

NORTH⁵⁷

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Reaching out

Swedish shipping finds new strategies

Report from the third Lighthouse BUSINESS SHIP theme day

LIGHTHOUSE
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BUSINESS SHIP

Swedish shipping today and tomorrow

- and a new phase for Lighthouse

THE THIRD LIGHTHOUSE BUSINESS SHIP THEME DAY

Business Ship was the first Lighthouse theme day of the year, and also the first theme day where the new Lighthouse director Klas Brännström presented the theme areas.

“We are now entering phase two,” Brännström said in his opening address and pointed out some of the changes that Lighthouse is facing. He emphasized the fact that the shipping business is global and therefore an international perspective is necessary.

He also pointed out the need for multidisciplinary activities, which means that the different Lighthouse ships, each with their own focus, must interact.

A Swedish maritime strategy

Anna Risfelt Hammargren is the Managing Director of the Maritime Forum. Her main topic was a maritime strategy in Sweden.

“Sweden is a shipping nation with a long tradition in shipping, but we don’t have a maritime strategy, we don’t cooperate much and we work by ourselves. It’s about time we got the politicians up on stage and set goals in the maritime sector,” she said.

After defining the aims of a maritime strategy, she has mapped the whole cluster of the business and made

analyses of the present situation. This has resulted in a document which was handed over to the Swedish Minister of Infrastructure in November.

“We have to start cooperating and take responsibility; we can’t just wait for the good days to come.”

The Maritime Forum wants to achieve growth, competition-neutrality toward other countries and other modes of transportation, and wants to make shipping an obvious part of the Swedish transportation infrastructure, because the waterway is both effective and safe.

“The different parts of the maritime industry are linked together; one part affects the other. We have to strengthen our voice and get political engagement. Our vision is that maritime issues will be discussed around the kitchen table in the future,” she said.

MARPOL Annex VI

Roman Glinnikov is the winner of the Kaj Rehnström scholarship together with Georgios Pikounis. He presented their MARPOL Annex VI.

“We must regulate pollution because the earth cannot cope by itself. We have to do something,” he said.

Glinnikov’s conclusion was that the modal shift may have adverse environmental effect and reducing shipping emissions may increase the total emissions. He presented short-term alternatives such as bio-fuel, as well as long-term alternatives like LNG.

Politics and shipping

Per A Sjöberger from the Swedish Ship-owners’ Association stated the fact that the Swedish political climate is very difficult for the shipping business. The Swedish merchant fleet is 150 ships.

“We have a severe crisis and we hope to get the politicians to understand that this has to change,” he said.

On the positive side, Swedish ship-owners have ships under foreign flags. There are some 200 ships owned by the Swedish industry and under foreign flag we have some 400 ships.

One big problem is that while many other European countries have open



The Swedish merchant fleet bigger in the future?

Business Ship:

Mission: Providing knowledge and tools for improved and sustainable business practices in the maritime sector.

Multi-disciplinary research from Business Ship at the School of Business, Economics and Law at the University of Gothenburg puts shipping into a wider business context of international trade, logistics, finance, laws and regulation.

registers, Sweden has a conventional register.

The Swedish Ship-owners' Association wants to achieve growth and expansion under the Swedish flag and have an international influence.

"We have the longest coastline in Europe, we have the Baltic Sea and the Kattegat, the Skagerrak and the North Sea, but our colleagues don't listen to us because our merchant fleet is so small," Sjöberger said.

Some of the measures which should be taken according to Sjöberger, are lower costs for personnel, tonnage tax, and changes in the tax legislation.

Innovations in research

Zoi Nikopolou from the Department of Business Administration presented a transnational network of universities in the North Sea region. Universities from Sweden, Denmark, Germany, and Scotland participate in this.

"The vision of this cooperation is to train and educate professionals in the maritime industry," she said.

She also presented SKEMA, an interactive knowledge platform for maritime transport and logistics.

