



Communicating Effectively for Oil Spill Incidents

navigateresponse.com



February 2024

NAVIGATE RESPONSE

- 24/7 x 365 emergency advice, counsel & response
- Hands on support at the client's office or on the scene
- Full media handling & reputation management services
- Social media monitoring & engagement
- Internal communications support
- Drills, training, exercises & planning

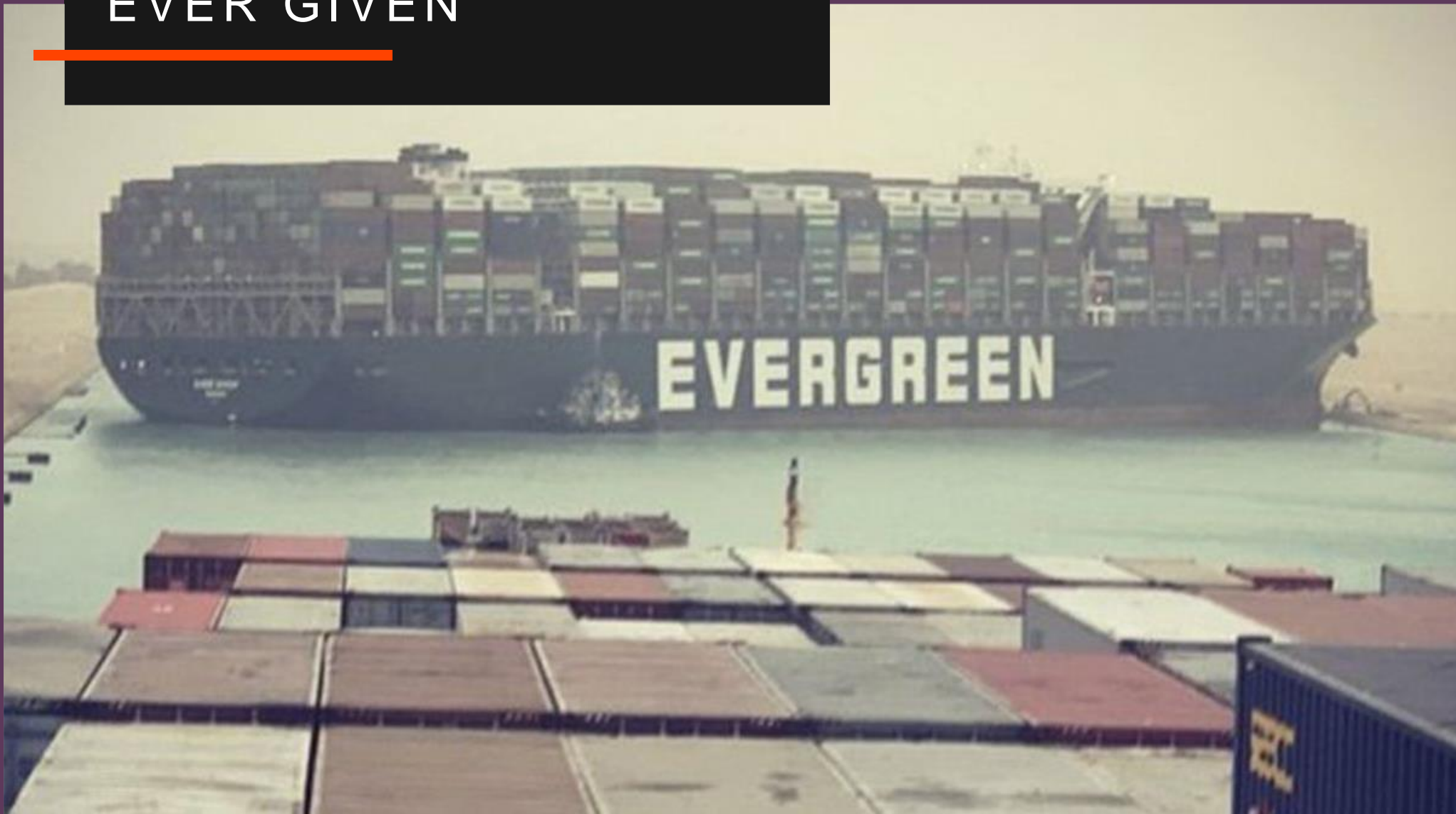
GLOBAL NETWORK



PREDICTING MEDIA INTEREST



EVER GIVEN



ON BEHALF OF THE MAN

- 26 media statements
- 11 Q&As
- A media enquiry every four minutes (24/7)
- 100+ “suggestions” from the public
