### Trends in communications behaviour in maritime and ports

International Seminar on Port Business Analysis, Development and Marketing 4 December - 7 December 2023







### IAPH Insider - 9 November 2023

### This edition covers:

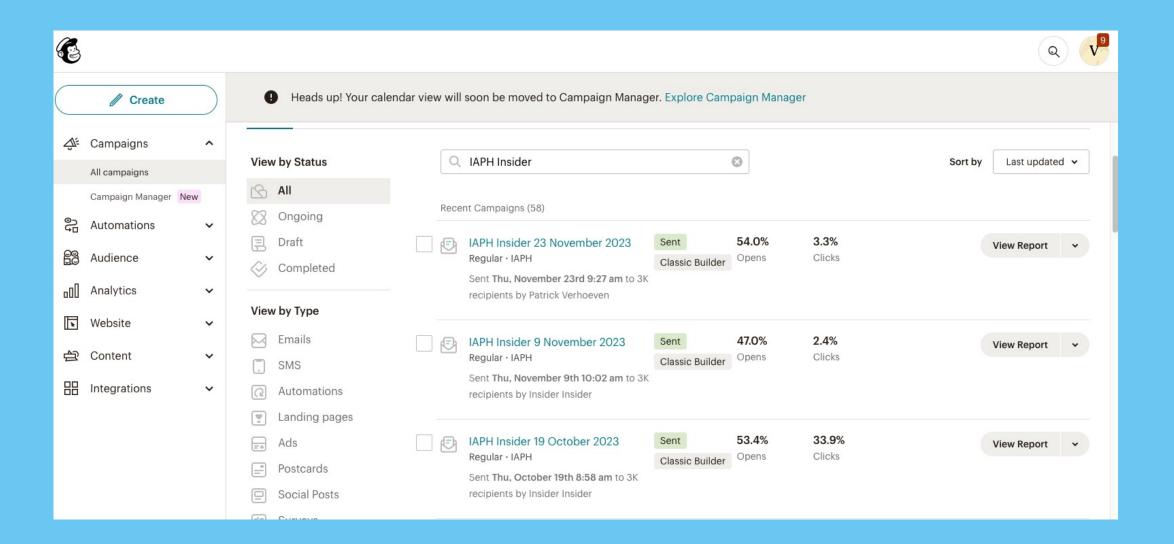
- · IAPH Insider highlight with Patrick Verhoeven
- · Winners IAPH Sustainability Awards announced
- · IAPH honoured three distinguished personalities
- · New IAPH Board and staff organigram presented
- New IAPH publications introduced in Abu Dhabi
- International maritime media attended #IAPH2023
- #IAPH2024 to be held in Hamburg 8-10 October 2024
- . The November-December issue of Ports & Harbors is out
- Welcome to five new associate members
- Member Port News
- · World Maritime News
- Calendar of Events

### IAPH Insider highlight with Patrick Verhoeven





The 2023 World Ports Conference was held over three days last week at the Abu Dhabi National





### **NEWS**



### New IAPH Board ratified with Jens Meier appointed as new IAPH President

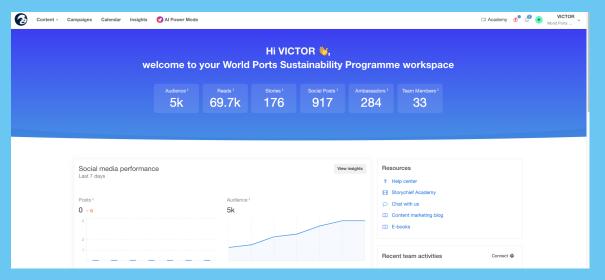
HAROPA'S CEO and Chair of the Management Board Stephane Raison and Port of Los Angeles Executive Director Gene Seroka join IAPH Board as Regional Vice Presidents of Europe and North America

