



Navigating the Increased Complexity of Incident Management

navigateresponse.com



NAVIGATE
RESPONSE

A WITT O'BRIEN'S COMPANY

WITT O'BRIEN'S
PART OF THE SEACOR FAMILY

1 September 2021

What we are talking about today

- Increasing public awareness about environment protection and shipping's responsibilities
- Emerging operational issues associated with the increased complexity
- Emphasis on need for continual collaboration between all involved parties to overcome the issues
- New initiatives and technological advancement
- COVID-19 pandemic/endemic impact to incident management
- What is needed from stakeholder to prevent oil and chemical spill, and response to such emergency

Our role in response

- 24/7 x 365 emergency advice, counsel & response
- Hands on support at the client's office or on the scene
- Full media handling & reputation management services
- Social media monitoring & engagement
- Internal communications support
- Drills, training, exercises & planning

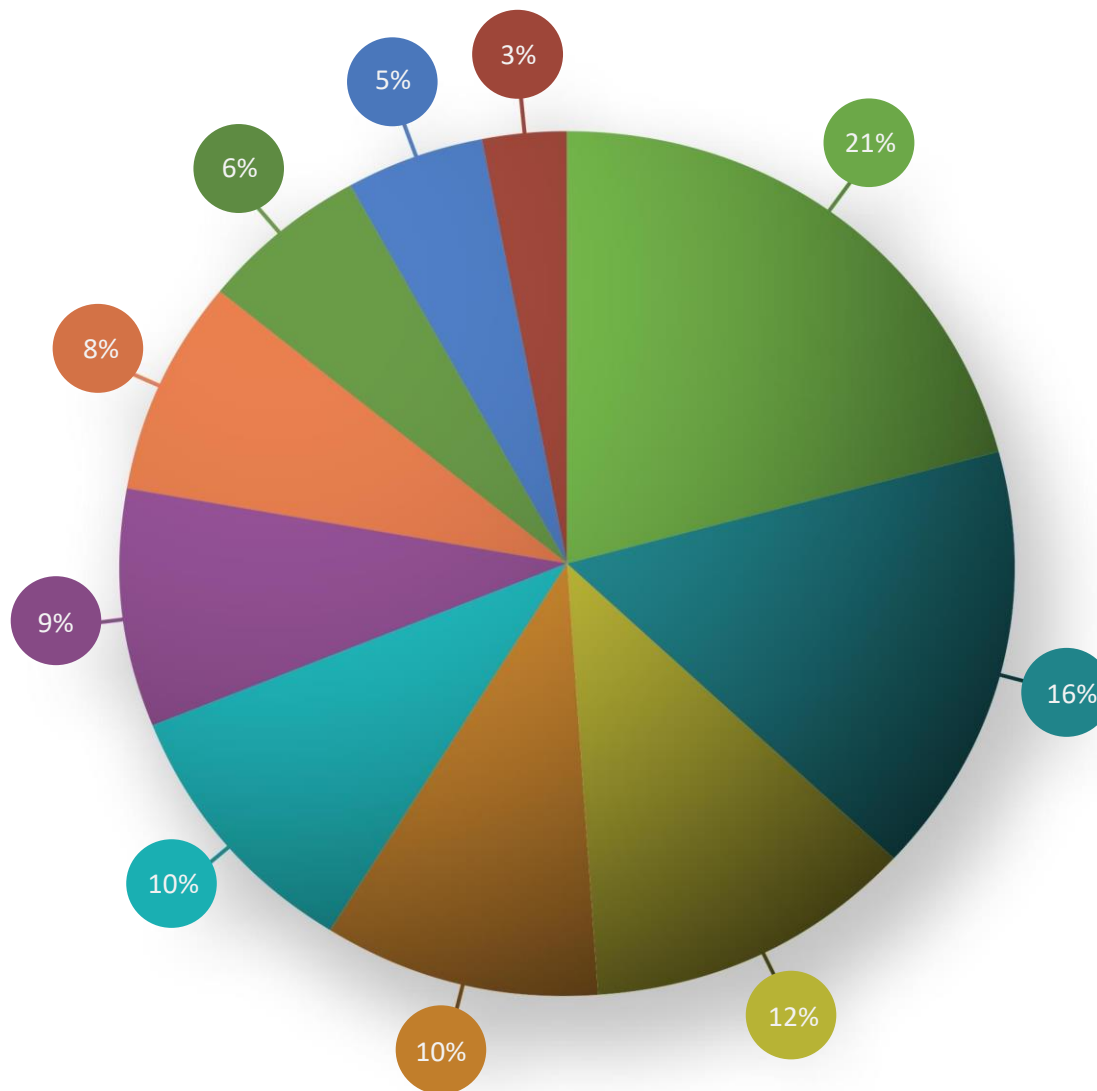


Global network



The “crises” we deal with

- Collisions
- Fire/mechanical
- Groundings
- Rescues
- Other
- Injury/death
- Piracy
- Criminal activity
- Detention
- Weather

