

GoodShipping Impact Summary 2019

Annual report 2019

We have become sea blind



1

Carbon emissions did not reduce.

The European transport sector has not managed to reduce carbon emissions in the last thirty years.



2

If nothing changes ...

If nothing changes, shipping will account for 15% of the world's total Greenhouse Gas emissions in 2050; equal to North America's emissions.



3

Shipping covers 90%

90 percent of everything we buy comes to us by ship.



4

There are alternatives available.

Sustainable alternatives for the fossil fuels used in transport are available today, there is no need to wait.

What's in it for you

As a result, our clients create industry impact and receive a certified impact statement stating the exact emissions that have been reduced on their behalf.

The following facts represent the founding principles of GoodShipping.

1. We are the world's first sustainable shipping initiative for cargo owners that aims to actually change the fuel mix within the global transport industry.
2. GoodShipping offers companies an option to opt out of the fossil default, and to opt in to sustainable alternatives for their freight shipments.
3. We facilitate companies to make impact and reduce emissions in their transport supply chain which helps us to push forward needed environmental legislation and market innovation within the transportation industry.
4. Our clients receive a hassle-free and fully transparent decarbonization service.

GoodShipping services companies of all shapes and sizes to contribute to the adoption of truly sustainable fuels for their freight transport. We use the principle of mass balance for implementation; we bunker sustainable biofuel volumes exactly corresponding to your cargo volumes.

GoodShipping is part of the GoodNRG Group. GoodShipping has won several awards since its launch in 2017. Clients include Tony's Chocolonely and IKEA.

We realise a net-zero supply chain for our customers.

GoodShipping — Part of GoodNRG Group ▼



Our mission

It is our mission to accelerate the transition to fossil-free transport, by empowering cargo owners to switch to sustainable fuel and together change industry.

We strive to deliver innovative marketing, created and executed by a small, independent team of impact-driven professionals, who want to bring

you the biggest amount of industry impact and emission reduction

Together, a better world.

Growth

As part of the GoodNRG Group, GoodShipping has grown significantly in 2019. Our team expanded to 14 people, two of which commit 100% of their time to GoodShipping. A lot of time was invested in GoodShipping by other GoodNRG team members, with a special mention to Isabel (founder GoodShipping in 2017), Bart (Head of Innovation) and Dirk (our CEO).

Our GoodShipping team consists of a diverse team of passionate change makers with a truly amazing trackrecord so far.



Janne
Business Developer

Janne is our Business Dev Man and in charge of business development. She works on exciting projects like expanding our services to other modalities, and getting verifications and audits in order. Originally from Germany, Janne looks after our German clients. And most importantly – she’s the proud owner of our office dog Mila!



Isabel
CCO GoodNRG

Isabel founded GoodShipping back in 2017 and is responsible for connecting the first clients. As the current CCO of GoodNRG, Isabel is still heavily involved in the growth of GoodShipping, mainly as connection between our clients and the shipping companies.



Anniek
Commercial Lead

Anniek is GoodShipping’s Commercial Lead. She is in the lead of all sales and commercial activities of GoodShipping since 2018. She connected the biggest chunk of our clients to GoodShipping, and has pretty much become the face of the company. Pitching to join our program on international stages or live on the radio is common practise for Anniek.



Bart
COO/CTO GoodNRG

Bart is GoodNRG’s COO/CTO and serves as GoodShipping’s lead when it comes to innovation. Topics such as continuous product innovation sustainability criteria of the feedstock used for are the items that make him tick.



Dirk Kronemeijer
CEO

Dirk is our CEO and founder of the GoodNRG Group. With two decades of experience in the transport sector, he is a passionate entrepreneur, impact maker and active supporter of GoodShipping, father of two boys.

