



**HAMBURG PORT AUTHORITY**

**PORT IS WHAT WE DO**

**A Greener Future Requires a Cooperative Approach**

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BIPC 2025

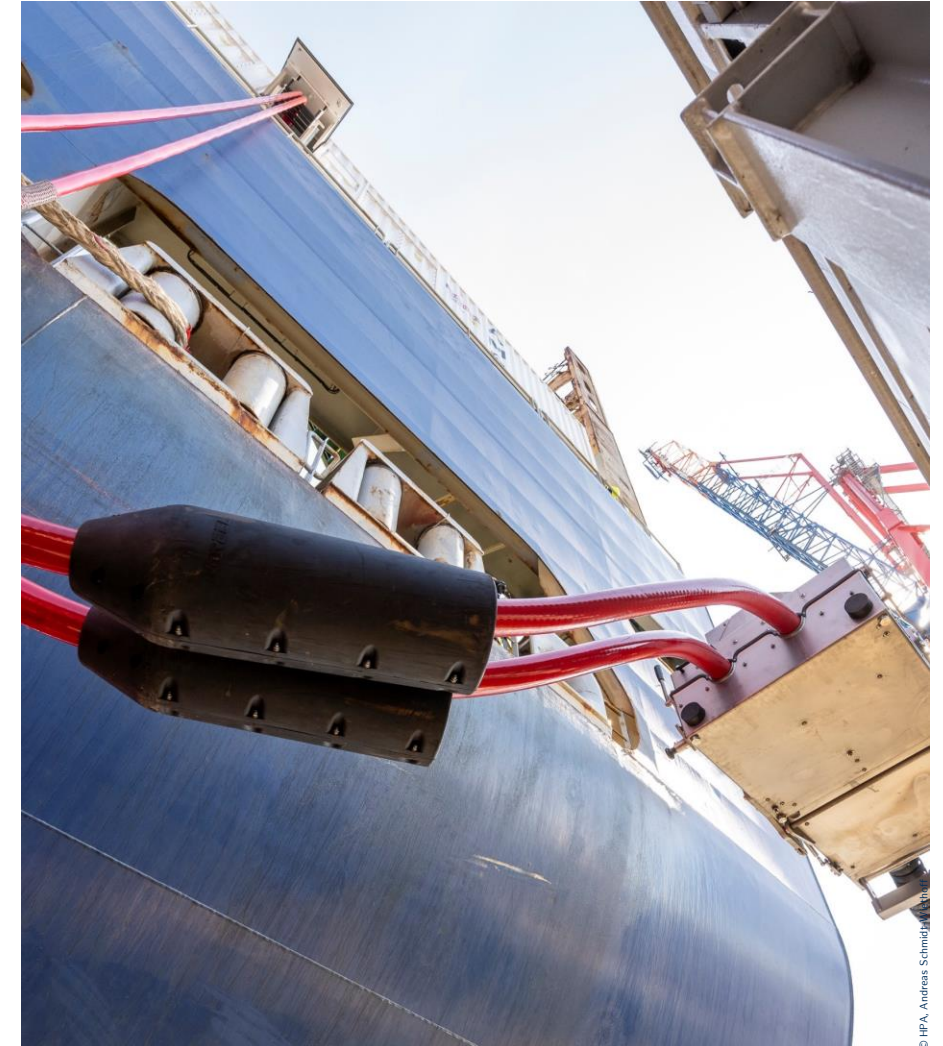
# How can ports innovate sustainability – and sustain Innovation ?

