



**INTERTANKO**

Young Professionals in Shipping Network, Hong Kong

# Changing the Environment – a look at the less traditional roles in the shipping industry

Hong Kong, 6 November 2013



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Regional Manager Asia Pacific  
INTERTANKO

Image courtesy of Samco Shipholding Pte Ltd

Leading the way; making a difference



*A changing industry*

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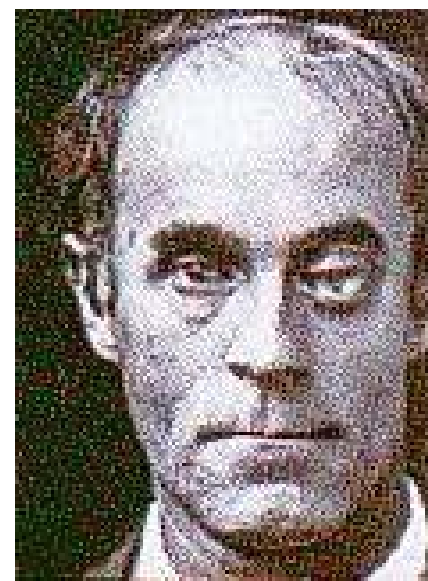
*the rogues of the shipping industry*



ship owner



charterer



broker



# Less traditional roles in the shipping industry

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## shipping

Google books Ngram Viewer

Graph these case-sensitive comma-separated phrases:

between  and  from the corpus  with smoothing of

Share 0

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# Less traditional roles in the shipping industry

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## oil spill

Google books Ngram Viewer

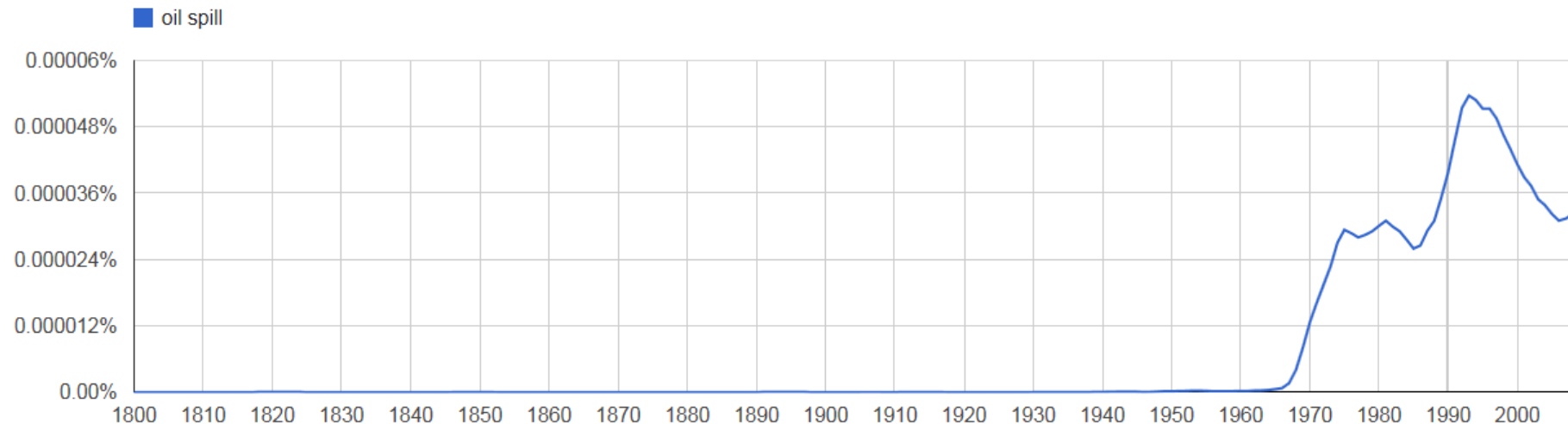
Graph these **case-sensitive** comma-separated phrases:

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# Less traditional roles in the shipping industry