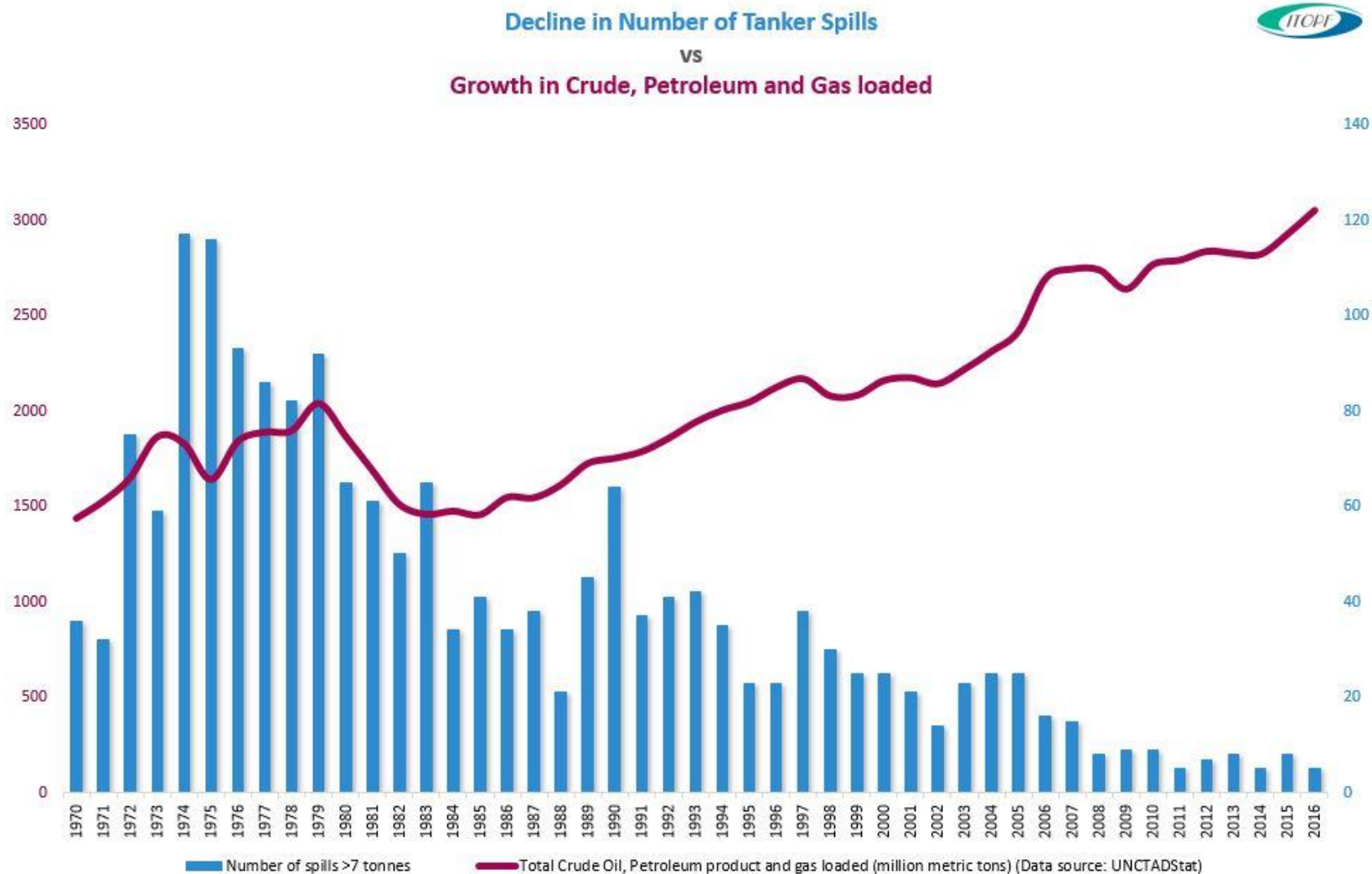


But first some context.....

- **Accidents and major incidents are down**
- **Major oil spills have been few and far between in the past two decades**
- 149 total losses in 2020 - 50% decline over a decade
- The sector continued its long-term positive safety trend through 2020 with the number of reported total losses of over 100GT remaining stable at 49 compared with 48 a year earlier.



Shipping's success story



Shipping is now a very public business

- Shipping was private: **“Opaque” “Offshore” “Flags of Convenience”**
- Has now become a hot topic for mainstream media in terms of the role it plays in the environment and the initiatives it is taking to reduce emissions
- Shipping’s attempts to become a green industry
- Instant public access to companies , ships , market trends by the hour every day
- Digital media/social media drives this

