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2024 Clean Shipping Commitment Program Agency Brief



Agenda

- Shipping & Jotun
- Jotun's Clean Shipping Commitment
- Clean Shipping Commitment Program
- Deliverables



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Shipping & Jotun



THE IMPORTANCE OF MARITIME

Shipping plays an essential role in today's world. The goods it transports help build cities, feed the global population and keep industry moving.

11

billion tons of goods

transported include food, consumer goods and fuel



4.7bn tons
container cargo



3.2bn tons
bulk cargo

98,140

commercial ships

90%

of goods

are transported by sea



+150%

fleet capacity

Seaborne trade volumes have increased by nearly 90% in the past 20 years: over the same period, fleet capacity has grown 150%



1M

people of all nationalities

are directly employed in the maritime industry



3%

of global CO₂

Shipping is the most efficient form of commercial transport

29%

of the global order book

by tonnage was capable of using alternative fuels at the start of 2020



Shipping is the



JOTUN

Overseas ships:



Ro-Ro



Cargo



LNG



Container



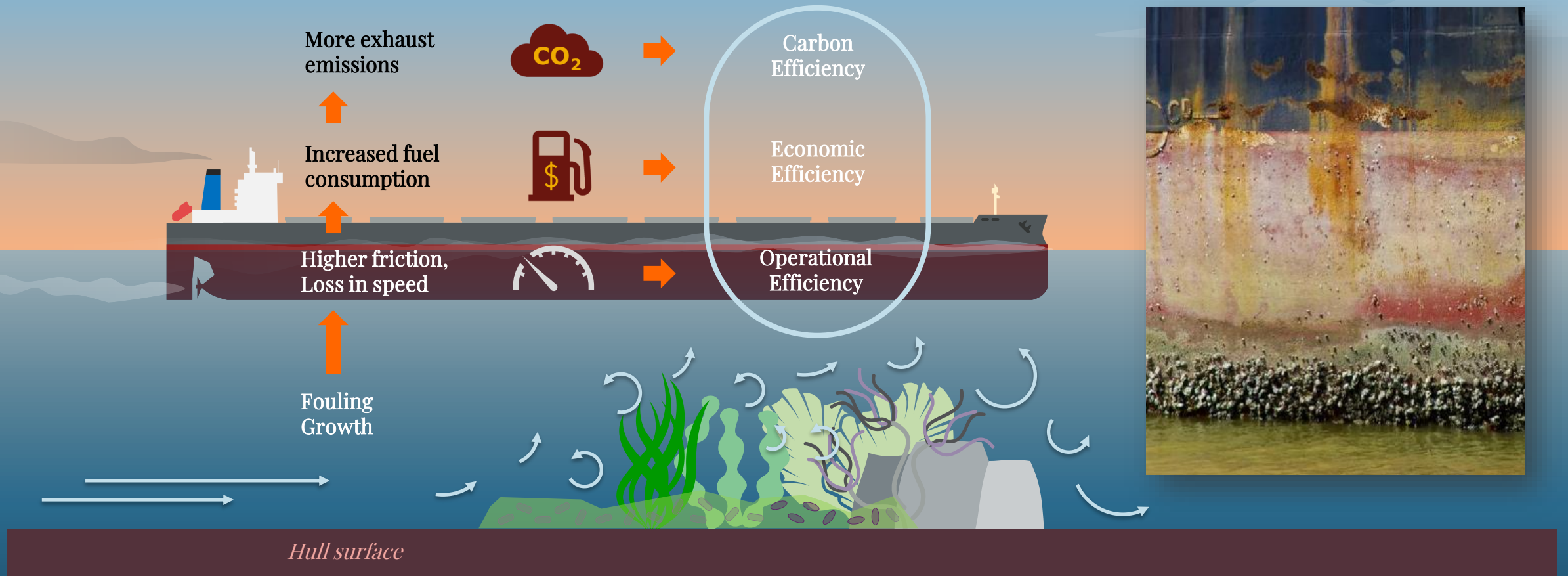
Fouling



Corrosion

The Fouling Challenge

major cause of vessel inefficiency and carbon emissions



3%

of worldwide CO₂ emissions are caused by shipping

90%

of the goods traded around the world are transported via maritime shipping

50%

reduction of annual shipping emissions by 2050 proposed by IMO (compared to 2008)

GLOBAL SHIPPING

THE ISSUE

Shipping isn't clean!

Shipping needs to reduce carbon emissions by 50% by 2050, currently, if shipping was a country, it would be the 6th largest CO₂ emitter globally.

Vessels will need to meet tougher new requirements in order to trade and existing vessels will need to retrofit modifications.

With CII, EEXI and EU tax, CO₂ emissions now carry a cost.

THE OPPORTUNITY

USD 3.4 Trillion market for clean tech solutions to help shipping companies meet requirements.

Banks and capital funds are linked to **sustainability** lending targets and charterers are more involved in how vessels are performing.



