



MARITIME INDUSTRY AUTHORITY

22 March 2019

ADMINISTRATIVE ORDER

No. 09-19

Series of 2019.

**SUBJECT : CAMPAIGN STRATEGY FOR THE PHILIPPINES'
CANDIDATURE FOR RE-ELECTION TO THE COUNCIL OF THE
INTERNATIONAL MARITIME ORGANIZATION**

In the interest of service and in view of the Philippines' candidature for re-election to the Council of the International Maritime Organization (IMO) for every biennium, the following guidelines shall be adopted:

I. BACKGROUND

A. International Maritime Organization (IMO)

1. The International Maritime Organization is a specialized agency of the United Nations mandated to promote safe, secure, environmentally sound, efficient and sustainable shipping through cooperation. IMO was established in 1948 and came into force in 1958. It has one hundred seventy-four (174) Member States and three (3) Associate Members.
2. The IMO consists of the following bodies:
 - a. Assembly is the highest Governing Body of the IMO. It consists of all Member States and it meets once every two (2) years in regular sessions, but may also meet in an extraordinary session if necessary. The Assembly is responsible for approving the Work Program, voting on the budget and determining the financial arrangements of the Organization. It also elects the Council.
 - b. Council is elected by the Assembly for two-year terms beginning after each regular session of the Assembly. The Council is the Executive Organ of IMO and is responsible for supervising the work of the Organization. Between sessions of the Assembly, the Council performs all the functions of the Assembly, except the function of making recommendations to Governments on maritime safety and pollution prevention which is reserved for the Assembly by Article 15(j) of the Convention.

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Among others, the Council coordinates the activities of the organs of the IMO; receives report and proposals of the Committees and other organs and submit them to the Assembly and Member States, with comments and recommendations, if necessary; and appoint the Secretary-General, subject to the approval of the Assembly.

The Philippines is a member of the IMO Council Category C since 1997.

3. There are three (3) categories of the IMO Council:

Category A – Ten (10) States with the largest interest in providing international shipping services.

Category B – Ten (10) States with the largest interest in international seaborne trade.

Category C - Twenty (20) States not elected under Categories A or B above, which have special interests in maritime transport or navigation and whose election to the Council will ensure the representation of all major geographic areas of the world.

As leading provider of maritime manpower in the global shipping industry, the Philippines is classified under Category C.

4. There are five (5) IMO Committees performing the following roles and responsibilities:

- a. Maritime Safety Committee (MSC) deals with all matters related to the maritime safety and maritime security covering passenger ships and all kinds of cargo ships which will fall within the scope of IMO. This includes the SOLAS Convention and related codes, such as dangerous goods, life-saving appliances and fire safety systems. It also deals with the human element issues.
- b. The Marine Environment Protection Committee (MEPC) addresses environmental issues which include the control, prevention and mitigation of ship-source pollution covered by the MARPOL treaty, including oil, chemicals, sewage, garbage and emissions from ships such as, air pollutants and greenhouse gas emissions. Other matters covered include ballast water management, anti-fouling systems, ship recycling, pollution preparedness and response, and identification of special areas and particularly sensitive sea areas.
- c. Legal Committee (LEG) deals with any legal matters in IMO's scope. This includes liability and compensation issues related to the operation of ships including damage, pollution, passenger claims and wreck removal. It also addresses seafarer matters such as the fair treatment of seafarers and

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issues concerning unlawful activities at sea which affect the safety of navigation.

- d. Technical Cooperation Committee (TCC) oversees IMO's capacity-building program and the implementation of the technical projects for which the IMO acts as the executing/cooperating agency.
- e. Facilitation Committee (FAL) deals with facilitation of international maritime traffic, including the arrival, stay and departure of ships, persons and cargo from ports. It also addresses electronic business, including the single window concept.

5. The MSC and MEPC are assisted in their work by the following Sub-Committees:

- a. Sub-Committee on Human Element, Training and Watchkeeping (HTW);
- b. Sub-Committee on Implementation of IMO Instruments (III);
- c. Sub-Committee on Navigation, Communications and Search and Rescue (NCSR);
- d. Sub-Committee on Pollution Prevention and Response (PPR);
- e. Sub-Committee on Ship Design and Construction (SDC);
- f. Sub-Committee on Ship Systems and Equipment (SSE); and,
- g. Sub-Committee on Carriage of Cargoes and Containers (CCC).

