



# Underlying assumptions affecting design in automatization and technology development

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**Navigating the Future of European Waters with Autonomous Innovation**

7 November 2023, Rotterdam



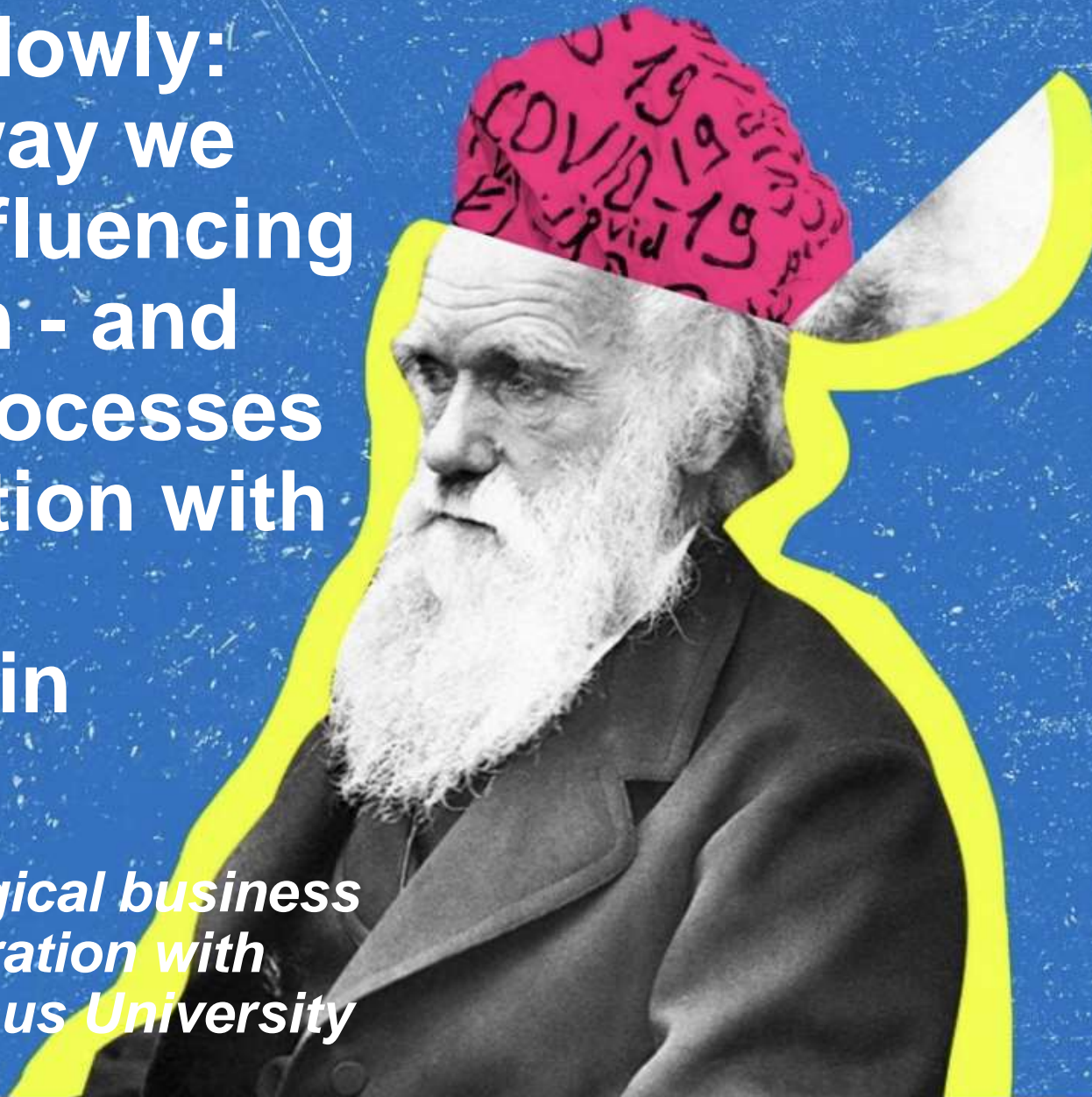
These projects have received funding from the European Union's Horizon 2020 research and innovation programme under grant agreements N° 815012, 859992, 861678.





