

From Guesswork to Precision: Optimizing Decarbonization ROI in Logistics Procurement

For many cargo owners and LSPs, the transition to green logistics is no longer a question of "if," but "how much" and "at what cost." As decarbonization budgets become a standard part of corporate strategy, procurement and sustainability managers face a complex internal challenge. While procurement teams are tasked with selecting carriers per trade lane based on cost-efficiency, the surplus budget required for sustainable investments often resides within a central sustainability department. This creates a critical need for a shared, data-backed justification to ensure that decarbonization funds are allocated where they achieve the highest tCO₂e reduction for the given investment.

✗ The Barrier: The Data Gap in Tender Management

Current tender processes often lack the consistency required for effective decision-making. Without a standardized calculation for emission reductions across varying sustainable logistics solutions, such as HVO100 or Bio-LNG, comparisons remain superficial. This lack of transparency makes it nearly impossible to determine the true cost-effectiveness of a carrier's offer. When leadership asks for a data-backed justification to choose a lower-carbon lane, many teams find their database incomplete, relying on manual calculations or incomparable carrier data due to inconsistent assumptions or calculation methodologies and broad fuel-use averages that fail to reflect the reality of their specific trade lanes.

✓ The Solution: Data-Driven Tender Simulation

shipzero bridges this gap by transforming tender logistics information into precise, comparable emission data. Our Tender Simulation allows you to assess the carbon reduction potential of different carrier offers - including HVO30, HVO100, and alternative fuels - and put it in relation to their surplus price before you lock in a contract. By integrating these simulations into your procurement workflow, you move from reactive reporting to proactive steering.



- ▶ **Maximize Budget Impact:** Identify exactly where your decarbonization budget achieves the highest tCO₂e reduction per trade lane, providing the necessary evidence for cross-departmental budget approval.
- ▶ **Unified Steering:** Align financial and sustainability goals by using the same data set for both cost analysis and carbon accounting and using this insight to align budget allocation between departments.
- ▶ **Operational Efficiency:** Eliminate manual, assumption-based calculations. Integrate your tender data into our simulation format and let us handle the large data set with automated error checks, providing fast results during time-sensitive awarding processes.

Closing the Loop: Methodological Alignment

The value of shipzero extends beyond the initial awarding phase by ensuring methodological consistency throughout the contract lifecycle. While a tender simulation necessarily relies on standardized assumptions such as load factors for FTL, it provides a baseline that is perfectly aligned with your eventual carbon reporting.

By using the same methodology for both the simulation and the subsequent reporting of real-world shipments, cargo owners and LSPs can identify and analyze deviations. If the actual decarbonization achieved in operations differs from the initial model, you have the transparency needed to follow up with carriers and collaborate on how to optimize the decarbonization of your trade lanes.

Why shipzero?

shipzero is the industry-leading data intelligence platform for effective emissions tracking and reduction in global freight transportation. We provide decision-oriented information based on assumptions for tender simulation, and extend to primary data for operations, helping you to navigate the path to net-zero with confidence. Our methodology is certified by the Smart Freight Centre (SFC), aligned with the GLEC Framework V3, and compliant with ISO 14083 standards.



Get in touch: [Book a call](#)