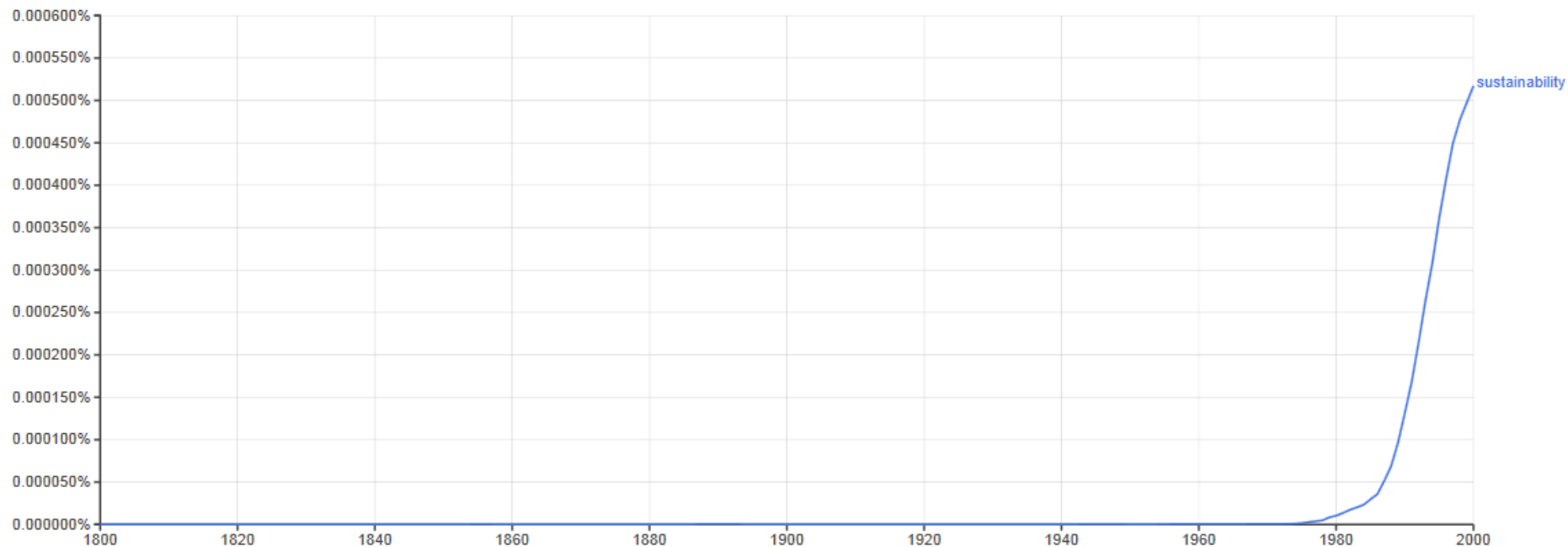
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## sustainability

Google books Ngram Viewer

Graph these comma-separated phrases: sustainability X case-insensitive

between 1800 and 2000 from the corpus English with smoothing of 3 Search lots of books





