



Whitepapers & Webinars

Your source inside the maritime industry

Drafted by our in-house editorial team, our content brings together insights from prominent thought leaders, evidence-based analysis of market trends, and updates on the latest regulatory developments to assess the industry's prospects.

Read on to discover which papers and webinars we intend to create, and how they can bring value to your brand.

Not sure about the topic or prefer to take a different direction? Our in-house editorial team can help you craft the right message for the right audience.

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KNect 365
Maritime



Whitepapers

Features

- One-page Q&A-style interview conducted with yourself or an appropriate spokesperson from your company. The interview will explore your perspective on the topic of the paper.
- Papers will be drafted by our editorial team after consultation with relevant industry stakeholders.
- Finished product will be a downloadable PDF of between 6–12 pages in length
- Bespoke design work from the KNect365 creative team

Benefits

- Sharing your company's unique perspective is a valuable thought leadership opportunity,
- The paper will feature your organisation's branding on the cover sheet and in relevant promotional materials (such as emails and social media banners), driving visibility with decision makers,
- The contact details of consenting readers will also be shared with you for your own marketing or research purposes.



Webinars

Features

- Live audience Q&A
- 40-60 minutes in duration
- Registration page and pre-webinar promotion featuring your branding
- Viewable live or on-demand

Benefits

- Grow your network and build your brand
- Generate verified leads on an agreed topic area
- Share your perspective and position yourself as a thought leader
- Reach a whole new digital audience
- Provide audience specifications – filter by region, job title, company type, etc



WHITEPAPER

Charting a course for the Blue Economy

According to the World Bank, the blue economy is the "Sustainable use of ocean resources for economic growth, improved livelihoods, and jobs while preserving the health of ocean ecosystem."

The European Commission defines it as, "All economic activities related to oceans, seas and coasts. It covers a wide range of interlinked established and emerging sectors."

However, it is perhaps best described by The Center for the Blue Economy as "a widely used term around the world with three related but distinct meanings- the overall contribution of the oceans to economies, the need to address the environmental and ecological sustainability of the oceans, and the ocean economy as a growth opportunity for both developed and developing countries."

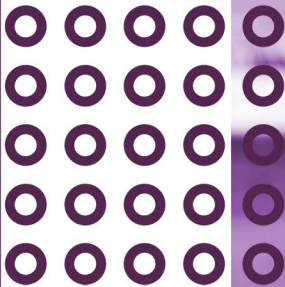
The oceans will have a pivotal role in the future of humanity and sound management of ocean resources is required for the sustainable development of the Blue Economy.

KNect365 Maritime will be producing a whitepaper exploring this topic, diving into the circumstances, constraints, challenges, and the technologies.

By investigating what technologies are charting a course in the development of the Blue Economy, we will look at:

- Definition and growth of the Blue Economy model
- Challenges undermining the blue economy
- What can be done to overcome challenges effectively?
- The role of shipping in the Blue Economy

Get in touch with Sponsorship Manager **Thomas Martins** to find out how you can get involved.
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WHITEPAPER

Creating the maritime leaders of tomorrow

Whether it's tomorrow or fifty years from now, and whether we like it or not, a transition in our workplace is coming and it will impact us all.

Pervasive and complex organizational change are often the most stressful changes for employees. However, it is often external influences which bring the greatest challenges.

From impending environmental regulations to operational changes brought about by digitalisation, the transformation of the maritime industry is in full effect, yet few consider the impact these factors have on the workforce.

At times of change, an organisation's culture is an important linchpin in determining successful transition, and the culture of an organisation is defined by the beliefs and capabilities of the leader. And in times of change, organisations often look to leaders for guidance.

KNect365 Maritime will be producing a whitepaper exploring the definition of leadership in the maritime industry, determining the value of strong leadership in an organisation, and the benefit of excellent change management skills.

The paper aims to define the success factors for the organisational, environmental and digital transformations taking place in the maritime industry through:

- Defining what leadership is and the role of leadership in the maritime industry
- Determining the consequences of weak leadership
- Finding out why it's important for an organisation to have strong leaders
- Identifying the qualities of a good leader
- Discovering how to create positive work environments in challenging places
- Asking why some leadership and management styles that work better than others

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WHITEPAPER

The impact of the US/ China trade war on shipping

As China's share of world trade has increased in the last 20 years, the US and China are locked in an escalating trade battle. With 'the shipping industries direct link to trade, rising tensions leave shipping an uneasy position.

For example, back in 1995 the US had captured nearly 25% of global trade in hi-tech goods, while China had only 3%. By 2005, the US share had fallen to 15%, while China's share had risen to match it.

Prior to taking office in 2016, Donald Trump had spoken out about China's trading practices. In 2017 the United States launched an investigation into Chinese trade policies, and imposed tariffs on billions of dollars' worth of Chinese products in 2018. Beijing retaliated in kind, with tariffs on \$110bn of US goods, accusing the US of starting "the largest trade war in economic history".

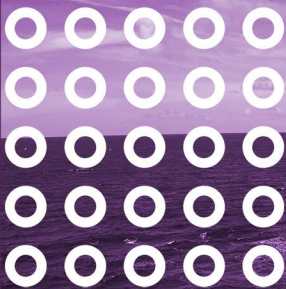
After months of hostilities, a breakthrough of sorts came in December. Both countries agreed to halt new trade tariffs for 90 days to allow for talks. Those talks have yielded some progress, but the 1 March deadline for raising tariffs has nonetheless been delayed.

The trade war helped carriers in the latter part of 2018 as US shippers raced to import goods from China before tariff hike deadlines hit. This action undertaken by shippers inflated and prolonged ocean freight's peak season and helped profitability for carriers. But what of the future?

