

# Introduction from the Chairman

## Changing the system - if you do what you did, then you get what you got.

The primary purpose of the Poseidon Challenge, and its meaningful and realistic goal, is to look back in 5 years and see serious accidents and fatalities reduced to zero, accident and pollution rates reduced to zero and port state control detentions reduced to zero.

To successfully strive for zero, every link in the chain of responsibility has to be striving voluntarily, and all links in the chain of responsibility have to work effectively together. If you have links with different objectives, it makes it harder for other links to do their job, for they are intertwined. One link might be perfect, but if it is not linked effectively with the other links, then you have got huge problems.

Each element in the chain of responsibility is an independent body with any number of offshoots; shipping is not the simple system that we imagine it to be - we have a very complicated system. If you change one piece of a system then you change the whole system. We need to use continuous improvement tools to link ourselves together – then we have a chance of changing the system.

The biggest change in the last 10-20 years is that the ocean no longer 'belongs' to the shipping industry. All the billions of people in the world believe that the ocean belongs to them. As a result they are very sensitive to what goes on in the oceans.

Each and every participant is here to make a commitment to continuous improvement and to make it stick. It's about improving the way we run our businesses. We need to have people here who want to be here, who want to make a difference.



Stephen Van Dyck

Basically it's all about changing what we do. If you do what you did, then you get what you got.

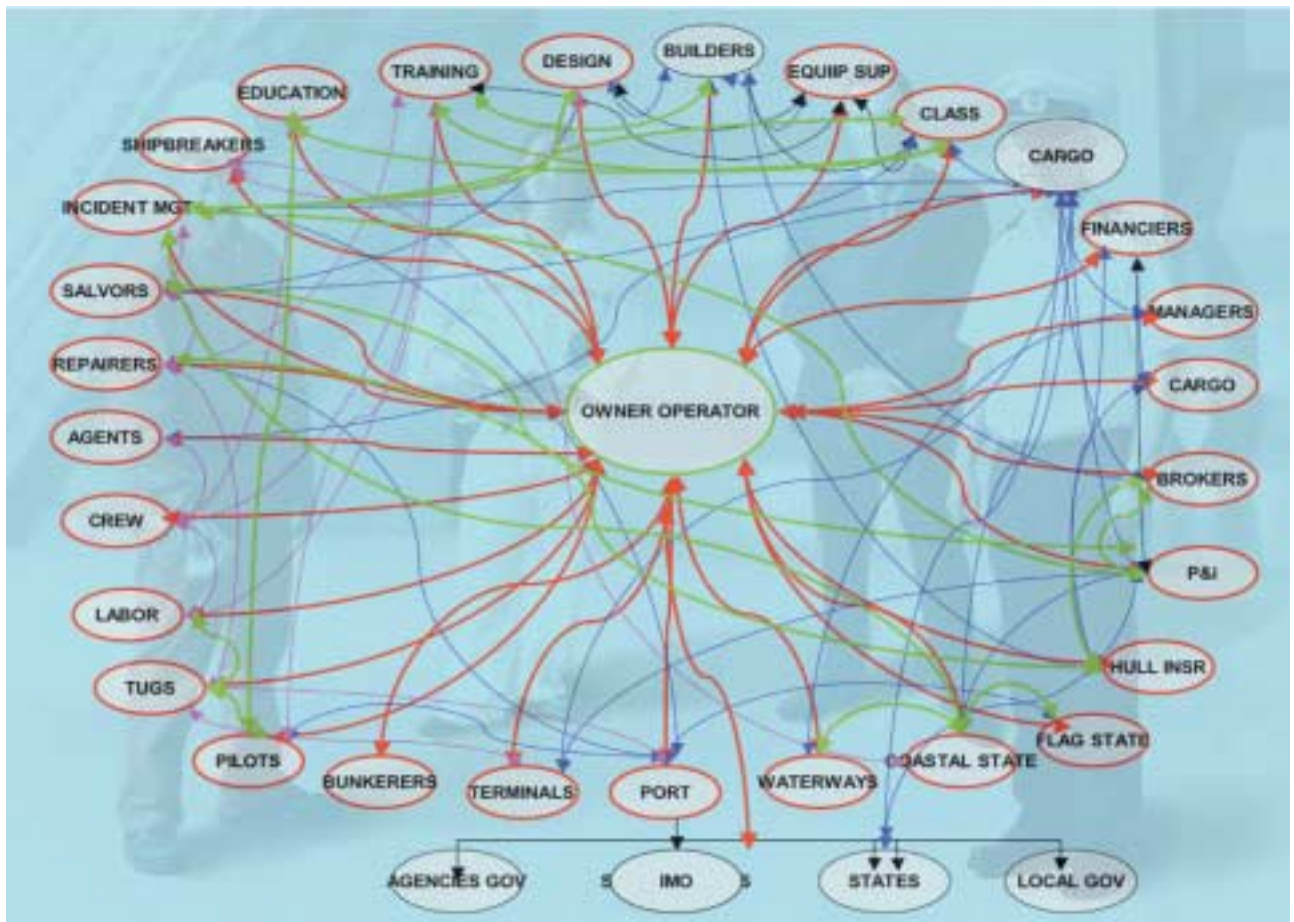
The human approach is becoming increasingly important. Human performance on the job is crucial to continuous improvement. The recognition that the quality of life and job content of the person on the ship are inextricably linked is becoming increasingly important. We are looking at the fixing of the systemic approach with human spiritual dynamics and getting them both to work together.

We are asking people to make a commitment to continuous improvement and make it stick – and also to improve their connections with the other links in the chain. Continuous improvement is an extremely powerful tool – apply it and while your efficiency and quality go up, your costs actually go down.

The test will be whether commitments made today in Singapore can be verified next year in Houston.

## **CHAIRMAN – Stephen Van Dyck, Chairman of INTERTANKO.**

Stephen serves as the Chairman of The West of England P&I Club, and Chairman of the U.S. Chamber of Shipping as well as being Chairman of INTERTANKO. Over the course of more than 30 years he built the American shipping company Maritrans into a widely-respected operator of ocean going barges and tankers. He retired as Chairman of Maritrans in 2005. Architect of Maritrans' 'Not one drop' campaign which sought (successfully) completely pollution-free performance for the company's vessels, he has pushed all parts of the industry to make greater progress on improving its impact on the environment. He is also well known as an Americas Cup tactician having sailed in five Americas Cup competitions.



All links in the chain of responsibility have to work effectively together – we have a very complicated system

The commitments made by INTERTANKO and by myself personally are:

**INTERTANKO will commit to:**

- continue to provide administrative support and follow-up for Poseidon Challenge, including a website, and organise and stage the 2007 Poseidon Challenge
- Create a Human Factors working committee as the start of a long-term effort to develop equal technical capability in the Human Factor sector as we have in hardware
- Continue to encourage others to have outcome-oriented meetings

**Stephen Van Dyck will commit to:**

- continue to push the Poseidon Challenge idea and to work on it
- personally sponsor a Poseidon Prize to be awarded annually to the association, company, society, link in the chain of responsibility, individual, team that/who has done the most to meet the Poseidon Challenge in the past year. A committee will be set up to establish the nomination and evaluation process, and how the award will be made.