# Sustainability and innovation are two sides of the same coin.

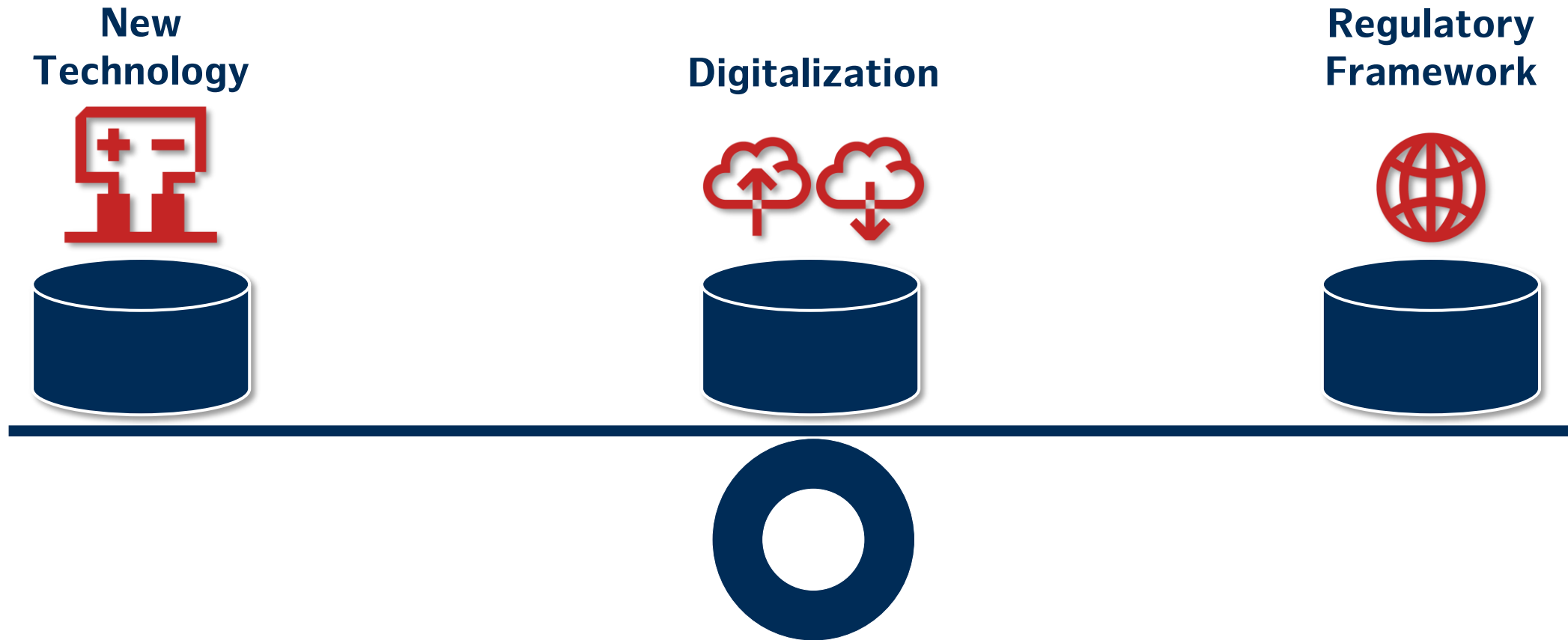
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## Only when they reinforce each other can ports transform

- Sustainability defines the direction, Innovation enables the path forward
- Both are mutually reinforcing rather than competing priorities
- Lasting transformation requires treating them as inseparable
- Innovation makes sustainability measurable and actionable



# Sustainability has to take place at all levels simultaneously!



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## New Technologies

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### Ports and Shipping Lines - Two gears that must work together

- Shipping lines and Ports must commit to new technology and common technological standards
- Cutting-edge research must propose viable solutions.
- If one side lags behind, the efficiency and credibility of the entire system are undermined.
- Only when both gears work together does the system move forward.



