



Motor Oil to join the Waterborne Technology Platform

Motor Oil joins the Waterborne Technology Platform, further strengthening the participation of energy suppliers in the transition towards a competitive, resilient and sustainable waterborne sector

Brussels, 30 January 2026

The Waterborne Technology Platform (TP) warmly welcomes the application for membership by [Motor Oil](#).

Waterborne TP is an industry-oriented European Technology Platform established to ensure a continuous dialogue between the European waterborne sector and the EU Institutions and Member States. Waterborne TP brings together all stakeholders from across the value chain, including shipowners, shipbuilders, equipment manufacturers, classification societies, energy, infrastructure and service providers, ports, universities, and research institutes, ensuring that research development and innovation priorities (RD&I) reflect both industrial needs and policy objectives. The Waterborne TP coordinates the private side of the [Zero-Emission Waterborne Transport Partnership](#) and covers activities in the area of vessel technologies and operations, port ecosystems as well as the blue economy.

The European waterborne sector is a dynamic and highly interdependent ecosystem. Strengthening its competitiveness, requires RD&I, upscaling and deployment to be addressed from an ecosystem perspective, covering the entire value chain and close interaction among its actors. To remain a global frontrunner in the design, production, development and implementation of economically viable innovative technologies and solutions, including on-board and onshore integration, Europe depends on the resilience and performance of an interconnected waterborne ecosystem.

Recently, the Waterborne Technology Platform published its renewed [Strategic Research Agenda](#), laying down the mission and visions of its working groups with a timeline of 2040 and 2050. The [R&I strategy](#) to achieve these visions and missions focuses on four mutually reinforcing objectives:

- Ensuring the transition to a competitive, resilient and sustainable maritime technology sector
- Accelerating the transformation of waterborne transport through zero-emission energy systems, safety and security innovations, next-generation connectivity and automation
- Transforming European ports into next-generation hubs for energy, logistics, digital services and industrial activity, equipped to handle the demands of zero-emission vessels, smart and robust logistics chains, offshore energy systems and resilient coastal infrastructure
- Strengthening Europe's technology leadership in the blue economy, enabling the growth of offshore renewable energy, a future-proof blue economy fleet and excellence in the underwater domain.

"We are proud to join the Waterborne Technology Platform and contribute to its mission of advancing innovation and sustainability across the European waterborne ecosystem. As a leading energy group in Southeastern Europe, we see this collaboration as a vital step towards co-developing sustainable fuel solutions with a strong network of industry, research and policy stakeholders, supporting the transition to a resilient and competitive maritime sector", Helena Athoussaki Chief Sustainability Officer, Motor Oil Hellas, said.



Jaap Gebraad, Secretary General, Waterborne TP, added: *“The contribution of Motor Oil to our activities will be fundamental for all our priority areas, whether it concerns the maritime technology sector, waterborne transport, port ecosystems or blue economy activities. All of these are dependent on sufficient qualities of sustainable fuels, available worldwide, at affordable prices. We are looking forward to jointly shaping the content of our Technology Roadmap, first around RD&I, followed by concrete and tangible actions related to upscaling and systematically deploying sustainable fuels for the waterborne sector, enhancing Europe’s technology leadership.”*

WATERBORNE TP has been set up as an industry-oriented Technology Platform to establish a continuous dialogue between the European waterborne sector and the EU Institutions and Member States (www.waterborne.eu). The members of Waterborne TP represent about 19 EU Member States and four European Countries associated to Horizon Europe.

Enquiries concerning how to join and become more closely involved in the “Zero-Emission Waterborne Transport” partnership or other activities of the Waterborne TP can be sent to: Jaap Gebraad, Secretary General Waterborne TP, jaap.gebraad@waterborne.eu, tel: +32 493 835 626

Motor Oil (Hellas)

Motor Oil Group is a diversified and integrated energy provider in Southeastern Europe. Based in Greece it exports to over 70 countries. It has more than 100 individual companies and directly employs approximately 4,000 people. More than 1,500 fuel stations are operated under its subsidiary brands (Avin, Shell - Coral Licensee) in Greece and across 5 countries. The company plays a leading role in the sectors of crude oil refining - with one of the most complex refineries in Europe - as well as marketing of petroleum products. The Group has also established significant presence within the power sector in Greece and the wider region. It generates sustainable and affordable power by operating a scaled and rapidly growing portfolio of renewable generation assets. It is also one of the leading suppliers of electricity, energy efficiency and electromobility services in Greece. It has also established a diversified circular economy platform, active across waste and wastewater management, biowaste collection, recycling, energy from waste and lubricants regeneration.