With so much uncertainty over whether a deal will be reached and what is the impact for the shipping industry, KNect365 Maritime will be producing a whitepaper exploring the background factors and possible future outcomes for the shipping industry. The paper will cover:

- The rise of China - A brief history of US & Chinese trade practices
- The effect tariff moves, and decreased freight volume have on the shipping industry
- What challenges outside of the trade war are affecting profitability in 2019
- Scenarios for shipping - the short & medium term

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WHITEPAPER

The state-of-play for marine biofouling

Marine biofouling is a significant and possibly under-addressed vector for the transfer of invasive aquatic species. In advance of the IMO's review of the Biofouling Guidelines next year, KNect365 Maritime intends to produce a whitepaper exploring the topic.

The goal of the paper is to draw attention to the impacts of biofouling, to provide a review of the existing regulations, and to assess the relative merits of the solutions on offer.

The paper will also feature a range of case studies covering regions that have moved ahead with more ambitious biofouling regulations, in addition to one detailing the IMO's GloFouling project.

The final section will examine the possible implications of a mandatory instrument imposed by the IMO post-2020, such as the likely costs to shipowners and the time needed to ensure compliance.

The paper will be drafted by our editorial team after consultation with industry stakeholders. The finished product will be a downloadable PDF of between 10 – 20 pages in length, featuring bespoke design work from the KNect365 creative team.

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WEBINAR

Solutions for effective monitoring of shipping emissions

The rapid proliferation of regulations to limit shipping emissions at the national, regional and global level has created an environment of uncertainty for ship owners and operators. Some of these rules, particularly in Asia, are being introduced in an ad hoc manner that gives shipping companies little time to react.

To stay ahead of shifting regulations, it is becoming increasingly important to know exactly how much SOx, NOx and CO2 a given vessel is responsible for emitting. If a carbon trading scheme is introduced for the shipping industry – as some in the industry have suggested is likely – accurate emissions monitoring will become not only important, but essential.

To address the challenges involved with monitoring shipping emissions, KNect365 Maritime intends to host a webinar on the topic. The webinar will discuss the current regulatory environment (including the EU MRV, the IMO DCS and the global sulphur cap), the technological solutions available for direct emissions monitoring, and the challenges involved with compliance – such as maintenance of monitoring equipment and the introduction of financial incentives.

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WEBINAR

Planning your long-term crewing strategy

Many mistakenly believe staffing and recruitment strategies are the same thing. Recruiting is only a single step in the employment journey - seeking and encouraging applications from prospective candidates.

While staffing involves the initial step of recruitment, it is an ongoing process. It involves how you manage and enable staff, keep them satisfied, and retain the right individuals to meet the organisations goals. To attract and retain the best talent, organisations need to design great workforce experiences - for now, and the future.

The shortage of competent seafarers is a global issue - one likely not to improve in the immediate future.

To help organisations devise long-term crewing strategies, KNect365 Maritime intends to host a webinar. The webinar will instruct businesses on how to map their people landscape to their business goals, identify staffing and crewing needs, create staffing projection, and build their organisation as an employer of choice.

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WEBINAR

7 steps to implementing a cybersecurity strategy

The maritime industry hasn't found itself the victim of cyberattacks as often as some other industries, it has taken some time for shipping organisations to understand the level of threat from cybercrime. But this threat is very real.

As far back as 2004 the IMO, in response to the issue of publication of automatic information system (AIS)-generated ship data on the internet, believed cyber-attacks could be detrimental to the safety and security of ships and port facilities. 15 years on, many organisations have yet to realise the steps they can take to prevent cyber-attacks from occurring.

Any point where a company's business practices and employees intersect with internet technology will have associated risks and can be a potential point of vulnerability. These touch points can come in the form of devices, application groups, service sectors and locations, and influence almost every portion of a business. This can include the supply chain, headquarters, ports, terminals and ships.

To address the challenges involved with cybersecurity, KNect365 Maritime intends to host a webinar on the topic. The webinar will discuss the reality of cyber-attacks, recognising your cybersecurity vulnerabilities, assessing your risks and scaling your options.

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WEBINAR

Making the Blue Economy work for shipping

Advancements in aquaculture, offshore renewables, deep sea mining and marine biotech will place the world's marine resources at the frontier of economic growth.

The rise of the Blue Economy could open up new revenue streams to the shipping industry, particularly to Offshore Support Vessel operators. But it could also make existing operations more challenging.

These challenges need to be addressed head on if the shipping industry is to derive the maximum benefit.

In recognition of this fact, KNect365 Maritime will be producing a webinar to discuss how the shipping industry can stay ahead of the curve on the Blue Economy.

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WEBINAR

Maritime start-up founders tell us: What I wish I knew

Most entrepreneurs are passionate about many ideas and opportunities.

It's important to be honest about the challenges that come with starting a business and how we often tie our identity to its successes and struggles. However, it is also important to understand the industry you are playing in, your competitors, and the market forces at work. As a leader, you need to build and empower a team of like-minded individuals.

All in a days' work.

The journey to creating an innovative business is a long road, and those who have been on this journey have picked up many useful tips.

To address the challenges in building a start-up business in the maritime industry, KNect365 Maritime intends to host a webinar on the topic.

The webinar will discuss how starts ups can optimise their market research, intellectual property, funding, and hiring practices to achieve success.

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At a glance...



22% growth in Knect365 Maritime community (Q1 YoY)

Over

29 911  members across our groups

418 800  impressions across our handles
Q1 2019

Industry Reviews & Whitepapers
2018

Over

2 100 downloads

400+
leads generated

Webinars
2018

34%
Attendee conversion rate

50%
live | on-demand