an independent consulting firm expert in ESG matters, in charge of assessing participants in the program, offering a specific and independent feedback per pillar besides the score the participant acquires. This feedback per pillar is sent to the participant privately after assessing is finished along with the final grade.



This engaging program requires participants to examine their current status relative to CSR/ESG. Participants of the program who achieve a 60% score or better, will be awarded NAMEPA's Maritime Sustainability Passport and MSP Seal as recognition of their efforts shown to be aligned with CSR/ESG practices, and the affirmation that guidelines provided are followed.



The benefits of the CSR/ESG program to maritime industry participants include increased efficiency, stakeholder visibility and positive global impact and social license. <https://namepa.net/csr-esg/>

# NAMEPA'S ESG 101 Workshop for Corporate Maritime Sustainability



NAMEPA's CSR/ESG Maritime Sustainability Program remains the only assessment program designed specifically for the maritime industry featuring all three elements of sustainability—the E, the S, and the G. Since its launch in 2020, many companies have matriculated through the program and earned their Maritime Sustainability Passport (MSP).

The use of ESG as a tool for measuring companies and their performance is widely recognized as important, but there is still a lack of understanding of its principles and benefits. To overcome this, NAMEPA is launching its ESG 101 Workshop for promoting Corporate Maritime Sustainability.

**More news to come!**

# GRACIAS!!

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