

WISTA Hellas Seminar Explores Whether Shipping Should Speak More Openly to Society

During Posidonia Week, WISTA Hellas hosted a thought-provoking seminar examining whether the shipping industry should adopt a more extroverted and proactive approach to communicating its role, challenges, and contributions to society. In line with the Association's commitment to education and knowledge-sharing, the event was open to both members and non-members, reflecting WISTA Hellas' belief in contributing to the broader maritime community.

The speakers unanimously agreed that shipping is too critical to remain underrepresented in public discourse, yet its complexity often makes it difficult for the public to fully understand. Particular emphasis was placed on the human element of shipping and the industry's unwavering commitment to safety, both at sea and ashore.

While different views were expressed regarding how outward-facing the industry should become, all speakers agreed that shipping inevitably comes under intense public scrutiny during times of crisis. At such moments, companies must be prepared with clear communication strategies to ensure that accurate and balanced messages reach stakeholders, policymakers, and the wider public.

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The discussion also highlighted the importance of attracting the next generation of maritime professionals. Speakers stressed the need for greater engagement with schools and educational institutions to showcase the wide range of career opportunities available across the maritime cluster. Social media was recognised as a valuable tool for reaching younger audiences, although speakers cautioned that it should be used thoughtfully and responsibly.

A further area of discussion concerned public perceptions of shipping's environmental footprint. Speakers noted that misconceptions among both the public and regulators have at times influenced policy debates and emphasised the importance of the industry working collectively to present accurate data, promote informed discussion, and advocate for evidence-based decision-making.

The seminar concluded with a shared recognition that effective communication is becoming increasingly important for the future of shipping. Beyond the insights exchanged, the event also served as a reminder of the strength of WISTA itself. The fact that all speakers were members of the Association highlighted the collective knowledge, experience, and commitment that enable WISTA to contribute meaningfully to discussions on issues of strategic importance to the maritime sector. By opening the discussion to the wider maritime community, WISTA Hellas sought to further its mission of promoting dialogue, education, and collaboration across the industry.

WISTA Hellas extends its sincere thanks to the speakers and the moderator, as well as the participants, sponsors, supporters and hosts who contributed to the success of the event.

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