

PROGRAM: DAY 1 MORNING

EFFICIENCY AT SEA

08.00 **REGISTRATION AND LIGHT BREAKFAST**

09.00 **Welcome to the future: EfficienSea2 introduction**
Thomas Christensen, EfficienSea2 Project Manager, Danish Maritime Authority

09.15 **Opening keynote: EfficienSea2 – Bringing the maritime sector into the digital age**
Francis Zachariae, Secretary General, IALA

09.30 **Opening keynote: How will digitalisation and connectivity change shipping and maritime authorities?**
Troels Blicher Danielsen, Deputy Director General, Danish Maritime Authority

SESSION 1: THE MARITIME CLOUD – AT THE HEART OF INFORMATION EXCHANGE
BETA release of the Maritime Cloud. Why the shipping industry needs the ground-breaking communication framework, how it works and manages identities securely, and how the Maritime Cloud might disrupt current business models.

Chairman: Thomas Christensen, EfficienSea2 Project Manager, Danish Maritime Authority

09.45 **Introduction to the Maritime Cloud**
Thomas Christensen, EfficienSea2 Project Manager, Danish Maritime Authority

10.00 **The Maritime Cloud in action: BETA opening and demonstration of the Maritime Cloud and its core elements: the identity registry and the service registry. How does it work? What are the benefits?**
Dr. André Bolles, Manager, Cooperative Mobile Systems, OFFIS; and Thomas Lutz, Head of Development, Frequentis

10.45 **COFFEE BREAK**

11.15 **Live Maritime Cloud Q&A's via Sli.do**
Thomas Christensen, EfficienSea2 Project Manager, Danish Maritime Authority

11.30 **How the Maritime Cloud becomes sustainable**
Thomas Christensen, EfficienSea2 Project Manager, Danish Maritime Authority

11.45 **Feedback discussion: What does it take to make the Maritime Cloud a success?**
Kick-started by three key stakeholders

12.30 **LUNCH BREAK**

PROGRAM: DAY 1 AFTERNOON

EFFICIENCY AT SEA

SESSION 2: EFFICIENCY-BOOSTING SERVICES – REDUCING ADMINISTRATIVE BURDENS

How solutions on information exchange between ship and port and voluntary monitoring of emissions work and will benefit your business.

Chairman: Jan Boyesen, Head of Development, Maritime Development Center/Transport Innovation Network

- 13.30 **Digitalisation of data exchange at sea**
Jan Boyesen, Head of Development, Maritime Development Center/Transport Innovation Network
- 13.40 **EfficienSea2 solutions for automated information exchange between ship and port**
Jeppe Skovbakke Juhl, Senior Marine Technical Officer and EfficienSea2 WP Lead, BIMCO
- 14.05 **EfficienSea2 solution for automated sulphur emission monitoring**
Frey G. Callesen, Environmental Consultant, LITEHAUZ; and Peter Krog-Meyer, Senior Adviser, Danish Maritime Authority
- 14.30 **COFFEE BREAK**
- 15.00 **Related efficiency-boosting solutions and synergies with EfficienSea2: Port CDM, EU National Single Windows and Avanti**
Ulf Siwe, Communications Officer, STM/Swedish Maritime Administration; Markku Mylly, Executive Director, EMSA; and Capt. Ben van Scherpenzeel, Director Nautical Developments, Policy & Plans, Port of Rotterdam
- 15.35 **Panel discussion: What does it take to realise efficiency?**
Participants: Markku Mylly, Executive Director, EMSA; Jakob Boldsen-Lund, Senior Project Manager, DFDS; Tommy Olofsen, Managing Director, OSM Crew Management; Capt. Ben van Scherpenzeel, Director Nautical Developments, Policy & Plans, Port of Rotterdam; and Ulf Siwe, Communications Officer, STM/Swedish Maritime Administration
- 16.15 **Connecting the dots – benefits and challenges of efficiency-boosting services**
Jeppe Skovbakke Juhl, Senior Marine Technical Officer and EfficienSea2 WP Lead, BIMCO
-
- 16.30 **Keynote: How digitalisation, big data and the Maritime Cloud will transform shipping**
Vinay Venkatraman, CEO & founder, Leapcraft
- 17.00 **CONFERENCE TAPAS DINNER**
- 20.00 **See you tomorrow!**