# Winning slowly: How the way we think is influencing innovation - and change processes in connection with the green transition in shipping

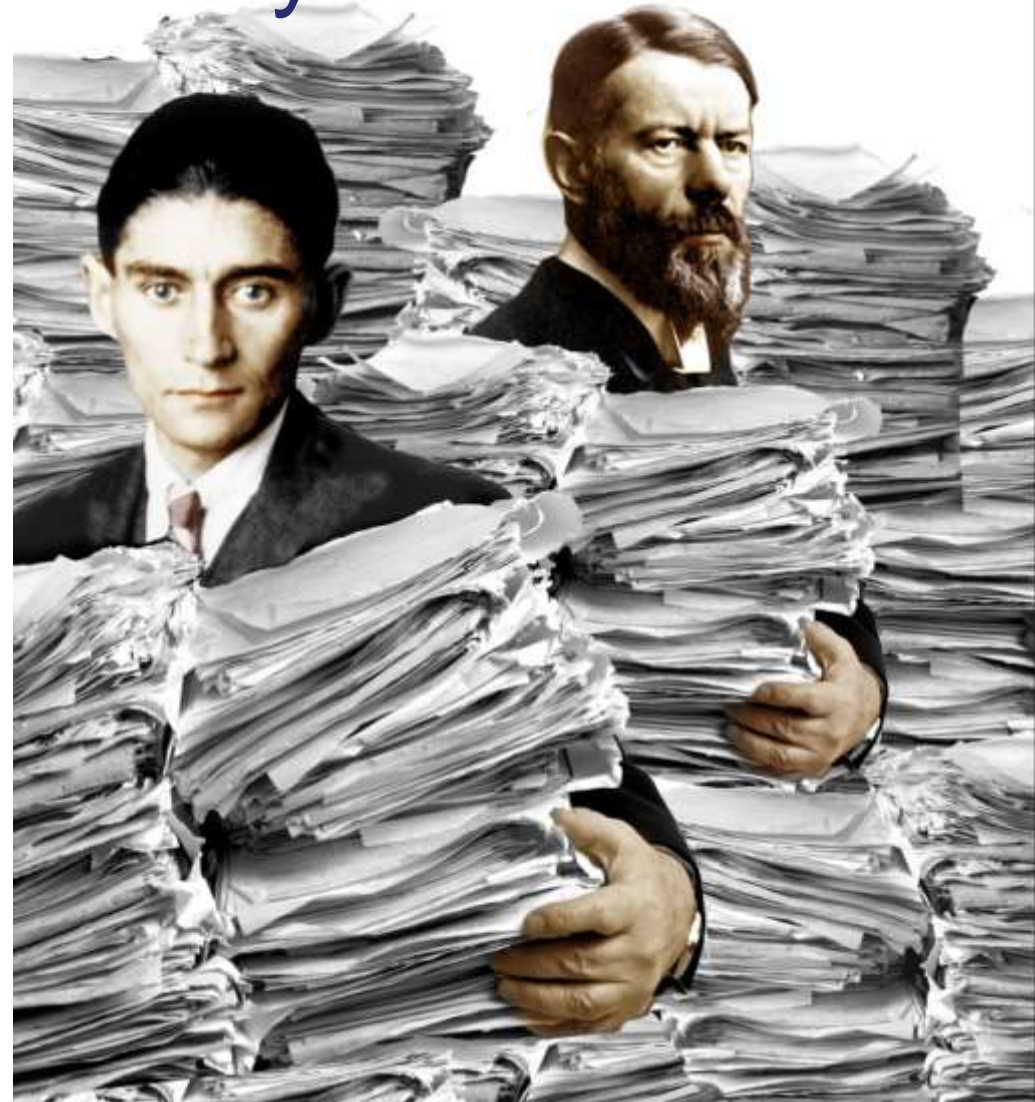
*An anthropological business  
PhD in collaboration with  
DFDS and Aarhus University*