The Ikea Case

In 2019, IKEA Transport & Logistics Services, CMA CGM, GoodShipping and the Port of Rotterdam partnered to test and scale the use of sustainable marine bio-fuel oil. The test included the world premiere fuelling of a container ship with sustainable biofuel, when the CMA CGM WHITE SHARK was bunkered with GoodFuels Bio-Fuel Oil in the Port of Rotterdam in March. In September, the second batch of BFO was delivered to CMA CGM's Alexander von Humboldt (one of the largest container ships in the world).

Together we aimed to demonstrate the scalability, sustainability and technical compliance of sustainable marine bio-fuel oil and the commercial viability of these alternatives, to showcase realistic options to curb greenhouse gas emissions from shipping.

Elisabeth Munck af Rosenschöld, Head of Sustainability, IKEA Global Transport & Logistics Services, said: "Through our pilot we want to show that the means for decarbonisation in terms of alternative fuels are available. We have a responsibility to do our part to reduce the impact of our ocean freight. Through our participation we send a signal to our customers and the ocean industry on our commitment to decarbonise. Only through collaboration can we achieve rapid, necessary change."

With a successful pilot completed, our intention is to put the equivalent of at least all our containers out of Rotterdam on biofuel."

This case illustrates a major step to the decarbonisation of ocean freight. We are extremely proud to have the Swedish furniture mogul as a GoodShipping participator in 2019 and hope to inspire more.

IKEA — a GoodShipping participator ▼



Our four pillars

01. Change the fuel mix

What it means: Phasing out fossil fuels by substituting them with truly sustainable alternatives, in order to lower global CO₂-emissions from transportation.

In 2019 we tripled our number of clients, adding many front-running companies to our client base. Companies like Meelunie, Ace & Tate and Yumeko joined our movement. But also large corporates such as IKEA and DHL Plus, we are very proud all of our launching customers (Tony's Chocology, Dopper, Blygold International, Magic Marine and Mystic) renewed their contracts. Short and sweet: they are still shipping their ocean freight sustainably with us.

The total volume of CO₂e emissions that will be reduced for our clients skyrocketed in 2019: nearly 100 times more compared to 2018. On the one hand we owed this massive increase for a huge part to our new customer IKEA. On the other hand we worked with a more innovative and cheaper fuel product called GoodFuels Bio-Fuel Oil (BFO). In 2019 we organized two bunker operations in the Port of Rotterdam, resulting in two large vessels being refuelled with GoodFuels BFO. Both ships were container carriers from shipping company CMA CGM, which had never used biofuel and normally runs on fossil fuel oil.

02. Industry Impact

What it means: Creating a movement with our customers and with the exposure gained in using truly sustainable alternatives to fossil fuels in the transport industry.

As part of the GoodNRG Group, GoodShipping made big steps impacting the industry in 2019. Many leading shipping companies now use GoodFuels BFO and a total of nine vessels are sailing on this new product. These ships range from container carriers to dredging vessels and from offshore ships to bulk vessels. Thanks to GoodShipping's clients and their willingness to cover the extra costs involved, GoodFuels was able to offer shipping companies a competitive biofuel price. This eliminates hurdles for ship

owners, and enables us to compete with the other 'big boys' in the fuel market.

However, clients alone do not mean we reached eureka! In order to bunker with a new type of fuel, we need permission from a lot of other institutions. For example, the engine manufacturer that made the vessel engine, the insurance company that covers the voyage and the flag state under which the vessel sails - all have to give their approval. That is why it is still not easy to organize 'bio bunkerings'. As a result, GoodShipping's message remains crucial. Taking away (part of) the extra cost is one less hurdle to take.