Lloyd’s List 

One Hundred Ports: Pandemic pain lingers

Port congestion is expected to continue through to the Chinese New Year

TradeWinds
The Global Shipping News Source

**'Regulatory nightmare': Gibson says
FuelEU scheme to cost shipping \$105bn**

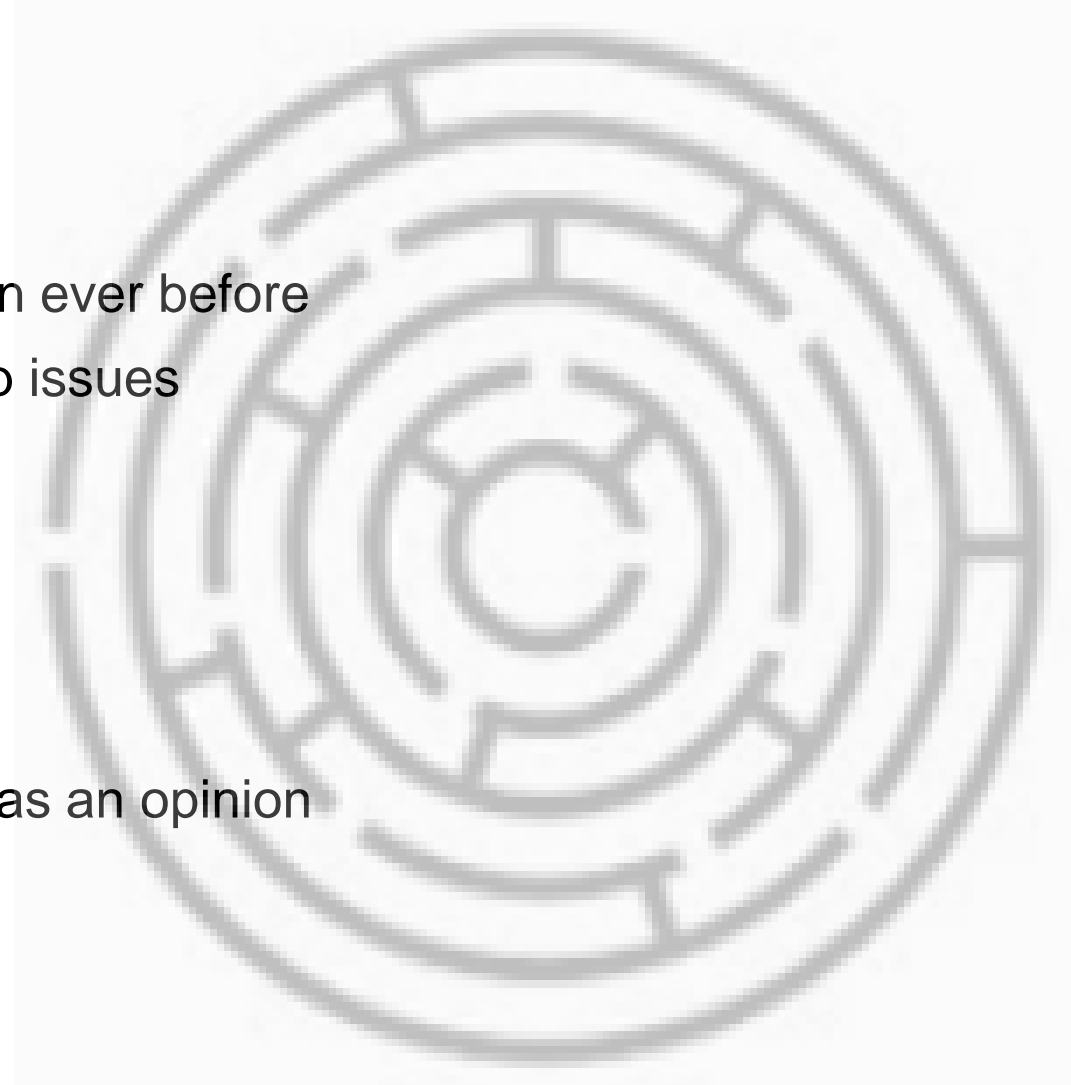
**Seatrade
Maritime News**

**Maersk secures green e-methanol for
world’s first carbon neutral container ship**

Increased complexity in operations

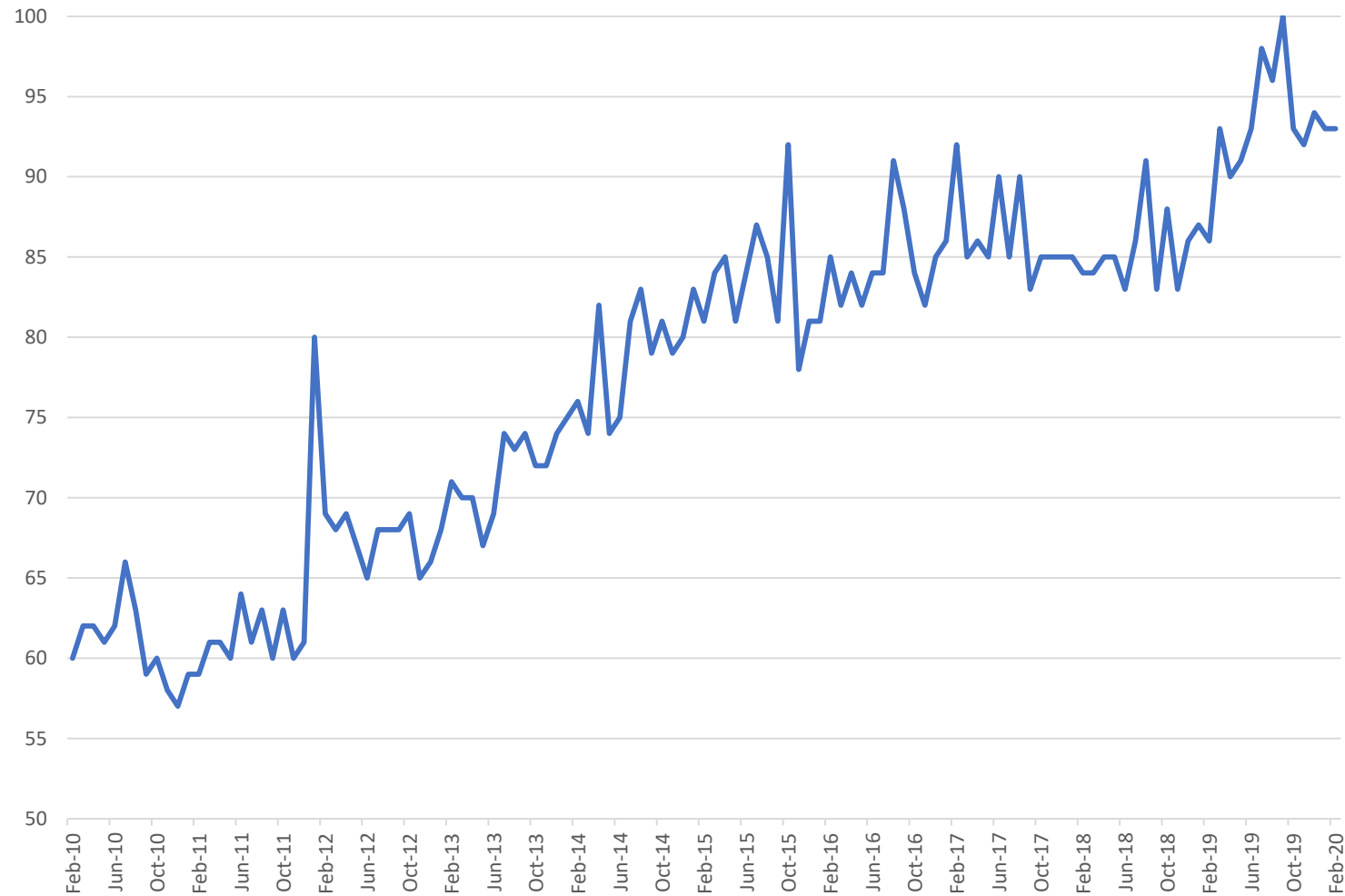
Caused by:

- COVID-19
- Larger vessels and more tonnage than ever before
- Delays, supply chain and port build up issues
- Security issues
- Burden of international sanctions
- Cyber risk
- Regulatory / compliance framework
- Visibility – everyone's watching and has an opinion