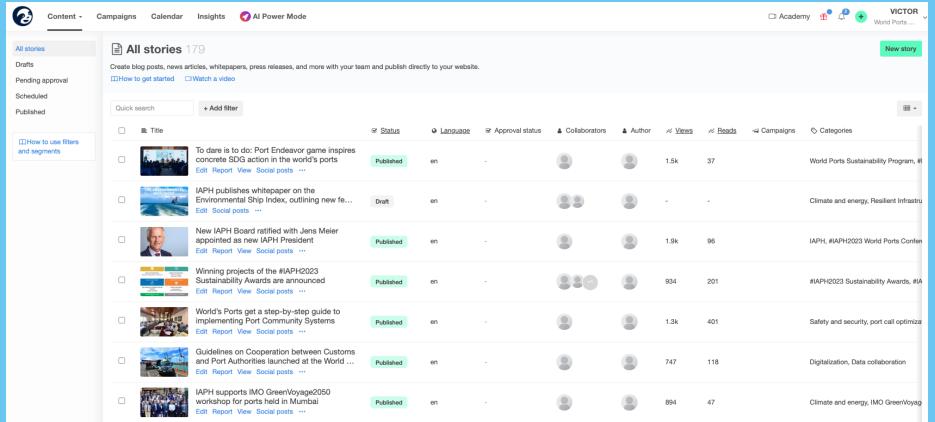


### Winning projects of the #IAPH2023 Sustainability Awards are announced

Winners announced during IAPH 2023 Conference Gala Dinner in Abu Dhabi









International Association of Ports and Harbors (I... - Following Non-profit Organizations

Paul Butterworth AFNI of Odgers Berndtson closed day 2 of #IAPH2023 by steering a panel of top port professionals across 3 geographical regions on their leadership experiences. It's clear that 'becoming an ally for empowerment' and being open to the unknown as a leader is crucial to establish a clear line of succession in ports.



World Ports Sustainability Program - Following
Maritime Transportation

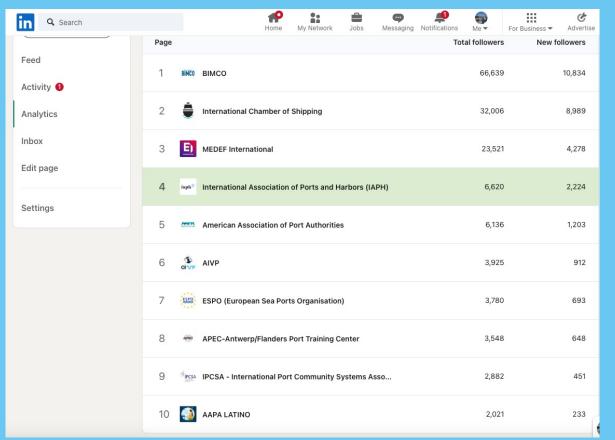
Great update fron Antonis Michail on achievements to date of WPSP and valuable insights from panelists on next steps to continue to support the sustainable efforts of ports worldwide. #IAPH23

