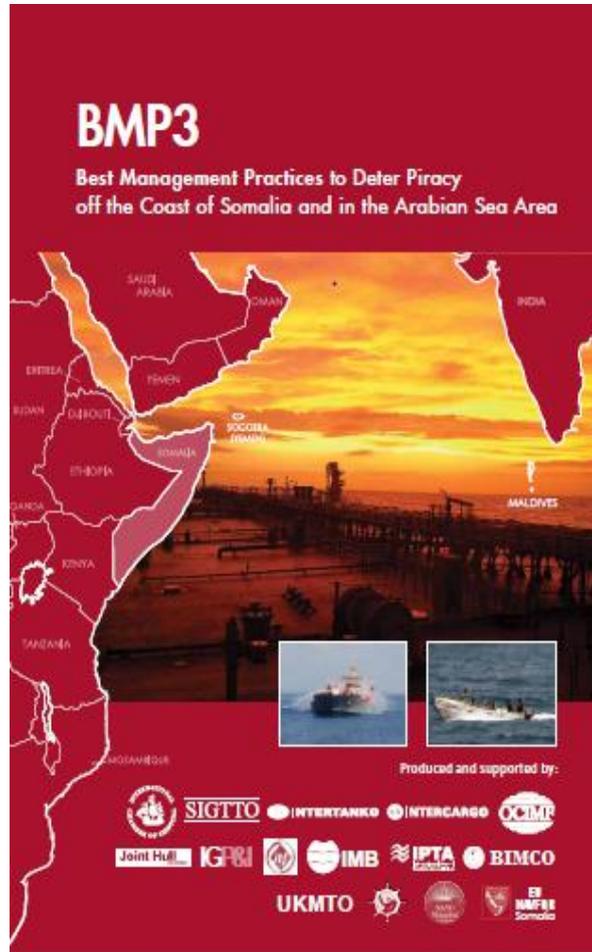


BMP3 Distribution Plan

8th November 2010



Introduction

Best Management Practice (BMP) provides guidance and recommendations to seafarers on the steps that should be taken to prepare and conduct a transit through the sea area affected by Somali based piracy. The 3rd edition of BMP, BMP3, was produced and is supported by the following Industry associations - BIMCO, ICS, IGP&I, IMB, INTERCARGO, INTERTANKO, ISF, ITF, IPTA, JHC, JWC, OCIMF & SIGTTO, in cooperation with EUNAVFOR, NATO Shipping Centre, CMF and UKMTO.

BMP3 is produced as an A5 sized soft backed colour booklet and as a pdf document. It is anticipated that BMP3 will have a useful life of approximately 12 – 18 months before it will require revision. Additional, and more detailed advice and information is provided on the MSCHOA website (www.mschoa.org) to augment BMP3.

BMP3, both pdf's and booklets, are provided free of charge with the financial support of the supporting Industry organisations.

As BMP3 provides guidance and advice to seafarers it is essential that its distribution is focused on getting copies onboard ships.

BMP 3 Formats

Electronic

BMP3 was first released electronically in early June 2010 as a low resolution PDF – for ease and speed of download from websites and for attaching to emails. At the same time it was also released as a high resolution PDF for viewing on websites.

Booklet

BMP3 was published in soft back booklet format (A5) in late June 2010. The initial print run of 25,000 copies was distributed by late September 2010. A further print run of 25,000 copies was delivered in mid October 2010.

Distribution

Initial Distribution

In the initial phase of distribution the pdf was made available on the websites of all the Industry organisations involved in the production of BMP3. The Industry organisations also made the pdf available for downloads and emailed copies of the pdf to their members.

BMP3 was also made available on the websites of the supporting Military organisations, including EUNAVFOR (MSCHOA), Nato Shipping Centre and MARLO

Publicity for BMP3 in the specialist shipping media as to the availability of the pdf on Industry organisation websites greatly assisted the initial awareness and distribution.

Further Distribution

Distribution of the first batch (25,000) of BMP3 booklets was completed in early October 2010. The majority of BMP3 booklets have to date been distributed (all free of charge) in response to requests for copies from Industry organisations, insurers, shipping companies, manning agencies and Flag States. A reprint of a further 25,000 copies of BMP3 was completed in mid October 2010.

