

The Marine Excellence Framework

A unique tool for the **Shipping Sector**



EEDE invites you
to come aboard



Ελληνική εταιρία Διοίκησης Επιχειρήσεων



A few words on the marine framework and certification

Hellenic Management Association (EEDE), the National Partner Organization of EFQM in Greece and Cyprus, in recognition that one of the most valuable and healthy sectors of the Greek and World Economy is the Marine sector which is a forerunner in certifications and quality applications, Health, Safety, and Environmental management, offers a Globally acknowledged certification, following the EFQM international Model of Business Excellence.

Marine Management is a highly specialised, market-sensitive industry facing unexpected challenges, using particular terminology and mandatorily following strict standards or guidelines and accepting inspections. Immediate examples are inspections from the flag, port authorities, certification bodies, and vetting from charterers.

Challenges of safety for seamen, ship and cargo, environmental management, planning, capitalization of the ship's capacity and route, training of officers and crew, monitoring of records, reporting, maintenance, are every day tasks.

The management of Marine companies must act with agility, following the trends of international markets and customer expectations, so as to react instantly with strategic decisions on transportation needs, asset playing or new builds, etc.

EEDE, while respecting and taking into consideration the above special characteristics of the Marine Sector and after more than 10 years of applying and disseminating the business excellence principles across Greece and Cyprus, felt intensively the responsibility to offer a valuable holistic tool, which will boost competitiveness and unify the different and challenging dimensions of the sector.

EEDE involved a team of EFQM assessors with practical experience in the assessment of the management systems of Greek Marine Management companies, currently active and acknowledged globally.

