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- Photo credit: Norden / Jan Rindbo, Chief Executive Officer (CEO)
- [Decarbonisation](#), [Environment news](#)

Meta tech giant strikes sustainable fuel offtake deal with Norden

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- by Shipping Telegraph

Danish shipping company Norden has sealed a sustainable maritime fuel offtake agreement with tech giant Meta to decarbonise their maritime supply chains. Meta, which recently celebrated the 20th anniversary of the launch of Facebook, has set a science-based emissions reduction target and roadmapped a decarbonization strategy.

“We are proud to include Meta to our growing list of customers looking to decarbonise their maritime supply chains,” said Anne Jensen, COO at Norden.

“Both Meta and NORDEN share a commitment to high standards and to the further development of the decarbonisation of maritime freight, as demonstrated by our involvement in the Book and Claim Community’s Governing Board.”

The emissions reduction solution Norden follows, known as Book & Claim, works by burning biofuel on a Norden operated vessel and the emission reduction being allocated to a third-party customer, in this case Meta, using a book and claim chain of custody system.

Norden said that it uses the Smart Freight Centre's voluntary market based measure framework for logistics emissions accounting and reporting, as the basis for transferring the emission reductions of biofuels used in its operations to its clients.

The company also said in its statement that the biofuel has 80-90% life cycle emission reduction potential and is a drop-in substitute which can be utilised by existing vessels.

The emissions reduction is authenticated by an independent verifier, Normec Verifavia, and transacted on an external registry through 123Carbon.

"Our Book & Claim solution allows customers of marine transportation across the globe to take advantage of emissions reductions from biofuels, even when biofuels are not physically available to be bunkered on a specific trading route or voyage," Anne Jensen added.

Devon Lake, head of net zero strategy at Meta, noted: "At Meta, we have a goal to reach net zero emissions across our value chain in 2030.

"To achieve that goal, we're working to address emissions sources across the supply chain, including the upstream emissions associated with the maritime transportation of supply chain goods such as computing equipment and construction materials.

"Innovative solutions such as those that NORDEN is providing are critical for companies like Meta to decarbonise our value chain at the pace and scale required to achieve our emissions reduction targets."