

Vanora

The premier, global platform for ocean procurement.



“ We are speeding up procurement processes by 90%, so our clients can focus on emissions and compliance due diligence. ”

Geir Gotteberg, Founder and CEO at Vanora

About Vanora

Vanora is the premier, global platform for responsible ocean procurement, lifting the standard for transparency and compliance in the traditionally manual and opaque procurement processes. Vanora makes it easy for charterers to see the entire vessel market, including information about sustainability footprints as well as technical specifications as part of the decision base. This enables charterers to make better economic and more sustainable choices, and vessel owners to showcase their green initiatives to the world.

vanora.no

Key information

Founded: 2018

CEO: Geir Gotteberg

HQ: Oslo, Norway

Impact theme: Energy & resource efficiency

Industry: Ocean

Impact potential

4/5 | Impact-aligned

SDG targets contribution



Net impact score

+33 % | +67 %¹

1. Applying Norselab custom value set mapped to SDGs

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Sustainability challenges

Maritime industry's GHG emissions

The global maritime industry is a key enabler of international trade, with shipping accounting for nearly 80 percent of all goods transportation. However, shipping is responsible for 2 percent of global carbon emissions. The International Energy Agency (IEA) has flagged that current short-term measures are not nearly ambitious enough to put shipping on the net zero pathway.

Lack of sustainability data in chartering and procurement systems

Current chartering systems and procurement processes are largely inefficient and opaque, and with little attention to sustainability metrics. This impedes industry professionals' ability to effectively make sound decisions and to take into account a vessel's sustainability footprint. Lack of awareness and transparency prevents companies from following through with their environmental ambitions.

Theory of change

The shipping industry is facing a great sustainability transition. Vanora can play a key role in driving a shift towards more transparent, sustainable and efficient procurement. Vanora's platform enables more informed environmental choices by comparing vessels' available specifications, including type of fuel, fuel consumption and emissions. The platform empowers the users to rule out vessels that do not match their sustainability standards, receive only bids from best-in-class vessels and monitor sustainability performance.



Target 13.3



Target 9.1

809

Vessels evaluated on emissions