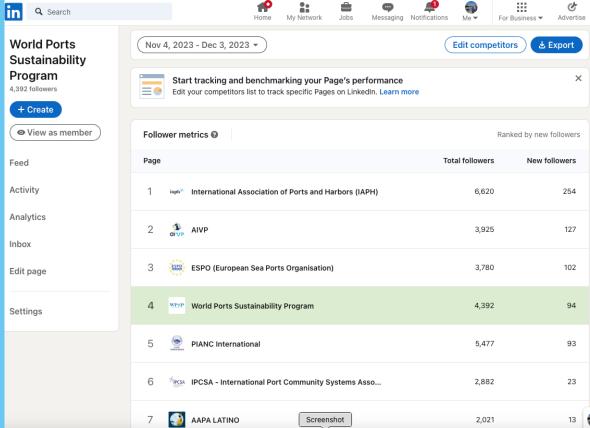






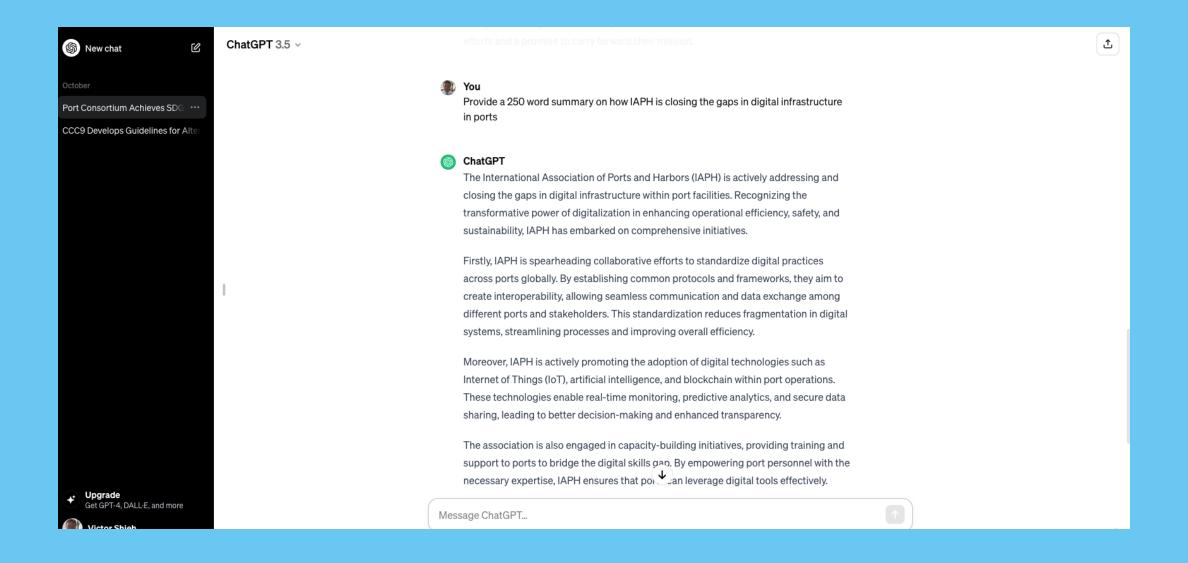








# Al is already in use and here





## Traditional media has been superceded by multi-channelism

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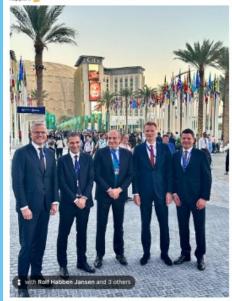
We should not compete, but collaborate on climate change! 🙏

Last week at #COP28, we turned a new page in our industry's quest for net zero, and I'm thrilled to have played a part in this.

At MSC, we're not just talking the talk towards net decarbonisation by 2050. For example, we've placed an order of 100 dual-fuel vessels, essentially revolutionising our fleet!

That being said, without solid backing from every corner - especially energy providers - our 2050 goal is a tall order. This isn't a solo mission.

Bottom line: Net zero by 2050? Possible, but only together. Let's make it happen! 🦾



CC 18K . 18 comments . 13 reposts











Together with my fellow CEO colleagues of the world's leading container shipping lines I presented our united view on decarbonisation at COP28 UAE in

We issued a joint declaration calling for an end date for fossil-only powered newbuilds and urging the International Maritime Organization (IMO) to create the regulatory conditions to accelerate the transition to green fuels.

It is undeniable that global temperatures are breaching critical levels, creating more frequent and devastating results. Therefore, the importance of shipping achieving IMO's 2030, 2040, and net-zero 2050 greenhouse gas (GHG) targets

The only realistic way to meet those targets for an industry that accounts for 2-3% of global GHG emissions is to transition from fossil to green fuels at scale and at pace. We at Hapag-Lloyd AG are taking this very seriously and our clear and ambitious target is to be CO2 neutral by 2045.

### #ShippingIndustry #Decarbonization #SustainableFuture #hapaglloyd



4d - Public post - Edited

CCO 2.7K . 52 comments . 22 reposts



I'm here at COP28 and it is critical that we unite across the industry and drive decarbonisation in the global supply chain. That's why I've signed a milestone declaration with CEOs Rodolphe SAADE, Rolf Habben Jansen, Soren Toft, and Lasse Kristoffersen to accelerate the green transition in shipping and

A crucial next step is to introduce regulatory conditions which ensure that we create the most greenhouse gas emission reductions per invested dollar. This includes an efficient pricing mechanism to close the gap between fossil and green fuels and ensuring that the green choice is easier to make for our customers and consumers globally.

The momentum for green fuel is building and at Maersk we remain steadfast in our ambitions to reach net zero emissions across our entire business by 2040 with new vessels and new technologies.

### #Maersk #cop28uae #climateaction #decarbonisation





CCO 2.3K - 24 comments - 45 reposts







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Climate change transcends borders and competition. We all recognize there is still significant work ahead: today, we join forces in a unique COP28 UAE Coalition to accelerate the decarbonization of our

I stand alongside leaders of shipping companies including Vincent Clerc, Rolf Habben Jansen, Soren Toft and Lasse Kristoffersen. together with Governments and US Special Presidential Envoy John Kerry, urging the adoption of the upper targets of the IMO trajectory.

