

Aligning and Reporting Progress towards Sustainable Blue Finance

In late 2021, Hellenic Hull Management managers of American Hellenic (HHM) became the first company to publish its [Sustainable Blue Economy Finance Initiative Progress Report 2021](#) in line with HHM's business strategy, which encourages openness, transparency, accountability and integrity. During the drafting process of the report, as well as throughout their alignment efforts, HHM has embraced the [Sustainable Blue Economy Finance Principles](#) (Principles) and the [Turning the Tide](#) guidance (Guidance).

Key facts:

- **Blue economy sectors targeted:** Maritime transportation
- **Project:** Aligning to SBE Finance Principles and the Turning the Tide guidance; Producing a sustainable blue finance progress report
- **Timeline of the project:** Ongoing (alignment); July - October 2021 (reporting)
- **Geography:** Cyprus
- **Key words:** reporting; alignment; underwriting; risks and opportunities

Who?

Hellenic Hull Management managers of American Hellenic

What?

What motivated HHM to become member of the Sustainable Blue Economy Finance Initiative was that its innovation and sustainability strategy was its intention to align with sustainable blue finance through the Principles and the Guidance provided. For instance, as indicated in the Guidance, HHM embraces a holistic approach for the assessment and mitigation of risks by continuously stress testing its ability to withstand

adverse scenarios, incorporating environmental, social and governance issues.

HHM has adopted a series of sustainable underwriting criteria. For example, vessel owners requiring insurance need to be members of the International Association of Classification Societies and to fly whitelisted flags. HHM's underwriting process involves external insurance professionals that are privy of the company's sensitivity to sustainable insurance practises as a third party. This ensures HHM's neutrality and helps to prevent insuring sub-standard vessels which could potentially harm the environment or become a health hazard for their crew.

In October 2021, HHM published its first sustainable blue finance [report](#). Through its reporting, HHM aims to protect the company, its clients in the shipping industry and the marine ecosystem.

Lessons learned

The Guidance enabled HHM to align its business strategy with the Sustainable Blue Economy Finance Initiative and share the Initiative's priorities with stakeholders within the maritime transportation sector. HHM found of particular practical use the *breakdown* of which client activities to seek out as best practice, which activities to challenge, and which activities to avoid completely due to their damaging nature. The case study scenarios, as well as the risks and challenges related to a blue economy explained also facilitated a deep and systemic understanding of sustainable practices in the shipping industry.

"We call all the stakeholders of the maritime adventure to invest in sustainable best practices for a blue economy, invest in education and training of their executives, the shipping community and younger generations."

- Spokesperson from Hellenic Hull Management