

# Is supply chain sustainability possible in 2025?

A detailed look at sustainability progress in logistics

Logistics doesn't have to be a maze.

# The challenge of decarbonising logistics

In 2025, the logistics industry faces growing pressure to adopt sustainable practices. Governments, consumers, and businesses are demanding greener supply chains to address climate change and care for the future of Earth.

However, it raises a critical question: **can a fully sustainable supply chain be achieved with the technology and infrastructure available today?**

This guide examines that question by analysing the methods shippers can use to reduce, or even eliminate carbon emissions from their logistics.

Alternative fuels, carbon offsetting, and operational optimisation are all valid techniques for progress. However, significant barriers remain, ranging from insufficient infrastructure, to the high costs and limited scalability of current solutions.


*“The pressure for decarbonisation is growing from both consumers and regulators. But the question of whether the logistics industry actually has sufficient technology to operate an entirely sustainable supply chain.”*

*Lots of businesses I speak to have decarbonisation as a key strategic priority but know that its very difficult to achieve with current technology and must be done whilst maintaining business competitiveness.”*

**Jade Blackburn, Head of Sales, WTA**



**Let's assess the progress of the logistics industry towards decarbonisation and the feasibility of a fully sustainable supply chain in 2025...**



**What options are available for  
decarbonising international  
logistics in 2025?**

# Alternative fuels

Ensuring your shipments' transportation takes place on alternative fuels, either zero or extremely low emission, is one way of ensuring a sustainable supply chain.

## Sea freight

Currently, the major international carriers are slowly updating their deep-sea fleets to run on either methanol or LNG fuels.

Maersk unveiled the first fully-methanol powered ultra large container vessel in January 2024. On top of that, electrically powered smaller vessels are more common on the feeder market.

However, there's currently no way to ensure freight is booked on a vessel which runs on lower or zero emission vessels. The number of ships running on less-polluting fuels is negligible. Effectively removing the viability of shippers ensuring lower emissions in sea freight.

## Air freight

Sustainable Aviation Fuels (SAF), are simply not used at scale currently. The option for a shipper to choose more sustainable fueling for any air freight transportation does not exist.

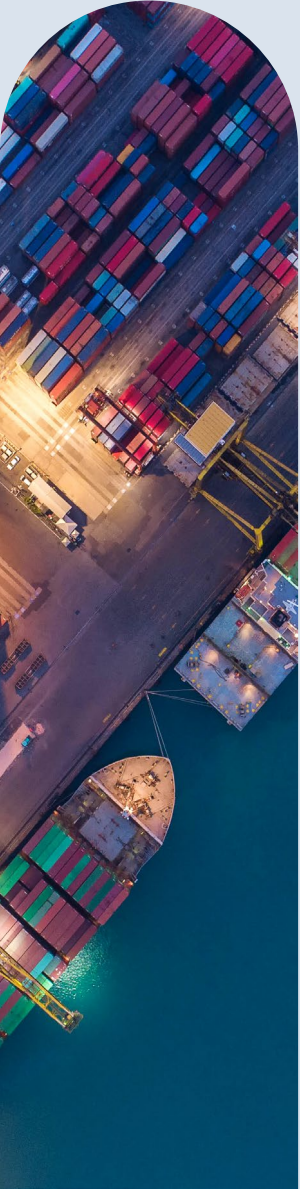
## Road freight

Many major road hauliers are continuing to modernise their fleets and run hybrid or even fully electric models. However, this is least common in long-distance large HGV transportation that many businesses utilise. Challenges such as battery range, charging infrastructure, and higher upfront costs remain.

Speak to your logistics provider about possible options available for exclusively using HGVs which have alternative fuel capabilities. But this would likely have significant cost implications at present.

**In conclusion, whilst this remains a promising development, overall, it is not something most international shippers could reliably use in 2025.**





## Changing transportation methods

For shippers who are very active on the air freight market, an option is to try and move an increased volume of freight via sea or rail freight.

Both options offer significantly lower emissions per tonne-km of cargo carried.

Admittedly for shippers of perishable goods, this option is not viable. However, strategies to reduce dependence on the air freight market can not only have huge cost benefits, but environmental ones too.

**In conclusion, with current technology, this is not a pathway to complete supply chain sustainability. Only progress towards reducing emissions.**

## Carbon offsetting

Carbon offsetting is the process of paying money toward projects which actively remove carbon dioxide from the atmosphere, as a way of compensating for business emissions.

Critics would describe it as guilt money, or that it serves as a way for a business to avoid making meaningful contributions towards reducing emissions.

