

Inditex reduces maritime transport emissions

What is it?

Zara parent Inditex has partnered with freight group Maersk to reduce its carbon footprint by signing up to its eco programme, which uses green fuels such as methanol and biodiesel.

Why does it matter?

Using green fuels is expected to deliver an estimated reduction of more than 80% in greenhouse gas emissions compared with conventional sources.

Strategic implications:

Greener supply chain solutions will grow in significance as businesses strive to reach net zero carbon goals. We anticipate ongoing innovation in this area, which is also a high priority for consumers and the planet.

STEPIC drivers/winning strategies:

Supply chain under scrutiny
Climate emergency imperative

