



Newsletter Highlights

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Editor says...

Dear Reader,

Welcome to the fourth edition of the bi-annual NMU newsletter. Within the past 6 months, the NMU project's activities have attracted constant attention from many of our current as well as potential stakeholders. Various activities, e.g. expert panels, interviews with stakeholders, have been carried out for the development of maritime education and R&D and establishment of sustainable networks with the maritime industry.

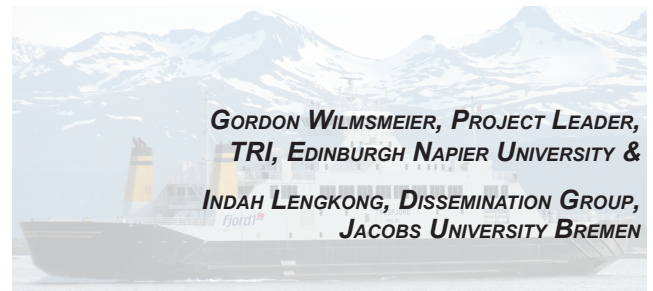
The discussions with the industry have produced not only many valuable inputs, but also future joint activities, and the new membership of committed industrial stakeholders. As has become our tradition in the NMU newsletter, we are pleased to introduce and welcome our new stakeholders to the NMU project. Recent members include the Institute of Shipping Economics and Logistics (ISL), a European-wide leading institute in maritime research, consultancy and know-how transfer located in Bremen, and Niederelbe Schiffahrtsgesellschaft mbH & Co. KG (REEDEREI NSB), one of the world's leading shipping companies. The increasing numbers in our stakeholder group, especially with their global experience, has strengthened the NMU transnational network and improved our perspective in enhancing the innovation capacity of maritime sector.

Furthermore, the second part of NMU pilot run is under way at different partner universities and involved different types of target groups consisting of both industry stakeholders and university students. "Analysing Cases of Maritime Value Chains", a module element designed for stakeholders, is currently running at Molde University College with a classical face-to-face teaching method. Moreover, at Jacobs University Bremen another e-learning module called "Ship Knowledge" commenced at the beginning of March 2010. The blended-learning module of "Maritime Transport and the Environment", jointly coordinated by partners from Bremen University of Applied Sciences, Kiel University of Applied Sciences and IVL Swedish Environmental Research Institute,

Gothenburg, has recently been completed. Other pilots are ready and will be run in the next few months. Please visit our website to find more information about the schedule of upcoming NMU module pilot runs:

www.nm-uni.eu/pilot-run

We would like to invite our stakeholders and interested parties to participate in our next project activities. For more information and expressions of interest, please contact: g.wilmsmeier@napier.ac.uk. We hope you will enjoy reading this newsletter.



NMU meets...

SARTORI & BERGER GmbH & Co. HG

*INTERVIEW WITH FREDERIK NAUMANN
BY SUSANNE NEUMANN, UNIVERSITY OF APPLIED SCIENCES
BREMEN*

SARTORI & BERGER was one of the first NMU Stakeholders supporting the vision of the Northern Maritime University. This is because of the company's interest in the continuous improvement of education in maritime business in an international context. Therefore, the company voluntarily took part in the test run of the module "Maritime Transport & the Environment" (MT&E), developed by the following NMU partners: Swedish Environmental Institute, Bremen University of Applied Sciences, Lübeck University of Applied Sciences and Kiel University of Applied Sciences.

Frederik Naumann (FN) is responsible for corporate relations and public affairs at SARTORI & BERGER GmbH & Co. KG, a port agency and port services company covering all German ports and the Kiel Canal. In addition to its 'traditional' services – port services for cargo ships – SARTORI & BERGER has recently specialised in port and passenger services for cruise vessels and ferries. The company has approximately 200 year-round employees as well as 40 trainees.

The interview was conducted by Susanne Neumann (SN), NMU coordinator of the MT&E module.

SN: Hello Mr. Naumann. Thank you very much for taking part with your company's apprentices in our course "Maritime Transport & the Environment" and providing us with your feedback as specialists in the maritime industry. Why do you think environmental issues in a maritime transport related context are so important to learn about?