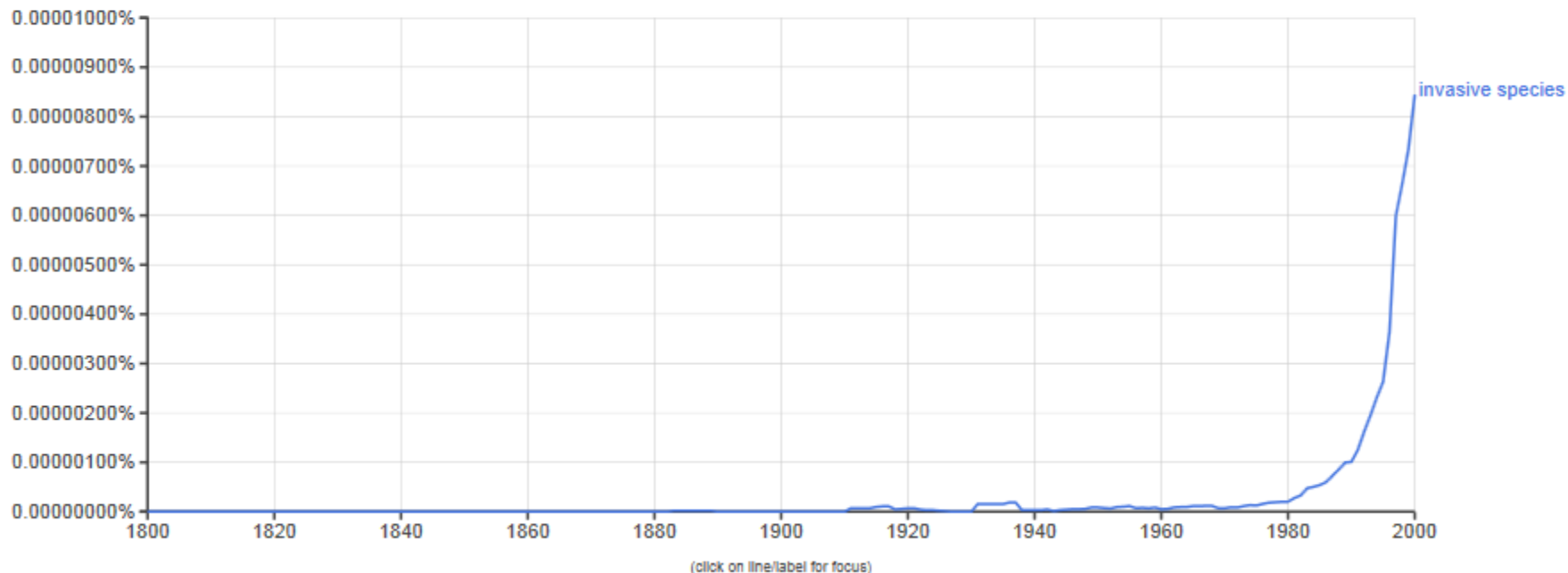
# Less traditional roles in the shipping industry

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## *invasive species*

Google books Ngram Viewer

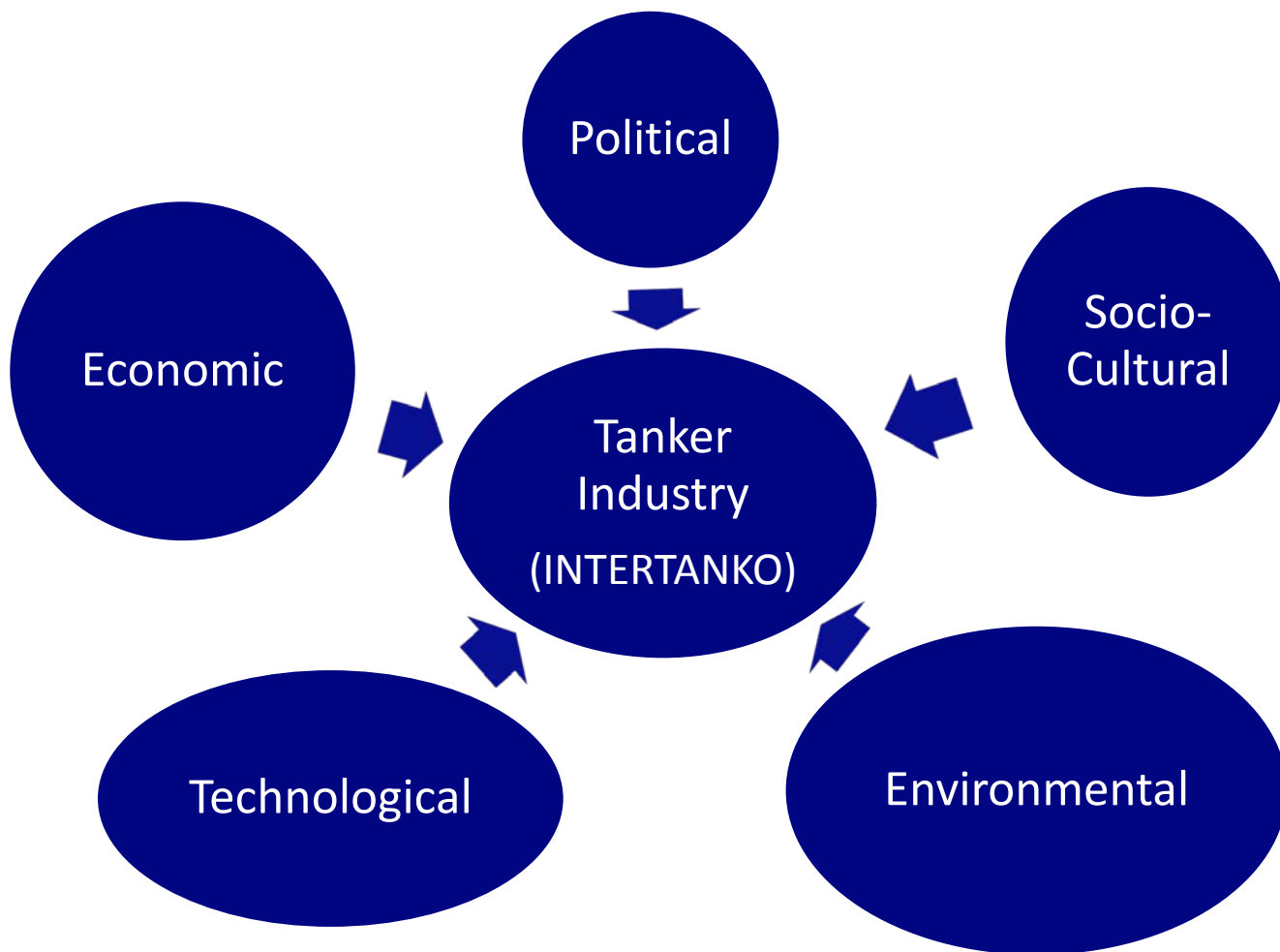
Graph these comma-separated phrases:   case-insensitive  
between  and  from the corpus  with smoothing of  [Search lots of books](#)





