



Northern Maritime University
North Sea Region

Challenges in maritime policy, the environmental sphere and training in the sector



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"Investing in the future by working together for a sustainable and competitive future"





Overview

- REVIEW: strategic goals & recommendations of the EU's maritime transport policy until 2018
- FOCUS 1: Implications for natural environment
- FOCUS 2: Challenges for education & training
- PROBLEM: Financial Crisis
- FUTURE: Vision of tomorrow's maritime industry



OVERVIEW: EU Strategic Goals

1. European Shipping in Globalised Markets
2. Human Resources, Seamanship and Maritime know-how
3. Quality Shipping as a Key Competitive Advantage
Five focus areas:
 - Improving environmental performance
 - Maritime transport safety
 - Maritime transport security
 - Maritime surveillance
 - Maritime transport as key element of EU energy security



OVERVIEW: EU Strategic Goals

4. Working Together on the International Scene
5. Short-Sea Shipping and Sea Transport
6. Europe as Leader in Maritime Research and Innovation





FOCUS 1: Environmental Implications

- How will EU's strategic direction impact on the natural environment?
- 2 important questions:
 1. Is the environment important?
 2. If so, how important is it?





FOCUS 1: Environmental Implications

Question 1: Is the environment important?

Answer: **YES**, for 3 main reasons:

1. Use value

2. Non-use value

3. Life-support services





FOCUS 1: Environmental Implications

Question 2: How important is it?

Answer: Varying value, unquantifiable value

- Varying value: human existence necessitates interaction with all aspects of environment
- Invaluable: without it, we cannot exist
- How healthy is our environment? How healthy should it be?



FOCUS 2: Training Challenges

- Maritime education is currently traditional, nationally based, lacks true multidisciplinaryity
- New Approach:
 - Quality
 - Transnationality
 - Accessibility
- Who will deliver the new approach?
 - Networks of institutions
 - Knowledge clusters





FOCUS 2: Training Challenges

- The Northern Maritime University (NMU) project
- Delivering and maintaining **knowledge as a competitive advantage**
- Quality, Transnationality, Accessibility
- Stakeholder Group



PROBLEM: Financial Crisis

- Has it affected the policies of the maritime actors who must implement the EU's strategic goals?
- Policy priorities: National Governments
- Policy priorities: Port Authorities
- Policy priorities: Private Industry





PROBLEM: Financial Crisis

Expectations for the short term:

- Reduced movement of cargo
- Reduced consumption (consumer and industry)
- Job losses and failing companies





FUTURE: Europe going forward

- Good chance to implement new ideas
- Sustainability in terms of economics, finance, environment
- Appreciation of the dangers of credit-fuelled consumption
- Need for education excellence



SUMMARY

- EU Strategic Goals
 - Ambitious research
 - Harmonisation and fair competition
- Environmental Sustainability
 - Increasing importance of this issue
- Maritime Education
 - Quality, internationality, accessibility
- Financial Crisis
 - Let's learn something!!