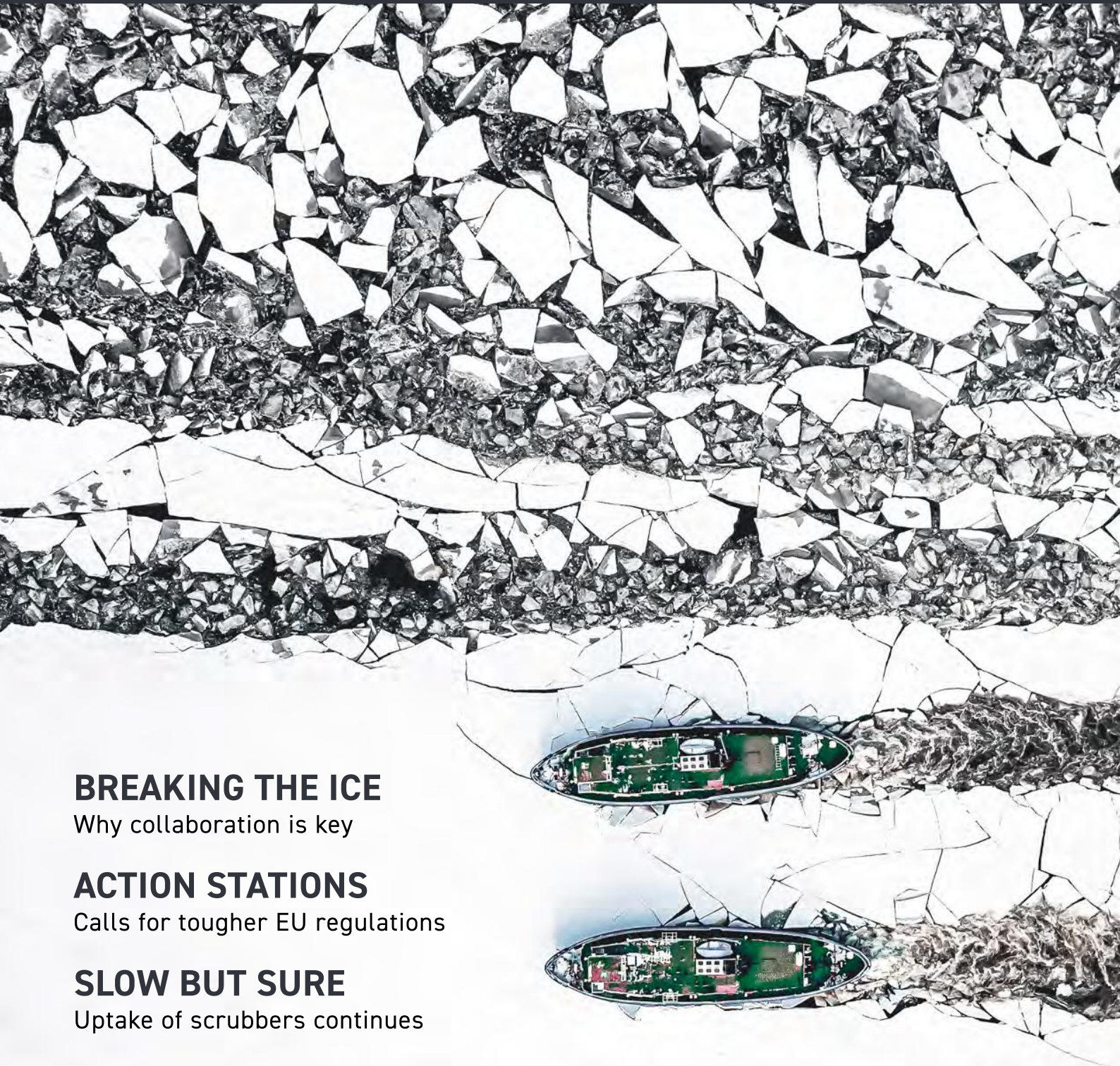




CLEANSHIPPING INTERNATIONAL

WINTER 2022



BREAKING THE ICE

Why collaboration is key

ACTION STATIONS

Calls for tougher EU regulations

SLOW BUT SURE

Uptake of scrubbers continues



CLEANSHIPPING
INTERNATIONAL

supporting Clean Shipping initiatives

YARA MARINE: COLLABORATING ON GREEN FUTURES

As we emerge from COP27 with renewed determination to achieve our decarbonisation goals, it is imperative that we have buy-in from stakeholders across the supply chain. This includes building the right company cultures to nurture sustainability, writes Aleksander Askeland, chief sales officer of Yara Marine Technologies.