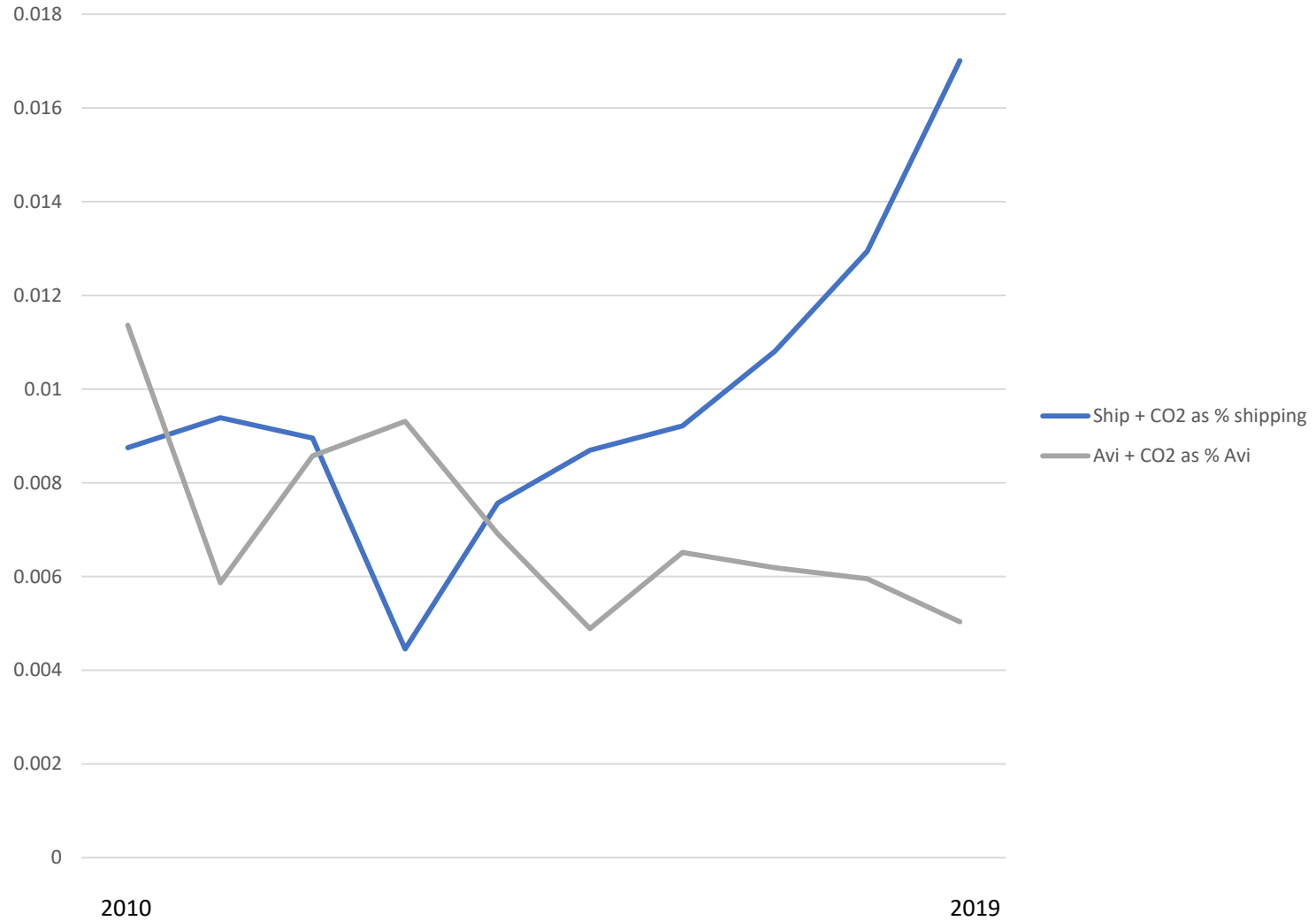
Sustainability and shipping

A decade of Google search interest



Industry comparison

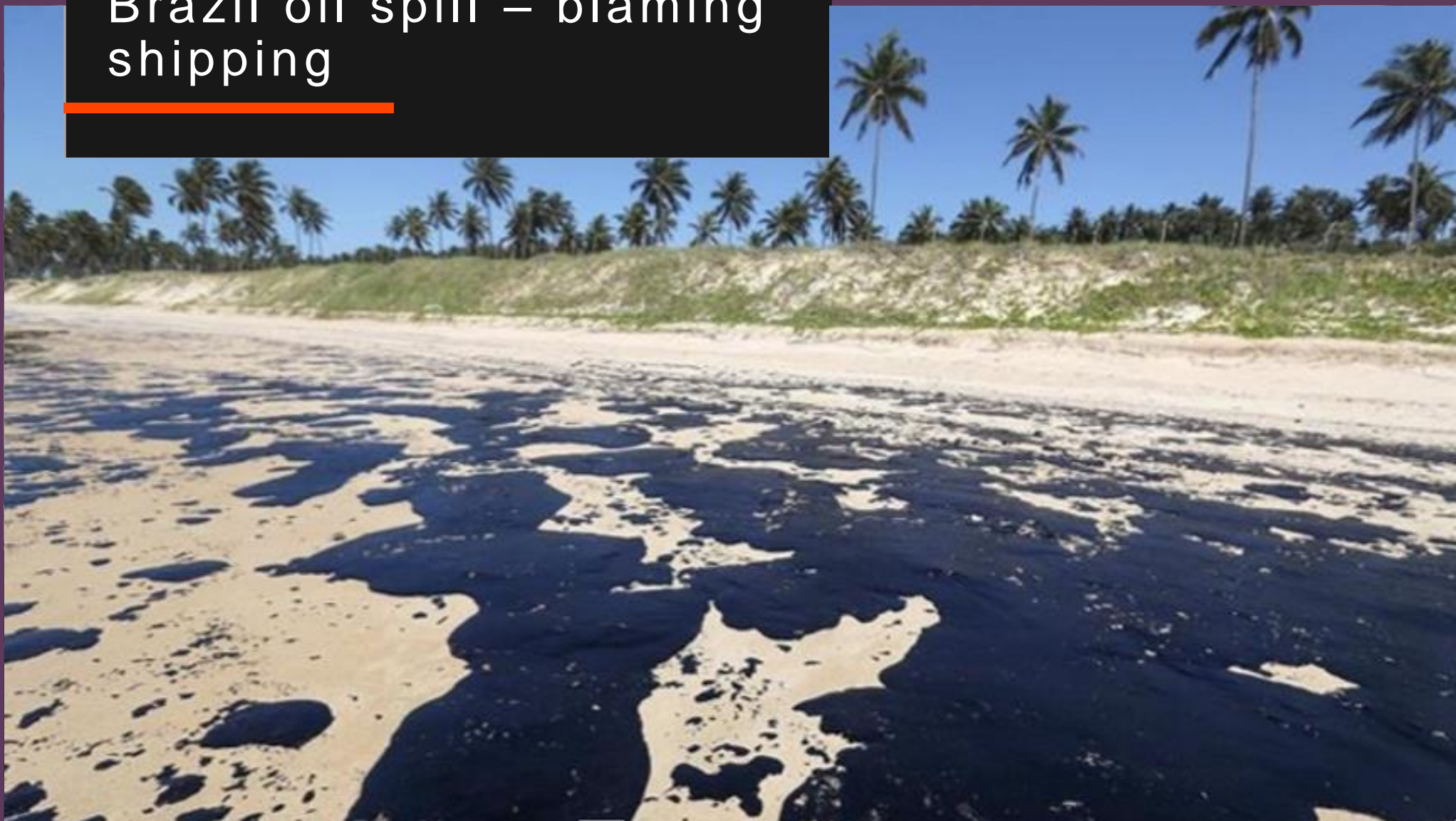
Climate Change as percentage of industry mentions



Greenpeace and other NGOs target shipping