# The Commercial Bureaucracy

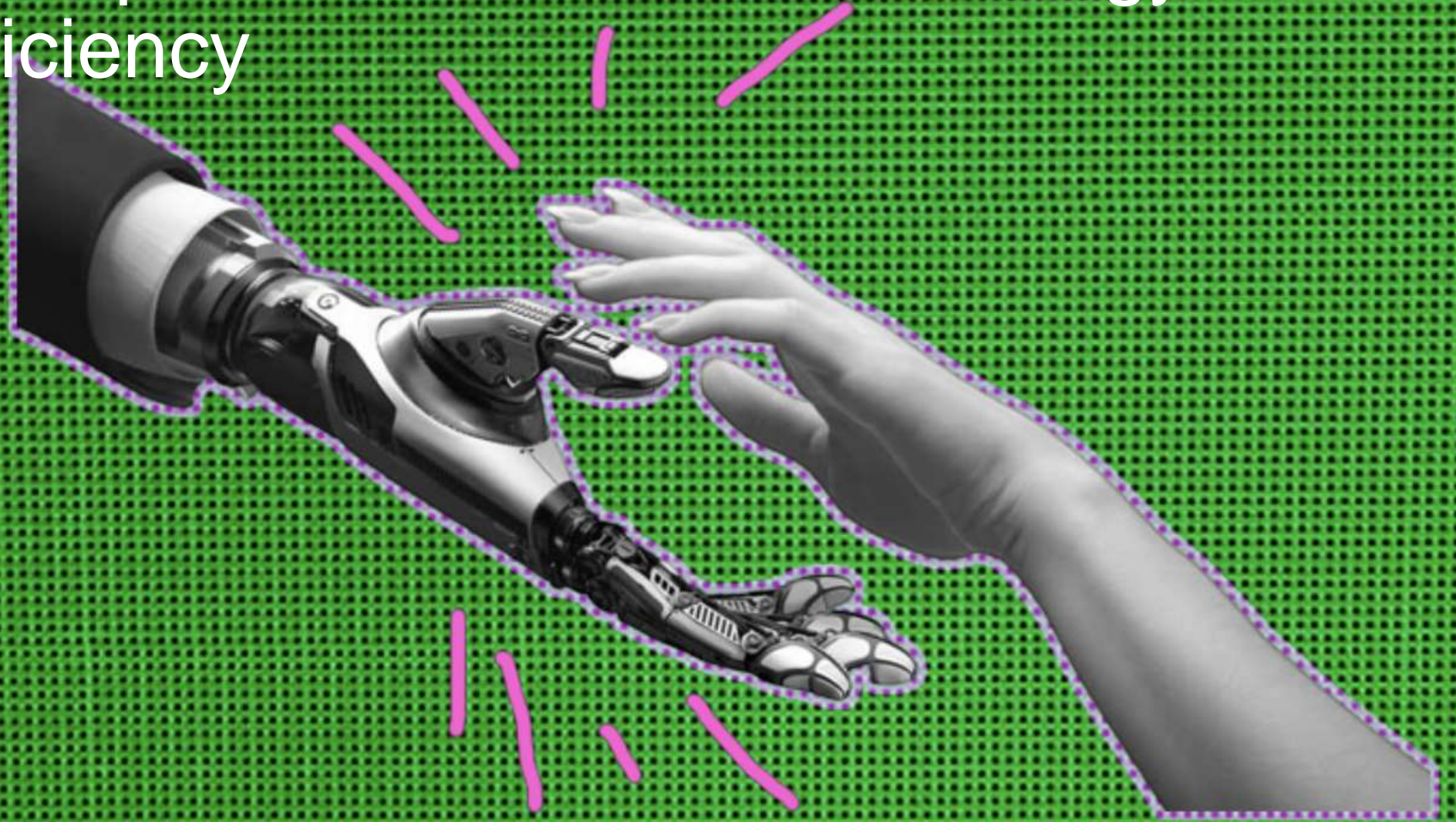
*“As a bureaucracy develops the more perfectly the more it is dehumanized”*

– Max weber





# 1. Step of Green Transition: Energy Efficiency





# The hegemony

- Ηι'gem.ə.ni  
The dominance of one group over another, often supported by legitimating norms and ideas. The term *hegemony* is today often used as shorthand to describe the relatively dominant position of a particular set of ideas

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Thank you

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