



Sustainable Shipping and MariePRO

Presentation Notes from Keynote Speaker Dr Sadan Kaptanoglu, Kaptanoglu Shipping and member of Board of BIMCO

My presentation today is, as expected, on the topic of the maritime business and the challenges facing it. I will, as the title of the conference suggests, say a few words about sustainable shipping and challenges before us. I am aware that many of you know that I am a ship owner and this is my core business; like most shipping businesses in Turkey I too am a member of a family business. I have been active in shipping for some 18 years.

Considering the nature of the shipping industry, there are several issues that need to be addressed; the main ones are as follows:

Competitiveness

The shipping industry has been in crisis for some 10 years now. Many shipping companies are facing one of the most severe survival challenges in their entire history.

Setting the survival issue to one side, it is worth stating that shipping is a global business, and that the opportunities and threats often present themselves simultaneously. There are so many opportunities and threats. The greatest threat to shipping is unfair competition and greatest opportunities are new good practices and technologies that can help the industry to become more competitive. A review of current business clearly shows that the secret of success is 'looking into future' and keeping a close eye on legislation particularly with regard to environment, safety and security.

Safety, Security and Environment

Whilst safety and security will remain key issues, environmental aspects will gain more significance. Legislation particularly with regard to manning issues and engine emissions will play a greater role in the industry.

A review of recent publications and the IMO's reports and similar reports by learnt societies and classification societies and maritime organisations give a clear view of the need to reduce the marine engine emissions in particular in the near future. The whole of Central and North America coastal areas are now almost an ECA (Emission Control Area) and it is expected that coasts of Mexico, Alaska and the Great lakes, Singapore, Hong Kong, Korea, Australia, Black Sea, Mediterranean Sea and Tokyo bay are currently considering becoming ECAs. What is significant is that these constitute 90% of shipping routes so the implications are serious.

IMO has devoted significant time and effort in order to regulate shipping energy efficiency and thereby control the marine emissions in addition to EEDI (Energy Efficiency Design Index) also the Energy Efficiency Operational Index (EEOI) and the Ship Energy Efficiency Management Plan (SEEMP).

As ship owners we should thank IMO for its efforts and initiatives which have made the seas safer, more secure and cleaner. I am also pleased to be associated with BIMCO who fights for free access to markets and fair competition between ships of all flags.

Innovations

Shipping is a story of globalisation and efficient, reliable trade over many years and is littered with innovative advances in technology, efficiency and new business models. So what will happen next and where should a company focus its efforts in the future? Of course, the first and foremost battle is the battle for survival and solvency.

If companies manage to survive the current and the most severe crisis then the future in my view is innovation, specifically through maximisation and optimisation, by planning for the future and by identifying the resources needed. The future is also knowledge and what to expect. We need to see into the future and assess demand for ships and shipping services. It is important to see into the future and study trends. Innovation is not about business as usual. You have sometimes to put yourself out of the box and try not to rely on conventional wisdom only.

Maritime Education and Training

We are all aware of the good work Finland, particularly Turku and Satakunta Universities, and Professor Ziarati and his team at Centre for Factories of the Future, are doing. I am not sure how many projects have been initiated but a review of the European Education, Research and Innovation platform, MariFuture (www.marifuture.org) clearly speaks volumes and about the good work so far. I have personally been involved with some of these projects and can vouch on the quality of the project and their relevance to sustainable shipping. I know some of these projects have won national and international awards and some designated as 'Best in Europe' by the European Commission. Shipping cannot be sustained effectively and efficiently without good quality shipping officers and maritime professionals. Quality means fitness for purpose and so far the projects have been fit for their purpose. One of the projects (Safety On Sea) which I was privileged to be involved with led to the establishment of TUDEV Institute of Maritime Studies which was later, with support from several other EU funded projects, led the Institute transformation into Turkey's first Maritime University, Piri Reis.

MariePRO

MariPRO is about improving Maritime Education and Training (MET) standards and seeking innovative means for improvements to take place viz., learning from good practices and forth. The project is led by Turku University

and is primarily concerned with the MET syllabus differences and good practices with a focus on the Maritime Environment Awareness course. The emphasis on the Environment course is to bring all aspects of environmental aspects including rules and regulations, including all changes since the introduction of the *IMO Model course 1.38, Marine environment awareness*, and to make it ECVET compliant. Although this course is provided, as at January 2016, STCW Convention does not require this course to be mandatory, hence the course is optional. However, the good work the MariePRO project partners are doing is commendable in up-dating the existing material available and enabling at the same time for credit (ECVET) to be given to those who take the new course. As a ship operator/builder and owner I welcome the good work being carried out as part of this project. I will now stop and let the panel and project partners tell you about the project, their work and achievements so far.

Concluding remark

I would like first to thank the Conference organisers and Professor Ziarati for inviting me to this conference. I would like to take the opportunity to thank the IMO for its efforts in making the seas safer and cleaner. I would also like to take the opportunity to invite all concerned with the shipping industry to join BIMCO..

I wish MariePRO Project and other projects initiated by project partners good luck. They have made a difference in improving the quality and relevance of maritime education and training. The new project in Maritime Energy Management (Project MariEMS and the new project in developing a novel maritime communication and English course (MariLANG) initiated by Professor Ziarati, like all ongoing and previous ones, will contribute to the well-being of shipping worldwide. I wish him and his partners' success in the future.

Thank you for your attention.