Source: [www.travelandtourworld.de](http://www.travelandtourworld.de)

Vikings hydrogen-powered cruise ship for up to 1000 passengers



Source: COSCO

All-electric Feeder ship with up to 88.000KWh

# Sustainability has to take place at all levels simultaneously!

## Digitalization

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### Digital cooperation for a strong, safe and sustainable maritime future

- Shared Information and platforms cut inefficiencies – saving fuels, time and emissions
- Common digital standards enable real-time communication & supply chain transparency
- Real time monitoring enables predictive maintenance and longer asset life
- Strengthen resilience by sharing data and aligning standards



# Sustainability has to take place at all levels simultaneously!

## Regulatory Frameworks

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### The Energy Transition Accelerates Port Innovation

- Large investments require planning certainty
- Sustainability becomes economically viable if ports and shipping lines are legally required to use them.
- Regulatory frameworks like the EU Fit-for-55 and IMO targets create both pressure and certainty for investments.

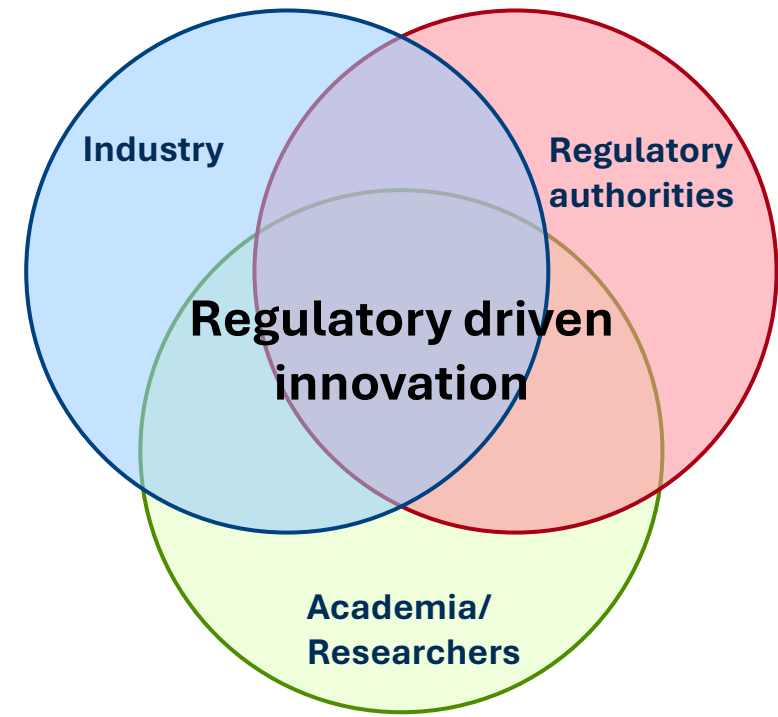


# Standardization enables sustainable innovation

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## Standards turn sustainability into a business case

- Innovation becomes financeable only when all actors commit to common standards.
- Fragmented approaches lead to duplication of effort and create double costs.
- Regulation ensures that sustainability creates real innovation pressure by providing long-term certainty.
- By incentive systems such as ESI and EPI, sustainable initiatives get attractive for shipping lines.