- Millions of social media posts (possibly billions)
- 5 months of near daily work



PUBLIC PERCEPTION OF RESPONSIBILITY...

OBSERVER = 1

VICTIM = 2



Minimal responsibility

- Natural disaster
- Terror
- Sabotage

COMPLICIT = 3



More responsibility

- Accidents (failure to prevent)
- Accusations of unacceptable corporate behaviour
- Technical errors

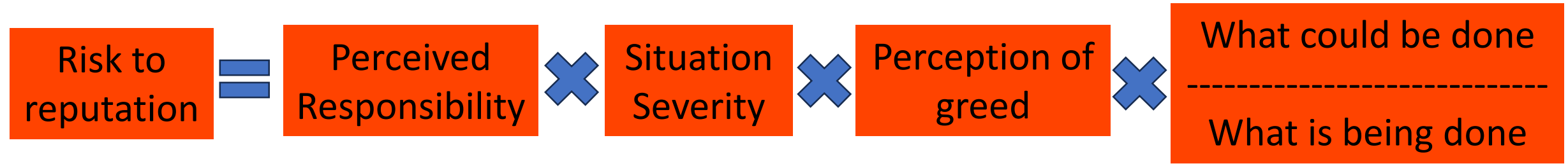
GUILTY = 4



Large responsibility

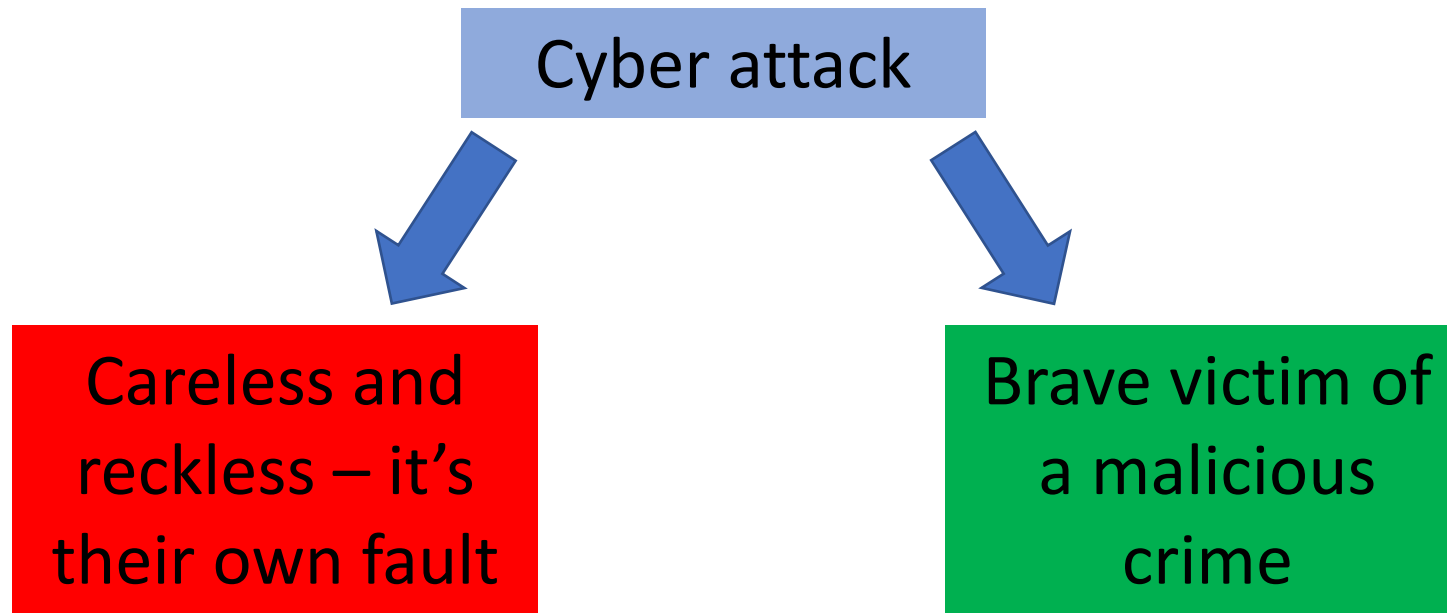
- Known issues not addressed
- Organisational malfeasance/ crime/non-compliance
- Stakeholders put in danger due to management decisions