As the CMA CGM Group, we have decided to be an active frontrunner part of the solution for some years already. We have been pioneers on many fronts: LNG as a transitional energy, decision to stop using the Northern Routes, "Plastic Ban" on board of our vessels...

In order to be ready with greener propelled ships, we have also invested 15 billion dollars in decarbonizing our fleet and we will operate 120 vessels capable of burning alternative sustainable fuels by 2028. We are working hard on the sobriety of our ships and we have developed powerful Al models that enable us to reduce our fuel consumption.

As a result of all these efforts, I am pleased to announce that our Group is set to reduce its CO2 emissions by almost 1 million tons this year. When there is a will there is a way!

By collaborating with others, we intend to take a new step in our decarbonization strategy, while ensuring a level playing field and better access to greener marine fuels for our industry. We will pursue our commitment to a shared and sustainable future.





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Ch Like

Lasse Kristoffersen · 2nd EO at Wallenius Withelmser

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Hands up for Norwegian Prime Minister Jonas Gahr Støre who champions decarbonization of shipping at COP. Last year he and US Special Envoy John Kerry asked for private commitment and this year he got the answer. We at Wallenius Wilhelmsen took the challenge and presented our net-zero, endto-end service ambition for 2027. And today, together with the CEOs of A.P. Moller - Maersk, MSC Mediterranean Shipping Company, CMA CGM and Hapag-Lloyd AG, we launched a joint declaration on four steps needed to take our insustry to zero.

But we will not wait for regulations. We are shaping and making the solutions today.

























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A crucial next step is to introduce regulatory conditions which ensure that we create the most greenhouse gas emission reductions per invested dollar. This includes an efficient pricing mechanism to close the gap between fossil and green fuels and ensuring that the green choice is easier to make for our customers and consumers globally.

The momentum for green fuel is building and at Maersk we remain steadfast in our ambitions to reach net zero emissions across our entire business by 2040 with new vessels and new technologies.

### #Maersk #cop28uae #climateaction #decarbonisation





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A.P. Moller - Maersk · Following Transportation, Logistics, Supply Chain and Storage

At COP28 UAE Shipping CEOs join forces to decarbonize the industry . A.P. Moller - Maersk, CMA CGM, Hapag-Lloyd AG, MSC Mediterranean Shipping Company and Wallenius Wilhelmsen are united on calling for concrete regulatory measures to accelerate the green transition of global maritime transport.

Global temperatures are breaching critical levels, creating more frequent and devastating results. Therefore the importance of shipping achieving International Maritime Organization (IMO's) 2030, 2040, and net-zero 2050 greenhouse gas (GHG) targets is very clear. The CEO's joint declaration calls for the establishment of four regulatory 'cornerstones'.

Read more about the unprecedented collaboration & CEOs statement here: https://lnkd.in/dMpkwQPu

Vincent Clerc Rolf Habben Jansen Soren Toft Lasse Kristoffersen Rodolphe

#maersk #allthewaytozero #cop28uae #climateaction





C Repost



Come behind the scenes at COP28 UAE with our CEO Vincent Clerc, we are calling on governments and "regulators to agree on global standards for what is green and account for carbon." We can't wait!

At Maersk we are collaborating with some of our largest shipping competitors because climate action is needed now ...

A.P. Moller - Maersk, CMA CGM, Hapag-Lloyd AG, MSC Mediterranean Shipping Company, and Wallenius Wilhelmsen are united on accelerating the energy transition.

Watch the full recording from the COP28 Green Shipping Challenge session here: https://lnkd.in/gPirPyNG

Rodolphe SAADE Rolf Habben Jansen Soren Toft Lasse Kristoffersen

Credit Concepción Boo Arias

4d

♠ Send

#Maersk #allthewaytozero #energytransition



COP28 - Behind the scenes with Shipping CEOs joining forces







We are proud to be part of the Danish business delegation at #COP28 in Dubai. As a manager of critical infrastructure investments, we feel a strong responsibility for making real commitments to slow global warming. This will support those most vulnerable, many of whom are in the markets in which we operate. At A.P. Moller Capital we believe in 'nyttig virksomhed' which prompts us to focus on 'doing well while doing good." We seek to make transport and logistics investments tackling two global megatrends: changing patterns of global trade and the decarbonization of hard-to-abate industries. Through our industrial heritage and by being part of the A.P. Moller Group, we can rely on our active ownership focus and global ecosystem of employees, networks, advisors, and affiliates to decarbonize shipping.