# *Less traditional roles in the shipping industry*

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# Macro-environment

## Political

### Global Economic Shift of Powers

- China/ India/ Brazil
- Europe failing

### Free market distortions

- Regional Protectionism

### Regulatory Environment politicised

- Regional regulation
- Sanctions etc.

### Security Issues (Piracy)

## Economic

### Market Dynamics

(Fleets, Cargos, Finance)

### Tonne mile demand

### Fuel availability/ cost

### Growing national protectionism

### Growth of national fleets/ interests

## Environmental

### Globalised Concerns

- Ballast Water
- NOx, SOx, PM, GHG

## Technological

### Compliance options through technology

Availability of abatement/ treatment tec.

Availability of Fuels  
LNG  
Distillates

## Socio-cultural

### Expectations from

**Legislators**

**Politicians**

**Public**

Overregulation

Political decision making



Need for Cooperation





# Less traditional roles in the shipping industry

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## A changing industry

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- **INTERTANKO – 1934**
  - *...to establish a medium for tanker owners to exchange information and opinions and to deal with the oversupply of tanker tonnage which depressed the market at the time...*
- **INTERTANKO – 1970**
  - *Provide a forum for exchange of views and to take active steps toward the protection of the interests of independent tanker owners.*
- **INTERTANKO – 2013**
  - *Provide leadership to the Tanker Industry in serving the world with the safe, environmentally sound and efficient seaborne transportation of oil, gas and chemical products.*



*A changing industry*

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Natural development

- Annual and Financial Reports
- 1990s      Environmental Reports
  - Environmental management
- 2000s      Corporate and Social Responsibility (CSR)
- 2010s      Sustainability



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INTERTANKO 2010s...

- Sustainability of the tanker industry
- Human element
- Tanker safety and performance
- Global maritime security threats
- Greenhouse gas emission reductions
- Air emission reductions
- Ballast water management



# Less traditional roles in the shipping industry

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- Ballast water – invasive species
  - 1990 – first appears on IMO agenda
  - 2014 – likely implementation of International Convention



### Key drivers



- Environmental lobby
- Scientists
- Lawyers

- Scientists
- Lawyers

- Politicians
- Lawyers

- Engineers
- Deck officers



## *A changing industry*

- Ballast water – invasive species
- The Ballast Water Convention: an imperfect Treaty;
  1. Ballast water – only one of the vectors for invasive species (marine biologists?)
  2. Research – zero credibility for research in the industry
  3. Implementation and zero tolerance – demonstrating that a steady reduction in risk could have been a viable solution – (steady increase in discharge standard?)





