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# Meta taps into Norden's biofuel offering



Adis Ajdin • November 26, 2024 🔥 986 📖 1 minute read



Danish shipping giant Norden has sealed a deal with Mark Zuckerberg's Meta for the use of sustainable fuels in its maritime supply chains.

The owner of Facebook, which has set a goal of reaching net-zero emissions across its value chain in 2030, has signed up for the so-called Book & Claim model, which sees Norden-operated ships running on [biofuel](#) and then allocating the emissions reduction to a third-party customer.

Norden uses the Smart Freight Centre's voluntary market-based measure framework for logistics emissions accounting and reporting. The company said the biofuel used has 80–90% life cycle emission reduction potential. The savings are authenticated by an independent verifier, Normec Verifavia, and transacted on an external registry through [123Carbon](#).

"Our Book & Claim solution allows customers of marine transportation across the globe to take advantage of emissions reductions from

biofuels, even when biofuels are not physically available to be bunkered on a specific trading route or voyage,” said Anne Jensen, chief of operations at Norden.

The solution is developed to enable Norden’s direct customers and clients in other industries that are dependent on marine transportation and seeking to decarbonise their supply chains to credibly invest in maritime decarbonisation.

Devon Lake, head of net zero strategy at Meta, said the group has been working to address emissions sources across the supply chain, including the upstream emissions associated with the shipping of goods such as computing equipment and construction materials.

“Innovative solutions such as those that Norden is providing are critical for companies like Meta to decarbonise our value chain at the pace and scale required to achieve our emissions reduction targets,” he added.

**#Denmark**

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