

New collaboration between academia and industry partners defines sustainability criteria for marine fuels

LONDON/COPENHAGEN, 1 September 2020 – The Sustainable Shipping Initiative (SSI) and Copenhagen Business School (CBS) Maritime today announce a new partnership under the Green Shipping Project.

Bringing clarity to the sustainability issues surrounding the alternative fuels under consideration for shipping's decarbonisation, the collaboration focuses on defining criteria to establish these fuels' sustainability credentials and to facilitate their certification. No sustainability standard nor related certification scheme currently exist for marine fuels.

SSI and CBS Maritime's partnership will see the development of a set of sustainability criteria for marine fuels, applying these criteria to assess the alternative fuels currently being explored for zero-emission shipping. The criteria will also feed into a number of decarbonisation initiatives across the maritime and energy sectors. SSI will subsequently engage with certification bodies to facilitate the development of a sustainability standard or certification scheme for marine fuels.

The collaboration is carried out under the Green Shipping Project, an international research partnership managed jointly by CBS Maritime and the Centre for Transportation Studies at the University of British Columbia's (UBC) Sauder School of Business in Vancouver. With the aim of advancing knowledge and understanding towards the progressive governance of sustainable maritime transport, the Green Shipping Project was launched in 2017 and is a collaboration of 18 universities and 19 government, industry, and NGO partners. Funded by the Social Sciences and Humanities Research Council of Canada, the international maritime research network is focused on five areas of research: Trade and Logistics; Green Ports; Innovation; Stakeholders; and Value Chains.

Andrew Stephens, Executive Director at SSI said: *"SSI is about collaboration among ambitious and action-oriented leaders spanning the shipping value chain, including our peers in academia. Our partnership with CBS Maritime through the Green Shipping Project will contribute thought leadership to the broader debate currently underway in the maritime sector."*

"Today, we have no clarity nor consensus on the sustainability issues surrounding the fuels being explored for shipping's decarbonisation, and the criteria to assess their sustainability remain undefined. This work will contribute to this debate and ultimately, inform the selection of one or more winning options for zero-emission shipping."

Dr. Henrik Soronn-Friese, Co-Director of the Green Shipping Project and Director and Associate Professor at CBS Maritime said: *"CBS Maritime was established in 2013 to bridge the economics and management disciplines at CBS and collaborate with businesses and other knowledge institutions to advance the complex challenges of global shipping and the broader maritime industry. It became a stepping-stone for truly cross-disciplinary research collaboration across three continents in the Green Shipping Project."*

Sustainable Shipping Initiative

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We believe that university-industry collaboration is critically important for the achievement of sustainable growth and industry transformation, commercialization and competitiveness, as well for the advancement of academia and higher education. High-quality academic research is pivotal in creating new scientific knowledge that industry does not possess, nor can create on its own. Our partnership with SSI is extraordinary in bringing together a global network of stakeholders in resolving one of the biggest challenges in today's international maritime shipping"

Dr. David Gillen, Principal Investigator of the Green Shipping Project and Director of the Centre for Transportation Studies and Professor at UBC's Sauder School of Business said: *"Our research collaboration with SSI on alternative fuels provides a rich contribution to the goals of our green shipping project. It is critical and timely for not just helping to understand the challenges but also the opportunities for the essential transformation of the maritime sector."*

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Notes to Editors

For more information, interviews or comment please contact Nicole Rencoret, Head of Communications and Development, Sustainable Shipping Initiative on +45 22 45 38 11 or n.rencoret@ssi2040.org.

About the Sustainable Shipping Initiative

The Sustainable Shipping Initiative (SSI) is a multi-stakeholder collective of ambitious and like-minded leaders, driving change through cross-sectoral collaboration to contribute to – and thrive in – a more sustainable maritime industry. Spanning the entire shipping value chain, SSI members are shipowners and charterers; ports; shipyards, marine product, equipment and service providers; banks, ship finance and insurance providers; classification societies; and sustainability non-profits.

www.ssi2040.org

[@SustShipping](#)

About Copenhagen Business School (CBS) Maritime

CBS Maritime is a Business in Society (BiS) Platform at CBS with a focus on value creation in the maritime industries. The platform coordinates the maritime activities and competencies at CBS and aims to develop our maritime research and teaching in close association with the business community.

<https://www.cbs.dk/en/knowledge-society/interdisciplinary-initiatives/cbs-maritime>

[@CBScph](#)

About the Green Shipping Project

The UBC Centre for Transportation Studies together with 18 university partners and 19 non-academic industry and government partners lead an international maritime research network on governing environmental improvements in the maritime supply chain. The project is funded by the Social Sciences and Humanities Research Council of Canada and includes economists, business management scholars and political scientists.

www.greenshippingproject.com