FN: The worldwide transportation industry is facing immense challenges with regard to emissions reduction and a sustainable use of fuel. Shipping is already a comparatively eco-friendly and efficient mode of transportation, but a lot remains to be done in order to further reduce our environmental footprint. A major task in this respect is to increase the environmental awareness of employees working in the maritime sector. The contribution of each and everyone will be required in order to succeed in reducing resource consumption and emissions. Respective knowledge will become a key qualification in future and should thus constitute an essential part of any shipping-related education already today.

SN: How does environmental management play a role in your company?

FN: In recent years our clients have become ever more sensitive with regard to environmental issues. Many of them have already implemented an EMS according to the ISO 14001 standard, and in some cases we see clients implementing tailored in-house systems which go even far beyond the procedures defined by ISO 14001. Environmental awareness and a sustainable business approach have become part of our clients' self-conception and turned into an important sales argument. We as a service supplier of the shipping industry have responded to these demands by implementing a strict environmental policy ourselves, and our objective is to increase the sustainability of our services day by day.

SN: In Germany we have a dual system of vocational training (partly in-school training, partly in-company training). To what extent do your apprentices learn about the negative effects of maritime transport on the environment and the means to reduce these effects during their apprenticeship? Do you think that our course fills a gap?

FN: It definitely fills a gap. There have been lectures about the negative impacts of shipping in the past, but

the NMU course constitutes a completely new, more extensive and profound approach to this important topic. Also the way of presenting this topic is new, and from the reactions received from our apprentices I must say that it obviously fits the demand very well. They are aware of the topic and wish to obtain more in-depth information about it, the NMU course was a perfect opportunity to do exactly that.

SN: What were your main expectations for the course and have these expectations been fulfilled?

FN: We had three main expectations: At first, we wanted our apprentices to obtain comprehensive, up-to-date knowledge about the environmental footprint of shipping and possible approaches to reduce it. Secondly we wanted our apprentices to experience a new way of learning. And last but not least I personally hoped that our apprentices might develop an interest in studying as an approach to continue their individual education after completion of the apprenticeship with SARTORI & BERGER. I am glad to say that all three objectives have been fully accomplished. We notice that those apprentices who participated in the course are bringing increased environmental awareness and factual knowledge into the company, something which definitely helps to further improve our performance. And obviously they found the new learning approach experienced during the NMU course attractive, as I received actually a number of enquiries of apprentices who are now thinking about studying at a university after their graduation as Shipbrokers and Liner Agents.

SN: What would you like us to change? Is there anything you would like to improve?

FN: Honestly I would be very glad to see a similar NMU course taking place in the future, and there is not a lot which I would actually like to see changed. The only thing would perhaps be a split of the face-to-face lecture into two consecutive seminar days, as the amount of knowledge communicated to the apprentices is obviously very extensive and exceeding capability of some of them, not least since they are normally not attending lessons held in English.

SN: Our course is offered as blended learning training (e-learning combined with a one-day kick-off face-to-face lecture). Life-long learning should be facilitated by such a blended learning course. What do you think about how the future of employees' further education will be like and is the NMU's concept of offering such a blended learning course a step towards the future?

FN: It is a step forward and I agree that life-long learning will require tools such as blended learning training. Nevertheless I do not think that this approach will be able to replace conventional advance training products – which require a certain absenteeism of the respective employees – completely. In fact I regard this absenteeism not only as a challenge or problem but also as an opportunity – the respective

employees are getting out of their conventional working environment, they communicate with each other and probably even with staff from other companies, new connections are established, ideas conceived and team-building is enhanced. Blended learning training cannot provide these communicational and teambuilding-related advantages in quite the same way. Thus I think that we need a combination of conventional advanced education and blended learning training products in order to meet the challenge of lifelong learning.

SN: Do you plan similar involvement in the future?

FN: Definitely yes. We appreciate our involvement with the NMU, we hope that we can even intensify this cooperation and we are willing to support similar training programs as the one which we have just seen in future.

SN: Thank you very much for your time and your engaged cooperation, Mr. Naumann.

Full version of the Interview with Santori & Berger can be found on our NMU website.