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Clean Shipping Commitment

Clean Shipping

Clean shipping is a term related to green shipping.

Jotun's contribution to green shipping is a clean hull – protecting biodiversity, enabling decarbonization and saving fuel. To maintain and build our leading position in the hull performance market, we will take ownership of the terminology clean shipping, building a clear link between a clean hull contributing to greener shipping.

We are contributing to the green shipping movement.

A clean hull ensures cleaner operations.





Clean Shipping Commitment since 1926

Clean Hull

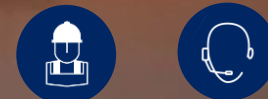
Premium Antifouling



Data & digital services
and solutions



Advisory and expertise



Disruptive innovation



SeaForce SeaMate SeaQuest SeaQuantum
The ultimate test case

HPS Hull Performance Solutions

HullKeeper

HSS Hull Skating Solutions

Climate (Decarbonisation) and environmental impact

Our Clean Shipping Mission

JOTUN is committed to cleaner shipping operations.
We are on a mission to push biofouling up the agenda
because it begins with a clean hull.



Jotun is committed to cleaner shipping operations



Cut carbon emissions

Biofouling is responsible for one fifth of the shipping industry's total GHG emissions and its contribution is massively underestimated.

Protecting ships from biofouling would enable the industry to cut CO₂ emission by as much as 19%.



Protect biodiversity

The world's biodiversity is at risk from climate change, and the shipping industry is a major emitter of CO₂ as well as responsible for the transfer of aquatic invasive species.

Global transparent regulation will be a success factor to protect marine environments.

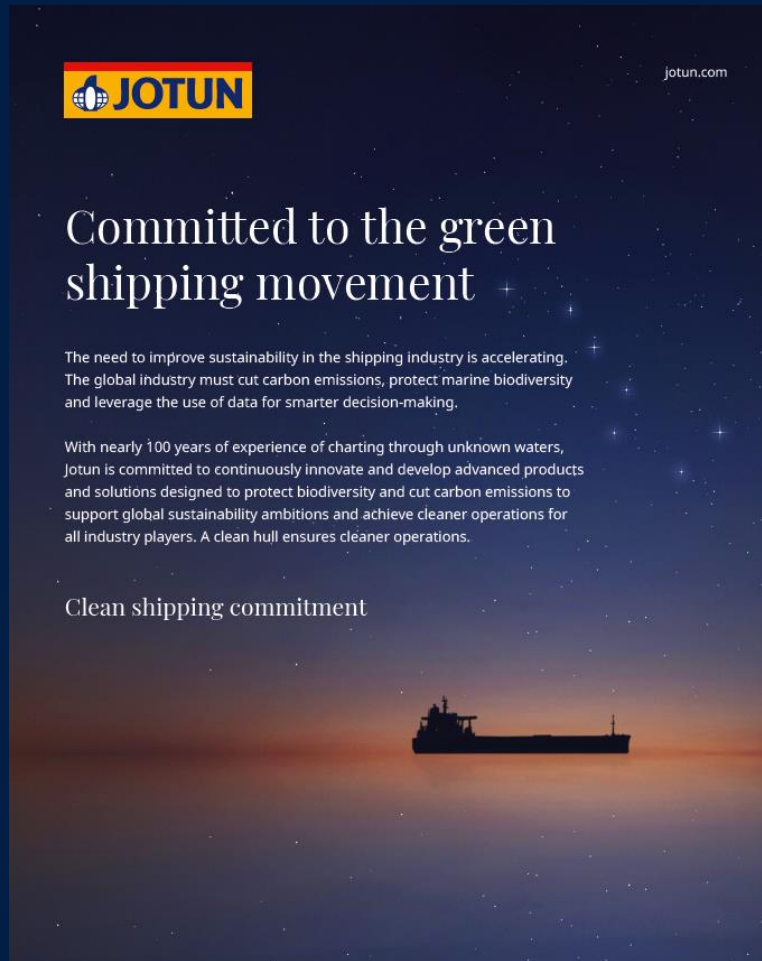



Preserve fuel

Protecting against biofouling will mean that the shipping community will spend less on fuel – shipping's biggest expense representing as much as 50-60% of total operating expenditure.

A clean hull ensure clean operations.
Clean operations save fuel.

Current Key Visuals



jotun.com

Committed to the green shipping movement

The need to improve sustainability in the shipping industry is accelerating. The global industry must cut carbon emissions, protect marine biodiversity and leverage the use of data for smarter decision-making.

With nearly 100 years of experience of charting through unknown waters, Jotun is committed to continuously innovate and develop advanced products and solutions designed to protect biodiversity and cut carbon emissions to support global sustainability ambitions and achieve cleaner operations for all industry players. A clean hull ensures cleaner operations.

