

Achieving Crew Engagement on Energy Efficiency

Agenda

- Why is it important
- How did it start in Maersk Tankers
- Steps taken to improve engagement
- Benefits of Crew Engagement
- How to maintain motivation & engagement
- Conclusion

Why is it important?

- MT Consumed 300,000 MT fuel in 2016
- Worth approx. US\$ 99 Mil (@ US\$ 330/MT)
- 76% @ Sea and 24% @ Port
- Performance reporting system US\$ 0-900 / month/vessel
- Weather routing services US\$ 250-300/month/vessel
- Torsionmeter US\$ 15000
- Mass flowmeters US\$ 6000-9000 /vessel

How did it Start in Maersk Tankers

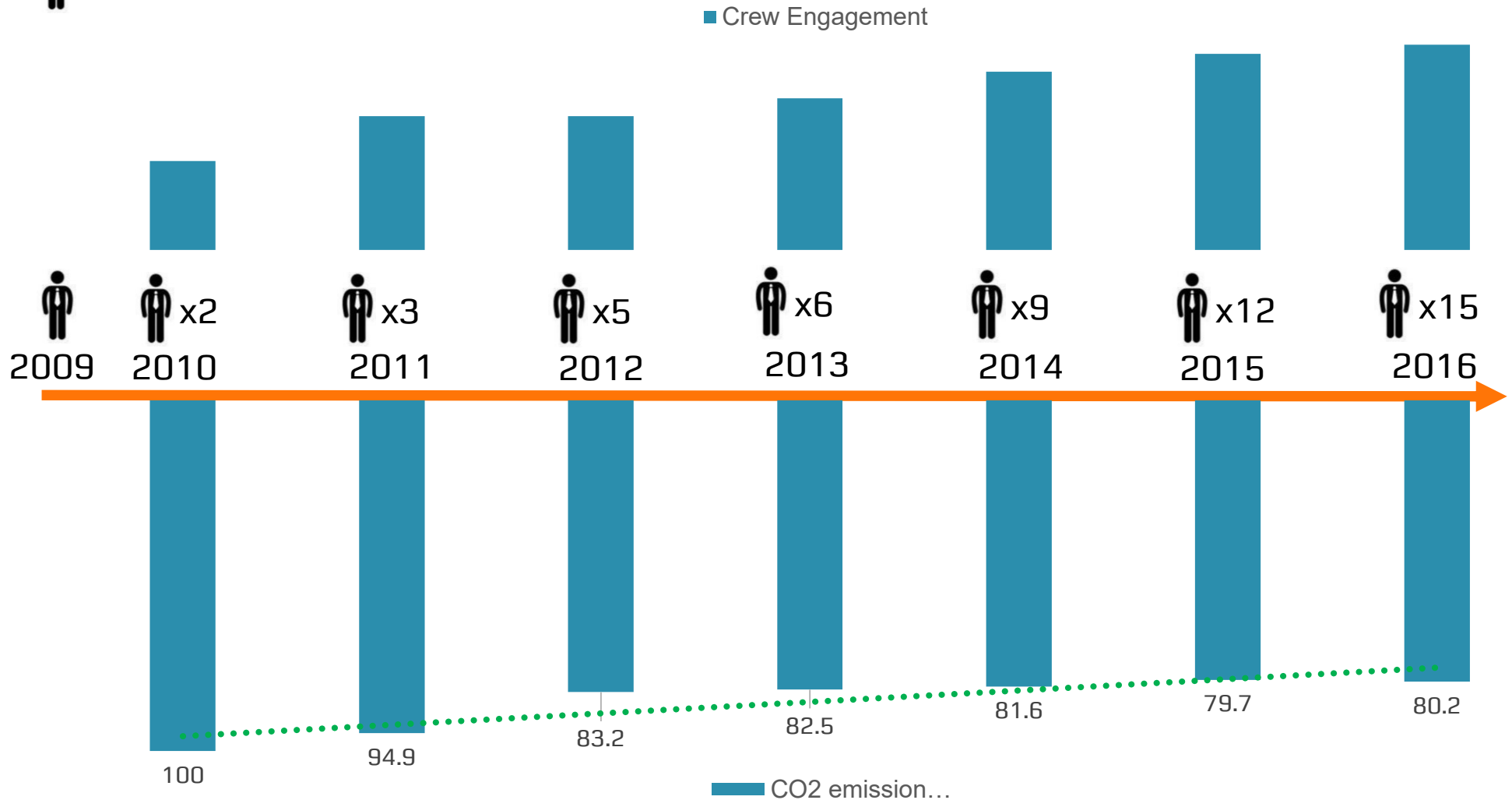
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**MAERSK
TANKERS**