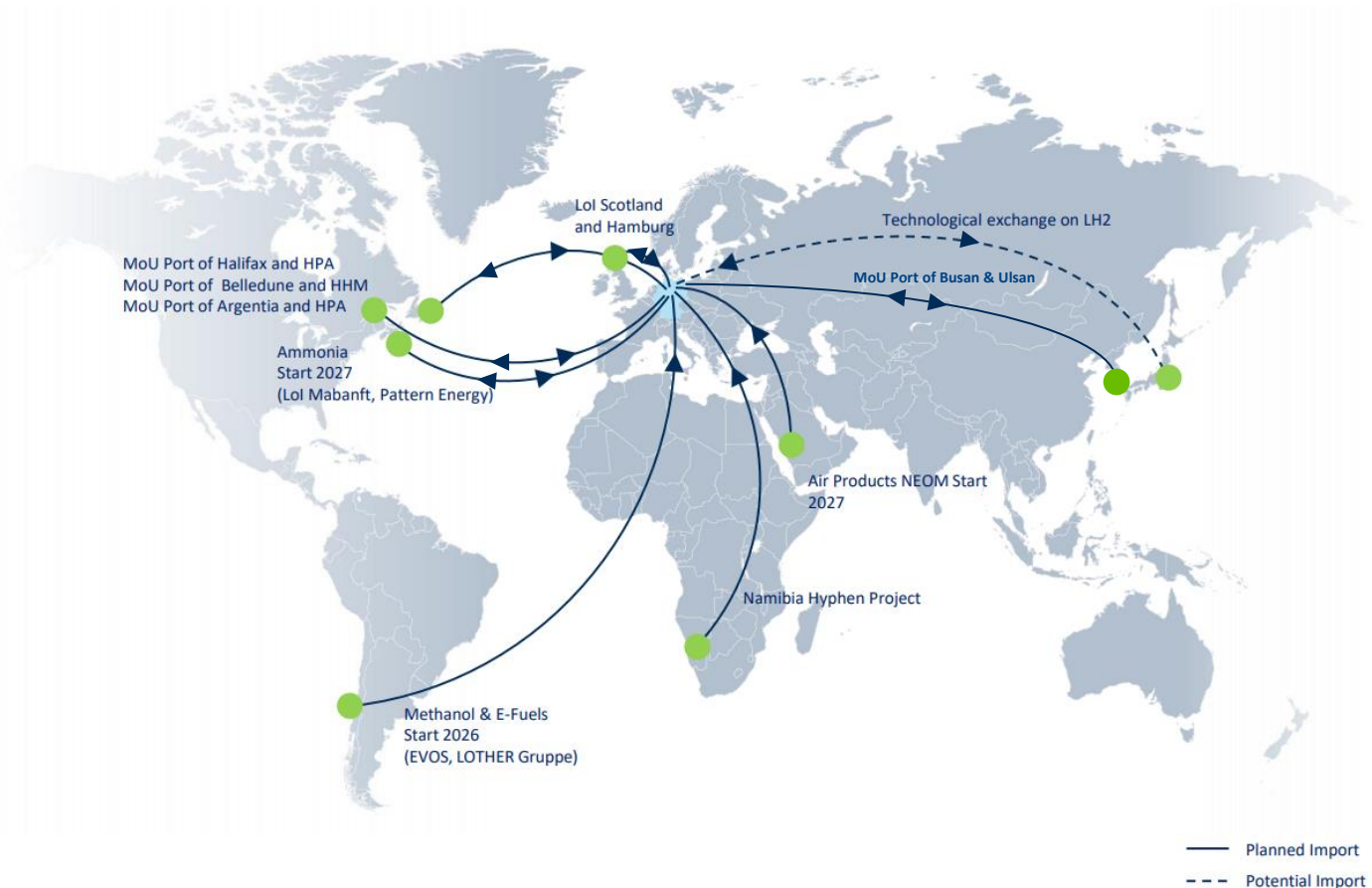


# Anchoring Standardization, Driving Innovation

## MoU between Busan, Hamburg and Ulsan

### Driving maritime sustainability together

- MoU between Busan, Hamburg and Ulsan on maritime Decarbonization
- Collaboration on:
  - standardization of low-carbon marine fuel use and bunkering
  - Digitization
  - Sharing of green practices, bunkering initiatives, and marketing cooperation
- The Port of Hamburg is building a network with export ports to develop a maritime hydrogen supply chain.



# How can ports innovate sustainability – and sustain Innovation ?

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## Transformation requires alignment of goals, tools, and rules along the supply chain

- Ports can innovate sustainability by aligning ecological and economic responsibility with innovation across all operational levels.
- To sustain innovation, it must be embedded in standards, regulations, and cooperative frameworks that make progress resilient and irreversible.
- Aligning with EU, IMO, and IAPH standards ensures regulatory certainty and provides a stable framework for sustainable and continuous innovation in ports.



IAPH 2024 Sustainability Awards winners

# Thank you for your Attention!



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