THE REPUTATION RISK EQUATION



FRAMING THE ISSUE

Which frame will people view your company through?



Important to be first – the first frame usually sticks!

THE RECENT ATTACK ON THE IMO



“The interruption of web-based services was caused by a **sophisticated** cyber-**attack** against the Organization’s IT systems that overcame **robust security measures** in place.”

<https://imo-newsroom.prgloo.com/news/imo-web-services-update-02102020>

THE RECENT ATTACK ON CMA CGM

CMA CGM cites 'internal IT infrastructure issue' as sites go down

 Sam Chambers · September 28, 2020

1 🔥 2,605 🗨️ Less than a minute



After initially claiming the company's booking system was disabled by 'an internal IT infrastructure issue', CMA CGM has now confirmed it was hit with a ransomware attack.

28 September 2020

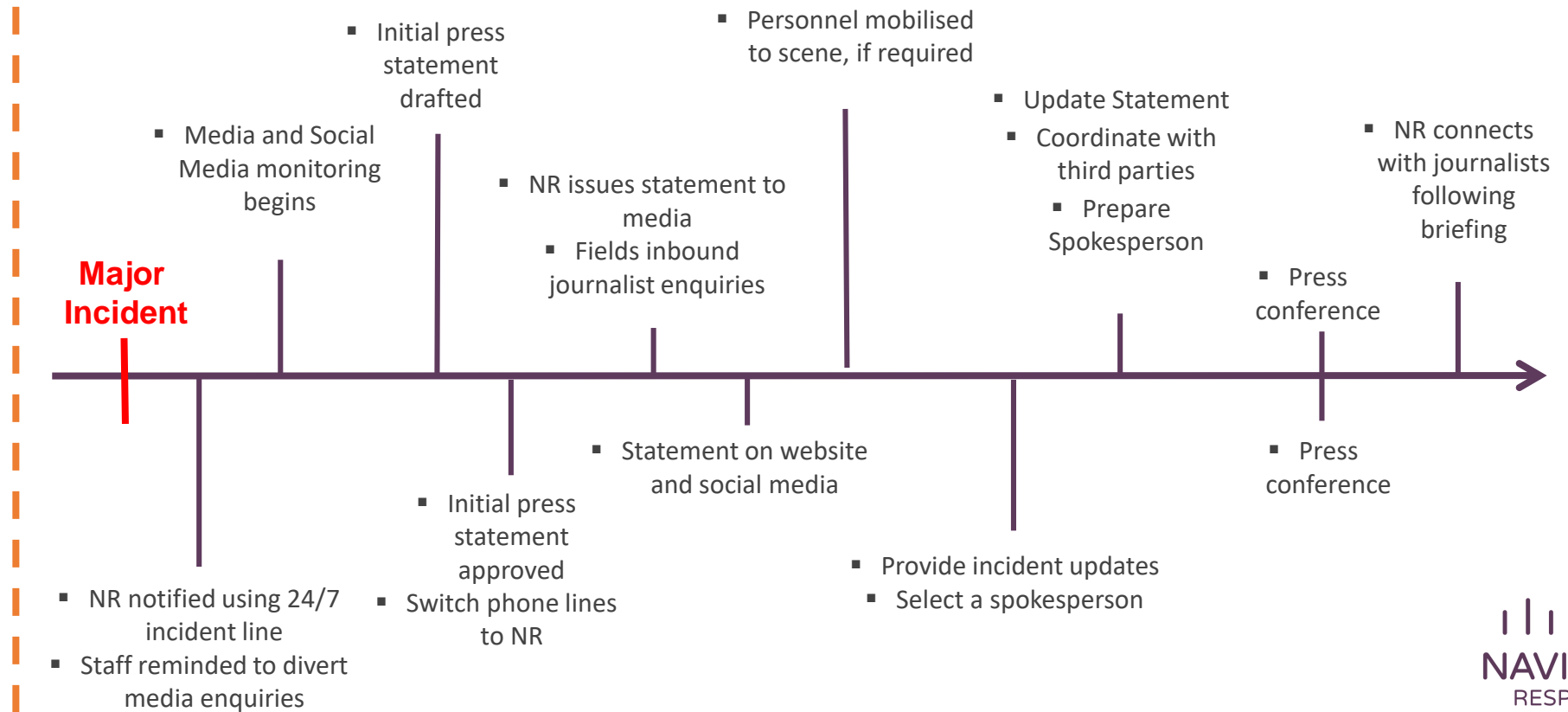
<https://lloydslist.maritimeintelligence.informa.com/LL1134044/CMA-CGM-confirms-ransomware-attack>

