

# Digital Ship Rotterdam

How digitalisation empowers the shipping industry to optimise for profit and planet.

**Russell Claessens**

Commercial Director EMEA

# ZeroNorth provides a centralized, integrated platform for shipping optimisation



## Driving optimisation

Yesterday



+



Today



## Shipping optimisation

Yesterday



+



Today



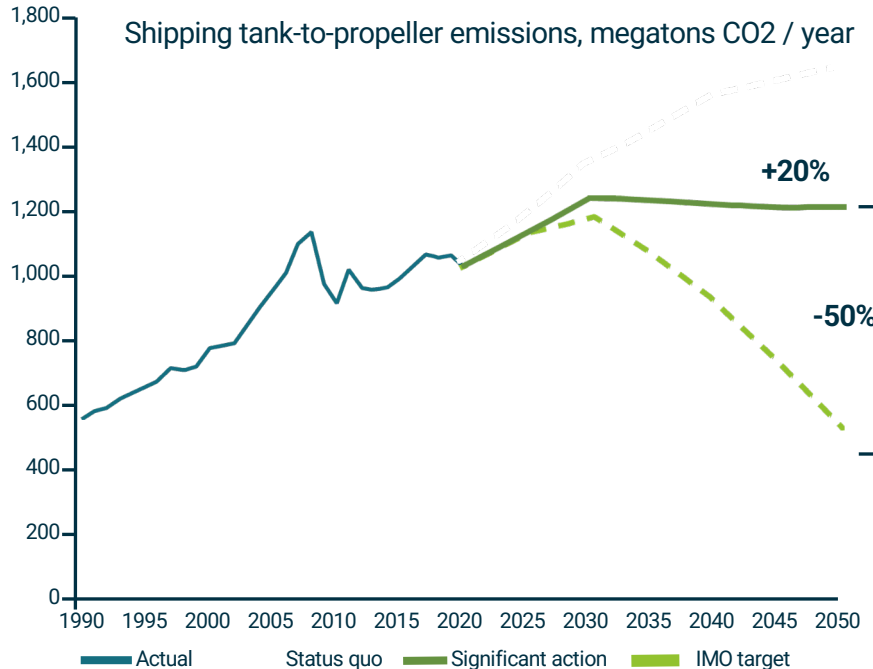
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# Where we are today

**85%**  
of global trade  
is seaborne

**3%**  
of global CO2  
emissions<sup>1</sup>

## Regulation is pushing companies to act now



**Regulators:** IMO target of 50% reduction in 2008 CO2 by 2050

**Investors:** Meeting ESG targets

**Customers:** Expectations of Net-Zero

**Net-zero by 2050 expected to cost ~USD80Bn<sup>2</sup> annually**

1. Estimate from the Maersk Mc-Kinney Moller Center for Zero Carbon Shipping (see "We show the world how it is possible", October 2021)

2. BCG estimate (see "Global Shipping's Net-Zero Transformation Challenge", September 2021)

Source: IMO, Maersk Mc-Kinney Moller Center for Zero Carbon Shipping Navigate model. Trade growth based on external models.



UN Sustainable  
Development  
Goals

2015

IMO Greenhouse  
Gas Reduction  
Strategy

2018

EEXI and CII  
Regulation in  
force

2023

Reduction in  
Carbon Intensity  
of 40%

2030

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# More digitalisation for more decarbonisation



**EMISSIONS REDUCTIONS  
FOR PROFIT AND  
PLANET**



**ENHANCE THE WAY THE  
INDUSTRY OPERATES**



**LITTLE-TO-NO CAPEX  
BARRIER**

# What if you could take immediate action on decarbonising your operations?



## OPTIMISE BUSINESS

Voyage, vessel and bunker optimised easily



## CO2 REDUCTION

Making an impact today and start the transformation



## DATA DRIVEN ACTIONS

Having relevant data readily at hand



## ALWAYS AHEAD

In control of decisions and where your business is going

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# Data and AI enable smarter operations