Brazil oil spill – blaming shipping



The problem's not just environmental



THE STRAITSTIMES

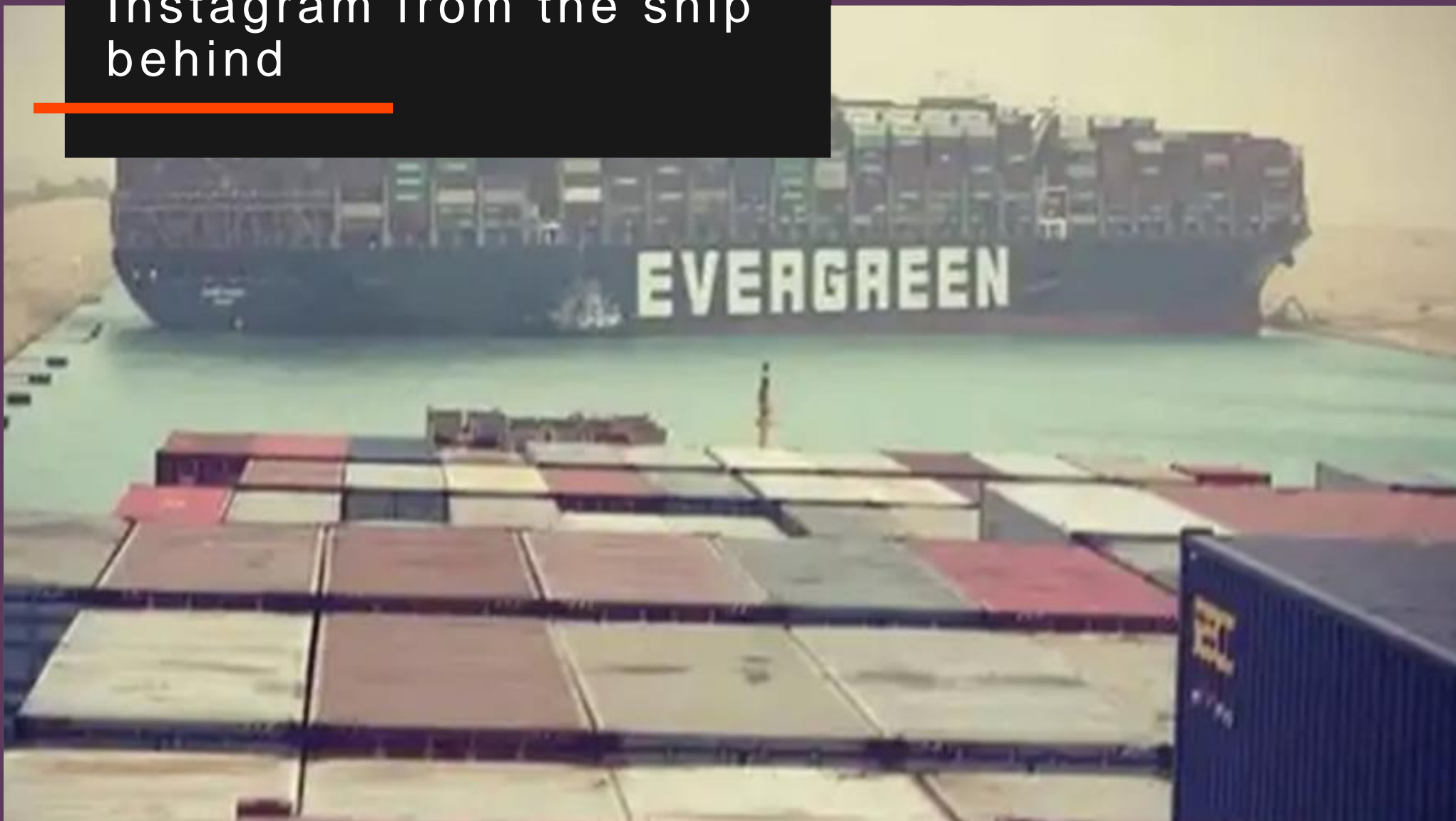
More than 200,000 seafarers stranded due to Covid-19 pandemic:
International Maritime Organisation