THE OBJECTIVES OF CRISIS COMMS?

- Protect reputations
- Comply with disclosure obligations
- Keep people safe
- Maintain stakeholder relationships
- Do the “right” thing
- Mitigate litigation
- Etc. Etc. Etc.

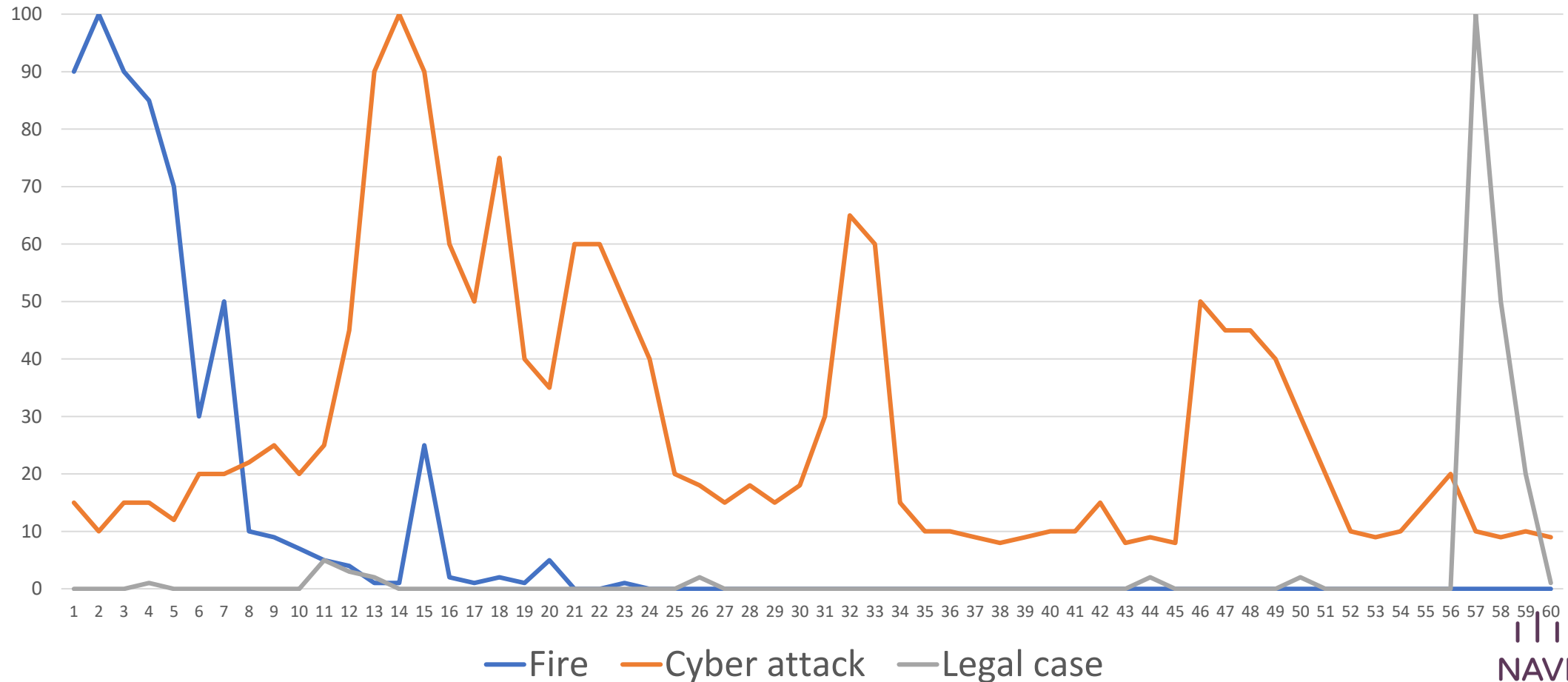


HOW WE WORK – RESPONDING



WHEN (AND HOW) A STORY BREAKS

Coverage levels first 60 days after incident



THE FIRST STATEMENT

Media Statement

***EVER GIVEN* – grounding in Suez Canal**

Bernhard Schulte Shipmanagement (BSM) is responding to a grounding incident involving its managed containership *EVER GIVEN* (IMO: 9709257) which occurred at about 05:40 UTC on 23 March 2021 in the Suez Canal as the vessel was en route to Rotterdam, Netherlands.

All crew are safe and accounted for. There have been no reports of injuries or pollution.

BSM has made the necessary notifications to the relevant authorities and interested parties.

More information will be provided when there are material developments.

-ENDS-

HOW INTERACTIVE?

Silent

- No quotable phrase
- Involves almost no resource input
- No control of narrative

Reactive

- Avoids drawing unnecessary attention
- Doesn't promote coverage (in the short term)
- Minimal work for those involved (at first)

Proactive

- Establishes good relationships
- Shows action
- Keeps the details correct (mostly)
- Defines the narrative

** Must always be ready to pivot to proactive at a moment's notice.

MAURITIUS 2020



PERU 2022



WEBSITE INFO

Actions being carried out

Read more about our work to address the effects of the oil spill in Ventanilla



People

Technology

Heavy machinery

Communities

Military support

Volunteers



Trained and protected people at work

Each day we have more and more people working on various land and marine cleanup efforts, who have been properly trained by experts and are equipped with Personal Protective Equipment (PPE).

Collaborating with organizations

Repsol reaffirms its commitment to continue mitigating and remedying the effects of the spill, as well as continuing to work with all those involved to respond effectively and transparently to the public.

FIRST RESPONSE FROM THE COMPANIES



About MOL ▾

MOL Services ▾

Sustainability ▾

Investor Relations

Capesize Bulker “Wakashio” Aground off Mauritius

August 07, 2020

Tokyo-Mitsui O.S.K. Lines, Ltd. (MOL; President: Junichiro Ikeda) received following statement from Nagashiki Shipping Co. Ltd. (Nagashiki) who is the owners and managers of bulk carrier Wakashio and Time Chartered to MOL.