Learning about Industry

PRACTICAL EXPERIENCE ASHORE AND FOR EX-SEAFARERS

BY GAVIN W. ROSER, PANTRAK TRANSPORTATION LTD.

“Professional development is now very high on the agenda of maritime institutes”, indicated Mr. Philip Wake, Chief Executive of the Nautical Institute London during his interview with Gavin Roser last January 2010. He also added that besides the leadership training included in the Standards of Training, Certification and Watchkeeping (STCW) for seafarers, it has been necessary to add additional levels of training for senior officers, which currently is focusing on assertive leadership. The Nautical Institute London’s mission is to support those in control of vessels at sea and it is now the representative body worldwide for issues impacting on Master Mariners.

Many incidents have occurred when a young Master has perhaps taken a wrong decision due to inexperience, e.g. not overruling a pilot if he or she is uncomfortable with the pilot’s actions or by not putting in place a strict regime for Watch Keeping Officers in terms of when to call the Master for assistance or for laying out clear instructions in standing or night orders. Standing orders will normally detail navigational routines and safety provisions including lookout rules for daylight hours and night time duties.

Closest Point of Approach (CPA) continues to be a critical element of navigation in order to avoid a collision. All Watch Keeping Officers are required to use all means at their disposal to assess the risk of collision and take avoiding action. This is part of assertive leadership.

Additionally, communication is considered an important element of assertive training and this is critically important especially in an environment where many seafarers do not have a good command of English, since a misunderstood order can result in a collision.

NMU partners are currently developing joint modules which will integrate with practical exposure to different aspects of maritime business. An executive module will be developed and targeted at executives in the maritime industry introducing them to all issues covered by the NMU modules. Recent discussions with NMU stakeholders and industry have provided valuable inputs in the development of NMU modules. Mr. Wake supported the proposed concept of the NMU executive module and agreed issues on safety at marine terminals, International Safety Management (ISM) codes, role of classification societies, marine insurance, and hazardous cargo, among others issues, are placed in high importance.

The port marine safety code is another complex area, particularly since the standards adopted in more developed countries and now being adopted worldwide. In terms of safety, a zero tolerance attitude is increasing to all aspects of the business and executives of the future have to understand why this trend has evolved and how it is being developed, not just in legislation but in practice.

Shippers, shipping lines or ports all have a role in contributing to the formation of international regulations. Although the common market principal of supply and demand will continue, the regulatory environment will influence how business is managed. NMU will address those mentioned issues strongly on the development of the modules and training.

NMU Side dishes

MARITIME BUSINESS EXPERT PANEL IN DENMARK

The NMU partner University of Southern Denmark (SDU) on the 21st March 2010 organised a Maritime Business Expert Panel in order to discuss education and competence needs in the maritime industry in Denmark in year 2020. This discussion would enable NMU partners to tailor education modules for the maritime industry. The interest and turnout was immensely positive as panel participants responded swiftly to the invitation. The panel was held in Copenhagen and attended by 17 business experts from the areas of Harbour, Crewing, Safety, Technical, Human Resource, Vetting, SQE, Fleet and Marketing Managers.

The Foresight method was utilised in order to collect a range of suggestions on how the future could develop and based on that the industry can make decisions today, which will be able to create the best possible solutions for tackling the challenges of tomorrow. For more information about the results of the expert panel, please find on the “News” section of NMU website.

2 - 3 December 2009: Blue Conference 2009

The NMU partners Jacob Kronbak, Lisa Froholdt and Rene Poulsen of University of Southern Denmark presented the NMU project and its activities at the Blue conference 2009, hosted by Svendborg International Maritime Academy in Denmark. Among the key-note speakers were Andreas Nordseth, head of the Danish Maritime Authorities, Jan Fritz Hansen, Dr. Stig Tenold from the Norwegian School of Business, Bergen and Prof. Mike Barnett from Warsash Maritime Academy, Southampton. The covered topics of the conference were the development of the Danish maritime cluster, piracy, technologies for the green ship of the future and human factors. For more information, please visit: www.maritimecenter.dk.

