



News Release

## **WORLD OCEAN COUNCIL PARTNERS IN EU BLUE-ACTION PROJECT ON IMPACT OF ARCTIC ON WEATHER AND CLIMATE CHANGES**

**WOC Joins International Group of 40 Organizations in the Blue-Action Project on the Impact of Arctic Changes on Northern Hemisphere Weather and Climate**

19 January 2017

**The World Ocean Council (WOC) has been selected as the only international business organization to participate in the European project Blue-Action, which is being launched this week in Berlin.**

**Blue-Action will provide fundamental and empirically-grounded, executable science that quantifies and explains the role of a changing Arctic in increasing predictive capability of weather and climate of the Northern Hemisphere.**

This project's transdisciplinary approach will bridge scientific understanding with key stakeholder knowledge of the impacts of climatic weather extremes and hazardous events. Blue-Action will provide robust and reliable forecasting to meteorological and climate services to better deliver tailored predictions and advice. **This reduces the risks for the business community and enables stakeholders to create business opportunities.**

The WOC will enhance the collaboration between the business community and the participants of the project to foster blue growth and to anticipate the changing Arctic impact on commercial activities. The WOC is well positioned as a unique multi-sectoral ocean industry alliance to help the project engage the non-scientific community and highlight the importance of the data collected.

Blue-Action is an ambitious project lead by international organizations and aiming at providing helpful information for the business community. Get more information on the project [here](#).

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### **Upcoming WOC Outreach and Engagement**

18-20 January

BERLIN: **EU Blue-Action Project Kick Off Meeting** (Participant)

23-26 January

TROMSO: **Arctic Frontiers** (Invited Speaker at Arctic Environment Forum and Arctic Business Opportunities)

24 January

TROMSO: **Arctic Business Council Summit** (Participant)

24-27 January

PLYMOUTH, UK: **Partnership for Observation of the Global Oceans – Annual Meeting** (Invited speaker)

27-28 January

LONDON: **International Quiet Ocean Experiment (IQOE) Science Committee Meeting** (Invited speaker)

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### About the World Ocean Council (WOC)

*The WOC is the only international, cross-sectoral alliance for private sector leadership and collaboration in sustainability, stewardship and science. Companies from a range of industries worldwide are distinguishing themselves as leaders in “Corporate Ocean Responsibility”, including: shipping, oil and gas, tourism, fisheries, aquaculture, mining, renewable energy, ocean technology, investment. WOC Members are listed [here](#), a part of the WOC Network of 35,000+ ocean industry stakeholders around the world. The WOC is a registered not-for-profit organization in the US and the UK/Europe.*

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