PROGRAM: DAY 2 MORNING

E-NAVIGATION MADE REAL

08.00 **REGISTRATION AND LIGHT BREAKFAST**

09.00 **Keynote: How will e-Navigation affect the life of the mariner, service provider and equipment manufacturer?**

Omar Frits Eriksson, Dean, IALA World-Wide Academy and Chair of IALA e-Navigation committee

SESSION 3: RELEASE OF BALTICWEB – A PLATFORM FOR ROLL-OUT OF E-NAVIGATION

Experience the BETA release of a web-based platform for our developed end user services and how the Baltic Sea can become a role model for the global roll-out of e-Navigation.

Chairman: Bjørn Borbye Pedersen, EfficienSea2 WP Lead, Danish Maritime Authority

09.30 **Drawing the big picture: e-Navigation, EfficienSea2, the Maritime Cloud and BalticWeb**

Bjørn Borbye Pedersen, EfficienSea2 WP Lead, Danish Maritime Authority

09.45 **The user's perspective and BalticWeb**

Jeanette Juul Jakobsen, Human Factors Specialist, Department of Applied Psychology, FORCE Technology; and Thomas Porathe, Professor, Interaction Design, Department of Product Design, Norwegian University of Science and Technology (NTNU)

10.10 **BETA release and demonstration of BalticWeb and selected services**

Mads Bentzen Billesø, EfficienSea2 WP Lead, Danish Maritime Authority; and Brian Schmidt Nielsen, Deputy Chief Pilot, DanPilot

10.35 **COFFEE BREAK (AND IDEA WALL + BALTICWEB DEMONSTRATIONS)**

11.00 **Panel discussion: What does it take to make BalticWeb a stepping stone into the digital future?**

Participants: Thomas Porathe, Professor, Interaction Design, Department of Product Design, Norwegian University of Science and Technology (NTNU); Omar Frits Eriksson, Dean, IALA World-Wide Academy and Chair of IALA e-Navigation committee; and other participants to be announced at the conference

11.40 **SOLVING THE PROBLEM OF WEAK CONNECTIVITY AND HIGH-COST COMMUNICATION**

Cost-effective and seamless roaming – how novel communication channels solve the problem of weak connectivity and high-cost communication

Peter Andersen, Manager Business Development and EfficienSea2 WP Lead, Thrane&Thrane

12.00 **LUNCH BREAK**

PROGRAM: DAY 2 AFTERNOON

E-NAVIGATION MADE REAL

13.00 **Keynote: How will new standardised, digital services and the Maritime Cloud affect the industry for suppliers of navigation equipment?**
Richard Doherty, Deputy Secretary General, CIRM

SESSION 4: SMART NAVIGATION SERVICES – WITH BUSINESS VALUE

How our new generation of standardised navigation services work and provide you with business value.

Chairman: Cajsa Fransson, Project Manager and EfficienSea2 WP Lead, Swedish Maritime Administration

13.20 **Ten harmonised, digital EfficienSea2 navigation services for global roll-out**
Cajsa Fransson, Project Manager and EfficienSea2 WP Lead, Swedish Maritime Administration

13.30 **Demonstrations of real-time updated charts services (basic data): Charts S-101 and updates, Navigational warnings & Notices to Mariners, and Bathymetry S-102**
Nikolaj Møller, Chief Adviser, Danish Geodata Agency; and Mads Bentzen Billesø, EfficienSea2 WP Lead, Danish Maritime Authority

