

Sustainable Shipping and Market Conditions

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European Shippers' Council
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The European Shippers' Council in a nutshell

- Established in 1963, the ESC is a **non-profit European organisation representing cargo owners** (freight transport) **interests of around 100.000 companies throughout Europe.**
- Its global network consists of national shippers' associations, European commodity trade association (e.g. chemical, steel, paper) and corporate members.
- It aims at creating a **level playing field** in Europe and between continents.
- Internationally, the ESC works closely with the Asian Shippers' Association (ASA) and the American Association of Exporters and Importers (AAEI), together forming the **Global Shippers Alliance** (GSA).



Market conditions impact

- ▶ An increased focus on sustainability in the shipping industry is likely to have a significant impact on projected market conditions and the trend of collaboration and interoperability in deploying smart shipping technologies.
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A photograph of an industrial facility, possibly a refinery or power plant, at sunset. The sky is a mix of orange, yellow, and blue, with a few wispy clouds. In the foreground, there are large, curved, metallic structures, likely part of a ship or a large industrial vessel, extending into the water. The facility in the background has several tall chimneys emitting dark smoke, and the lights of the facility are visible, reflecting on the water. The overall scene is a blend of industrial activity and natural beauty.

Regulatory changes

- ▶ As global regulations on emissions and environmental standards become stricter, shipping companies will face increasing pressure to reduce their carbon footprint. This can lead to higher costs for traditional, less eco-friendly vessels and fuels. Companies that invest in sustainable technologies may gain a competitive advantage.
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- A decorative graphic on the right side of the slide, consisting of several overlapping, semi-transparent green and blue geometric shapes, including triangles and rectangles, creating a modern, abstract design.



Demand for Sustainable Shipping:

- ▶ Consumer and corporate awareness of environmental issues is growing, and there is increasing demand for sustainable shipping solutions. Companies that can demonstrate their commitment to sustainability may attract more customers and partners.





Collaboration and Interoperability:

- ▶ **Data Sharing:** Sustainability initiatives often require sharing data related to emissions, energy consumption, and environmental impact. This necessitates greater interoperability between different systems and stakeholders. Collaborative efforts to standardize data formats and sharing protocols will become more important.





Common standards

- ▶ The development of common standards for sustainable shipping practices and technologies will foster collaboration. Industry associations, governments, and international organizations may play a role in establishing these standards.



Partnerships

- ▶ Companies in the shipping industry may form joint ventures and partnerships to pool resources and expertise in developing and deploying sustainable technologies. Collaboration can help share the financial and technological burdens associated with sustainability initiatives.





Research and developments

- ▶ Collaborative research and development efforts can accelerate innovation in sustainable shipping technologies. This could involve partnerships between shipping companies, technology providers, research institutions, and government agencies.
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Supply chain integration

- ▶ Sustainability efforts often extend beyond the shipping vessel itself to include the entire supply chain. Enhanced collaboration and interoperability will be essential for optimizing supply chains to reduce emissions and environmental impact.





Thank you for your attention

► Questions/Comments

