



## New Digital Series from IMarEST and CWP Highlights Marine Industry's Role in Building a Sustainable Ocean Future

**2 December 2024** - The Institute of Marine Engineering, Science & Technology (**IMarEST**) has partnered with Content With Purpose (**CWP**) to launch *Oceans of Opportunity: A Change of Tide*, a pioneering digital series that underscores the marine industry's role in addressing sustainability challenges and improving ocean health.

Developed in collaboration with CWP, the series explores a wide range of issues impacting the sector, including sustainable resource use, ocean conservation, and the welfare of marine workers. Through engaging short films, expert interviews, and insightful case studies, *Oceans of Opportunity* delves into the sector's innovative approaches to addressing global oceanic challenges.

The series showcases some of the progressive initiatives already underway and explores practical strategies that industry leaders are implementing to promote environmental stewardship without compromising operational success. The series invites stakeholders to rethink traditional practices, spotlighting themes such as carbon-neutral shipping, low-impact technologies, and social responsibility in seafaring communities.

The digital series features insights from industry leaders and sustainability advocates, including:

- Arsenio Dominguez, Secretary General, International Maritime Organisation (IMO)
- Catriona Savage, FEng FRINA, President, The Royal Institution of Naval Architects
- Chris Goldsworthy, Chief Executive, CEng CMarEng FIMarEST
- Claudene Sharp Patel, Global Technical Director, Lloyd's Register Marine and Offshore, FIMarEST
- Dr Charlie McKinlay, Fuels and Technologies Lead, Lloyd's Register Maritime Decarbonisation Hub
- Kevin Daffy, Chair of the Board of Trustees, IMarEST
- Martin Shaw, MNM CEng CMarEng FIMarEST, Immediate Past President, IMarEST
- Professor Stephen de Mora, IMarEST, President Elect
- Yves De Leeneer, President, IMarEST, Managing Director, DEEPBLUE

The series has also attracted support from prominent organisations including The Seafarers' Charity, The Mission to Seafarers, UK National Clean Maritime Research Hub, The Sustainable Shipping Initiative, DEEP, Cargill, Global Maritime Forum, The Department of Maritime and Transport Technology at Delft University of Technology, St John's Island National Marine Laboratory, a National Research Infrastructure of the National Research Foundation in Singapore, and The University of Liverpool.

Chris Goldsworthy, Chief Executive, IMarEST, expressed that: "At the IMarEST, our community is at the heart of solutions. With the help of Content With Purpose, we're delighted to have this opportunity to share innovation from our industry, which will encourage meaningful change across the marine sector and beyond."

Max Smith, Managing Director of Content With Purpose, added: "Our partnership with IMarEST on *Oceans of Opportunity* has been inspiring. This series brings to light the bold steps the marine sector is taking to shape a sustainable future, offering real-world examples that we hope will empower others in the industry to act with purpose."

To explore *Oceans of Opportunity* and discover the marine industry's contributions to sustainable ocean stewardship, visit [contentwithpurpose.co.uk/imarest/oceansofopportunity](https://contentwithpurpose.co.uk/imarest/oceansofopportunity).