# NEW TECHNOLOGY and INNOVATION

## BEHAVIOUR
### INCENTIVISING & REMOVING BARRIERS - BECOMING MORE INNOVATIVE

### COOPERATION IN SUPER FRAGMENTED INDUSTRY
→ INCREASE the PIE, REDUCE WASTE
→ INTERFACE BETWEEN COMPANIES
→ INDUSTRY - AUTHORITY INTERACTION

COMMON VISION BUT WHAT?

DANISH MARITIME FORUM

### DOUBLE CAPACITY
& MINIMIZE ENVIRONMENT IMPACT
→ INDUSTRY & REGULATORY BODIES REWARD the NEW, NOT PUNISH
  • CONSENSUS BUILDING
  • INCENTIVES FOR CHANGE

2030
• $CO_2$ HALF
• CAPACITY DOUBLE

### REWARD INNOVATION
→ EFFICIENT PROFITABLE
→ INDUSTRY SHOWCASE
GOOD STANDARDS & BEST PRACTICE

the BIG PICTURE

CAN AFFORD to BE MORE ENVIRONMENTAL WHILE GROWING

BECAUSE INDUSTRY ADDS SO MUCH MORE VALUE THAN COST LEVEL

INNOVATION
REMOVE BARRIERS

# To realize its full potential, the maritime industry must overcome its fragmented and conservative nature, develop a common vision, and enable increased innovation.

Innovation and new technologies are key elements in improving efficiency and increasing human prosperity. However, all too often implementation of new technologies is slow and limited. How do we take advantage of technological developments to unleash the full potential of maritime innovation?

## Challenges

As the global economy continues to grow, the maritime industry is faced with the daunting task of rapidly **increasing capacity** while simultaneously **reducing its environmental impact.**

To do this it must **overcome its fragmentation and sub-optimization** by increasing the transparency of efficiency and environmental impact.

A **consensus** needs to built around a **vision for the future** and incentivize innovation.

**Barriers to change must be removed** so that first-movers are rewarded rather than penalised for their innovations.

And through all of this the industry must **remain profitable.**

The **Danish Maritime Forum** can help identify this common vision and a road-map by creating a venue for senior players to share information and focus on common, critical challenges.

## Actions

- **Create a vision** for a future where the potential of technology is used to continuously progress environmental performance of shipping in a way that rewards early adopters of new solutions.
- **Work with industry organizations** to direct their focus to the bigger picture.
- Create a group of shipowners, class societies, technology manufacturers, authorities and possibly cargo owners and others to **showcase** how new regulation and technology development can go hand in hand with environmental performance and good business.
- **Showcase how data infrastructure and analytics** can be used to eliminate waste in the value chain (cargo owner, shipowner, operator), support effective regulations and how it can be used to name and shame.
- Demonstrate how **new technical regulation** shall be developed with significant early-stage involvement of authorities and the industry in order to incentivize first-movers of technology development, and deployment while maintaining a level playing field through effective enforcement.
- **Learn best practices** from other industries.