03. Influence decision makers

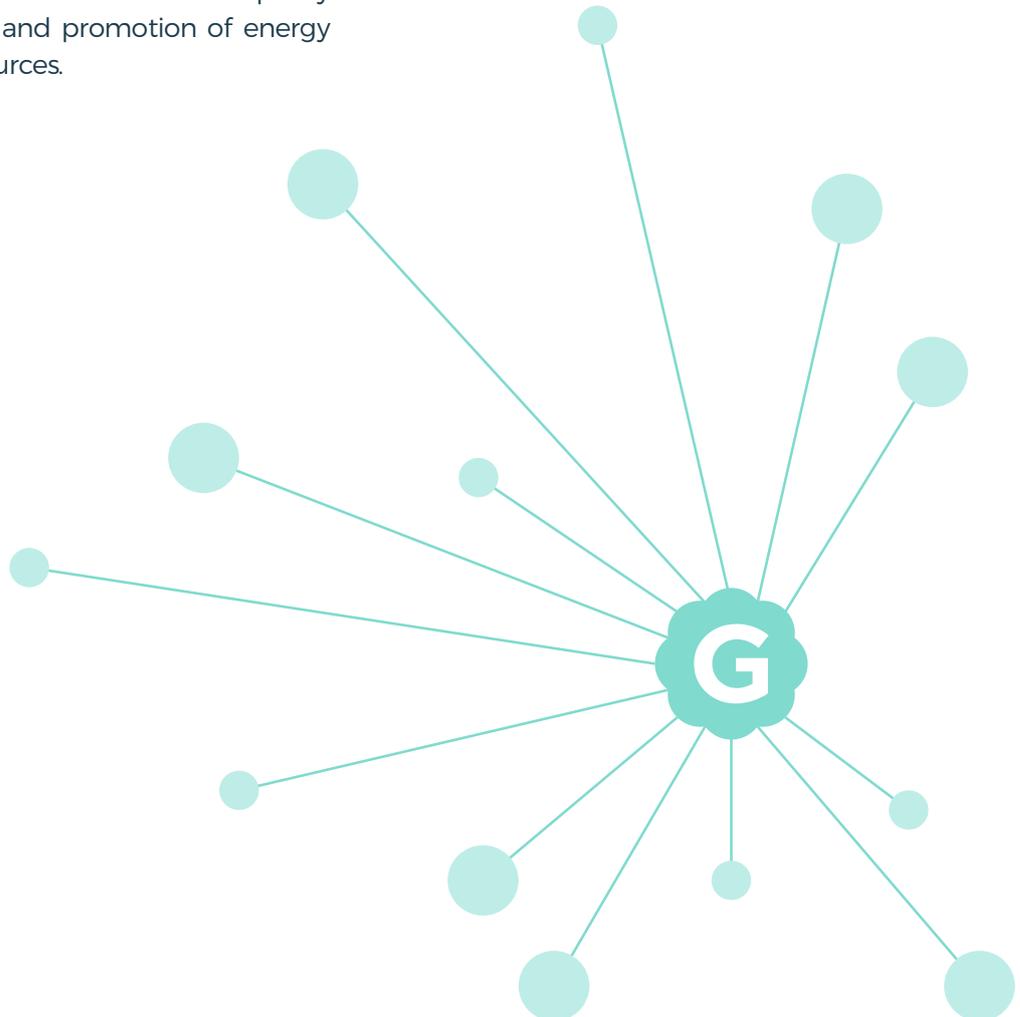
What it means: Pushing decision-makers to provide incentives for the marine industry to change the polluting status quo.

Even though we may be small, our influence in the industry is powerful. We regularly met with the Dutch Ministry for Infrastructure and Water, and we are often asked by governmental institutions (such as ports) for input on topics related to decarbonizing the transport sector.

A couple of examples

- We talked with the Dutch Ministry and the Netherlands Enterprise Agency about the implementation of the revised Renewable Energy Directive (RED II) in the Netherlands. The RED II represents the overall EU policy for the production and promotion of energy from renewable sources.

- We played an active role within the Platform for Sustainable Biofuels, an independent knowledge and innovation platform that works closely together with the Dutch and European government. Our role mainly focused on sharing knowledge and experience around biofuels, and exploring opportunities to work together with other bio-based sectors.
- We took part in the Art-Fuels Forum, an initiative funded by the European Commission focuses on policy and market issues around alternative fuels and provides European policy makers with information around this topic.