6. Regional Presence

The IMO has five (5) regional coordinators/advisors located in Cote d'Ivoire, Ghana, Kenya, Philippines and Trinidad and Tobago. The Philippines is home to the IMO Regional Presence for Technical Cooperation in East Asia since 2003, which is pivotal in implementing and delivering the Integrated Technical Cooperation Program (ITCP) and aiding in the ratification and implementation of IMO Conventions in the Asian region.

B. The Philippines in the IMO Council

- 1. The Philippines is a member of the Organization since 1964. It has been an active member of the IMO Council which plays a significant role in the drafting of international rules and regulations to ensure maritime safety and protection of the marine environment.
- 2. The Philippines has ratified/acceded to a number of IMO Conventions and its amendments. The Philippines has hosted several conferences, seminars and workshops to help improve the implementation of the IMO instruments; participated in training courses to ensure compliance to the IMO regulatory framework, and supported IMO Projects to further the goals and mandates of the Organization.

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3. It is remarkable to note that the Philippines has elevated its status as member of the Council under Category "C" from rank number 18 in 2015 to rank number 11 in the election held on 01 December 2017. This is attributed to the whole of government approach to convince other Member States to vote and consider the Philippines as indispensable to the work of the Council of the IMO under Category "C". This will be further elaborated in Item IV.A of this Administrative Order.
4. The Philippines candidature for re-election aims to continually promote the country's interest as number one maritime labor supplier, i.e., it has consistently provided 25% of the 1.6 million maritime professionals in the world. The Philippines boasts of being the primary source of skilled shipboard manpower worldwide, generating foreign currency reserves for the country in terms of remittances. For 2018, sea-based Overseas Filipino Workers (OFW) produced a total of US\$6.1 billion as remittances representing 4.6% growth. In shipbuilding sector, the Philippines is home to seven (7) large shipyards placing the country as the 5th largest shipbuilding nation in the world (in terms of new order), next to China, Korea, Japan and Germany. In terms of Flag Registry, the Philippines ranked 32nd Largest Registry.
5. Greater maritime industry opportunities and untapped potentials await the Philippines, and the seat at IMO Council C is a strategic political leverage.

II. OBJECTIVES

This Administrative Order is issued with the following objectives:

1. To institutionalize a mechanism to ensure the success of the Philippines' candidature for re-election to the Council of the International Maritime Organization (IMO) for every biennium.
2. To endow the concerned service units and relevant Offices with the responsibility and involvement in the Philippines campaign by providing the action plan, OPRs and budget.

III. STRATEGY FOR THE CAMPAIGN

Whole of Government Approach

The Philippine strategy comprise of involving the whole of government in the campaign through visibility, reciprocity, bilaterals and mango diplomacy as will be explained below.

The MARINA will coordinate with agencies forming part of the Multi-Sectoral Advisory Group on IMO Concerns (MAGIC) and Inter-agency Coordinating Committee on the Ratification and Implementation of Maritime Conventions (ICCRIMC). Below are the agencies identified whose support and assistance are crucial to the success of the Philippine campaign:

1. Office of the President (OP)
2. Department of Transportation (DOTr)
3. Department of Foreign Affairs (DFA)
4. National Coast Watch Council (NCWC)
5. Maritime Industry Authority (MARINA)
6. Philippine Coast Guard (PCG)
7. Philippine Ports Authority (PPA)
8. Cebu Port Authority (CPA)
9. Philippine Merchant Marine Academy (PMMA)
10. Office for Transportation Security (OTS)
11. Other government agencies, as may be necessary.

This does not preclude the collaborative effort to be undertaken with the private stakeholders of the maritime industry.

A. Visibility

The Maritime Attaché from the MARINA and the Technical Adviser on Maritime Affairs from Philippine Coast Guard headed by the permanent representative to IMO who are all posted in London have important roles to play in this strategy on visibility. Their active participation during IMO meetings will project the Philippines as indispensable to the work of the IMO. Complemented by the attendance of relevant members of the MAGIC and ICCRIMC, their presence manifested through articulation of the Philippine position to relevant agenda items and other thematic concerns of the IMO will promote meaningful participation in the IMO meetings. The intervention in working groups, IMO Sub-Committees, Committees and other IMO meetings with the technical assistance of the different MAGIC Cluster Groups in the capital are important elements to promoting visibility of the Philippines. Our active attendance to IMO meetings is likewise significant in helping the Philippines implement the maritime Conventions and other instruments to ensure maritime safety and protection of the marine environment.