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# Less traditional roles in the shipping industry

## A changing industry

- CSR & Sustainability
- *Maersk*
- *Teekay*
- *Charterer expectations*
- *Investor expectations*

The screenshot shows the Maersk website's 'SOCIAL RESPONSIBILITY' page. At the top, the Maersk logo is on the left, and navigation links for 'Press', 'Investor Relations', 'Procurement', and 'Contact us' are on the right. Below the logo is a search bar and social media icons. A navigation bar contains four main sections: 'CAREER' (Looking for an exciting and challenging job opportunity at Maersk?), 'SUSTAINABILITY' (We are committed to developing environmentally sustainable solutions), 'INNOVATION' (If you do not innovate you stand still. Maersk will always keep moving), and 'ABOUT US' (121,000 employees in more than 130 countries). The main content area is titled 'SOCIAL RESPONSIBILITY' and features a large aerial photograph of a plantation. A sidebar on the left lists various topics: 'OUR APPROACH', 'UN GLOBAL COMPACT LEAD', 'HEALTH & SAFETY', 'SOCIAL RESPONSIBILITY' (highlighted), 'GLOBAL LABOUR PRINCIPLES', 'DIVERSITY & INCLUSION', and 'COMMUNITY INVOLVEMENT'.

The screenshot shows the Teekay Corporation website's 'SUSTAINABILITY NEWS' page. At the top, the Teekay logo is on the left, and navigation links for 'Follow Us', 'Contact', 'Media', 'Careers', and 'Fleet' are on the right. Below the logo is a search bar and three main navigation buttons: 'BUSINESS', 'INVESTORS', and 'PEOPLE'. The main content area is titled 'SUSTAINABILITY NEWS' and features a news article dated October 31, 2013, titled 'TEEKAY CORPORATION RECEIVES NAMEPA'S 2013 MARINE ENVIRONMENT PROTECTION CORPORATE AWARD'. The article includes a photograph of CEO Peter Evensen receiving the award and a text block stating: 'On October 30, Teekay's CEO Peter Evensen was presented with NAMEPA's 2013 Marine Environment Protection Corporate Award at the NAMEPA's Award Dinner. Each year, the award is given to individuals and organizations with outstanding and innovative efforts to preserve the marine environment. For more information, read NAMEPA's full release.' Below the article is a 'RELATED LINKS' section with a link to 'TEEKAY 2012 SUSTAINABILITY HIGHLIGHTS' dated October 28, 2013. On the right side, there is a 'TEEKAY GROUP' section with a 'NYSE: TOO' banner that says 'Teekay Offshore Partners L.P. generates stable cash flows from fixed rate contracts and is the world's largest owner and operator of shuttle contracts' and shows a stock price of 34.15 with a +1.55% change. At the bottom right, there is a 'CONTACT' section with the address: 'TEEKAY CORPORATION, Suite 2000 Bentall 5, 550 Burrard Street, Vancouver BC V6C 2K2'.

Leading the way; making a difference



### INTERTANKO's Objectives:

- To **develop and promote Best Practices** in all sectors of the tanker industry, with owners and operators setting the example.
- To be a **positive and proactive Influence** with key stakeholders, developing policies and positions, harmonising a united industry voice and engaging with policy and decision makers.
- To **profile and Promote the Tanker industry**, communicating its role, strategic importance and social value.
- To **provide key Services to Members** with customised advice, assistance and access to information, and enabling contact and communication between Members and with other stakeholders.



## *Less traditional roles in the shipping industry*

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Who will achieve INTERTANKO's objectives:

***220 member companies***

***2 x Deck officers (one with a PhD)***

***1 x Naval architect***

***1 x Chief engineer***

***1 x Lawyer***

***2 x Marine biologists***

***1 x Market research analyst***

***1 x Journalist***

***1 x Regulator***





*A changing industry*

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- Greater awareness of the industry's challenges and scope of work
  - Schools
  - Universities
  - Other industry sectors?



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# *Less traditional roles in the shipping industry*

*A changing industry*

*the future of the shipping industry?*



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