SOS: Stranded and shattered seafarers threaten global supply lines

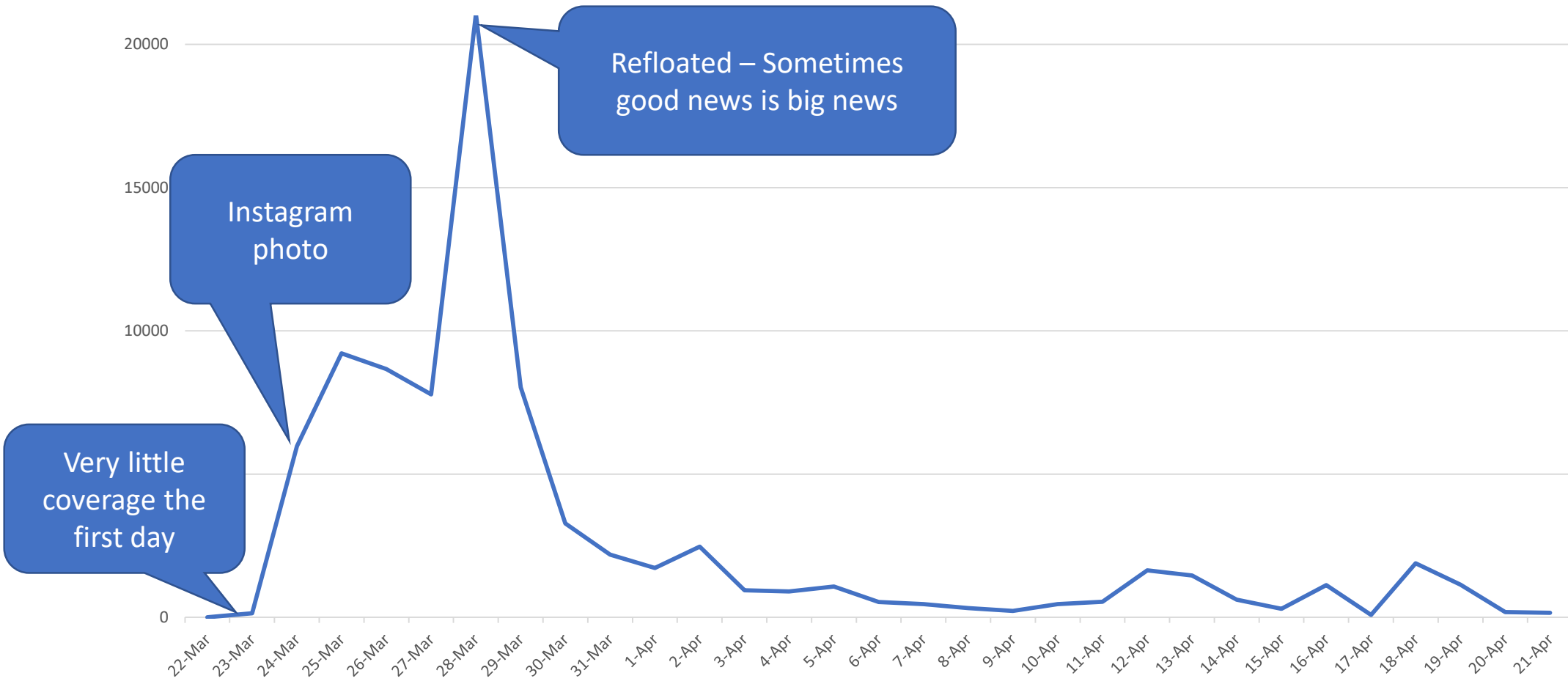


Instagram from the ship
behind



Pattern of the coverage

Number of articles in first month that name the vessel



Statistics of Ever Given's media coverage

Trending themes

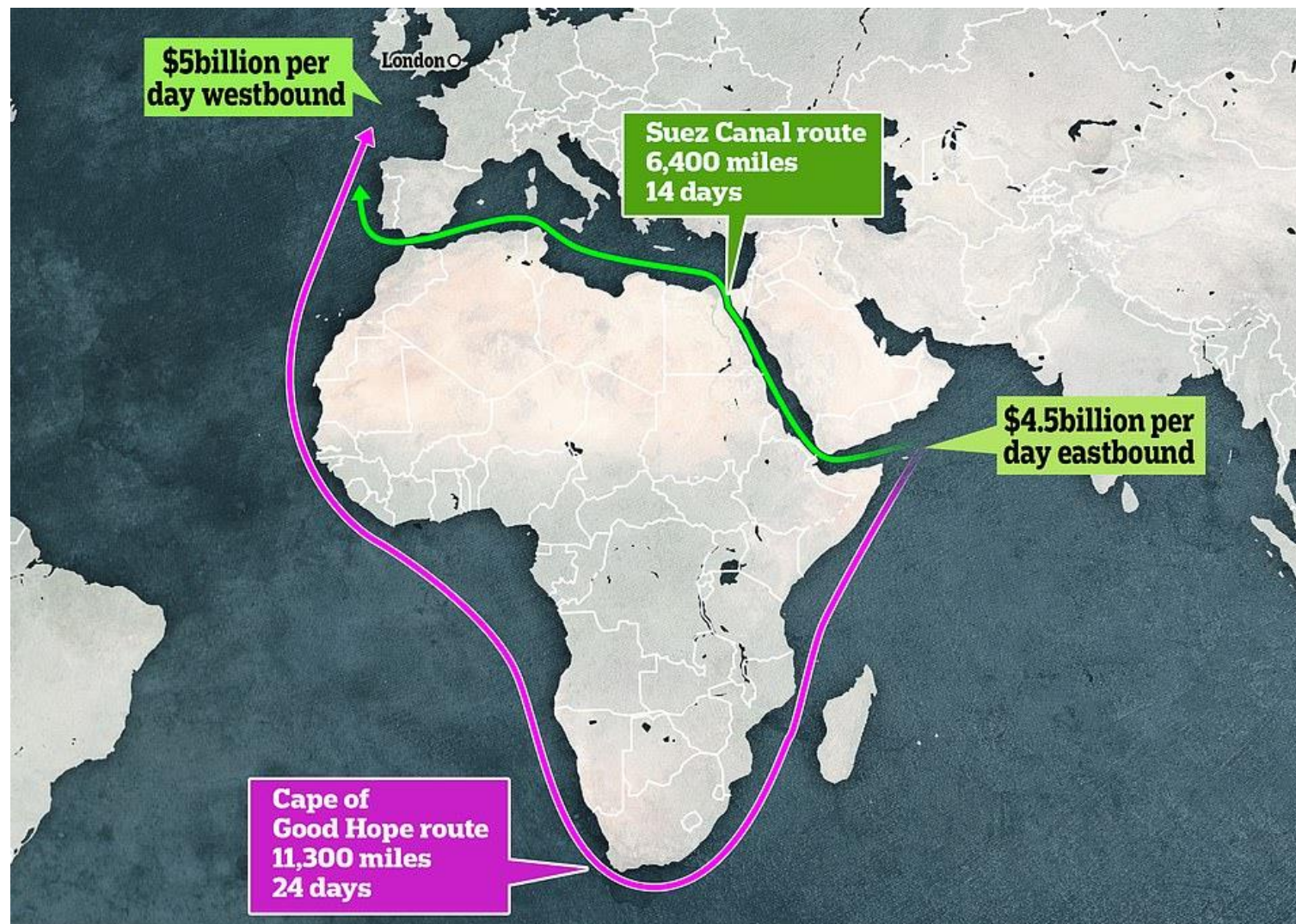


Arrested

\$916 million claim from SCA



Impact on global trade



Q-Anon – *emails incoming!*

Subject: The ***Ever Given*** Suez grounding vessel