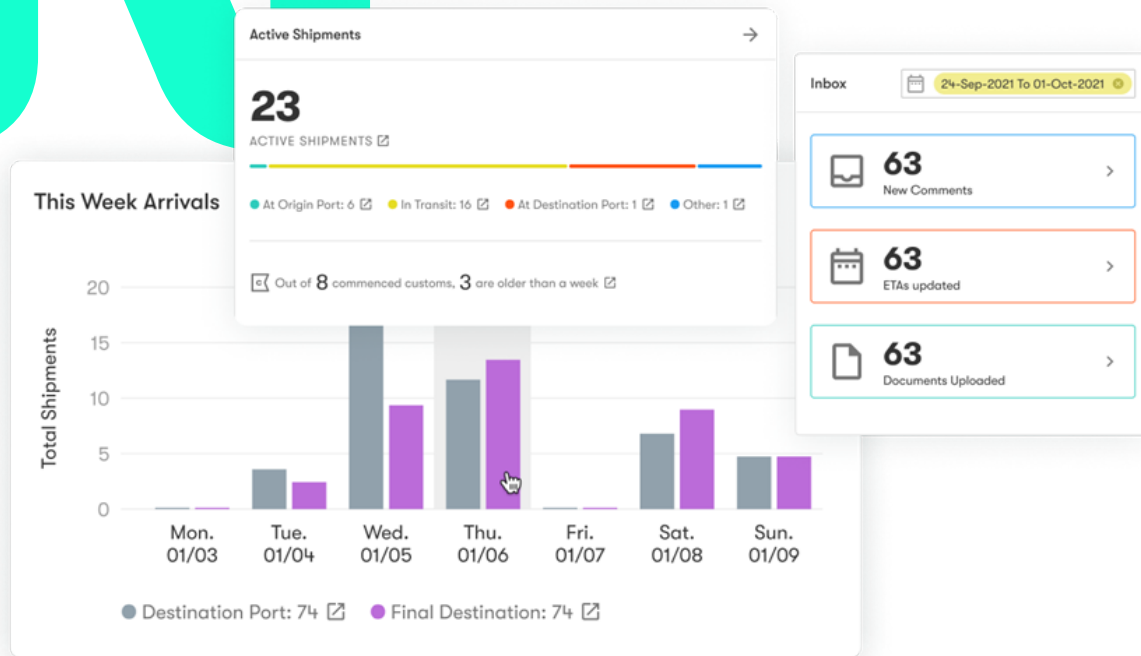
However, carbon offsetting remains one of few ways for a business to fully decarbonise their supply chain in 2025. With such a lack of carbon-free logistics infrastructure available, what else can businesses do?

Of course. thorough research into the validity of a carbon offsetting project is required. With that businesses can be confident good progress is being made with their offsetting cash.

**In conclusion, with current lack of infrastructure, carbon offsetting remains virtually the only way for a business to fully decarbonise in 2025, but must be done alongside decarbonisation efforts.**

In the loop logistics.

# The WTA Platform



The industry-leading WTA visibility platform offers a wide range of decarbonisation tools.

Primarily, deployment of a visibility platform allows your business to optimise its transportation, through locating inefficiencies.

With all the data related to your logistics in one place, it becomes simple to see where individual shipments can be homogenised. Or where better routing or transportation options are available.