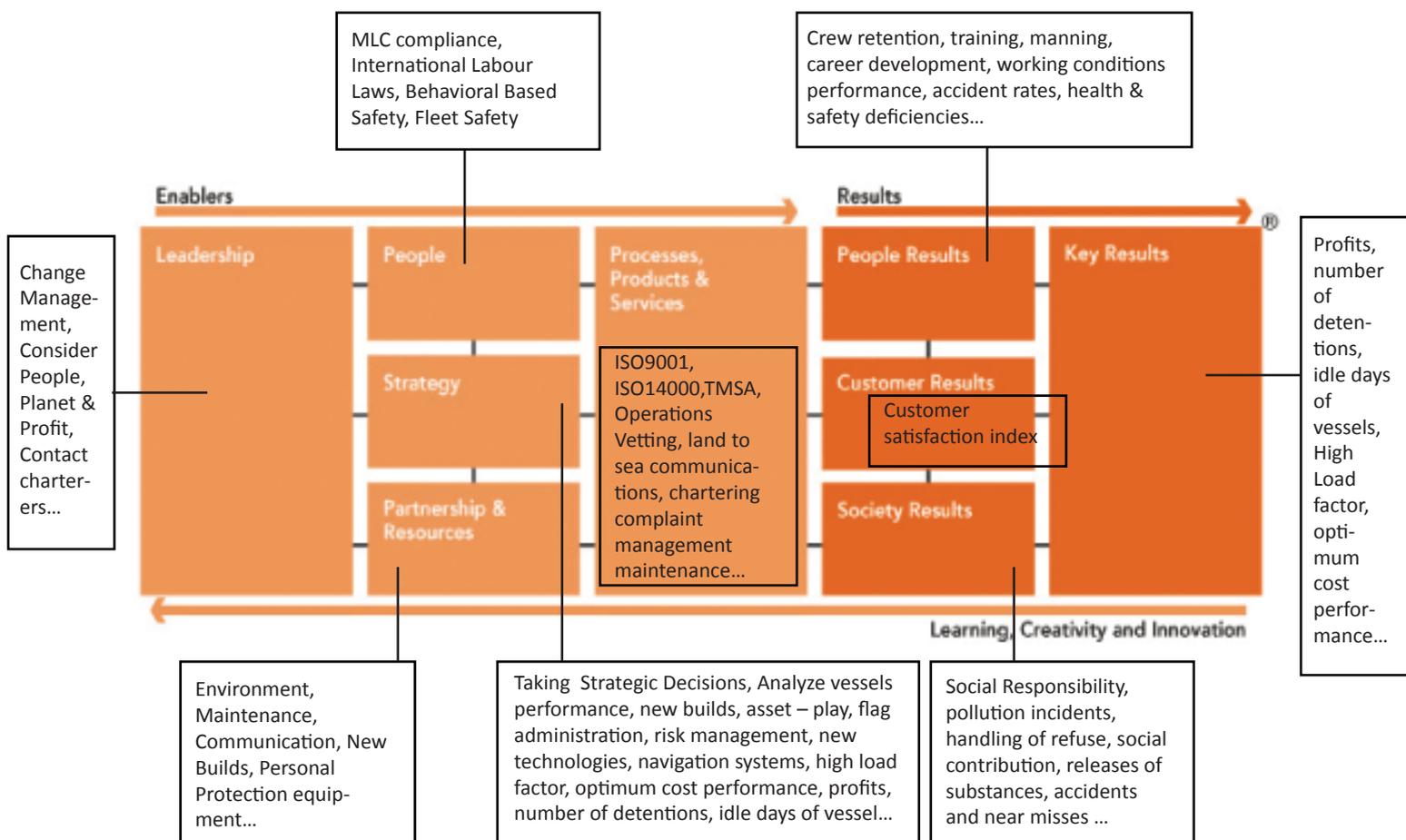


Major Marine companies have already been recognised with **the only holistic Marine Excellence Framework in the world**

The Marine Excellence Framework a unique tool for the Shipping sector

Despite the strictly specialized standards or guidelines applied in the Marine Sector (eg ISO 9001, ISO 14001, OHSAS 18001, ILO, TMSA etc) up to now there has not been a holistic management model to incorporate all these standards into a concise management scheme which is at the same time adapted to the Marine Terminology.

Such a holistic Model is the Excellence Model of the EFQM. The EFQM Model is now the most acknowledged and complete global Model of Excellence used in every continent. Reports from the Marine Industry – one of the healthiest in the world – identified the need to make the Model more “friendly” to the over standardized Marine management Industry.



This is a framework based on the EFQM Excellence Model and enriched with Marine terms to make the requirements of the model more “friendly” and comprehensible by Marine managers and professionals. The model incorporates every single company resource and enhances its use as leverage to gain competitive advantage.

Benefits of applying the Marine framework

The Marine Excellence Framework displays benefits such as:

1. The Marine management companies may use the Globally accepted EFQM Model as an “Umbrella” framework that is applicable to sea operations.
2. The EFQM framework is the only holistic model in the world (it covers all areas of operations under one model and links all Marine standards within its criteria).
3. The assessors have a strong know how in shipping industry and its operations.

It is the only Framework that manages to incorporate the mandatory requirements of the shipping sector for applying specific standards and guidelines, while providing a holistic management framework in marine terms, not otherwise available for the Marine Sector.

Target Users

The Framework indicatively applies to: port authorities, ship owners & agents, cargo trasporters, seafarer groups, maritime associations.

It concerns all types of Vessels: Tankers, Bulk Carriers, Cargo Ships, LPG Carriers, Leisure Vessels, Container Ships, Fishing Vessels, Oil drill Vessels, Heavy Lift Vessels, Tugs.

Assessment and Recognition

The EFQM Excellence Model provides Marine companies with a generic framework and a holistic overview of the organisation.

It can help to:

- ✳ Understand how effectively you are deploying your strategy.
- ✳ Identify the cause and effect relationships between the things you do and the results you achieve.
- ✳ Identify your current strengths and prioritise opportunities for improvement against your strategic goals.
- ✳ Identify opportunities for benchmarking; both in terms of things you can share and things you want to learn.
- ✳ Establish a baseline position so you can measure your progress over time.