Dear navigation response

I think you might have to check the above vessel as

I strongly suspect there are Clinton charity funded child trafficking activities going on in there. The kids are probably in cages and need rescuing. The MSM won't report it either

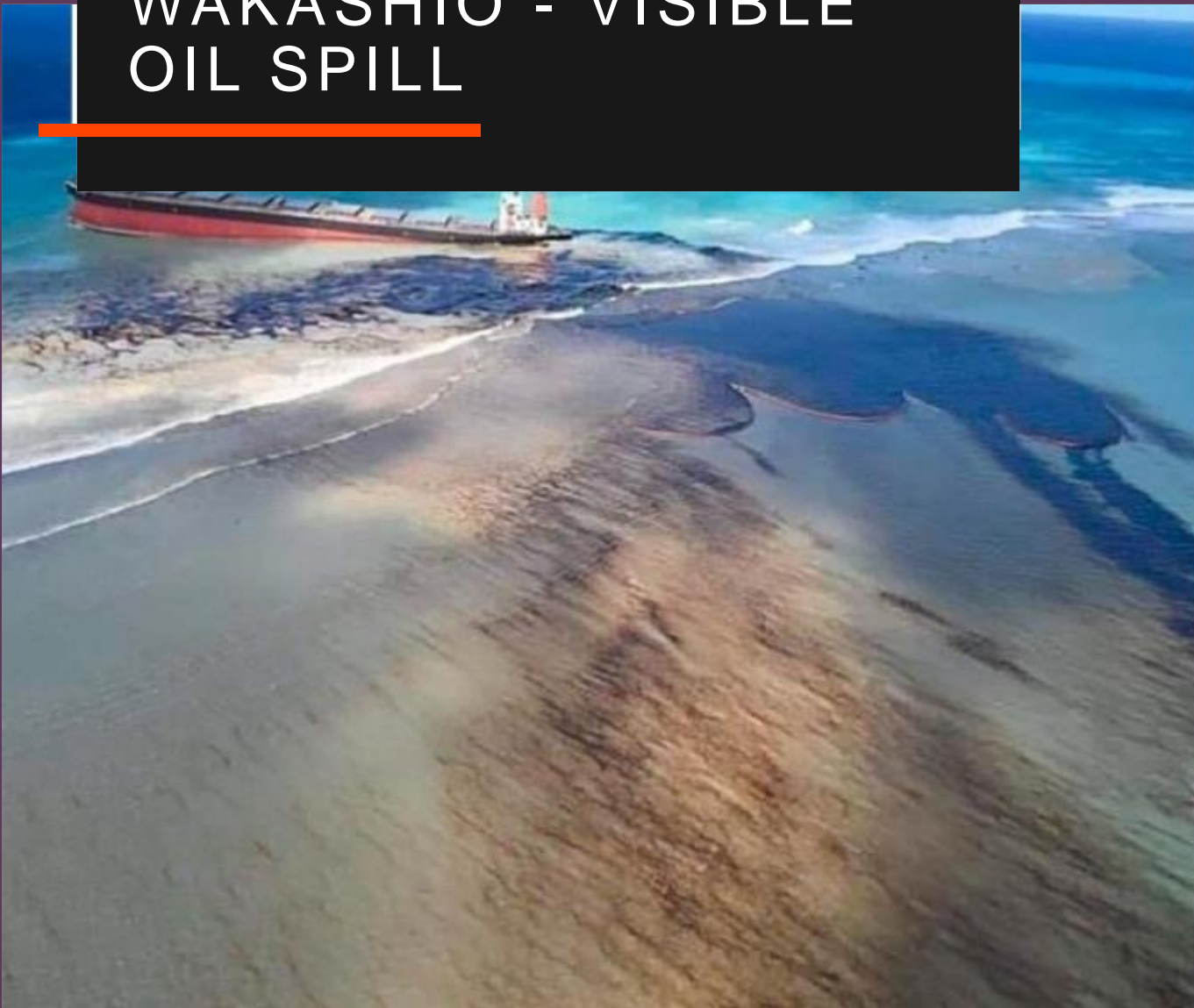
I'm from your future - I know

Kind regards

XXXXX XXXX

Sent from my iPhone

WAKASHIO - VISIBLE OIL SPILL



RAN AGROUND 25 JULY



HOW MANY PARTIES ARE INVOLVED?