14.00 **Demonstrations of services for smart wayfinding (data overlays): Optimised route demonstrated on BalticWeb, weather and ice prognosis as a way of finding efficient routes and predicting space weather giving more accurate navigation**
Lars Markström, Project Manager, SSPA; Till Rasmussen, Research Scientist, Danish Meteorological Institute; and Jean-Jacques Valette, Radio Communication Expert, CLS

14.30 **Demonstrations of sea-shore integration services: Route sharing ship to shore, information sharing between VTS/SRS and service for efficient SAR operations**
Mikko Klang, Project Leader, Finnish Transport Agency; Fredrik Karlsson, Innovation Coordinator, Swedish Maritime Administration; and Mads Bentzen Billesø, EfficienSea2 WP Lead, Danish Maritime Authority

15.00 **COFFEE BREAK**

15.25 **Panel discussion: What will digital services mean for user platforms?**
Moderator: Andy Winbow, Consultant, CIRM
Participants: Timo Kostianen, R&D Manager, FURUNO; Anders Rydlinger, Product Director Navigation, Transas Marine; Erik Styhr Petersen, Director Business Development at SAM Electronics / Lyngsø Marine; Henrik Bech Helnæs, Product Manager, Danelec Marine; and Jacob Nielsen, Business Developer, Rocket Brothers

15.55 **Interview session: How do we get the service providers on board?**
Participants: Malin Liljenborg, Nautical Editor, Swedish Maritime Administration; Nikolaj Møller, Chief Adviser, Danish Geodata Agency; Lars Markström, Project Manager, SSPA; and Till Rasmussen, Research Scientist, Danish Meteorological Institute

16.15 **Connecting the dots – services for the future**
Cajsa Fransson, Project Manager and EfficienSea2 WP Lead, Swedish Maritime Administration

16.25 **Closing keynote: What will connectivity mean for shipping?**
Jan Michelsen, Vice President Maritime, Cobham SATCOM

16.55 **See you in the future**
Thomas Christensen, EfficienSea2 Project Manager, Danish Maritime Authority

17.00 **CLOSING**

EfficienSea2 Conference:

GETTING CONNECTED TO THE FUTURE

EfficienSea2 solutions are developed by 32 frontrunners

EfficienSea2 is led by the Danish Maritime Authority and has 32 dedicated partners from 12 countries in the Baltic Sea region and beyond, all of whom have been carefully selected to ensure maximum impact of the developed solutions. Don't miss this chance to get a chat with the people who are creating the future:



The EfficienSea2 project has received funding from The European Union's Horizon 2020 Research and Innovation Programme under Grant Agreement No. 636339

GETTING CONNECTED TO THE FUTURE

How you become a successful conference participant

sli.do

DOWNLOAD THE SLI.DO APP

To participate in live Q&As and polls during this conference, you need to get Sli.do, and fortunately it is easy: Go to <https://www.sli.do/> or App Store/Google Play and find the Sli.do app.

Use event code **#4256** and join the conference.

Use Sli.do to ask questions from any device during the presentations. Using the "like" function, other participants can vote for existing questions. Sli.do also allows you to express your opinion using live polls. We invite you to vote from your device as we go. Does this replace face-to-face feedback and interaction? No, it just adds another dimension to it.

WHO ELSE IS HERE?

Take a look at the list of participants to find out whether you are the only cool person at this conference; it is right here: <http://yep.it/e2>



TWEET, TWEET...

Let the world know you are getting connected to the future and why you are excited about specific sessions and presentations. Use the EfficienSea2 conference hashtag **#EF2C2016**

SPOT THE ORANGE NAME TAGS

Don't miss this chance to get a chat with our 32 EfficienSea2 partners. Ask them questions, give feedback to their solutions, add more value. That is why we have invited you. They are wearing orange name tags, so you can't go wrong. Go!

NOT QUITE SURE WHAT EFFICIENSEA2 IS...?

Get a quick introduction to EfficienSea2 at efficiensea2.org. Tip: Go to **About** if you want to get background knowledge and project facts, or check out **Solutions** if you want to dive directly into our cutting-edge developments.

JOIN THE
DISCUSSION
#EF2C2016

