

# Mærsk Mc-Kinney Møller Center for Zero Carbon Shipping

## PRESS RELEASE

### Boston Consulting Group Joins Mærsk Mc-Kinney Møller Center for Zero Carbon Shipping as Knowledge Partner

Copenhagen, 30 June 2021

Today, [Boston Consulting Group \(BCG\)](#) and [Mærsk Mc-Kinney Møller Center for Zero Carbon Shipping](#) signed an agreement as formal recognition of their partnership. This agreement means BCG becomes an official knowledge partner to the Center, committing to long-term, strategic collaboration to accelerate decarbonization of the maritime industry.

Sustainability is at the heart of BCG's work as a leader in climate impact, and its thought leadership on decarbonization of hard to abate sectors. The partnership with the Mærsk Mc-Kinney Møller Center for Zero Carbon Shipping will focus on strategic elements of the zero carbon transition such as knowledge sharing, data analytics, and insights on transition pathways. In addition, the two partners will engage in joint events and activities with key global forums and sustainability institutions to drive real climate action.

In welcoming BCG to the Center, CEO Bo Cerup-Simonsen says, *"We are very excited and happy to welcome Boston Consulting Group as a Knowledge Partner to the Center. We see tremendous potential in leveraging the insights, competencies, and extensive experience that BCG brings from working with players across the entire decarbonization value chain. We very much look forward to the collaboration."*

On joining the Center, BCG Partner Peter Jameson says, *"We are delighted and deeply committed to be entering into this partnership with the Center. Joining forces, we can together bring a unique and impactful perspective to this complex challenge, which cannot be overcome by individual actors alone, but by taking action together."*

#### Shipping's road map to decarbonization

With 70,000 ships consuming 300Tons fuel p.a., global shipping accounts for around 3% of global carbon emissions, a share that is likely to increase as other industries tackle climate emissions in the coming decades.

Achieving the long-term target of decarbonization requires new fuel types and a systemic and regulatory change within the industry. Shipping is a globally regulated industry, providing an opportunity to secure broad-based industry adoption of new technology and fuels.

To accelerate the development of viable technologies, a coordinated effort within applied research is needed across the entire supply chain. Industry leaders play a critical role in ensuring that laboratory research is successfully matured to scalable solutions matching the needs of industry. At the same time, new legislation will be required to enable the transition to decarbonization.

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## About Boston Consulting Group

Boston Consulting Group partners with leaders in business and society to tackle their most important challenges and capture their greatest opportunities. BCG was the pioneer in business strategy when it was founded in 1963. Today, we work closely with clients to embrace a transformational approach aimed at benefiting all stakeholders - empowering organizations to grow, build sustainable competitive advantage, and drive positive societal impact.

Our diverse, global teams bring deep industry and functional expertise and a range of perspectives that question the status quo and spark change. BCG delivers solutions through leading-edge management consulting, technology and design, and corporate and digital ventures. We work in a uniquely collaborative model across the firm and throughout all levels of the client organization, fueled by the goal of helping our clients thrive and enabling them to make the world a better place.

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## About the Mærsk Mc-Kinney Møller Center for Zero Carbon Shipping

The Mærsk Mc-Kinney Møller Center for Zero Carbon Shipping is a not-for-profit, independent research- and development center working with industry players across the energy- and shipping sectors to develop solutions and viable decarbonization pathways for shipping globally. With Partners, the Center facilitates the development and implementation of new energy technologies; builds confidence in new concepts and their supply chains; and accelerates the transition by defining and maturing viable strategic ways to drive the required systemic and regulatory change. The Center is placed in Copenhagen but work with partners globally.

The Center was founded in 2020, made possible by a start-up donation of DKK 400m by the A.P. Møller Foundation. Strategic Partners to the Center include: Alfa Laval, American Bureau of Shipping, A.P. Møller - Maersk, Cargill, Haldor Topsoe, MAN Energy Solutions, Mitsubishi Heavy Industries, Mitsui, NORDEN, NYK Line, Seaspan Corporation, Siemens Energy, Stolt Tankers and TotalEnergies.

For more information go to [www.zerocarbonshipping.com](http://www.zerocarbonshipping.com)

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