30 November - 2 December 2009 : International PhD Seminar "Maritime Economics and Management"

The NMU partner University of Southern Denmark organised in cooperation with Svendborg International Maritime Academy (SIMAC) and Copenhagen Business School (CBS) the first international PhD Seminar on Maritime Economics and Management. NMU partner Thomas Pawlik of Kiel UAS contributed to this PhD seminar as keynote speaker and tutor. This seminar was means of facilitating interaction among PhD students of inviting comments and productive criticism from more experienced researchers within the field as well as industry and public sector representatives. For more information is available at the NMU website.

4 November 2009 : Interreg IVB Exhibition 2009

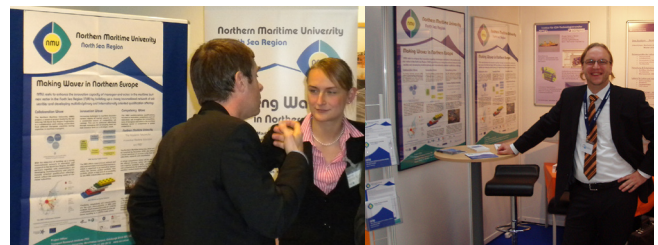
NMU partners Peter Irminger, Susanne Neumann and Thomas Pawlik of Bremen UAS and Kiel UAS promoted NMU at the German INTERREG IVB North Sea Region exhibition in Bremerhaven, Germany. For more information, please visit: www.interreg-nordsee.de.

28 October, 2009 : Symposium on Seaport Innovations and Requirements

NMU partners Prof. Jens Froese and Phanthian Zuesongdham of Jacobs University Bremen, Gordon Wilmsmeier of TRI and Thomas Pawlik of Kiel UAS represented NMU in Hamburg. The event was organised by the consortium of the EFFORTS project, one of the NMU cooperation partners. Experts from the maritime field discussed topics including terminal operations, navigation in ports, port environment and shipping line's requirements. For more information about the event, please visit: www.seaport-innovation.org

7 - 8 October 2009: InWaterTec Exhibition

NMU project participated together with the shipbuilding unit of the Kiel University of Applied Sciences (Kiel UAS) at the maritime exhibition and conference InWattertec 2009 held in Kiel, Germany. The conference of the InWaterTec 2009 focused on three most recent topics: Underwater Installations, Marine Mineral Resources and Economic Dimension of Sustainable Marine Activities. For more information about the InWaterTec, please visit: www.inwattertec.de.



5 October 2009: Conference on Maritime Transport

The NMU lead partner Transport Research Institute (TRI) supported the major event organised by MacKay Hannah, the conference "Maritime Transport: Scotland's Sustainable Economic Growth Opportunity" which was held in Edinburgh, Scotland. Thomas Pawlik gave a presentation on the topic: "Northern Maritime University: Developing Maritime Research and teaching Excellence in the North Sea Region". Alfred Baird and Gordon Wilmsmeier presented about "Developing Motorways of the Sea services through transnational research collaboration". For more information please visit: www.mackayhannah.com.

NMU Events Guide

27 – 29 April 2010 - Multimodal 2010, Birmingham, UK – www.multimodal.org.uk

18 - 21 May 2010 - European Maritime Day - Stakeholder Conference, Gijón, Spain - www.ec.europa.eu/maritimeaffairs/maritimeday

27 - 28 May 2010 - European Seaport Organisation (ESPO) conference, Helsinki, Finland - www.espo-conference.com

8 - 10 June 2010 - Terminal Operations Conference (TOC) Europe, Valencia, Spain - www.tocevents-europe.com

7 - 9 July 2010 - International Association Maritime Economists (IAME) 2010, Lisbon, Portugal - www.iame2010.org

3 - 4 September 2010 - 4th Bremer Schiffahrtskongress, Bremen Germany - www.hs-bremen.de

14-15 September 2010 - Coastlink Annual Conference, Antwerp, Belgium - www.coastlink.co.uk

For more details about the upcoming events, please visit: www.nm-uni.eu/events

NMU Partner Portrait

IVL SWEDISH ENVIRONMENTAL RESEARCH INSTITUTE

IVL Swedish Environmental Research Institute is Sweden's leading organisation for applied environmental research.

