

Project 'Northern Maritime University'

The Northern Maritime University (NMU) is a co-funded research project, part of the EU Interreg IVB North Sea Region Programme. The NMU project is a collaboration network of universities from different European countries with expertise in maritime transport. Having commenced in January 2008, the project will last for 36 months.

NMU objectives

Against a background of growing maritime traffic, port development and rising environmental challenges within an increasingly intermodal environment, the maritime business sector must have access to sustainable sources of competitive advantage. These sources can be created through exchanging, managing and developing knowledge as a strategic asset among diverse institutions. With this reality in mind, the main objective of the NMU project is to build a strong and

sustainable transnational network of education and research in the North Sea Region.

'The NMU offers a pool of local, national and international expertise in maritime business, which is organised in an innovative manner within the service product portfolio...'

NMU network

The NMU network consists of 10 NMU partners from five different countries in the North Sea Region, as well as growing stakeholder groups spread over European countries and across continents.

The NMU network's profile is many-fold, including universities, research institutes and industrial partners,

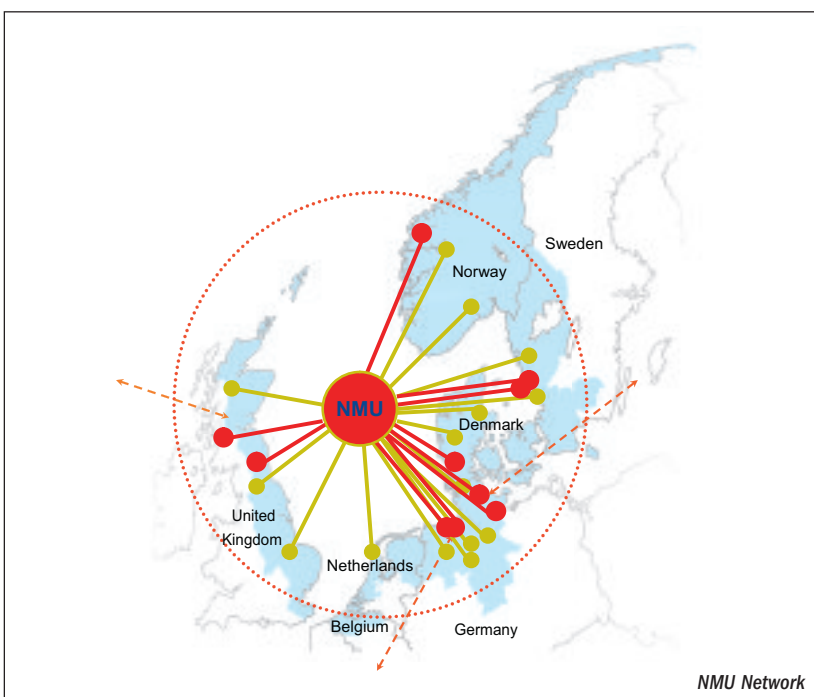
The academic network for innovative maritime education and R&D...

as well as stakeholders involved in maritime transport such as shipping lines, port operators, shipowner associations, and policy-makers, to name a few. Together with all of the above-mentioned network members, NMU is developing multidisciplinary and internationally oriented qualification offerings, which will enhance the innovation capacity of managers and actors in the maritime business sector.

