Abstract - World Ocean Council

“**3rd ITU/WMO/UNESCO IOC Workshop on Propelling a Pilot Project on Green Cables**"

**Session 8: “Business Plan: potential sources of funding and in-kind support for pilot project and also for overall JTF project support”**

**“Smart Cables”: Potential Resources and Support Through Multi-Industry Collaboration in Data Collection and Sharing**

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The use of submarine cables to collect oceanographic data can be considered as part of a broader interest and effort by a range of ocean industries to collect and share ocean, weather and climate data. The World Ocean Council (WOC) - the international business alliance on “Corporate Ocean Responsibility” - brings together companies from across the sectors to develop industry leadership and collaboration in ocean sustainability, science and stewardship. WOC Members include companies from submarine cables, seabed mining, mining, oil/gas, shipping, fishing, offshore renewables, marine science and technology, and other sectors.

WOC is creating multi-industry working groups to address cross-cutting ocean sustainability challenges. This includes the “Smart Ocean/Smart Industries” program, which is working to increase the number of companies sharing environmental data from baseline studies and monitoring and collecting ocean data from their vessels, platforms and other industry infrastructure.

The WOC is exploring major international funding opportunities for the “Smart Ocean/Smart Industries” efforts, including public-private partnerships, e.g. demonstration projects and pilot areas. There is the potential to include “green cable” efforts as part of a proposal for a broader mix of “Smart Ocean/Smart Industries” program efforts to scale up the role of industry in collecting and sharing data.