



# DECARBONIZATION FOR FMCG CUSTOMER

The project's scope was to meticulously assess the emissions from one of our most substantial FMCG accounts in both land and sea transportation sectors per Carrier/Trade lane. Our focus was on identifying financial gains through carbon credit savings. Subsequently, we aimed to assess how much our customers could reduce their GHG emissions and realize significant financial returns. This case study will explore how our solutions can help logistics professionals improve their ROI by maximizing carbon credit savings.

1



## EXPLORE

We explored ~25k unique cargo sent from European ports to global ports. These represent ~1/3 of the total annual shipments of our customer.

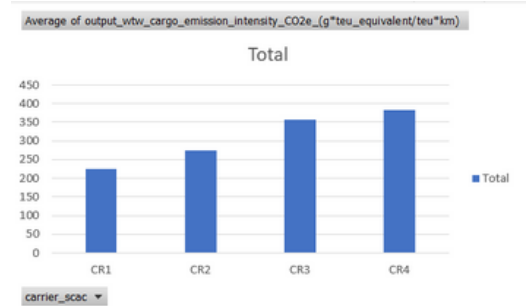
2



## EMISSION OUTPUT

The Carriers used in the Trade Lanes have varying emissions intensities which range from ~224.000 to ~383.000.

CO2e\_(g\*teu\_equivalent/teu\*km)

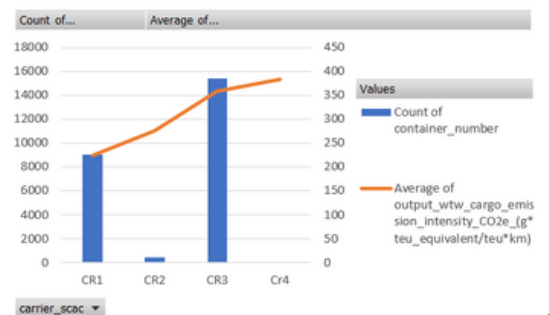


3



## CARRIERS CHOICE

The customer was transferring cargo mainly with two carriers. CR1 36% cargo and CR3 62% cargo. The majority was carried by CR3, which has substantially higher (~58%) CO2 emissions than CR1.

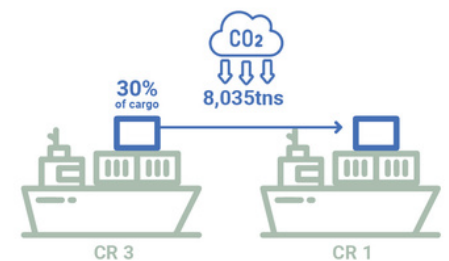


4



## NETWORK OPTIMISATION & CO2 EMISSIONS REDUCTION

Based on our market analytics, when our client made the data-driven decision to shift 30% of their cargo from CR3 to the less emitting CR1, a substantial reduction of 8.035 mt CO2 was achieved.



5



## COST SAVINGS & POSITIVE ROI

This reduction highlights the financial opportunities tied to emissions mitigation efforts. The ultimate goal of reducing CO2 emissions, besides the positive environmental impact, enabled our client to enjoy significant cost savings from reduced spending on carbon credits.

