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ENVIRONMENTAL ASPIRATIONS

Exclusive to Sunday Spotlight: Hamburg Süd announces a target to reduce CO2 emissions by 26%

The Swiss carrier MSC has recently launched a new section on their website concerning "Sustainability & Environment". As far as we are aware, MSC has not traditionally been a carrier to promote this aspect of their performance. The launch of such information therefore piqued our interest to investigate the environmental aspirations of the large container carriers.

In this analysis we are particularly focusing on the carriers' long term aspirations and especially their ambitions on CO2 reduction. Upon hearing of this analysis, we were granted permission by Hamburg Süd to include their ambitions, which are only officially launched later in April. This is testament to the importance some carriers place upon their environmental ambitions.

We have on previous occasions, both in the Sunday Spotlight and in our environment benchmark report, analyzed the actual performance of the top-20 carriers. It is therefore important to note, that the object of this analysis is the future aspirations, and not current performance.

From our perspective, such a focus has merit seen from 3 different

First mover disadvantage?

Recent market rumors point to Evergreens' ordering of 10x14.000TEU vessels. From a supply / demand perspective this is not what the market needs, as too many mega vessels are in the short-term pipeline. However, allegedly, these vessels are 30% cheaper to buy and burn 25% less fuel than mega vessels ordered by competitors only a few years ago. It might therefore be a classical example of a first mover disadvantage, where the late-comers can capitalize on better technology and lower prices.

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