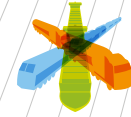


“THE GREENEST energy IS THE ENERGY we save”



When it comes to sustainability, global logistics company Samskip has a clear vision: to make green logistics accessible to every customer. According to CEO KARI-PEKKA LAAKSONEN, the main hurdle to achieving this is the pressure to make short-term financial gains which distracts from long-term sustainability goals.

“Sustainable change takes time. In this regard, just having a vision is not enough; we must actually take action. At Samskip, we strive to lead the way. We have already taken concrete steps, such as using 100 percent biofuels on four shortsea vessels and using biofuel for trucks. Moreover, we are the first company in the world with container ships running on hydrogen. For us, the question is not whether shipping can become greener, but how we are going to achieve this transition. And the answer lies in the fact that there is no single substitute for fossil fuels. That’s why we are investing in various alternatives such as biofuels, hydrogen, methanol and battery-electric solutions for the inland shipping sector.”

International cooperation

“I am convinced that greening the logistics industry is only possible through cooperation – both within the organisation by involving all employees at all levels, and externally with customers and stakeholders. This requires a change in mindset and looking across borders. Greening requires international cooperation to promote necessary regulations such as emission standards and fuel efficiency requirements. These encourage companies to go green by complying with those regulations.”

Global scientific research also plays a role by helping create innovative technologies, for example.”



Digital innovations

“We can simplify green logistics by investing in integrated digital business processes. Efficiency is the key word here. For example, switching your transport network to hydrogen doesn’t make it sustainable if the network isn’t efficient. You would be wasting valuable green hydrogen that could be used for something else. Intermodal transport is a good example of efficiency: creating the best combination of road, rail and water.”

“But we can also improve green logistics by using digital technologies to monitor ships, optimise routes and reduce fuel consumption. Real-time data analysis allows us to work more efficiently and manage our resources better. Investing in innovations today will lead to more sustainable solutions in the future. In the end, the greenest energy is the energy we save.”



Greening requires international cooperation to promote necessary regulations.

