

Article Financial Daily (Financieel Dagblad)

Section Sustainability & Supply Chain

19 September 2025

Innovate today, Safer tomorrow

VR training for a safe and sustainable supply chain

The global supply chain is under pressure, both in the maritime sector and across various industrial markets. Safety, compliance and sustainability are key for companies that want to future-proof their operations. But how do you ensure that thousands of employees – spread across ships, terminals, trucks and factories – receive the same quality of training? How do you make crucial procedures truly *trainable*?

“Too often it still happens through ‘death by PowerPoint’ or classroom sessions that are time-consuming and expensive,” says former Captain Tim Lodder, founder and CEO of Blue Orange Wave. “With Virtual Reality (VR) and smart simulations, we can give everyone the same high-quality training, anywhere in the world. And importantly, companies always remain the owner of their own content!”

From cruise ship to Tech entrepreneur

Lodder knows life and practice on board first-hand. He sailed for eight years as an Officer at Holland America Line and later worked as a Captain and training manager in the cruise, yachting and shipping industries. His experience taught him that training was often fragmented, ineffective – and terribly boring. “The best people with the most experience are not always available to transfer their knowledge – certainly not to hundreds of people at once – while standardized basic training is *essential* for safety and efficiency on board or at the terminal.”

My thoughts? *This can and must be done in a better way!* VR ultimately turned out to be the best tool. For higher knowledge retention and safer, more efficient operations it is crucial that everyone can train in their own working environment (‘learning on the spot’).

After his time at sea and some reflection on the future, Lodder wanted to turn his ideas into reality and worked for various companies seeking to innovate. At RelyOn (formerly Falck Safety Services) he helped rewrite the Dutch Manning Act, reducing the time needed for

seafarer refresher courses from eight to four days in 2014. He was also involved in developing VR training for emergency services.

This experience encouraged Lodder to start his own business. In 2018 he founded Blue Orange Wave in The Hague with a **clear mission: to provide innovative, accessible, engaging and scalable training solutions for sectors where safety and compliance are crucial.**

These solutions are also valuable in markets where uniform onboarding of large groups of new employees is required, such as on cruise vessels. Today, the company delivers its solutions worldwide to shipping companies, port operators, training organizations, transport companies and insurers.

Tim's personal drive: "Money cannot be the dealbreaker when it comes to innovation"

What is it that drives Tim? "My connection with the maritime world. To me, it's wonderful to see how many companies each develop their own solutions – and yet face the same challenges in onboarding, training, teamwork and safety. That's where we can and want to contribute"

"Companies often come to us with scepticism," Lodder continues. "They have already tried software that didn't work and ended up 'on the shelf'. Our approach combines knowledge, market understanding and courage. If necessary, we are willing to act outside the box, and because of that we often overcome the - healthy - scepticism by co-investing ourselves in licences or consultancy. Innovation cannot fail because of money!"

Trust is also a crucial factor. "Our clients know that we are transparent, including in our pricing. That builds trust – and that trust is the foundation on which we make innovation succeed, together."

Edumersive: training in 360 degrees

Blue Orange Wave's flagship product is Edumersive, a VR eLearning platform that allows organizations to create their own training programs. Using 360° images, video, photos, voice-overs, and even existing PowerPoint slides, companies can build realistic scenarios enriched with interactive questions and sounds.

Training can be followed online and offline, individually or in groups. Note that a VR headset can be a useful (and fun) addition, but is not required: the system works effectively on smartphones and tablets.

Being accepted by the Netherlands Human Environment and Transport Inspectorate (ILT), the Republic of the Philippines Maritime Industry Authority (MARINA), and carrying a type approval under CLASSNK the platform covers all necessities for use into the company's heavily regulated core market, but it also is the foundation to other industries.

“The big difference with other providers is that our clients remain the owners of their content,” Lodder stresses. “That means their knowledge and expertise stay within their organization. We provide the tools and support. Of course, we can also contribute ideas for content creation.”

“The key is to first determine what the real problem is and what goal the client wants to achieve. Is it just a refresher training, onboarding all staff into the company culture, or preventing common incidents?” Thanks to the intuitive Creator environment and one month of free trial use, HR managers, safety departments and selected staff can quickly experience how effective VR training is.

From microlearning to crisis management

In addition to Edumersive, Blue Orange Wave offers other products tailored to the daily practice of maritime and industrial supply chains:

- **TagitWave** – a **microlearning** platform that turns procedures and protocols into a knowledge quiz. Staff receive short daily questions on their phone or tablet, keeping regulations top-of-mind and improving compliance.
- **XVR Simulation** – a **crisis management** platform for training command structures and incident response in a realistic virtual environment.
- **Prevency** – developed with the **NATO** Strategic Communications Center of Excellence, helping organizations prepare for complex crises such as cyberattacks or media storms.

