

2021 Strategic Review

Summary



About us



Who we are

- We are the membership organisation representing marine contractors and suppliers worldwide, with 700 member companies in 65 countries.
- Our history dates from 1972.
- We have a technical and safety focus and have developed a comprehensive library of best practice operating standards for the industry.
- Our purpose is

"To be the global reference for developing marine energy resources safely and sustainably"

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Strategic review



STRATEGIC FOUNDATION

- Board feedback
- Secretariat input
- Committee interviews (12)
- Member survey (500+)
- Energy End Client interviews (16)
- Offshore industry overview
- Industry Association analysis

Board workshop - 20 Jan Project Kick-Off



Board workshop - 4 Mar Purpose / Vision



- Survey and interview results
- Industry environment
- Association positioning
- Purpose, Vision, Mission

STRATEGIC OPTIONS

- Finalise "Purpose & Vision"
- 'Where to Play' option assessment
 - Level of impact and influence
 - IMCA capability to execute
 - Differentiation vs Competition
- 'How to Win' options
 - Required capabilities
 - Consolidation / Partnership opportunities

STRATEGIC ROADMAP

- Strategy on a page
- High level ROI assessment
- Implementation plan
 - Activities, milestones, accountabilities
 - Resources
 - Stakeholder engagement
 - KPI's
 - Risk and mitigation plan

Board workshop - 29 Mar Options / Gap Analysis



- Close on Purpose & Vision
- Evaluation and prioritisation of strategic options
- Assessment of capability gaps and priority actions

Board workshop - 28 April Endorse Roadmap



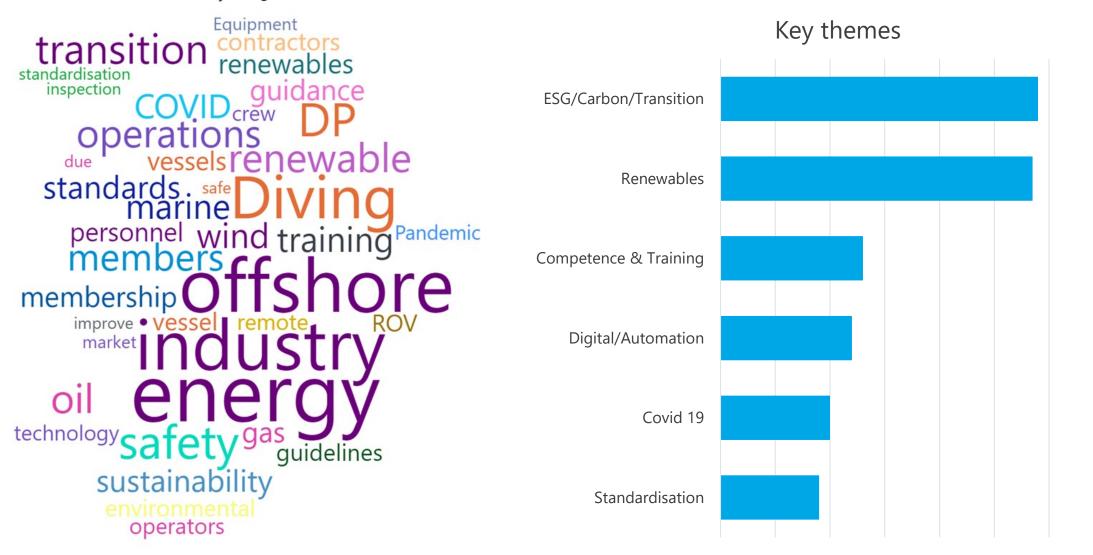
- Endorse Strategic Roadmap
- Risk/reward review
- · Stakeholder planning
- Endorse investment

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Membership survey results

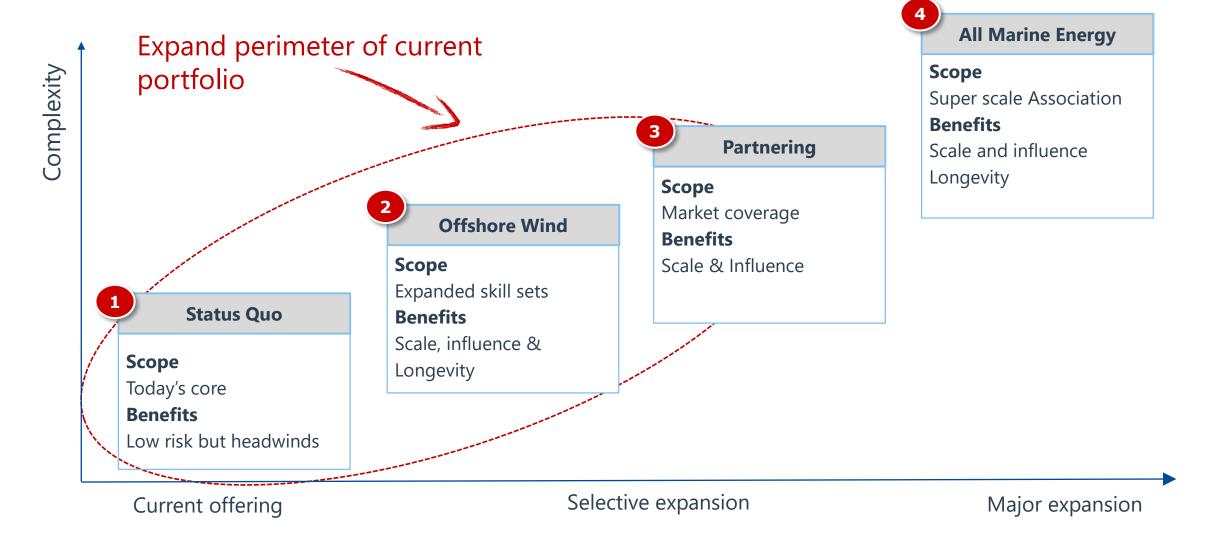


What is the one major issue IMCA should focus on?



Strategic Options





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Strategy on a page



VISION

"Become the global reference for developing all forms of marine energy resources in a low carbon future".

MISSION

"To improve performance in the marine contracting industry"

STRATEGIC THEMES

- Stewardship of guidance and safety standards
- Offshore Wind and other marine energy
- Environmental sustainability
- Collaboration with industry partners
- Standardisation across industry

Our value proposition



Over the last 51 years IMCA has built a global reputation for developing safe and efficient standards and guidelines for offshore operations.

Safety

Offshore safety & efficiency in all our work.

Managing Risk

Standardisation & best practice to mitigate risk.

Responsibility

Environmental sustainability & responsible contracting.

Global reach

Networking to improve performance globally.

Collaboration

With regulators and partners to ensuring safe governance.

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Corporate statements



Purpose

"Enabling the development of the world's marine energy resources safely and sustainably."

Vision

"To become the global reference for developing all forms of marine energy resources in a low carbon future."

Mission

"Improving performance in the marine contracting industry."

Tag line

"More marine energy less emissions."

Secretariat values



Integrity

- Promoting and maintaining the highest standards of integrity and ethics
- Transparency, honesty and accountability
- Professional and respectful

Safety & Sustainability

- Respect for safety and the marine environment
- Environmentally and socially responsible
- Supporting and challenging each other

Collaboration

- Leveraging our members' expertise to improve our performance
- Working with industry stakeholders to address challenges
- Promoting awareness of marine energy opportunities.

Technical excellence

- Impactful and results oriented
- Recognised for quality and delivery
- Continuous improvement



International Marine Contractors Association

Improving performance in the marine contracting industry

www.imca-int.com

