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Even though it is well known that the world's oil consumption needs to be drastically reduced for climate reasons, we still rely heavily on oil-based items daily, from plastics to fuels. Simultaneously, the world needs to prioritize sustainability. Hanna Varvne's unique study delves into sustainability in the oil shipping industry, revealing a focus on improving energy efficiency. Substantial investments are directed toward energy-efficient vessels and route calculation systems. Nevertheless, expedited delivery of oil-based products sometimes surpasses energy efficiency. By examining the concept of energy efficiency through the translation model, Varvne shows that it is easier to achieve sustainability changes when practices are linked to technical solutions compared to changes in everyday organizational actions.

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Oxymoron Organizing - Travels of the Idea of Energy-Efficient Oil Tankers | Hanna Varvne



# Oxymoron Organizing

Travels of the Idea of Energy-Efficient Oil Tankers

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