Engagement & CO2 Emission in Maersk Tankers

 Fuel Opt. Team

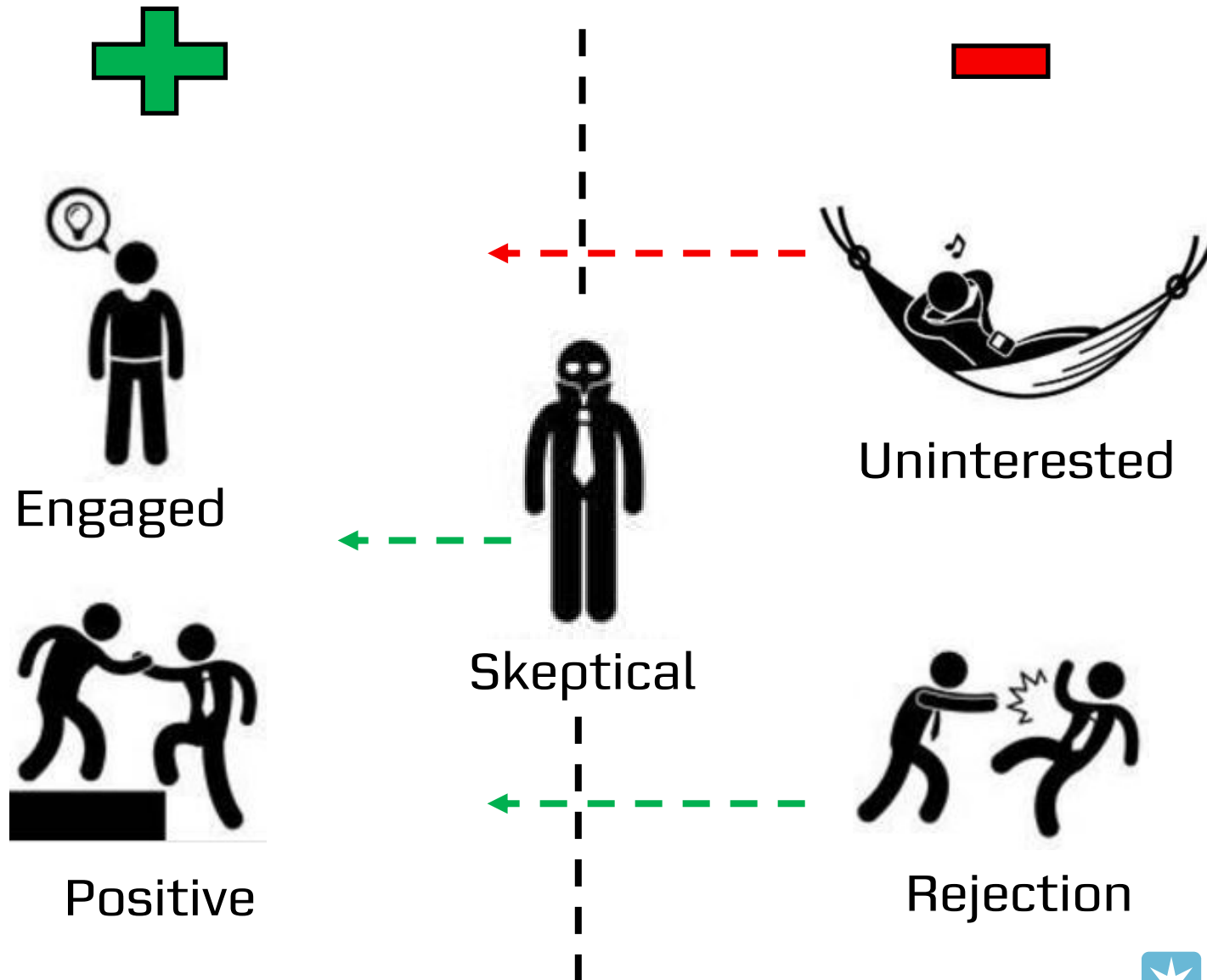


Crew Engagement

Normal Modes of Engagement

- Emails
- Phone Calls
- Office Visits
- Ship visits

Types of crew response



Methods to Improve Engagement

- Presentations during Crew Seminars
- Energy Efficiency a part of KPI system for vessels
- Energy Efficiency a part of Fleet Superintendents and Fleet group Managers KPI
- Monthly score cards
- Monthly news letters indicating overall performance and Best Performing Vessels
- Showing connection between Energy Efficiency and vessel's financial performance
- Knowledge sharing campaigns asking vessels to suggest good practices on-board
- Installation of energy monitoring equipment

Benefits of Crew Engagement

Energy Efficient Crew

- Reduced fuel bill
- Reduced machinery running hours
- Reduced maintenance cost
- Reduced DRC
- Reduced machinery breakdown
- No negative impact on safety
- Improved bottom line
- Reduced CO2 emissions
- Improved sustainability profile

How to maintain Motivation & Engagement

Maintain Motivation & Engagement

- **Feedback:** Regular follow-up and feedback on performance
- **Performance Evaluation:** Review Energy Efficiency in performance evaluation of crew
- **Appreciation:** Highlight good performance and share it with the full fleet
- **Competition:** Promote internal competition
- **Knowledge sharing:** Create a platform which allows engaged crew to share good ideas

Conclusion

Conclusion

- Engagement is Contagious. Energy-> DRC-> Safety
- Energy Efficiency is a habit which needs to be developed through continuous follow up
- Takes time to build up
- If follow up is stopped, engagement will also start dropping
- Re-starting takes as much time as setting up first time
- Regular interaction and feedback is the Key
- May not be possible to achieve 100% success ratio
- Take small steps and publicize success to engage more members



Thank you

- fueloptmt@maersk.com