WEALTH OF  
DATA

DATA NETWORK  
EFFECT

POSITIVE  
FEEDBACK LOOP

ROBUST  
INSIGHTS



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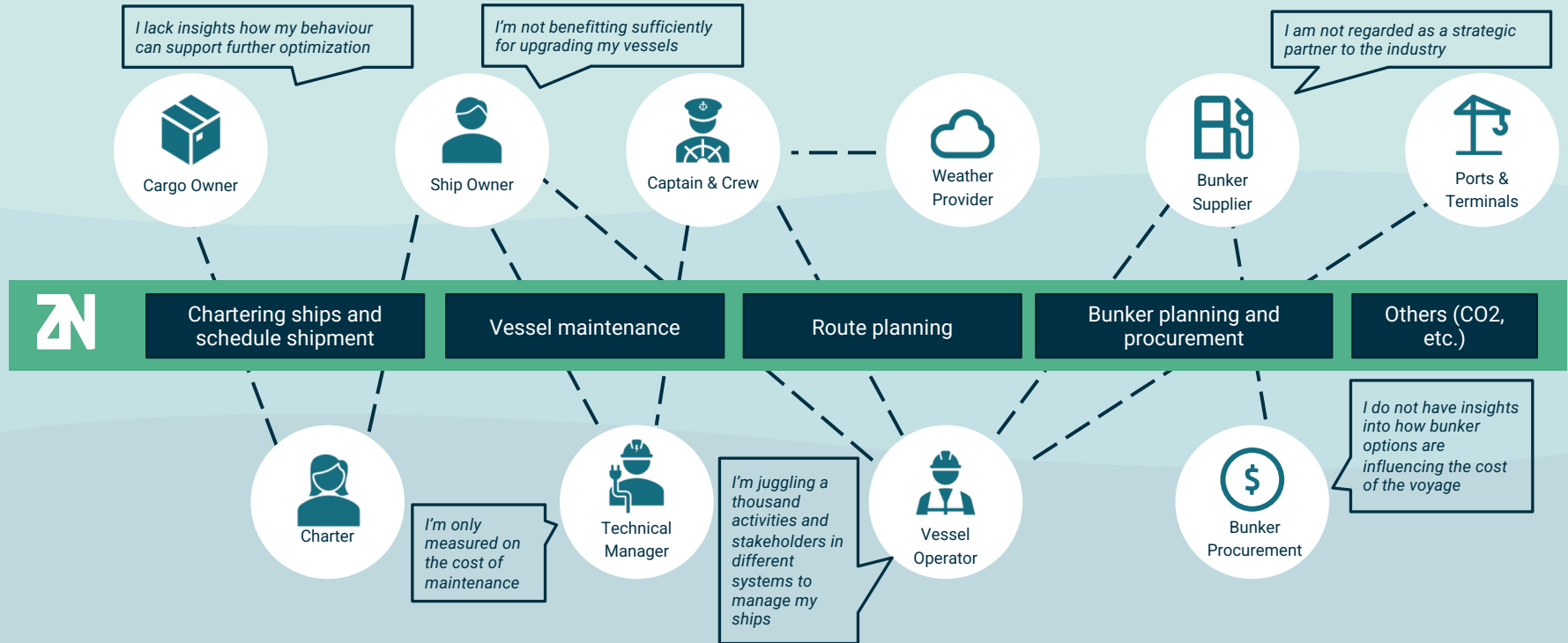
# Smarter decision-making through CII optimisation



## CII Analytics and Optimisation service



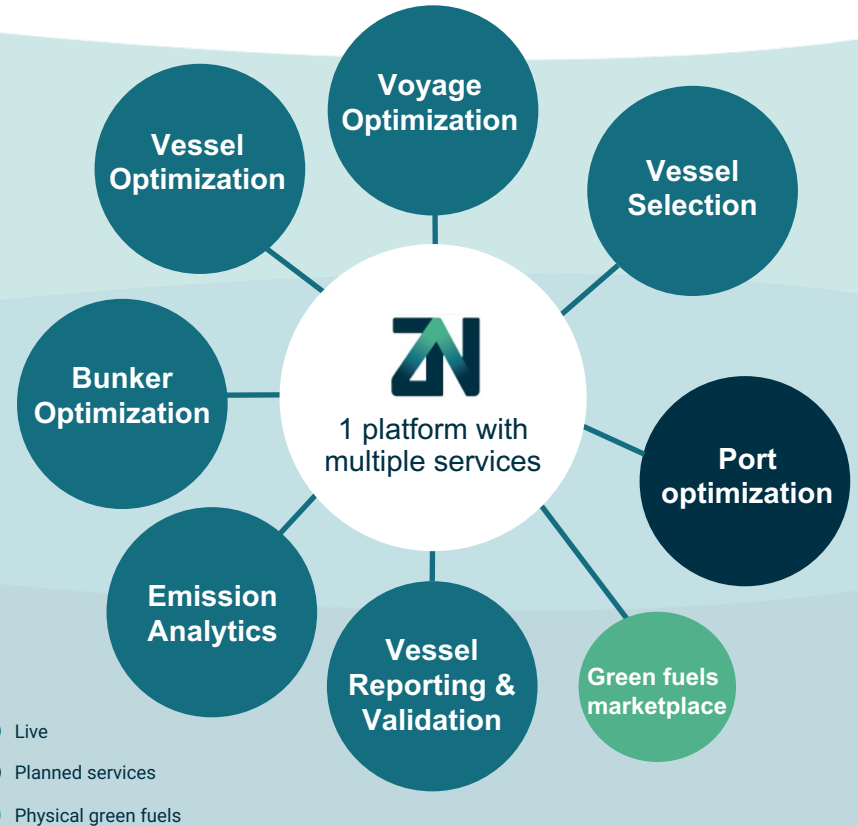
# Efficient shipping operations are made difficult by a siloed industry and the lack of a common data and analysis platform across the value chain



# ZeroNorth enables better decision making through an integrated platform




... all have the same problem!



# Generating real impact

**218,000 tonnes of  
CO<sub>2</sub>**  
prevented from being  
emitted from  
customer vessels in  
2021



# ZeroNorth turns data into actions for profit and planet



**ONE PLATFORM**



**MAKE GLOBAL TRADE  
GREEN**



**DIGITALISATION AND  
OPTIMISATION**



**PARTNERSHIPS AND  
COLLABORATION**

# MAKE GLOBAL TRADE GREEN

Thank you!

