**The SKEMA Knowledge Platform serving the
European Maritime & Logistics transport sector**

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The Knowledge economy

- For the last two hundred years, neo-classical economics has recognised two main factors of production: labour and capital.

- In recent years, knowledge has become the third factor of production and the 'knowledge economy' is recognised as the cornerstone of developed economies.,

- World Development Reports have shown d that for leading economies, knowledge is the most important factor in determining the standard of living - more than land, tools and labour.

- In today's global knowledge economy wealth generation in successful nations, industries and companies is predominantly based on knowledge based activities.

- Knowledge assets represent the competencies and capabilities that are deemed essential for growth, competitive advantage, human capital development and quality of life.

Knowledge Economy Policies

- The World Bank has prompted Nations to examine how their knowledge assets are acquired, sourced, created and utilised in order to devise policy and strategy that fosters the growth of their knowledge economy.

- EU policy is based on the Lisbon objective that Europe should become the most competitive knowledge-based society in the world by 2010.

- In the Green Paper on Maritime Policy the European Commission declared the need for an all-embracing maritime policy,
    - aimed at developing a thriving maritime economy, in an environmentally sustainable manner ;
    - **supported by continued investments in knowledge and skills as key factors for maintaining competitiveness and environmental sustainability.**

How do we join the knowledge economy

- According to New Growth economics a country's ability to take advantage of the knowledge economy depends on how quickly it can become a "learning economy".

- In a "learning economy," it is believed that individuals, firms, and countries are able to create wealth in proportion to their capacity to learn and share innovation.

- At company level the emergence of the knowledge based economy "requires a new synthesis of training, education and other forms of communication and learning under the single umbrella of the learning enterprise"

- An important strategy for enhancing the learning capacity of companies in a specific industry is to provide **facilities for exchanging and sharing knowledge.**

How do we join the knowledge economy

- Knowledge-based assets are often categorised as explicit or tacit.
- Explicit knowledge consists of anything that can be documented, archived and codified (e.g. knowledge held by designs, manuals, databases, etc ., often referred to as corporate memory).
- Much harder to manage is tacit knowledge, or the personal know-how which cannot be described and is primarily manifested through the results of actions.
- Tacit knowledge resides partly on relationships, usually complex social relationships, and reflects the industry or organisational culture.
- **Knowledge networks facilitate tacit knowledge growth** in industries characterised by highly tacit knowledge and high potential for technological innovation such as the maritime transport and logistics sector.

Strategies and action plans

- The European Commission Maritime Policy Action Plan lists a range of concrete initiatives including the promotion of Collective Learning:
  - enhanced capacity to integrate experiences and best practices utilising stakeholder involvement;
  - development of tools for collective learning driven by local experiences and linkages between networks .

- The SKEMA project is aimed at establishing a Sustainable Knowledge Platform to assist stakeholders in the Maritime Transport & Logistics industry to access, disseminate and share information and knowledge.

- SKEMA is aimed at building a broad European knowledge network of ports and transport operators whishing to adopt collective learning for improving the efficiency and quality of their services.

- Green Paper - Towards a future Maritime Policy for the Union: A European vision for the oceans and seas COM(2006) 275 final http://ec.europa.eu/maritimeaffairs

SKEMA Objectives

- SKEMA will facilitate the exchange of information and knowledge to raise awareness of relevant research, technologies and best practices.

- Will assist in the recognition of obstacles that hinder the implementation of European policies and propose and assess solutions.

- Will provide base material that will help in the formulation of advice on various policy initiatives, such as legislation, (including simplification), standardisation, research, networking and co-operation between administrations.

SKEMA Approach

- SKEMA encompasses three mutually supporting components, namely a Knowledge Base system, Studies and a Thematic Network

- The SKEMA Knowledge Base system will:
  - contain Consolidation Studies, case studies and outputs from workshops;
  - facilitate improved usability and accessibility of valuable results from previous projects, studies & publications;
  - encourage both practitioners and researchers to disseminate results and experiences and participate in surveys and online debates.
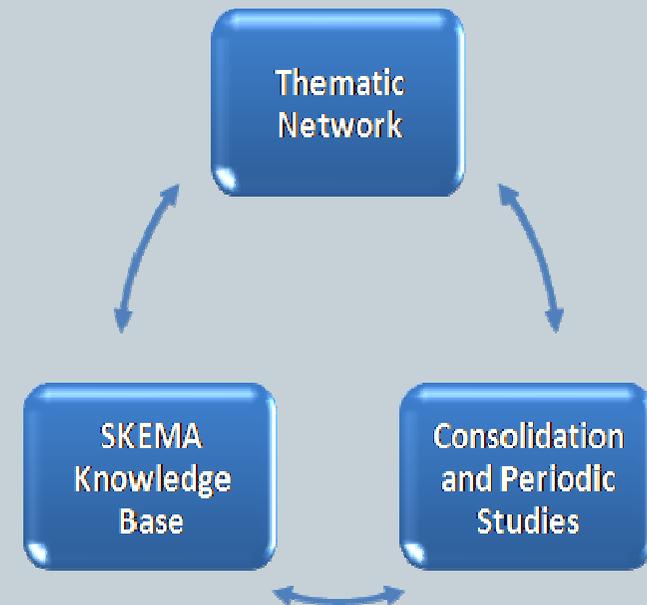
SKEMA Subject Index

Economics and Regulation

Trade and transport models

Modelling Intermodal Transport Services

Relationships between interregional trade, economic growth and maritime services

Practices, trends and supports for financing transport resources

Maritime Governance

Regulatory Framework for Maritime and Intermodal Transport

EU Transport Policy Analysis: strengths and weaknesses

Maritime Transport and Logistics Developments

Dominant trends in logistics and supply chain management

Maritime transport human resources and education & training

Maritime and intermodal transport developments

Design of improved D2D networks

Benchmarking Performance Indicators

Management of Intermodal Networks

SKEMA Subject Index

Safety Security and Sustainability Capabilities

  European capabilities for safety and security

  Methods for assessing safety and security performance

  Strategic Framework for Sustainable Transport

Technology Forecasting and Assessment

  Ship and fleet management technologies

  Port technologies

  Technologies deployed to improve visibility and operational risk management within supply chains

  ICT developments for Integrated D2D freight transport services

  Co-modal Transport 2030–Major challenges and opportunities

Our vision

- Create a European knowledge network that will:
  - use and contribute to a comprehensive digital library containing business best practices, innovations and research results, surveys on key issues, changes on regulations and policies;
  - create added value from EU research;
  - learn from each other how to better recognise opportunities, evaluate them, and translate them into services;
  - promote the ports and maritime transport agenda.
- Contribute to enhancing the attractiveness of our sector, to make it more vibrant and interesting for all of us but specially for the young people thinking of joining us.

Thank you