Clean shipping commitment

HULL PERFORMANCE



Clean Shipping Commitment

Charting the course since 1926



HULL PERFORMANCE





jotun.com

Navigating the decarbonisation challenge

A clean hull will reduce both fuel consumption and GHG emissions. With Jotun's innovative solution, HullKeeper, you can unlock optimised hull performance and cleaner operations, while saving costs.

Clean shipping commitment



HullKeeper

Controlling the condition of your ship hull is the key to avoiding increased fuel consumption and GHG emissions, which are a threat to both business and the environment. With HullKeeper, you get a range of services for optimised hull performance. You will be able to identify potential problems long before they slow you down, allowing you to make better decisions, faster.



HULL PERFORMANCE



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Mitigating marine biosecurity risks

Biofouling can lead to the spread of invasive aquatic species, negatively affecting biodiversity. Jotun Hull Skating Solutions combine cutting-edge inspection and proactive hull cleaning technology with state of the art antifouling and digital services – enabling you to combat early-stage fouling before it becomes a problem.

Clean shipping commitment



HSS Hull Skating Solutions

Jotun Hull Skating Solutions utilises proactive cleaning to combat early-stage fouling and maintain an always-clean hull, even in the most challenging operations. A clean hull significantly reduces fuel costs, greenhouse gas emissions and the spread of invasive species.



HULL PERFORMANCE



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Impacting fuel efficiency

Biofouling greatly impacts fuel consumption, increasing CO₂ emissions. Operating with high performing antifouling systems and continuous monitoring of fuel consumption, fouling and speed loss keep track of your vessel's condition, and can help you reduce fuel cost and carbon emissions. The proven performance of Jotun Hull Performance Solutions can reduce fuel cost by as much as 14,7%.

Clean shipping commitment



HPS Hull Performance Solutions

Jotun established Hull Performance Solutions (HPS) in 2011 to make it easy for operators to maximise hull performance and thereby reduce both fuel costs and greenhouse gas emissions. The solution consists of Jotun's advanced antifouling products, combined with a transparent method for measuring the impact of antifouling on vessel energy efficiency.

HPS consist of four key elements which work together to optimise performance:

- High performance antifoulings
- High-end technical service
- Performance analysis
- Performance guarantee

HULL PERFORMANCE



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Clean Shipping Commitment Program

Main Insight



I deal with different customers across the **shipping value chain**. We are constantly asked about Jotun's contribution to global maritime **regulation and decarbonization** targets as a part of **Green Shipping** goals. I find it challenging to **confidently be able to link** our Clean Shipping Commitment's 3 pillars to our solutions and digital tools to meet our customers' Green Shipping Goals.

Description



A program that will **empower** MEIA shipping teams to feel confident in promoting our products & solutions within the context of Jotun's **Clean Shipping Commitment** while focusing on utilizing the **3 content pillars** & **digital tools** to create a narrative link with regulations and market needs.

Details



2
Day Training
Program



25
Sales Managers



Dubai

AGENDA

| AGENDA |
|--------------------------------------|
| World Dilemma |
| Customer Dilemma |
| CSC - Jotun's Contribution |
| Jotuns' Solutions (Products & Tools) |
| How do we communicate it? |
| Finale with External Trainer |

| Draft Content Pillar Titles |
|---------------------------------------|
| <i>Commit to the Challenge</i> |
| <i>Commit to your Customer</i> |
| <i>Commit to Jotun's Contribution</i> |
| <i>Commit to Jotun's Solutions</i> |
| <i>Commit to Communication</i> |
| <i>Commit to Empowerment</i> |

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Deliverables & Considerations

Deliverables + Considerations

Deliverables:

- Program Name Options + Content Pillar Naming
- Program Logo + Content Pillar Design
- Key Visual adaptation with logo in different formats (Rollup banner, poster, graduation certificate & invitation)
- Polo Shirt Design using logo
- Giveaway ideas

Considerations:

- Clean Shipping Commitment is the main visual identity – the logo you create will need to be integrated (cannot change overall main visuals which are available in different formats)
- Program Naming Guide on next slide
- We only need Giveaways ideas (not production)

Program Naming Guide

- We will name the program “Clean Shipping Commitment” with a subname “MEIA’s -----” We need help with only the **subname**. (for e.g. “Clean Shipping Commitment, MEIA’s Quest to be Best”).
- Should be easy to understand yet catchy
- Ideally tied to shipping but not mandatory
- Can be turned into a logo

Program Name routes/ directions:

Route 1: Related to some sort of Voyage (can’t use “Voyage”)

- MEIA’s Quest to be Best
- MEIA’s Path to Success
- MEIA’s Journey to _____

Route 2: Related to Team or Part of a group/ Naming the Participants

- MEIA’s Navigator Program (participants would be called “Navigators” after)
- MEIA’s Captains of Clean Shipping
- MEIA’s Clean Dream Team

Route 3: Related to an action

- MEIA’s Ignition Program
- MEIA’s Elevate Program (can’t use Elevate but an example)



Jotun Protects Property