

Strategies to cope with the transformation of the shipping industry

Problem

The shipping industry is of the utmost importance for the world's material flows. Just like other industries, the shipping industry is now experiencing increased requirements related to sustainability. This is specifically noticeable for this industry as it is strictly regulated by, among others, the International Maritime Organization (IMO), EU and the countries in which the companies operate. The industry is currently in transition and companies are facing a major challenge to change their businesses to become sustainable and climate neutral. How should companies in the industry be able to adapt to the increased requirements and new regulations? What will be the consequences if they do not manage to transform their business? How can companies continue to be profitable despite the rapid transition? Ships are characterized by long life cycles; how can we make the already existing ships to meet the new requirements?

Purpose

To examine an industry in transition and investigate how actors should position themselves to meet the new stricter regulations and requirements regarding sustainability while at the same time remaining profitable. Formulate strategies that when implemented lead to better sustainability values and are financially defensible. Investigate industry actors' view on sustainability today and how they plan to face the harder requirements that will occur in the future.

Method

Data will primarily consist of interviews from actors operating in the shipping industry and industry organizations. We have been in contact with Anna Forshamn at Stena AB and Anders Hermansson at Svensk Sjöfart who have agreed to guide us and help us get in touch with the right people who can assist in our work. Issues that may be raised are; how are companies working with sustainability right now and what are their plans for the future? How are companies reacting and coping with new rules and regulations from IMO, EU or other actors for instance?

The interviews will be supplemented with a literature study where we will examine what current literature says about "green supply chains" and strategies for transformation. What questions are raised, and which remain unanswered? Are there preformulated strategies that can be implemented?

Group members

Gabriel Dylind
Johan Bademo
Simon Lanngren

Note: this report will be written in English