

PRESS RELEASE

Co-Creation of New Data Solutions in Focus as HUB Ocean and Mærsk Mc-Kinney Møller Center for Zero Carbon Shipping Join Forces

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Today, HUB Ocean and Mærsk Mc-Kinney Møller Center for Zero Carbon Shipping (the Center) formalized their collaboration by signing a Knowledge Partnership Agreement. With the agreement, HUB Ocean and the Center become official partners, committing to a long-term strategic collaboration.

HUB Ocean is an independent, non-profit tech foundation which invests considerable resources into unlocking ocean data. Its flagship product, the Ocean Data Platform, aggregates big ocean data from multiple sources. This accelerates the creation of new analytical models for deeper insight into sustainable solutions for ocean use, such as renewable energy, green transportation and science-based ocean management.

Combined with the Center's ongoing work and expertise in designing green corridors, the partnership has the potential to ignite real climate action.

In welcoming HUB Ocean to the Center, Bo Cerup-Simonsen, CEO of the Center, said:

"This is a great addition to the Center's eco-system of partners. The collaboration between HUB Ocean and the Center will co-create new data-based solutions that can help promote and accelerate the sustainable decarbonization of shipping. HUB Ocean has vast amounts of data and solutions on its Ocean Data Platform, and this partnership brings plenty of opportunities for activities of mutual benefit," said Bo Cerup-Simonsen.

In welcoming the Center to the HUB Ocean Partner Network, Kimberly Mathisen, CEO of HUB Ocean, said:

"We are very excited to partner with the world's first mover, the Center, in its strong push to decarbonize shipping. We look forward to contributing to create new analytical models to speed up the critical work on green corridors and deliver insights on other vital aspects of biodiversity and nature. Together, we will further our aim to create a science-led and data-driven world – and a healthy ocean that can sustain us all," said Kimberly Mathisen.

About HUB Ocean

HUB Ocean is a non-profit, technological foundation dedicated to unlocking and sharing ocean data. Through its core product, the Ocean Data Platform, unprecedented volumes of diverse ocean data sets are connected and contextualized.

The Ocean Data Platform provides tools and data for new and faster insight for the ocean we need and want. But connecting the technological dots is not enough, unless you connect people too; the scientists, the ocean managers and the industry leaders. We bridge the divide by catalyzing innovation through combined data across all sectors. HUB Ocean unleashes the power of data, technology, and people to change the fate of the ocean.

HUB Ocean was founded by the World Economic Forum and the Norwegian industry group of Aker in 2019. We are located in Oslo, but work globally. HUB Ocean collaborates closely with the UN Decade for Ocean Science. Together with Microsoft, HUB Ocean leads the Ocean Data Action Coalition of the High-Level Panel for a Sustainable Ocean Economy. For more information, please visit www.huboccean.earth

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 across the energy- and shipping sectors with industry, academia, and authorities. With Partners, the Center explores viable decarbonization pathways, 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 pathways to the required systemic change. The Center is placed in Copenhagen but work with partners globally.

The Center was founded in 2020 with a start-up donation of DKK 400 million from the A.P. Møller Foundation. In June 2022, the A.P. Møller Foundation donated additionally DKK 320 million to the Center. Strategic Partners to the Center include: Alfa Laval, American Bureau of Shipping, A.P. Møller - Maersk, bp, Cargill, CF Industries, Equinor, DP World, Hapag-Lloyd, MAN Energy Solutions, Mitsubishi Heavy Industries, Mitsui, NORDEN, NYK Line, Rio Tinto, Royal Caribbean Group, Seaspan Corporation, Siemens Energy, Stolt Tankers, Sumitomo Corporation, Swire Group, Topsoe, TotalEnergies and V.Group.

For more information, please visit www.zerocarbonshipping.com

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Shipping's roadmap to decarbonization

With 100.000 ships consuming around 300 million metric tons of 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 change within the industry. Shipping is a globally regulated industry, which provides 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 towards decarbonization.