In particular the following distribution of BMP3 has been achieved:-

- An electronic version of BMP3 features on the website of all supporting Industry organisations.
- An electronic version of BMP3 features on the MSCHOA, Nato Shipping Centre and MARLO websites.
- BMP3 has been circulated to all Governments of the UN contact group
- BMP3 been has distributed electronically directly to 38 Flag States
- BMP3 issued as an IMO Circular MSC.1/Circ.1337 dated 4 August 2010
- A copy of BMP3 is being provided free of charge with each copy of the new UKHO Piracy Chart Q6099

- BMP3 has been distributed by pdf to over 1000 port agents worldwide with the request to place copies onboard ships.
- All National Ship Owning organisations have been provided with the pdf of BMP3.
- BMP3 has been promoted at numerous shipping conferences and workshops organised by the Supporting Industry Organisations.
- EUNAVFOR, NATO and CMF are actively engaged in distributing and promoting BMP3
- UKMTO Dubai is distributing BMP3 during ship visits being undertaken by the industry provided Merchant Navy Liaison Officer (MNLO).
- Individual Supporting Industry Organisations are producing and distributing BMP3 awareness posters and stickers to their ships.

Through the combined efforts of the Industry organisations and supporting Military organisations it is clear that a large sector of shipping is now very aware of BMP3 and many ships have copies of the booklet. It would appear however that distribution of BMP3, either as a pdf or as a physical booklet, to the less well resourced part of shipping requires significantly more effort and focus.

The distribution activity requires to evolve from providing copies of the BMP3 Booklet in response to a direct request to carefully targeting copies of the document where there is little or no knowledge of the risk of Somali based piracy; this sector of shipping will not be requesting copies of the BMP3 booklet and/or pdf.

Future Distribution

Future distribution will be focussed on providing copies of the BMP booklet to the less well resourced and engaged part of shipping. This sector of shipping is unlikely to be involved with the Industry organisations. and therefore other channels for distribution will be utilised that put the BMP3 booklet directly onboard ships. These future distribution channels will take advantage of the fact that ships almost universally buy bunkers, buy provisions, and interact with port agents and port/harbour authorities. Future distribution will also include continued efforts by the Military to distribute BMP during ship boardings and visits. This will be achieved as follows:-

- Identifying ports through which vessels call at prior to entering the High Risk Area and provide copies of BMP3 to these port authorities to provide to ships.
- Identifying ports where copies can be provided to the port agents for distribution onboard.
- identifying ports where copies can be provided to bunker suppliers for distribution onboard - with the assistance of the International Bunker Industry Association (IBIA).
- Providing copies at Seafarers' Missions and Seamen's Churches.
- Continued engagement with Flag States to ensure that all Flag States are providing and recommending BMP3 to their fleet.
- Continued ships visits/boardings by EUNAVFOR/NATO/CMF
- Continued ship visits by UKMTO Dubai

In addition to more targeted distribution of the BMP3 further developments will include:-

- Ensuring that BMP3 is available in Nautical Training Colleges
- Translation of BMP3 into the following languages:-
 - Tagalog
 - Mandarin
 - Russian
 - Swahili

Update Reports

An established joint Industry / Military BMP Working Group ("**BMP WG**") will meet regularly to coordinate the distribution of BMP3 as outlined in the above plan. The BMP WG will provide a **BMP Distribution Update Report** to each meeting of the **SHADE**. These reports will outline current and future distribution work.

The BMP WG will also seek to coordinate the provision of more detailed advice and information to the MSCHOA website (www.mschoa.org) to augment BMP3.

The BMP WG recognise that it is essential to try to assess the effectiveness of the Distribution Plan. The BMP WG Update Reports to SHADE will contain assessments of the effectiveness of the Distribution Plan using data from a number of sources and dependant on these assessments make adjustments to the Distribution Plan .

Achieving an increased level of distribution throughout the shipping industry, and in particular onboard ships, is an important step in increasing the level of compliance with BMP3 and thereby reducing the number pirate attacks resulting in hijackings of the ships and crews.