The presence of the Secretaries of the Department of Transportation (DOTr) and the Department of Foreign Affairs (DFA) in any of the IMO Meetings to deliver statements of support to the Philippine candidature have a strong impact in launching our bid for reelection and renewing our commitment of support for the IMO Secretary General.

B. Reciprocity

The Department of Foreign Affairs' (DFA) United Nations Agencies and Other International Organizations (UNIO) is the focal office on campaign and elections for countries through quid pro quo. The DFA Maritime and Ocean Affairs Office (MOAO) will also be requested to support and intensify the campaign of the Philippines with the assistance of Philippine Embassies and posts. To ensure votes and given the inability of focal agencies to send its delegation due to limited resources, it is necessary to

coordinate with the DFA posts and DTI attachés to work closely with the Philippines counterpart in other Member States such as maritime administration and transport Ministries to present our programs, projects and accomplishments in the IMO and promote our bid for reelection.

It is likewise important to coordinate with the Office of the President, the DOTr and the DFA to spearhead the campaign especially in the receipt of requests for audience with the President, Secretary of Transportation or Secretary of Foreign Affairs and the inclusion of the agenda on the Philippine campaign and technical cooperation and assistance on maritime affairs.

It is important to highlight the country not only as the preferred source of maritime professionals in the global maritime industry but also to promote the different sectors and industries of Maritime Philippines through the implementation of our Ten-Year Maritime Industry Development Program (2010-2028). In the long term, this does not only promote the Philippines in its bid for reelection in the IMO Council but would encourage investments in our country.

C. Bilaterals

In coordination with the DFA MOAO and its geographic divisions, there is need to follow through Philippines' proposals for bilateral agreement on merchant shipping as well the International Convention on Standards of Training, Certification and Watchkeeping for Seafarers under Regulation I/10 to cover 100 countries. This likewise covers the promotion of the Philippine bid for reelection in Joint Committee for Maritime Affairs meetings with other Member States.

D. Mango Diplomacy

Due to the limited resources allocated for the campaign, there is a need to enhance the above strategies through the distribution of collaterals to promote name recall. The MARINA and other maritime agencies are encouraged to provide collaterals for distribution to DFA Posts, IMO and other international meetings. The campaign kits will include the campaign brochure as well as the Filipino products and souvenirs. This likewise includes the hosting of meals in London for the scheduled and identified IMO meetings.

IV. IMPLEMENTATION PLAN

The strategies mentioned shall be implemented through the Action Plan detailed below.

a. Preparation phase

The Philippines has to ensure that it is a member in good standing at the IMO. The MARINA will ensure that it has submitted to the DFA its cost benefit analysis of its membership for funding by the International Commitment Fund (ICF).

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To intensify its campaign for re-election, the MARINA Board will forward a Resolution to the DFA on the Philippines' candidature for reelection. The campaign likewise entails strong coordination with the government agencies and private sector identified in item III.A in preparing and executing the activities enumerated herein.

b. Implementation phase

In relation to the strategies enumerated in item III, the following activities with timelines and OPR will be conducted:

ACTIVITIES	TIMELINES	OPR
VISIBILITY		
1. Attendance and active participation to IMO meetings	IMO meetings scheduled for the year	Permanent Mission in London, Maritime Attaché (MA), Technical Adviser on Maritime Affairs, and designated members of MAGIC and ICCRIMC
2. Drafting of comments/ interventions and position papers to IMO documents and thematic concerns of IMO as well as conduct of pre and post delegation meetings.	Depending on implementation plan of the Groups for the scheduled IMO meetings for the year	MARINA and designated focal points/ Cluster Groups
3. Video presentation of the Philippine Maritime and tourism Industry	To be presented during Plenary Meeting and hosting of coffee breaks of identified meetings	Office of the Administrator (OAdm)/Strategic Communication Service (SCS)/Maritime Attaché (MA)/ in coordination with the Department of Tourism
4. Preparation of a speech, for the MARINA Administrator or DOTr Secretary in plenary during the IMO Committee or Sub-Committee meetings, if necessary.	During the 2 nd IMO Assembly Meeting for the year	OAdm/ Overseas Shipping Service (OSS)
5. Invite DOTr Secretary or DFA Secretary to attend the IMO Meetings.	Three (3) months prior to the identified IMO meeting	OAdm/OSS with DFA
6. Preparation of the Philippine Statement and other talking points to be delivered by the DOTr Secretary or his official	October 2019	OAdm/OSS to be delivered by SOTr or SFA