Blue Orange Wave also provides **consultancy**: from analysis and design to implementation, accreditation and 24/7 support. “We guide and guard the entire process, ensuring that innovation does not stall at the pilot stage but becomes embedded in the organization.”

Entrepreneurial spirit and sustainability

What really convinces clients, according to Lodder, is the combination of market knowledge and entrepreneurship. “We know their world, we speak their language, and we dare to take the step together. “And, as said, **we even co-invest at times**, eliminating cost as an obstacle and putting innovation first.”

“Transparency is our second success factor. Blue Orange Wave has an open culture and clients notice that in both pricing and implementation. For many clients – including the very large ones – it comes down to trust. By being honest and clear, we create support and internal ambassadors.”

“Training is not only a matter of safety, but also of sustainability,” Lodder emphasizes. “Better preparation leads to fewer incidents, more efficient operations and lower costs. For the supply chain, that means less waste, lower emissions and greater resilience. Not without reason our slogan is ***Innovate today, Safer tomorrow***. Every step in innovation contributes to a more sustainable and future-proof operation.”

Ready for the next step

In 2024, Blue Orange Wave won the international **Crew Connect Global Training & Safety at Sea Award**, together with Holland America Line, for their innovative VR learning solution. It proved that their approach works – and that the need for innovative training is growing worldwide. Now the company is once again in the spotlight: it has been **short-listed for the Learning Technologies Award 2025** in London.

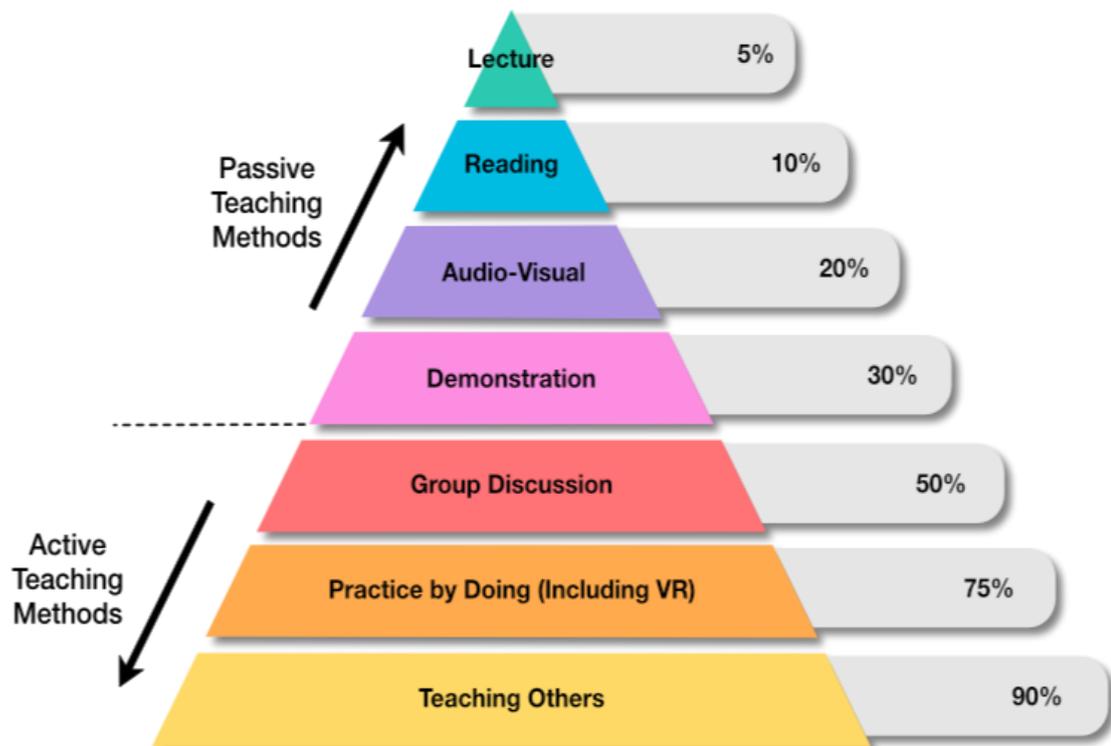
“Whether it concerns a shipping company, a port operator or a logistics service provider: they all have the same goal. To ensure their people work safely, efficiently and sustainably. With our solutions, they can achieve that – today.”



Founder Tim Lodder: *“From a Return On Investment perspective, that is a decisive argument for companies to invest in innovation.”*

THE LEARNING PYRAMID

KNOWLEDGE RETENTION RATES



© www.virtu.co.id

Blue Orange Wave in the international spotlight

Recognition for Blue Orange Wave's methods and technology is growing. Research shows that **knowledge retention with VR training is 75%**, compared to only 20% with traditional eLearning – a difference of 55 percentage points.

With special thanks to The Maritime Marketeer – Jan-Hein Reeringh