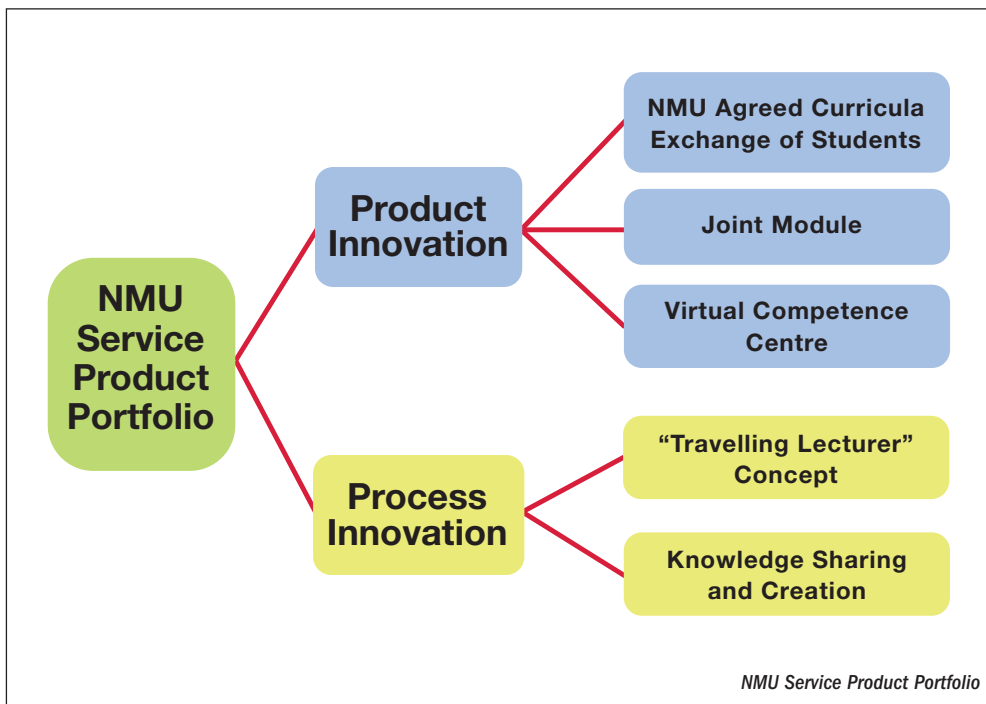
NMU expected results

Highly qualified personnel in maritime businesses are the key factor in creating and maintaining the above-discussed sustainability in both a critical and positive environment. Since the maritime industry has as one of its main characteristics internationality, which sets up common practices across countries, sources of knowledge are not limited to a single country or to a collection of trading partners. Moreover, the internationality of the industry is a driving force for the mobility and accessibility of personnel. For internationality to function properly, it requires training programmes and knowledge transfer in order to universally guarantee the qualifications and competencies of human resources. To achieve this, NMU is developing diverse and innovative education concepts and educational services throughout its three year project period (2008-2010). The expected results of NMU include:

- Tailored multi-channel access to high quality academic education for maritime business management;
- A broader and international focus on maritime business and management education;



- Creation of a new capability to foresee future development in maritime business;
- Establishment of inter-linkages between maritime business, industry knowledge, institutions and academic education;
- Increased competitiveness through highly qualified staff and better deployment of innovation potential;
- Provision of training courses that correspond to industry requirements.



NMU Service Product Portfolio

“The NMU project is a collaboration network of universities from different European countries with expertise in maritime transport.”

In order to respond to the increasing challenges in the maritime business sector, all market players need to have sustainable sources of competitive advantage. These can be achieved effectively through managing and developing their human resource base as a strategic asset. The NMU offers a pool of local, national and international expertise in maritime business, which is organised in an innovative manner within the service product portfolio (see ‘NMU Service Product Portfolio’ figure). This portfolio allows a high level of accessibility for NMU stakeholders and students.

To enable the use of the NMU Service Product Portfolio, the NMU e-collaboration platform – a service

and information pool for NMU community members – is being developed. The platform will facilitate education, collaboration and co-operation in research and industrial projects within the NMU community. These possibilities will be included as a main component of the e-collaboration platform. Together, they will form a Virtual Competence Centre. The first version of the platform will be available in the autumn of 2009. The following will be made possible through the e-collaboration platform:

- High levels of accessibility to information among community members;
- Enhanced collaboration by exploiting available web technology;
- Single access to all services and information;
- Facilitated accessibility to knowledge on maritime transport;
- Synergies between industry and education through knowledge and information sharing.

The Northern Maritime University is striving to be the ‘Academic Network

for Innovative Maritime Education and R&D’. All NMU offerings, a broad spectrum of services in the fields of research and education, will be launched by December 2010.

For more information about the project, please visit us at www.nm-uni.eu or contact us via email: NMU@tri-napier.org.

Project Contacts: Professor Kevin Cullinane and Gordon Wilmsmeier – Transport Research Institute, Edinburgh Napier University

Dissemination Group: Professor Jens Froese and Phanthian Zuesongdham – Workgroup Maritime Logistics, Jacobs University Bremen



Phanthian Zuesongdham
Research Associate
(International Logistics)
School of Engineering and Science
Jacobs University Bremen gGmbH
Campus Ring 1
28759 Bremen
Germany

Tel: +49 421 200 3479
Mobile: +49 173 693 1040
Fax: +49 421 200 3103

p.zuesongdham@jacobs-university.de
www.jacobs-university.de