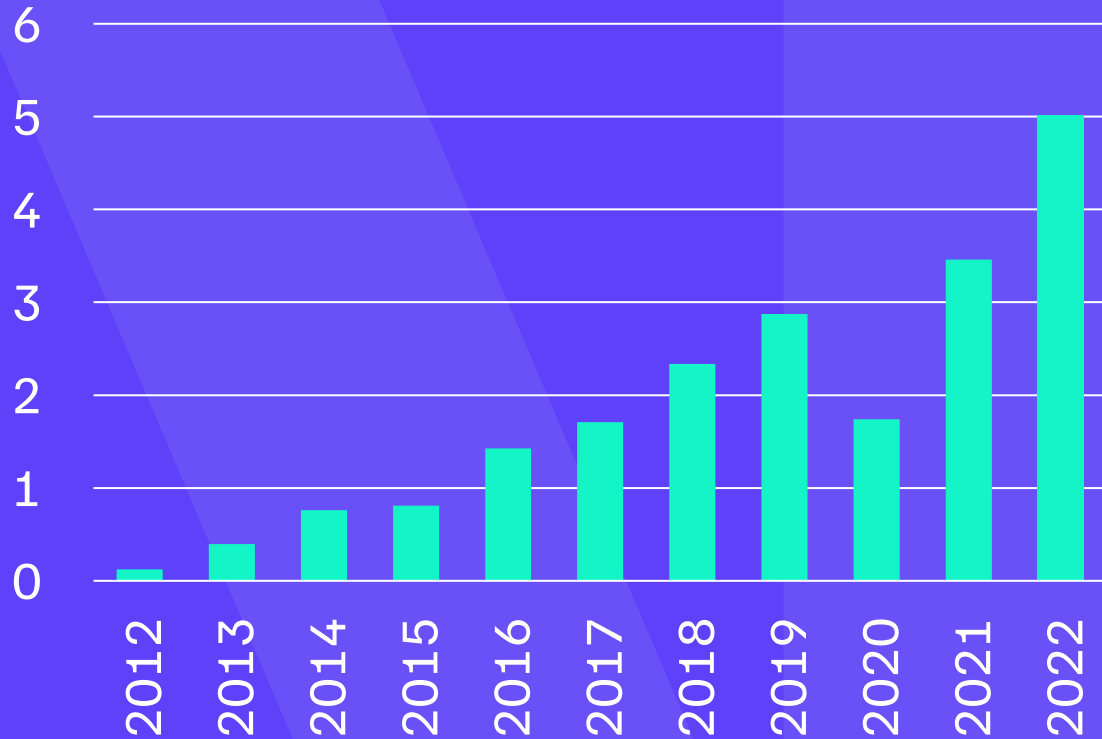
Furthermore, the WTA Platform will give you **ISO-compliant emissions data** for each shipment. Meaning you understand the exact damage of your logistics.

Pairing this data with a thorough carbon offsetting strategy and your business has gone much of the way to building a sustainable supply chain.

**In conclusion, implementation of a visibility tool in 2025 is a quick-win for any business looking to decarbonise their logistics.**

[Book a demo](#)

Oxford Plastics US Market Revenue (£m)



Read the full Oxford Plastics case study

## Build sustainability into the product

One way to build sustainability into your logistical operations, is through building sustainability into your products. If your products have lower lifecycle emissions than the competition, then to some extent the logistical and production emissions are offset by an overall emissions cut.

Therefore, sustainable products can be an effective way of decarbonising your logistics, particularly for exporters.

### Case study

Oxford Plastics are a manufacturer of on-site safety products. They made the strategic decision to build sustainability into their products, to maximise recyclability, transportability and product life.

Against such impressive credentials, OP saw exports to the USA increase from £200,000 in 2012 to £5,000,000 in 2022. All the while able to boast of reduced environmental impacts compared with a businesses using a local supplier for the products. As the lifetime emissions of using their products are lower, even though deep-sea transport is required.

**In conclusion, with impressive product-level sustainability credentials, the overall environmental impact of your products, compared to rivals, can be substantially lower.**