Will we see you at COP28?

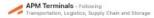
#apmollercapital #doingwellwhiledoinggood #privatecapitalforthepublicgood #COP28 #DKCOP28 #ClimateAction #PublicPrivateClimateAction



As a manager of critical infrastructure investments, we feel strong responsibility for making real commitments to slow global warming



€€© 355 - 3 comments - 6 reposts



APM Terminals and DP World have today launched an industry-wide strategic alliance intended to make battery-electric container handling equipment affordable, accessible and attractive.

The Zero Emission Port Alliance (ZEPA), aims to be a catalyst for zero-emission

"Our industry is in a strong position to drive real, meaningful change to decarbonise ports, and I believe the launch of the ZEPA is a vital step in the right direction", said Jack Craig, APM Terminals Head of Technical.

ZEPA, launched at COP28 UAE, will start activities in early 2024 and is actively seeking collaboration with industry stakeholders. Find out more: https://bit.ly/3Nd0HVk #sustainability #decarbonisation #netzero #greenports #electrification #zeroemissionports #ZEPA Tiemen Meester Sahar Rashidbeigi Piotr Konopka CEnv MEI DP World





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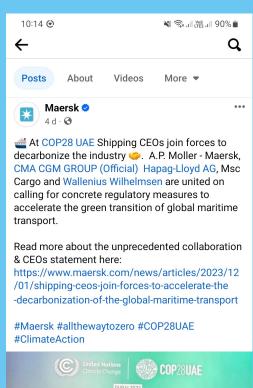


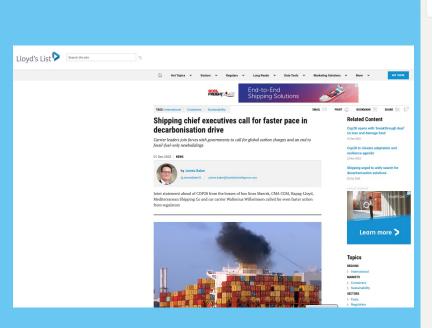
CPS 422 . 8 comments . 10 reposts

23h















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### Peter Tirschwell

Journalist specializing in container Commerce by S&P Global; Chairman of TPM

View full profile



Journalist specializing in container shipping; Vice President, Journal of Comm. Ocean carrier CEOs issuing a joint statement and allowing themselves to be

photographed together is a rare occurrence.

So when the leaders of CMA CGM, A.P. Moller - Maersk, Hapag-Lloyd AG, MSC Mediterranean Shipping Company and Wallenius Wilhelmsen made a collective announcement and appearance at #COP28 on Dec. 1 there is clearly more involved than just a convenient rendezvous at the UN climate

change conference now under way in the United Arab Emirates

Two reasons jump out. One, frankly, is the spiraling urgency of climate change. "Global temperatures are breaching critical levels, creating more frequent and devastating results," the joint statement began, echoing the dire warnings of climate scientists and succession of shattered heat records in 2023.

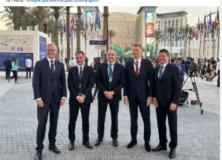
The other is concern over how the issue will be solved, in shipping generally and in containers specifically. The nature of their business is that container lines face difficulties passing along cost increases. Supply and demand determines the rates and cost increases experienced by carriers are often negotiated away to keep ships filled, leaving carriers facing minimal profits or losses—over a period of decades, the pandemic period being a rare exception.

The reality that zero-carbon fuels are significantly more expensive, and that shippers won't pay voluntarily, only further drives home the point that carriers can't bear this burden of energy transition alone. It means a pricing mechanism of some kind must be put in place, and on this point the carriers are offering new ideas. "This can be done by distributing the premium for the green fuels across all the fossil fuel used. With low initial volumes of green fuels any inflationary effects are minimized," the joint statement said.