“Nagashiki Shipping, provides the following update on the grounding of the vessel off the east coast of the island of Mauritius at approximately 1925 hrs, local time, Jul 25. Due to the bad weather and constant pounding over the past few days, the starboard side bunker tank of the vessel has been breached and an amount of fuel oil has escaped into the sea. Oil prevention measures are in place and an oil boom has been deployed around the vessel. ITOPF (International Tanker Owners Pollution Federation) is advising the owner, salvage team and the Government on the pollution and possible effects. The Owner and its P+I Club have contracted a specialist oil response and salvage team who are coordinating with the Mauritian authorities to mitigate the effects of any pollution. Nagashiki Shipping takes its environmental responsibilities extremely seriously and will take every effort with partner agencies and contractors to protect the marine environment and prevent further pollution. The situation is being closely monitored and in view of poor sea conditions, salvage efforts are currently on hold. The decision has been made to remove the crew from the vessel, who are all safe and have been transferred to the shore. The cause of the incident will be fully investigated, and the Owner/Manager will continue to work closely with the authorities to determine the cause.”

FIRST RESPONSE FROM THE COMPANIES

The screenshot shows the website for Nagashiki Shipping Co., Ltd. The header includes the company logo and name in Japanese and English, along with navigation links for HOME, ABOUT, and FLEET LI. A date badge for '08 AUG 2020' is circled in red. The main headline reads '当社船 座礁及び油濁発生 の件' (Incident involving the grounding of our company's ship and oil spill). A language selection menu is visible, with a 'Translate' button highlighted in red.

90% of
Mauritians speak
a French dialect

NAGASHIKI SHIPPING CO., LTD.

2020年8月8日

当社船 座礁及び油濁発生 の件

OKIYO MARITIME CORP.(長鋪汽船株式会社 代表取締役:長鋪 慶明、本社:岡山県笠岡市の子会社)所有のばら積み貨物船WAKASHIOが、モーリシャス島沖で現地時間7月25日19:25に座礁しました。

現地政府当局並びに関係機関の協力を仰ぎながら離礁を試みておりましたが、あいにく悪天候が続き作業がはかどらず、現地時間8月6日08:00に機関室右舷側の燃料タンクに亀裂が生じて燃料油が流出しました。現在、現地と協力して流出油の回収及び除去作業を続けております。

本船の事故にともない現地の皆様や関係各位に多大なご迷惑をおかけしまして申し訳ありません。引き続き環境保全のため、船内に残存している燃料油の抜き取り及び流出油の回収作業と船舶の安全な撤去にモーリシャスと日

WHICH AUDIENCE?



From left, Mitsui O.S.K. Lines, Ltd. Managing Executive Officer Masanori Kato, Mitsui O.S.K. Lines, Ltd. Representative Director Akihiko Ono, and Nagashiki Shipping CEO Kiyooki Nagashiki bow during a press conference in Tokyo.

Mauritius oil spill: Locals use straw, tights and hair to contain the damage

© 11 Aug 2020 Last updated at 06:16



Locals in Mauritius are doing all they can to try and contain oil that a ship spilled into the sea.

JUST HOW BIG?

MercoPress.
South Atlantic News Agency

Repsol spill in Peru twice the size reported originally, minister says

Saturday, [January 29th 2022](#) - 09:27 UTC

“What began as a spill of 0.16 barrels of oil, as reported by Repsol... had three days later seen some 6,000 barrels... By the end of the month, the Peruvian authorities were reckoning with a major disaster, estimating that more than 11,00 barrels of oil had been spilled”



GAS ON THE FIRE



Who Is Responsible for the 27-Mile Oil Spill in Peru?



Insurance
Marine
News

*“signs of becoming an **international controversy**, with the initial narrative of events beginning to look more and more **Speculative**”*



REUTERS®

Peru bans Repsol from unloading oil until further notice after spill

ESSENTIALS TO SUCCESS

- Frame the narrative and then keep control of it
- Show empathy – this isn't just impacting you
- Provide frequent updates
- Manage expectations – under promise and over deliver
- Avoid jargon, but share some details – it makes you look transparent

FOUR THINGS TO HAVE IN PLACE IN ADVANCE



Have a plan and a simple template



Establish and save some media contacts



Train and exercise



Have capacity support
(external resources)



THANK YOU!

Dustin Eno

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