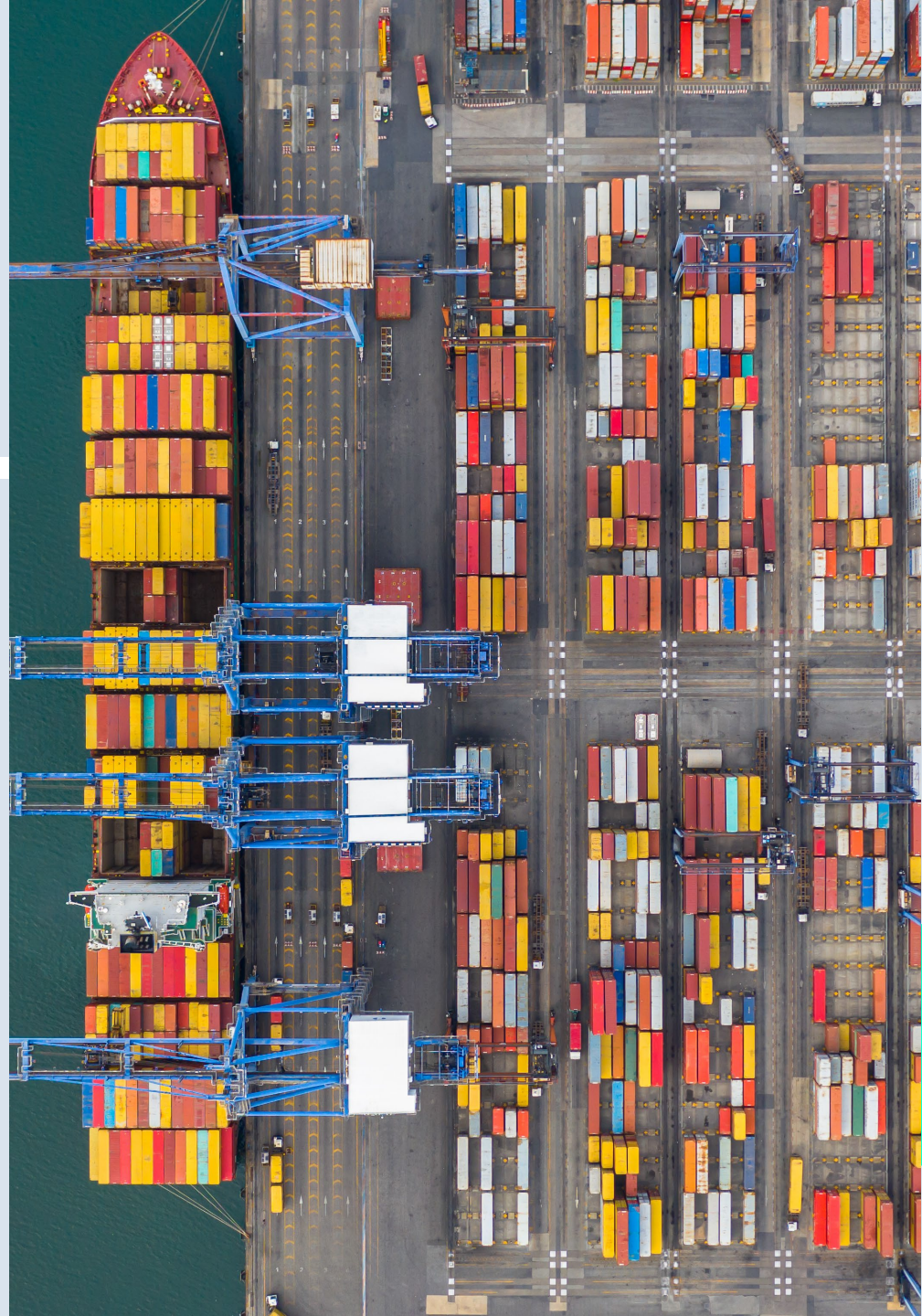
# Green shipping corridors

These are shipping routes where the operation of a zero-emission vessel is possible from end to end. These were initially touted for development at COP26, over 3 years ago.

Currently 6 are being prepared for real-world implementation. But there is no established green shipping route in operation.

But there are no details on what ports these routes are between. Or how a shipper could begin using them in 2025.

**The fact remains, it's still much too early for this to be a viable option for decarbonising a supply chain.**





# In summary, is complete logistical sustainability possible in 2025? Not really.

## Let's explore why.....

The logistics industry is moving towards sustainability, driven by regulatory requirements, technological advancements, and growing customer expectations.

However, despite the progress, a fully carbon-neutral supply chain in 2025 remains virtually unattainable.

### Current insurmountable challenges:

**Infrastructure:** The lack of widespread support for alternative fuels, EV charging networks, and renewable energy integration limits the adoption of sustainable solutions.

**Technology:** While technologies like hydrogen fuel and electrification show promise, they are not yet scalable or cost-effective for widespread use across all modes of transport in logistics.

**Economy:** High costs associated with sustainable logistics poses a challenge, particularly in a competitive industry where cost efficiency remains a top priority.

While total decarbonisation remains almost impossible. International traders shouldn't absolve themselves of blame. Progress to reduce emissions certainly is possible.

**Use a visibility platform:** Identify inefficiencies in your logistics and make emission reducing decisions with a visibility tool.

**Carbon offsetting:** Pair the emission measuring of a visibility tool, with a thorough carbon offsetting strategy.

**Embrace innovation:** Stay informed about emerging technologies and be ready to pilot scalable solutions..







# Meet Jade Blackburn



Head of Sales, WTA

[jade.blackburn@wtagroup.com](mailto:jade.blackburn@wtagroup.com)

Jade is passionate about boosting international trade and establishing global business communities to drive revenue growth and provide customer-centric solutions. With over a decade of experience in sales, customer operations, and commercial management, she has collaborated with diverse and dynamic teams across various industries. Her approach is based on strategic planning and problem-solving, offering realistic timelines rather than false promises which lead to disappointment later.

# Contact us.

Phone [\(+44\) 0800 016 3933](tel:+4408000163933)

Email [hello@wtagroup.com](mailto:hello@wtagroup.com)

Website [www.wtagroup.com](http://www.wtagroup.com)