04. Stimulate Development

What it means: Accelerate the research and development of truly sustainable alternatives to fossil fuels. Check pillars!

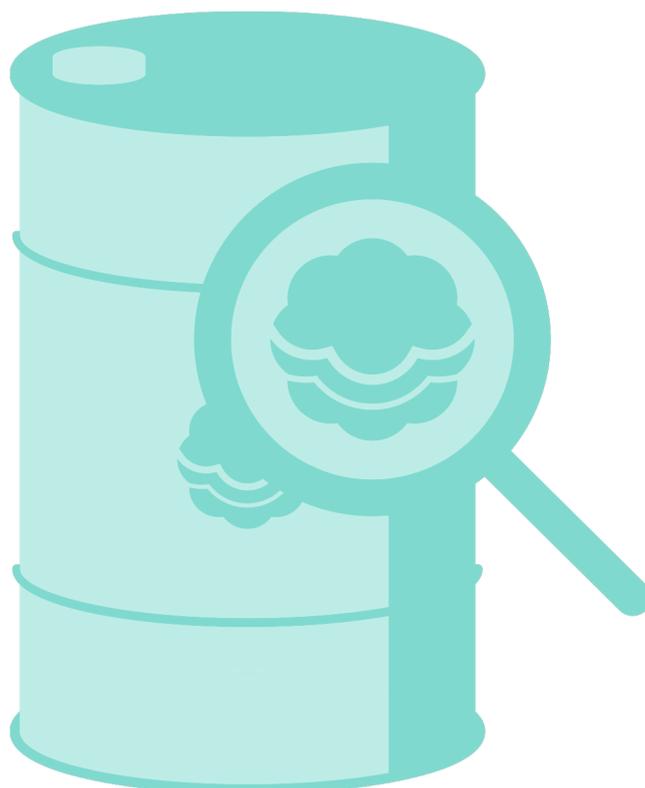
After the first live test in September 2018, GoodFuels BFO was first adapted by the market in 2019. This fuel is very compatible with the fossil equivalent being used, and more affordable than the high-quality distillate biofuel we worked with before. Our sister company GoodFuels received support from the Port of Rotterdam's Incentive Scheme for Climate Friendly Shipping for its first two deliveries of this product.

Currently, the feedstocks used to produce GoodFuels BFO are used cooking oil and forest residues. But the GoodNRG Group is involved in many projects and research groups which focus on the R&D and innovation of renewable fuels.

Some highlights:

- GoodNRG was part of four R&D projects of Horizon 2020; the biggest EU Research and Innovation programme with nearly €80 billion of funding available (in the period 2014 to 2020). These projects differ - ranging from developing renewable fuels from new feedstocks such as sewage sludge and saw dust, to exploring and testing new technologies like working with lignin or the gasification of biomass and other biogenic waste.

- On a national level GoodNRG was involved in an extra four projects. Among other things, we looked at using different waste streams (such as plastics) for the production of fuels by means of pyrolysis technology.
- By the end of 2019, our partner Biomass Technology Group (BTG) announced the development of a new high-tech biofuel refinery which converts crude pyrolysis oil into diesel fuel suitable for the shipping sector. The plans drafted by BTG for the next decade were welcomed with enthusiasm by the shipping market and by us, so GoodNRG prepared to invest in the demonstration plant.



Without you there would be no GoodShipping.

As humble as we are about the opportunity of making an impact, the humbler we are about you being our client.

A special mention also to our partner from the beginning: DHL Global Forwarding.

**Without you there would be no GoodShipping.
Thank you for support.**

This is an interactive PDF-form

If we have somehow triggered emotion about our Program, then we are cheering (you on). If you want to join our impact movement, want to make an enquiry or simply have a question regarding your carbon footprint, biofuels or anything 'sustainable' - Do not hesitate to drop us a line here:

Name:

Email:

Phone:

Message: