The end of Guesstimation
Carbon Accounting by Primary Data Sharing.
This is a collective challenge for us as an industry
At the current pace logistics emissions will double by 2050

Smart Freight Centre
Source: ITF Transport Outlook 2019

*Tonnes O2
Usage of various graphic elements possible.
To change the text level, Home > Paragraph > Increase/Decrease
In order to bolden text, please do not use the BOLD Light (Body), but instead change the font to Helvetica (Headings)
4 Simple Steps to Get There

- Collect your data and **measure** all your GHG emissions with proven technological tools.

- Set a long-term goal and **decarbonization strategy**.

- Underline it with an **action plan**.

- **Implement** your decarbonization projects, measure the outcome, and benchmark it against your reduction targets. Finally take corrective actions.
Usage of various graphic elements possible, to change the text level, home > paragraph > increase/decrease.

In order to bolden text, please do not use the BOLD light setting / in-setting / greenwashing / guesstimation.
**Greenwashing** is the process of providing misleading information to make people believe a company is doing more to protect the environment than it really is.

**Nearly 60%** of sustainability claims by fashion brands are greenwashing.

Searches for sustainable brands have risen by almost **400% in five years** according to OECD, self-declared environmental claims are increasing as a corporate marketing tool and the number of eco-labels could grow by **66% in the next 15 years**.

**72%** of customers want more sustainability information to be available which gives brands an incentive.

**But 42% of companies’ sustainability credentials are exaggerated, false, or deceptive.**

Greenwashing:
- Takes attention away from real environmental threats
- Can be used to disguise bad or destructive actions
- Can mislead people to think they’re part of the problem
- Helps brands to increase sales by deception
- Takes advantage of people’s goodwill
The World of CO2 Guesstimation
Misleading data based on individual calculations

A report from Copenhagen analysts Sea-Intelligence published in December 2019 branded existing carrier CO2 calculators as “useless”, pointing out that shippers could reduce their CO2 footprint by 77% by switching from one carrier to another even though, like Jensen’s example above, the container would move on the same vessel as both carriers are part of the same alliance.

Source: Sam Chambers in Splash 247
The World of CO2 Guesstimation
Modelling with supplier input of average values

Even within the GLEC framework we can expect differences of 23% (Case Study IKEA/Transporeon), 45% (Study by BVL German Federation of Logistics) and 55% (Smart Freight Centre).

“The new ISO 14083 won’t change that, since the problem lies in the data and not in the norm.”
Transporeon Carbon Visibility
Case Study on Data Sharing
Case Study Elements

- 4 party data sharing
- use of primary data from rFMS
- artificial intelligence
- the network effect
The Vision: Seamless Emission Management

Matching the needs of all parties

Scope 1
Direct emissions

Scope 2
Indirect emissions

Scope 3
Transport emissions

Shipper

Scope 1
Direct emissions

Scope 2
Indirect emissions

Scope 3
Value Chain emissions
Carbon Visibility
Data Sharing Case Study
Data flow in Carbon Visibility
Carbon Digital Twin

- virtual replica of the vehicle-driver-combination to determine the expected carbon emissions
- simulates the operation of the physical combination to determine the carbon footprint
- used to **identify inefficiencies and opportunities** for the reduction of carbon emissions
- offers the potential to accurately predict greenhouse gas emissions in varying transport scenarios while incorporating further contextual data
- Use cases:
  - Forecast emissions for a planned transport or lane
  - Modal shift evaluation
  - Load and dispatching optimization, empty trip reduction
Carbon Digital Twin Simulation

Input Data like FMS, TMS, Telematics data, etc

AI Magic

Carbon Digital Twin

Analyze data based on simulation to identify opportunities for reducing carbon emissions

Simulation

Virtual Replica
This is no **software** solution. This is a **platform**.
It all starts with the network

- Trusted
- Highest density
- Multimodal
- Multipurpose

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# carriers
It all starts with the **network**
It all starts with the network
Thank you for your attention.