

Make decarbonization pay: Book & Claim as a profit-ready green freight lever

Book & Claim enables cost-effective, audit-ready decarbonization when physical sustainable options are unevenly available. It helps organizations protect margin, win business, and unlock premium markets – without waiting for perfect infrastructure.

How Book & Claim works

Decouple action from lane-by-lane constraints by allocating verified attributes where they create the most commercial value, while maintaining a consistent audit trail.

Business Motivation

Refinance decarbonization measures via key accounts, expand premium offerings, and strengthen pricing power – while staying credible under customer scrutiny and audit requirements.

Market reality (example):

Selling verified Scope 3 emissions reductions can reach up to ~150 € per t CO₂e. This level can help cover incremental costs of alternative fuels, program overhead, and a reasonable profit margin – turning sustainability measures into a financeable product rather than a pure cost item.

3 Key Takeaways



Monetize sustainable investments

Turn low-emission interventions into sellable green freight products that customers can buy and finance – helping convert sustainability investments into revenue.



Increase tender competitiveness

Offer credible, auditable differentiation in bids and key account negotiations, especially where customers demand measurable progress and proof.



Reduced execution friction for Cargo Owners

- Accelerate roadmap progress when direct low-emission transport options are limited on specific lanes.
- Purchase auditable attributes tied to real interventions and integrate them into reporting workflows.
- Use Book & Claim to align procurement decisions with decarbonization targets and supplier engagement.

Use cases for logistics companies:

- ✓ Launch “green freight” add-ons or tiers without changing every lane from day one.
- ✓ Convert sustainable fuel procurement into a customer-facing product with traceable claims.
- ✓ Standardize how sustainability value is packaged across accounts, regions, and modes.

Book & Claim process

Book: Verified emission reductions are decoupled from the original transport and recorded in a registry (e.g., sustainable fuel volumes within defined time frames).

Inventory & allocation: The verified attributes are managed in an allocation inventory, enabling assignment to specific transports or customers.

Claim: Buyers claim the verified emission reduction unit for their sustainability communication and reporting, supported by an audit trail.

Credibility & governance

- Independent, auditable tracking: The “emission transaction” is documented via a dedicated online Claim Database.
- Carbon accounting backbone: A robust baseline emissions accounting enables consistent derivation and allocation of reductions.
- Standards alignment: Fully aligned with GLEC Framework and ISO 14083; certified references via Smart Freight Centre.

Why shipzero?

shipzero provides a validated Book & Claim solution with a carbon accounting backbone – a globally trusted solution designed for interoperability and audit-readiness.

shipzero's Book & Claim system and Claim Database is validated by Müller-BBM Cert Umweltgutachter GmbH in line with the requirements of the Smart Freight Centre's 'Voluntary Market Based Measures Framework for Logistics Emissions Accounting and Reporting' and ISO 14083:2023. shipzero supports customers with long-term guidance on data quality, processes, governance, and stakeholder expectations.



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