



SIGN UP FOR LOW IMPACT SHIPPING

How to Reduce Your Supply Chain Emissions.

At Maersk Line, we lead the way in 'doing more with less'. We constantly seek out innovative and commercially viable ways to reduce our environmental impacts, be it CO₂ and other air emissions, ballast water, or the materials we use to build our vessels. With the launch of our new 60% CO₂ reduction target in 2014, we are accelerating our efforts to reduce our carbon footprint whilst growing our business.

Why is this interesting for you as a customer of Maersk Line? Well, by entering into a carbon pact you have a unique opportunity to benefit from the innovations we have made on e.g. reducing CO₂ emissions.

Do you want to be part of this journey? As a start, Maersk Line can provide you with credible, third-party-verified CO₂ data, calculated according to the Clean Cargo Working Group industry standard and customised to your shipments. Additionally, our in-house sustainability experts are available to guide you through the data and discuss opportunities for deeper partnership. **Your promise. Delivered.**



Partnering to win. Responsibly.

Maersk Line shares mutual aspirations for sustainable, profitable growth with many of our customers," says Stephen Schueler, Chief Commercial Officer at Maersk Line. "By committing to reducing supply-chain emissions, we're not only demonstrating

our long-term commitment to delivering tangible carbon savings for a key partner – we're also showing that responsible business is good business".



Sustainability is key factor and long term strategy for our business to reduce the CO₂ emissions in the future

Norbert Dierkes
Head of Transport Sustainability at BMW



The case of the BMW Carbon Pact .

When industries come together across the value chain, an environment for scalable change is created. In 2014, Maersk Line's top-20 automotive customers collectively saved 136,000 tonnes of CO₂ by shipping with Maersk Line – a number we want to increase in the coming years.

Automotive and container shipping businesses represent different sectors of the transportation industry, yet they share a mutual commitment to innovative thinking and innovative business models – and sustainability is no exception.

In a highly competitive automotive industry, sustainability has climbed to the top of the agenda for many of Maersk Line's automotive customers, who are looking for long term partners that can service increasingly complex global supply chains and can do so in a responsible manner.

In the autumn of 2014, the BMW Group and Maersk Line signed a joint 'Sustainability Roadmap' – a Carbon Pact. This is a 5-year strategic deal committing both companies to closer collaboration on sustainable ocean transport.

The BMW Group is now pushing ahead of the curve through partnering with Maersk Line, aiming at reducing the environmental footprint from ocean procurement. Specifically, Maersk Line has committed to reducing BMW's CO₂ emissions by 25% per container moved from 2011-2018.

The partnership agreement is a win-win for both parties. For the BMW Group, it demonstrates commitment to sustainability towards customers, regulators and investors. For Maersk Line, it is another important milestone in our efforts to service a growing demand for sustainable shipping services.

Maersk Line will continue to work closely with automotive partners to innovate and drive the business models needed to ensure sustainable value chains in the industry in the years ahead.