Their aim is to influence a critical two-year period now beginning at the International Maritime Organization. The goal of the agency is to write regulations by 2025 and implement them by 2027 to ensure its goal of eliminating carbon emissions from shipping by or around 2050 can be met. This was the goal the IMO committed to in its revised GHG strategy in July. But gaining consensus among 175 IMO member states for carbon pricing with teeth attached will not be easy--thus the implicit acknowledgement that no time can be lost in making the case in the most high-profile way possible.

Our spot analysis is here https://lnkd.in/g7EVqGHB

A major decarbonization session is taking shape at #TPM24. More information





CPQ 296 - 21 comments - 13 reposts



















## Each region of the world varies in terms of internal and external audiences

- Europe, Americas and Australia/New Zealand: LinkedIN, Twitter
- South-East Asia, Oceania, Africa and South America: more sophisticated use of additional social channels for business (e.g. Facebook)
- China: The importance of WeChat
- South Asia : Multiple use of traditional and new channels
- Use of Tik-Tok, Snapchat, Instagram emerging, depending on region





# Authenticity in communicating about sustainability



Having been in conversation with this report's author Henry Kirby for while, the results of his investment community study "Capital Perspectives: Navigating ESG Risks in the Maritime Sector" do not surprise me: 1) 66% perceive that ESG-related financial risks in the maritime sector are greater than those in other sectors and 2) 64% warned that they are actively considering divesting from maritime assets soon due to the ESG risk they consider the sector to be exposed to. Yet what does surprise me is that 3) overall, 69% of the respondents hold the opinion that the sector is slightly or far ahead in managing ESG-related risk. Woodrow therefore posit "the industry might be ahead in implementing ESG risk management strategies but has not successfully communicated these efforts to investors and other stakeholders." #Maritime #communicators to ground control: "Houston, we have a problem."



https://www.woodrowcommunications.com/esginmaritime







### World Ports Sustainability Program · Following

Maritime Transportation

"The conservation programs identified over 880 flora and fauna species, including 22 threatened ones. With a dedicated seedling nursery, more than 1.280 hectares of restinga flora were restored" Porto do Açu : https://bit.ly/3KO38fs

### #IAPH2023 SUSTAINABILITY AWARDS CANDIDATE

### **ENVIRONMENTAL CARE**



### Port of Acu

Caruara Reserve; biodiversity for all



WPSP

COO 44 · 1 comment · 3 reposts

3mo

### International Association of Ports and Harbors (I... Following Non-profit Organizations

It's been a very busy two weeks for our Managing Director Patrick Verhoeven. He looks back at London International Shipping Week 2023, our new London office alongside British Ports Association and ahead to the IAPH World Ports Conference





Auto captions have been added to your video



CCO 37 · 1 comment · 1 repost

2mo

International Association of Ports and Harbors (I... Following Non-profit Organizations

This week IAPH regular and associate members are in London at the offices of the International Chamber of Shipping holding our Technical Meetings - for a short summary of what we are discussing here is our MD Patrick Verhoeven. With thanks to our ICS colleagues hosting us at this fine location in the city, and to Port of London Authority and TT Club Mutual Insurance Ltd for hosting the network receptions #ports #maritimeindustry #ClimateandEnergy #DataCollaboration #RiskandResilience #Cruise #Legal



IAPH Insider - Patrick Verhoeven from London

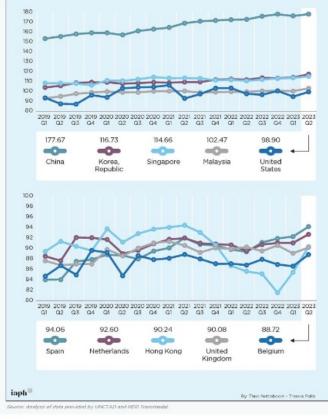
€€© 92 · 6 reposts

8mo



### International Association of Ports and Harbors (I... Following Non-profit Organizations

During the upcoming IAPH World Ports Conference in Abu Dhabi at the end of this month, attendees will be provided with access to the Quarter 2 2023 IAPH World Ports Tracker report, which includes forensic analysis of the first six months of data of 2023 of the UNCTAD Liner Shipping Connectivity Index, which looks at trends by region of the most connected countries. Co-authored by Thanos Pallis and Theo Notteboom and with inputs from the UNCTAD Review of Maritime Transport's Jan Hoffmann, all three of these top level maritime economists will be taking part in person at #IAPH2023. For further information: https://lnkd.in/eqdp37c3



○○ 31 · 9 reposts