Joint Information Centre – The US Way

- Good for the ship owner / manager
- Single voice
- Consistent communications



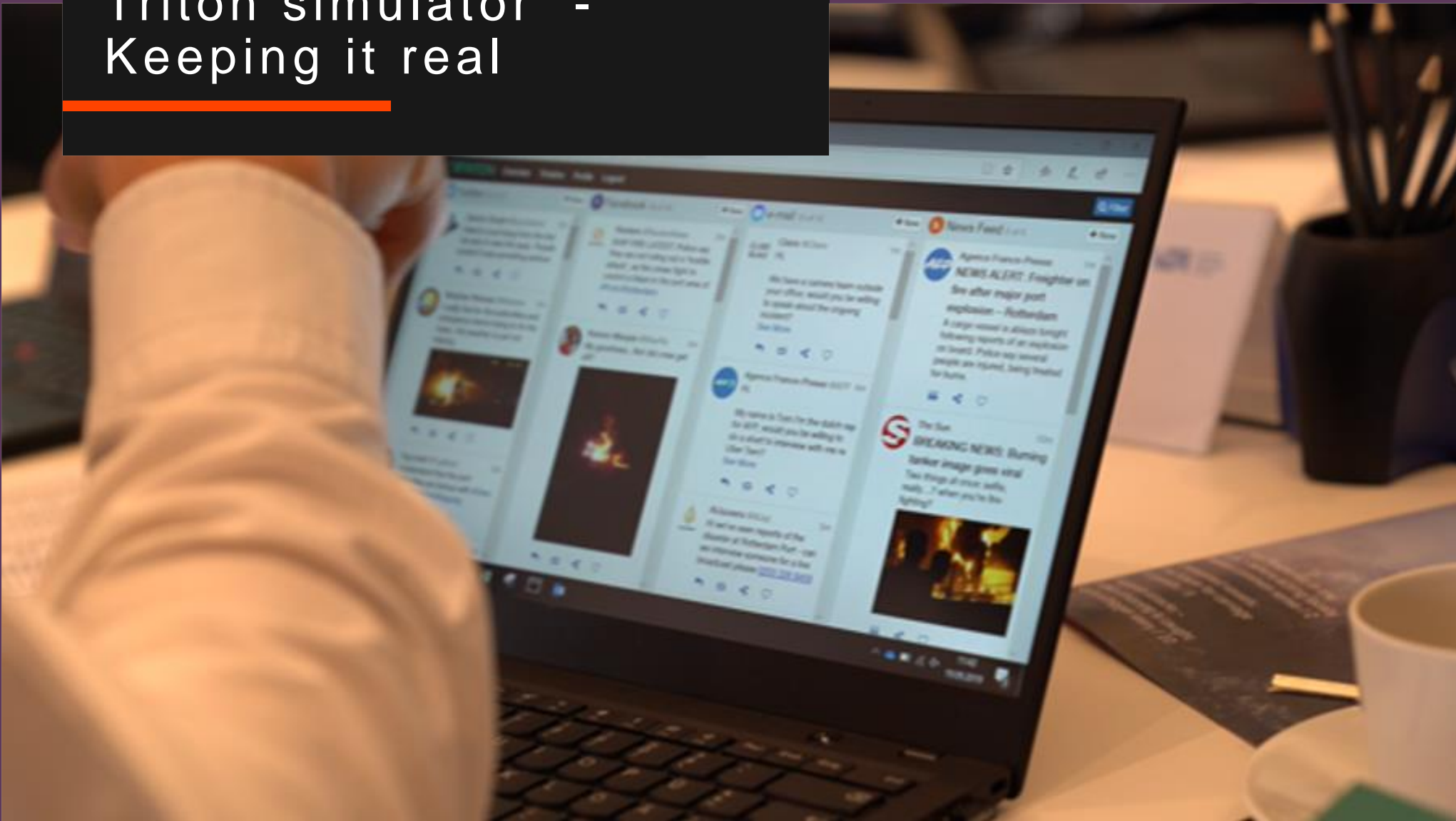
Singapore - The '*Evoikos*' Learning Curve 1997



Singapore - The '*Evoikos*' Learning Curve 1997

- Evoikos – Orapin Global Case 1997
- 30,000 tons of crude spilled
- Both masters charged with negligence and subsequently jailed
- Newly formed MPA worked hard to co-ordinate spill response ; massive learning curve
- Notable for multinational response; Japan and US and regional partners involved
- 16 government and private organizations, 650 workers and a total of 80 boats joined in a massive cleanup after the accident.

Triton simulator - Keeping it real



All parties in an incident need to work more closely

- In a crisis the industry is easy to blame
- Every good response must fight a current of poor perception
- Every poorly managed crisis damages us all

BUT...

- Our crises can also be our opportunities



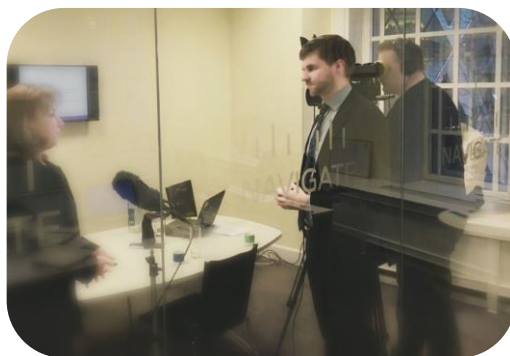
The four essentials



Detailed shore and vessel contingency planning



A communications handbook



Media training at all levels



Arrangements to use external resources



THANK YOU!



1 September 2021