

The Art of the Possible

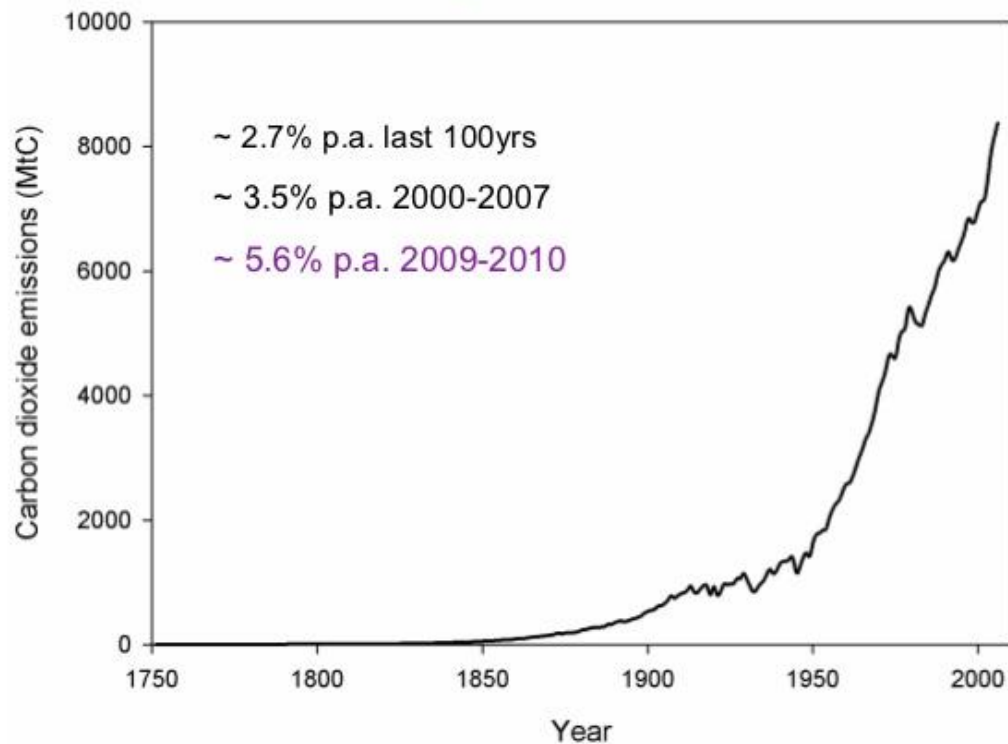
making wind work



We know we need to change

Things are getting worse!

Global CO₂ emission trends?



We know we need to change

change is not death,
fear of change is death.



gapingvoid.com/n2

hugh



SHIPPING
COMPAN

We don't know how to



We recognise wind as propulsion



We recognise wind as propulsion



We recognise wind as propulsion



REGIONAL DRIVERS



Majuro Declaration For Climate Leadership



SIDS DOCK

25% by 2033

FATS

Energy Framework



PIDF Outcomes

Green Growth

Sust Sea Trans

OSST-RRES

Sustainable Sea Transport

Sustainable Sea Transport Talanoa 2012

Partnerships

Applied Research

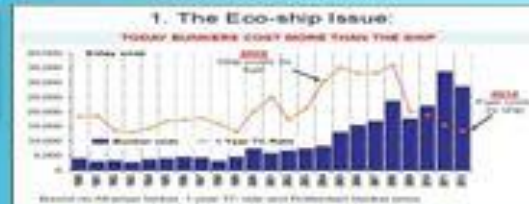
O.C.S.T.

Education & Capacity Building

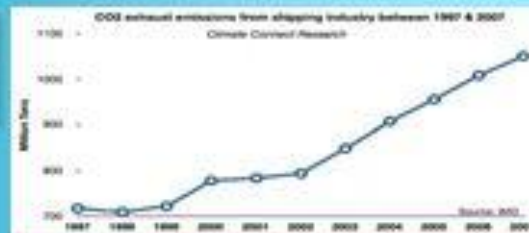
Economic Analysis/Technology Development

GLOBAL DRIVERS

Fuel Costs



Climate Change



Public & Env Health



- CP - MARSHALLS
- CP - TUVALU
- CP - VANUATU
- CP - PNG
- CP - TONGA
- CP - SOLOMONS
- Sustainable Sea Transport Country Program - FIJI

- ### OSST-RRES Work Streams
- WS1 - Partnerships
 - WS2 - Capacity Building
 - WS3 - Past Experiments
 - WS4 - Country Programs
 - WS5 - Economic Analysis
 - WS6 - Policy Analysis
 - WS7 - Technology
 - WS8 - M&E

We recognise wind as propulsion



Proven in 21st century context



Persistent obstacles of perception

- Slow – unfit for purpose
- Heavy on crew - expensive
- Capital cost prohibitive
- Port infrastructure not complementary
- Loading/discharge – the rampant stevedores
- “No one’s done it before” (!!!)
- “We don’t do it like that in shipping”



What's the 21st century business case?

- Do we understand existing market?
- Who are the customers? What motivates them?
- Can we create a strong proposition that appeals to their (perceived) needs?
- Can we articulate our proposition clearly? In a way that they can hear
- How do we make our case?

How do we make it real?

- Who should be involved?
 - Policy makers
 - Academics
 - Ship owners, operators, cargo owners, end-users
 - Designers, naval architects
 - Equipment manufacturers
 - Ship builders
 - Certification and compliance organisations
 - Banks, financiers
 - Lawyers



How do we make it real?

- Collaboration
- Relationships
- Trust, understanding
- Sharing
- Facing down unsavoury challenges
- Create a common purpose
- Because we must



“If you want to build a ship, don’t drum up the men to gather wood, divide the work, and give orders. Instead, teach them to yearn for the vast and endless sea.”



SHIPPING
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The Art of the Possible



d.gilpin@b9shipping.com

THANK YOU