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representative during the IMO Assembly and Council Meetings		
7. Preparation of a letter of support on the Philippines' commitment for the IMO Secretary General.	During the 1 st IMO Council Meeting for the year	OAdm/MA
RECIPROCITY		
8. Coordinate with DFA UNIO and MOAO for Philippine Embassies and Posts and DTI through their trade attachés to work closely with our counterpart in other Member States (maritime administration and Transport Ministers) to present our programs, projects and accomplishments in the IMO.	January to September	Oadm/OSS
9. Coordinate with OP, DFA, and DOTr and other maritime agencies to spearhead and support the campaign by receiving their counterparts and including the Philippine campaign for the IMO Council and technical cooperation and assistance on maritime affairs in their meeting agenda.	January to November	OAdm/OSS with DFA and OP
BILATERALS		
10. Follow through of the Philippines' proposals for bilateral agreement on Merchant Shipping and STCW Regulation 1/10 to cover 100 countries through the DFA's Maritime and Ocean Affairs Office and other DFA geographic divisions.	January - September	OAdm/STCW Office/OSS
11. Promote the Philippine bid for reelection in Joint Committee for Maritime Affairs meetings with other Member States.		
MANGO DIPLOMACY		
12. Preparation of campaign brochure materials/kits, to include newsletter and Frequently Asked Questions (FAQs)	February - March	OSS/ SCS

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13. Procurement of souvenirs promoting Filipino products like mangoes, coffee, banana chips and tokens	March	OSS/ MFAS
14. Sending of campaign materials through diplomatic pouch in coordination with DFA, MOAO	April and September	OSS/MFAS/ Maritime Attaché (MA) in coordination with DFA MOAO
15. Distribution of campaign kits and tokens	depending on the schedule of IMO meetings, and other international meetings	OAdm/ STCW Office, OSS and attendee/s to the meeting in coordination with the Philippine Embassy in London and DFA
16. Hosting of meals (to be coordinated with the Maritime Attaché Department of Foreign Affairs (DFA) and Philippine Embassy in London for the schedule)	IMC Assembly, Council, Committee, Sub-committee and other meetings	OAdm/OSS/ MFAS/ MA
17. Attendance to receptions or sponsorship of other Member States.	Depending on the schedule of said receptions for the year	Permanent Mission in London, Maritime Attaché (MA) and members of MAGIC and ICCRIMC
18. Procurement of a standee banner during the hosted IMO meals.	Depending on the hosted meal during IMO meeting.	OSS/MA/MFAS
19. Issue Press Release on the Philippines re-election to the IMO Council, Category C	March, June, September	DFA/OAdm/SCS/ OSS
20. Deliver a speech in plenary during the 2 nd IMO Assembly for the year	November-December	DFA or DOTr/OAdm/MA

All Service Directors are hereby directed to perform their assigned functions and responsibilities based on this Administrative Order and the Special Order to be issued in this regard.

c. Post-assessment phase

The DOTr and MARINA will conduct the post-evaluation activity after the election of the IMO Council through a meeting to assess the result of the election and lessons learned during the campaign, among others. Said meeting will be undertaken through the MAGIC or ICCRIMC mechanism.

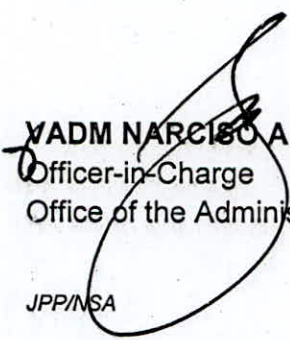
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V. ADMINISTRATIVE REQUIREMENTS


For Fiscal Year 2019, all expenses necessary and allowable for the operationalization of this Order shall be drawn against the existing budget of MARINA. Requirements for the succeeding years shall be requested over and above the MARINA annual appropriations.

VI. EFFECTIVITY

This Administrative Order shall take effect immediately.


YADM NARCISO A VINGSON JR.
Officer-in-Charge
Office of the Administrator

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