Zoi Nikopolou also presented the current PhD projects at the School of Business, Economics and Law in Gothenburg.

One of these is Andreas Hagberg's Financial Flexibility and Performance. Hagberg presented figures of the Swedish shipping industry and some of the results from his research.

Another project that is underway is Intra-regional Seaborne Trade in Asia, by Claes Alvstam and Curt Nestor, which focuses on the increased trade in East and Southeast Asia.

Jeanette Andersson is also a PhD student at the Department of Law, and she focused on one research question from her thesis; the duty of care in ship management relationships. Read more about Jeanette Andersson on

Cargo Ship

Mission: Providing knowledge and tools for how to shape ships for safe, sustainable and transport-efficient transportation

Cargo Ship deals with education and research, with a focus on marine structures, marine transport solutions and their characteristics and roles in the transport chain. Focus is on the ship as a cargo carrier with transport efficiency as the overall driver, considering, among other factors, safety, sustainable development, global welfare and environmental impact.

Eco Ship

Mission: Providing knowledge and tools for sustainable shipping systems.

Eco Ship focuses on sustainable resource use and minimization of environmental impact from shipping and maritime activities. This encompasses optimization of ship design and propulsion, energy efficiency and energy management at ship level and in the logistics chain as well as the impact of different regulatory tools, international conventions and organizational measures.

Ergo Ship

Mission: Shaping ships for people by providing Human Factors knowledge, methods and tools.

Ergo Ship research concerns evaluation and analysis of work onboard, and the planning and user-centred design of control centres on ships, mainly the ship's bridge and engine control room. We perform research onboard and in simulators. This cross-disciplinary research falls within the Human Factors discipline, bringing together technology, humans and organisational issues and is performed in close cooperation with seafarers and the shipping industry.

Safe Ship

Mission: To establish and promote measures for safe and secure shipping.

Safe Ship uses a systematic approach in order to create a holistic view of safety. Safety in this context is divided into the following areas: regulation and control, organisation, training, ship and equipment design and operations. Each area addresses different activities and functions in the safety chain and can be organized as pro-active measures, accident response, and post-accident response. Examples of important research areas are safe navigation; safe maneuvering; damage stability; safe return to port; emergency response; and crisis management. Important tools are case studies, risk analysis, and simulator studies.

the Lighthouse website, where she has been presented as the Lighthouse Personality of the Month.

Hinterland transport by rail

The host and theme leader of Business Ship, Johan Woxenius, showed slides

from his Information Flows Supporting Hinterland Transport by Rail: Applications in Sweden.

All the presentations are available for download at the Lighthouse website, www.lighthouse.nu

From the director

New phase for Lighthouse



Photo: Katarina Ančić

Lighthouse welcomes Klas Brännström

Klas Brännström comes to Lighthouse with a background in hydrodynamics and a career which has taken him from SSPA to Kockums.

Klas Brännström has held a number of management posts but this is his first venture into the academic world. His ambition is to make Chalmers and Lighthouse world names. On 1 December 2010 Klas was appointed head of the Dept. of Shipping and Marine Technology and new Lighthouse director from 1 January 2011.

Klas Brännström
Director Lighthouse

The Minister for Infrastructure visited Lighthouse

The Swedish Minister for Infrastructure, Catharina Elmsäter-Svärd, visited Lighthouse on February 9th. She was given a presentation of the theme areas within Lighthouse, as well as a demonstration of the Full Mission Bridge Simulator.

Energy efficiency - Lighthouse and industry working together

A research project on the implementation of energy management systems in shipping companies has been initiated by Lighthouse and Chalmers University of Technology.

Preliminary dates 2011:

- Eco Ship theme day 19 May
- Ergo Ship theme day 16 September
- Safe Ship theme day 4 oktober
- Cargo Ship theme day 27 October

Find theme day presentations and read about coming events, current projects, LIGHTHOUSE news and information at www.lighthouse.nu

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