IVL operates in six thematic areas: Climate and energy, Sustainable building, Air and transport, Sustainable production, Resource-efficient products and waste, and Water. Other strong areas of competence outside this framework are, for example, work environment, and the extensive work done in our accredited laboratories for tests and analyses.



Since 1989 the Emission group at IVL has been involved in obtaining marine emission data under real-world conditions, i.e., measurement campaigns on board ships at sea. Well over 100 measurement campaigns have been carried out on board ca. 45 ships for both research and contract based projects.

The research work related to emissions from shipping at IVL has primarily been financed through research grants, and joint projects supported by industry, the Swedish Maritime Administration and the Swedish Environmental Protection Agency as well as the Lighthouse centre at Chalmers University. The research work comprises several measurement campaigns to establish emission factors from ships and total emissions from shipping. IVL has several research projects for evaluating and developing after treatment systems for shipping, such as SCR and scrubbers. Recent studies also include measurements of carcinogenic organic compounds and particulates in the exhaust from shipping as well as impact on climate.

In addition to the measurements and research work, IVL is regularly conducting consultancy work regarding ship emissions and policies for EU and governmental agencies as well as industry.

Associate Professor Erik Fridell of IVL is an NMU project partner having core competency in areas including: shipping - emissions to air, abatement measures, monitoring methods, climate change impact and fuels, emissions from transport, emissions of particles, measurement and inventories, calculation of the external costs of environmental effects of traffic, air quality and the sources of high concentrations and the consequences of environmental legislation on businesses.



Erik Fridell

In the NMU project Erik Fridell is mainly responsible for development of NMU joint module "Maritime Transport and the Environment". The first pilot run of this module has run beginning of March 2010. For more information about IVL's research activities and current projects, please visit: www.ivl.se.

PANTRAK TRANSPORTATION LIMITED

Pantrak Transportation Limited is a project management & consultancy firm dealing with all aspects marine transport, rail and road freight on a Pan European basis. Clients are wide ranging and include private and public sector organisations, both in the UK and across Europe. Major consultancy projects in the UK, the Middle East, New Zealand, and Hong Kong.



Pantrak is part of the Napier University TRI Consortium operating under the Scottish Government Framework Agreement on maritime transport. Pantrak is responsible for the freight elements of the current Scottish Govt Ferry Review including the Clyde, the Western Isles and the Northern Isles. Pantrak is a member of Strathclyde Partnership for Transport (SPT) Freight Quality Partnership and has recently been appointed by the Scottish Transport Minister as a Director of Tactran the Tayside Regional Transport Partnership.

In the NMU project, Gavin W. Roser, Pantrak's Managing Director, represents as a maritime industry stakeholder. He is a leading transport consultant and well-known project manager in the European transport sector. With 40 years of transport experience, he is well known for lateral vision in all modes of freight transport. Gavin Roser comes from a background of senior appointments with road, rail and shipping companies. He is also Deputy Chairman & Co Founder of the Coastlink Shipping Network and a Director of Truck-Train Know-how Ltd a joint venture developing new rail solutions for the carriage of freight. His key skills including port operations, supply chain and logistics, commodity flows, ship management and ship agency activity, ship types and purposes, intermodal, rail & road modes of transport, and short sea and feeder shipping on Pan European basis.



Gavin W. Roser

Gavin Roser shared his global experiences with NMU in an interview by Prof. Dr.-Ing. Rolf Granow, Managing Director oncampus, Luebeck University of Applied Science. The interview elaborates various key topics relating to the NMU project including: the challenge of education for the maritime sector in a competitive European Union, the importance of culture for maritime education; the use of e-learning in maritime education; the profile and skills that a chief executive in the maritime sector of the future should need, and how the outcomes of the Northern Maritime University may benefit the maritime sector. The interview video can be seen at www.nm-uni.eu/news.

For more information about Pantrak Transportation Limited is available at: www.pantrak.com



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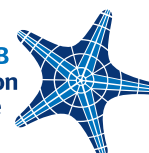
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Please visit us at: www.nm-uni.eu

The Interreg IVB
North Sea Region
Programme



European Regional Development Fund (ERDF)
*“Investing in the future by working together for
a sustainable and competitive region”*

Imprint

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