Organisations frequently focus only on the things they need to improve and don't recognise their strengths. Identifying what you are doing well is equally important, not only so you keep doing them but also so you can understand how these strengths can help address the improvement areas identified.

The proposed assessment exclusively for the Marine Industry uses the EFQM Levels of Excellence (in Marine terms) and links it to marine management tools such as the TMSA, the ILO, the ISM etc.

There are three levels of recognition similar to the approach of other frameworks (e.g. the TMSA).

EFQM has established different Recognition levels depending on how high performing your organisation is.

**Create Passion and Commitment -
EFQM Committed to Excellence**

EFQM Committed to Excellence is developed to introduce you and your organisation to business excellence. This action-based learning experience focuses on identifying, prioritising improvement projects, whilst involving your team.



Chart your Progress - EFQM Recognised for Excellence

EFQM Recognised for Excellence combines an externally validated analysis of your organisation's performance recognising your achievements. It provides you with a framework to increase your competitiveness, productivity and efficiency. You will understand how well your current management practices are delivering the results and you will discover learning and improvement opportunities.



For High Performers - EFQM Excellence Award

The objective of the EFQM Excellence Award is to recognise Europe's best performing organisations, whether private, public or non-profit. It recognises industry leaders with an indisputable track record of success in turning strategy into action and continuously improving their organisation's performance.

Some of the benefits of applying for an EFQM Certification are:

- ✱ Create enthusiasm for improvement
- ✱ Instil a culture of excellence
- ✱ Receive a blueprint of your results
- ✱ Independent assessment
- ✱ Improve your competitiveness
- ✱ Obtaining international visibility and recognition

Credits to the team of the Marine Project

The project has been managed and initiated by the Hellenic Management Association (EEDE)
The facilitating organizations and the names of the Project team for the adjustment of the model to the Marine terminology are:

- ✧ Host of pilot assessment: Athenian Sea Carriers/ Kyriakou Group
- ✧ Dr. Nikos Tsakonas Athenian Sea Carriers, Business Excellence Auditor
- ✧ Cpt. Manolis Kasmas, Athenian Sea Carriers, DPA/CSO/Vetting manager
- ✧ Angela Demaratou, EFQM senior assessor, OHSAS 18.000 assessor, Certified Quality Manager
- ✧ Cpt. Vassilis Eliopoulos Quality, Safety and Vetting Manager (QSV), Thena Maris
- ✧ Ioannis Iakovou, Lloyds Register Piraeus, Manager Marine Management Systems Office EMEA south
- ✧ Cpt. Panagiotis Rappas, Commercial Operations/Gulf Marine Management S.A./ Managing Director/Hermes Marine Management S.A.
- ✧ Cpt. Kostas Sismanidis Quality, Safety and Vetting Manager (QSV), ALLSEAS MARINE S.A.
- ✧ Antonios Spanos, Marine version Project Manager, EFQM senior assessor-trainer, HMA/NPO EFQM representative
- ✧ Alex Tzortzopoulos Quality Safety & Environmental (QHSE) expert

A few words about EFQM

EFQM is a not-for-profit membership foundation. For the past twenty five years shares what works between its member organisations, as a way to help them implement their strategies. EFQM brings together organisations striving for Sustainable Excellence. Through our network of members comprising private and public organisations of every size and sector, many active around the world, EFQM applies its know-how and extracts outstanding approaches by engaging with executives and front-line managers.

EEDE at a glance

The Hellenic Management Association (EEDE) was established in 1962. It is a not-for-profit organisation with a mission to contribute to the promotion, dissemination and promulgation of modern management principles, methods and practices.

Today EEDE rates among the five largest Management Associations worldwide in terms of Membership and Activities. EEDE's Strategy and Actions are developed around seven main pillars: Education, Knowledge and Information, Networking, Business Tools, Communication, European Union Programs and Final Beneficiary services for managing and implementing co-funded projects. EEDE's activities cover all administrative regions in Greece.

The ultimate purpose of EEDE is to improve the competitiveness and effectiveness of Greek enterprises, through the development of human resources.

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