Newsletter #1

Survey & focus groups to receive industry insights

eSgEA project's main activity was mapping the shipping sector's current level of ESG implementation.
Two of the consortium partners, HELMEPA and Position Green worked together to create a 40-question survey that was circulated between June and August in order to identify challenges to ESG implementation and key practices across to 50 shipping companies (a mix of shipping companies of different sizes -from 100 vessels to less than 10- and vessel types, from tanker ships to container ships).

In addition to the survey, HELMEPA and Position Green hosted focus groups, diving deeper into participant views on ESG challenges, priorities, and opportunities. The expertise and insights shared were essential for a comprehensive understanding of industry standards and practices, particularly in areas related to sustainability and ESG.

Together, the **survey and focus groups** identified crucial trends, providing the consortium important findings that will facilitate the next steps of the project's implementation such as:

- Nearly half (48%) of shipping companies identified ESG principles as a strategic opportunity to drive internal transformation and shift business models toward positive societal impact. Additionally, over half (51%) of respondents confirmed that their leadership views ESG as essential to fostering future growth.

- The survey also defined knowledge gaps within companies regarding ESG principles, with only 50% of office personnel reporting having a strong understanding of basic ESG concepts. This gap is wider for seafarers, with just 42% having a clear idea of these principles highlighting the urgent need for tailored upskilling initiatives that address key ESG features across different roles within organizations.

- ESG reporting should go beyond compliance, as some companies need to shift focus from reporting alone to the broader purpose of sustainability.

- Health & safety was ranked as the most urgent concern for the industry (32%), with diversity (21%), workplace conditions (17%), and training (14%) following closely behind. These priorities reveal the evolving challenges and expectations within the sector.

- Decarbonization remains a major hurdle due to high costs, limited availability of green fuels etc. The industry also faces challenges in adopting new fuel technologies and maintaining compliance with global emissions standards.

- 53% of companies report engaging with stakeholders on human rights issues, while 30% provide formal training on human rights. The level of engagement in these areas, however, varies, revealing diverse approaches across the sector.

ESG in Shipping: Key Research Insights at a Glance

ESG as a Strategic Opportunity

of shipping companies see ESG as a driver for internal transformation

of leadership considers ESG essential for future growth

Top Industry Concerns

32% Health & Safety (Top Priority)

21% Diversity

17% Workplace Conditions

14% Training

Customer Preferences

40% engage stakeholders on human rights

25% provide formal human rights training

Varied engagement reveals different sectoral approaches

DOWNLOAD FOCUS GROUP REPORT (GREECE)

DOWNLOAD FOCUS GROUP REPORT (NORWAY)

Next Steps / Recommendations

for both office staff and seafarers

as a priority concern

through training and policies

to ESG for long-term industry impact

Best practices report on ESG implementation in shipping companies

Combining the results and input from the online survey and focus groups, a Good Practice Report has been prepared by one of the project partners, Sea Teach.
This report provides a practical, in-depth pack of guidance for actors in the shipping industry, to showcase already existing best practices in shipping companies at different levels, while also demonstrating major challenges, along with future recommendations regarding the implementation of ESG in the sector, inspiring further actions for overall sustainability.

The Report underscores the critical role of board-level commitment, cross-functional collaboration, and structured ESG training in advancing sustainability within the shipping industry. Embracing digital tools, transparent stakeholder engagement, and role-specific training supports organizations in meeting both regulatory and ethical obligations, ultimately contributing to a more sustainable and reputable global shipping sector.

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ESG change management roadmap workshop

The Development of an ESG Change Management Roadmap workshop took place in January 2025, bringing together experienced stakeholders from the shipping industry.

The ESG Change Management Roadmap Workshop was an engaging and highly productive session, with 12 in total participants. The discussion was enriched by the active involvement of experts who deeply understand the challenges of ESG terminology and its practical application in the shipping industry.

FIND THE ROADMAP HERE

A key focus of the workshop was making ESG concepts more accessible to all stakeholders–seafarers, mid-level management, and senior executives.

Participants examined how to bridge the gap between ESG policies and their real-world implementation, emphasizing the need to eliminate barriers created by technical jargon and specialized vocabulary.

Taking all of the above into consideration, eSgEA project will now focus on developing the project's results an AI-powered bot for ESG reporting, tracking, and strategy in order to facilitate companies to overcome challenges associated with ESG implementation together with the Vocational Open Online Course (VOOC) tailored for shipping, that will offer customized, data-driven insights to direct companies toward sustainability actions that have a significant impact.

Stay tuned

Stay tuned to learn more about the results of the project!

FOR FURTHER DETAILS ON THE ESGEA PROJECT AND UPCOMING EVENTS, VISIT OUR WEBSITE & SOCIAL MEDIA PAGES

eSgEA Project

https://esgea.eu/