Ardmore Shipping Corporation

Abstract

The 'eco' debate has been dominated by an array of claims about the performance benefits of different technology solutions and innovations.

Such performance advantage claims are sometimes made with limited evidence to substantiate those claims, or seem predicated on a simplistic understanding of what ship performance is, and how you measure it.

The accurate measurement of ship performance must draw upon a wide array of factors and external conditions that need to be monitored across an entire voyage.

Only through complete and accurate measurement do you have the data required to make a proper assessment of ship performance, which is a prerequisite to any initiative to improve performance.

Accurate data also unlocks the power of transparency. Armed with real-time data on vessel performance, it becomes possible for the first time to optimise performance.

This can only be achieved by empowering your ship staff and giving them the authority and confidence to use the data at their fingertips to make instant decisions.

Data transparency also enables you to work together with your charterer to manage the voyage as a whole, in order to deliver a truly optimised voyage.

True voyage optimisation is the combination of proven technology and a knowledgeable, committed and empowered team onboard, with ship and shore perfectly aligned and working together.

It is about how the crew think, operate and behave AND how we ashore, technical management and chartering together, support the efforts of the team onboard and utilise the unprecedented level of vessel performance data.

For these reasons, Ardmore's approach to eco-efficiency is not just about the *eco-design* of newbuilds or *eco-improvements* to existing vessels, it also encompasses *eco-operations;* how we use the tools at our disposal, measure the results, empower our seafarers to take smart decisions and work with our charterers.