

#EU4OCEAN

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Webinar Series

Where Ocean Literacy Meets Corporate Environmental and Social Responsibility

The first webinar from the #EU4OCEAN series set out to explore the status of awareness and interest in sustainability in European business as well as the steps companies can take with respect to Corporate Environmental and Social Responsibility (CESR). We were joined by Luca Barani from See the Change and Bram Pauwels from the European Business Network to discuss these topics and more

“For each one Euro that we invest in project that support the conservation of ocean we can generate up to 10 euro of benefit for the local community.” -Luca Barani.

Challenges

CSR requires balance between economic, environmental and social obligations.

Companies struggle to integrate CESR/CSR into their sustainability strategies.

Drivers of change include new legislation, customer needs, ESG investment criteria, talent acquisition, brand reputation, and competitiveness.

Consumers are demanding greater transparency and responsibility from companies.

Luca Barani



Ideas

Investment in marine conservation and sustainability provides tangible returns for communities.

Tracking impact through stakeholder engagement is essential.

Local efforts are more impactful.

Small to mid-sized companies, not obliged to adhere to the EU CESR Directive, need other motivation to adopt an environmentally-conscious culture.

Solutions

Investment in the Green transition is essential, particularly for younger companies with competing priorities and limited funds.

ESG (environmental, social & governance) principles can be leveraged to create more CESR among EU businesses. Ocean Literacy can help inform the process and provide experiences to companies to encourage adoption of ESG values.

Bram Pauwels



Watch it again...



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