With 2022 drawing to a close, it is heartening to come together as an industry to review progress we have made over the last year. While there is clearly a great deal to still accomplish, shipping is already establishing clear progress on certain emission targets.

For example, incoming regulations such as the Energy Efficiency Existing Ship Index (EEXI) and the Carbon Intensity Indicator (CII) will help us achieve emission reductions for operations. Meanwhile, EU ports

have shown renewed interest in the advantages of shore power, and discussion on the production, infrastructure and adoption of future fuels within maritime is proceeding apace. These factors all indicate that maritime is making progress in the collaborative journey to net zero.

However, while ambitions are underway to make decarbonisation feasible, adoption and familiarisation of greener technology and skills appear to be on a much slower timeline. While strong leadership may accelerate this timeline to an extent, leadership by itself cannot instill change from the ground up.

In short, we need the buy-in of stakeholders and individuals across the board to ensure that sustainability is here to stay – and I believe that company cultures will have a strong role to play in this process.

DESIGNING TECHNOLOGIES RIGHT

It is likely that renewed interest in environment, social and governance (ESG) across multiple industries – especially maritime – is the result of recognition of the interlinked nature of these elements, leading us to refer to it as a singular concept: ESG. We cannot talk about infrastructure, fuels and technology without acknowledging that workers in these sectors will determine the final uptake of these fuels and technologies. Their comfort and understanding of change will impact whether vessels are able to run efficiently and smoothly, and changes to this process will inevitably lead to long term market shifts and pressures.

In other words, upskilling and the Maritime Just Transition task force must underpin maritime's

“We need the buy-in of stakeholders and individuals across the board”



Aleksander Askeland, CSO, Yara Marine Technologies



evolving relationship with ESG and decarbonisation.

This global workforce upskilling must be safety-led, equipping workers to handle our wide variety of vessel types, ages and operating contexts. Seafarers and shore-based staff will be expected to keep pace with rapidly changing regulations, fuels and technologies, making ease of use a critical factor. Speaking as a green technology provider, smart equipment cannot deliver its intended purpose unless it caters to the needs of the human element.

We will need to find ways to streamline design so crew can easily understand how best to use these systems to lower emissions, harness all available functions and deliver results. At the end of the day, each piece of new technology has a learning curve before anyone can operate it as per design specs for maximum efficiency. Therefore, building an additional timeframe for familiarisation and ensuring simplicity will vastly increase accessibility of the technology for crew, and lead to the best possible results.

CULTIVATING COMPANY CULTURES

For people to succeed in their jobs, they must work in supportive environments – and values must permeate every level. But building grassroots commitments to sustainability cannot stop there – it must also be part of our company cultures across the board. Organisations must account for the needs of seafarers and shore-based staff throughout their processes, so that we are collectively doing right by the people driving our industry.

This ethos is something we truly embrace at Yara Marine Technologies. Our awareness that our goals as a green technology provider are largely in line with the needs of our workforce, goes beyond the creation of a compelling ESG strategy or marketing our solutions: it is a core value that underpins every decision we make and action we take.

There can be no doubt that addressing climate change will be part of the lived experience of everyone across the globe, including our current



and future workforces. Therefore, our calls for action and our drive to make real change are also an investment in the continued safety and quality of life of our own colleagues – as well as of our families and friends.

We also acknowledge the important role that our own workforces play in creating industry-wide change, which will have global impact. The ability to design technologies and solutions that will deliver maritime's decarbonisation transformation is no small feat and requires foresight, project planning, discussion, testing and the flexibility to see goals for greener operations evolving over time. These values must be nurtured if they are to take root and prove fruitful in a challenging, fast-evolving environment.

LEADING CHANGE TOGETHER

Collaboration is the most important ingredient in the formula for successful change. The actions of a single entity are usually limited, but when partners work together, the efficiencies of scale combined with the diversity in approaches can deliver robust results. More importantly, it also delivers trust and shared values.

The low-carbon future of maritime is collaborative and connected, relying on long-term partnerships to deliver insight into ongoing operations and facilitate knowledge sharing. This will prevent different groups from wasting resources by reinventing the wheel and speed up both the pace of technology and its acceptance across the sector.

Nurturing relationships with our internal teams and external stakeholders (such as customers, partners, regulators and even some of our competitors) will plant the seeds of a brighter future for maritime. And – given its role as the primary means of global trade – will ensure that maritime can deliver the materials and goods needed for nations to meet their commitment to the Paris Climate Accords and prevent global warming from impacting every living being on this planet.

Change is never easy, but we can shape the direction that the future takes. For our team at Yara Marine Technologies, we stand ready to do the best we can with the resources we have today. We hope you will do the same.

For more information, visit:
yaramarine.com