



# LEAVING A SMALLER FOOTPRINT



# MINIMIZING THE IMPACT

—**BECOMING THE WORLD** leader in exploration travel comes with a great responsibility for preserving the natural wonders along our route.

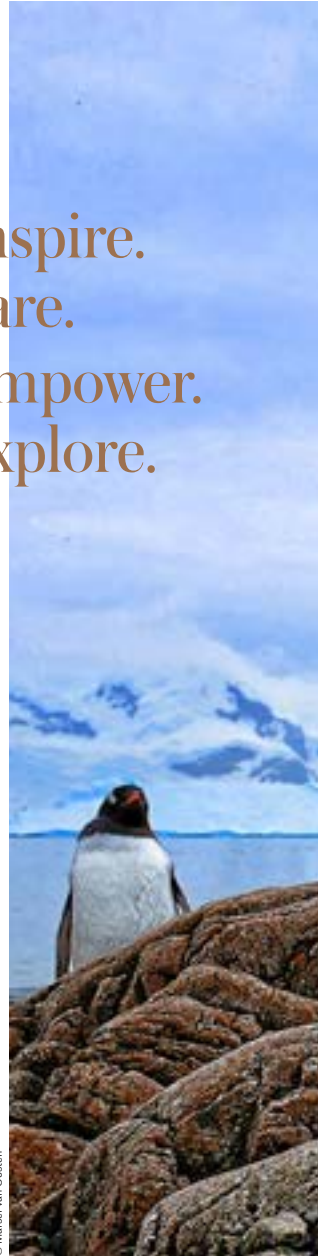
Traveling is a big part of the modern lifestyle. Driven by our desire for exploration, this wanderlust has a huge impact and influence on the environment, wildlife and the people living there. Every voyage leaves a certain footprint, and acknowledging this is crucial for sustainability.

At Hurtigruten, we seek to minimise the negative impact of our operations. This is why we put great effort into

enhancing our destinations, strengthening our environmental initiatives, and running a responsible and sustainable operation.

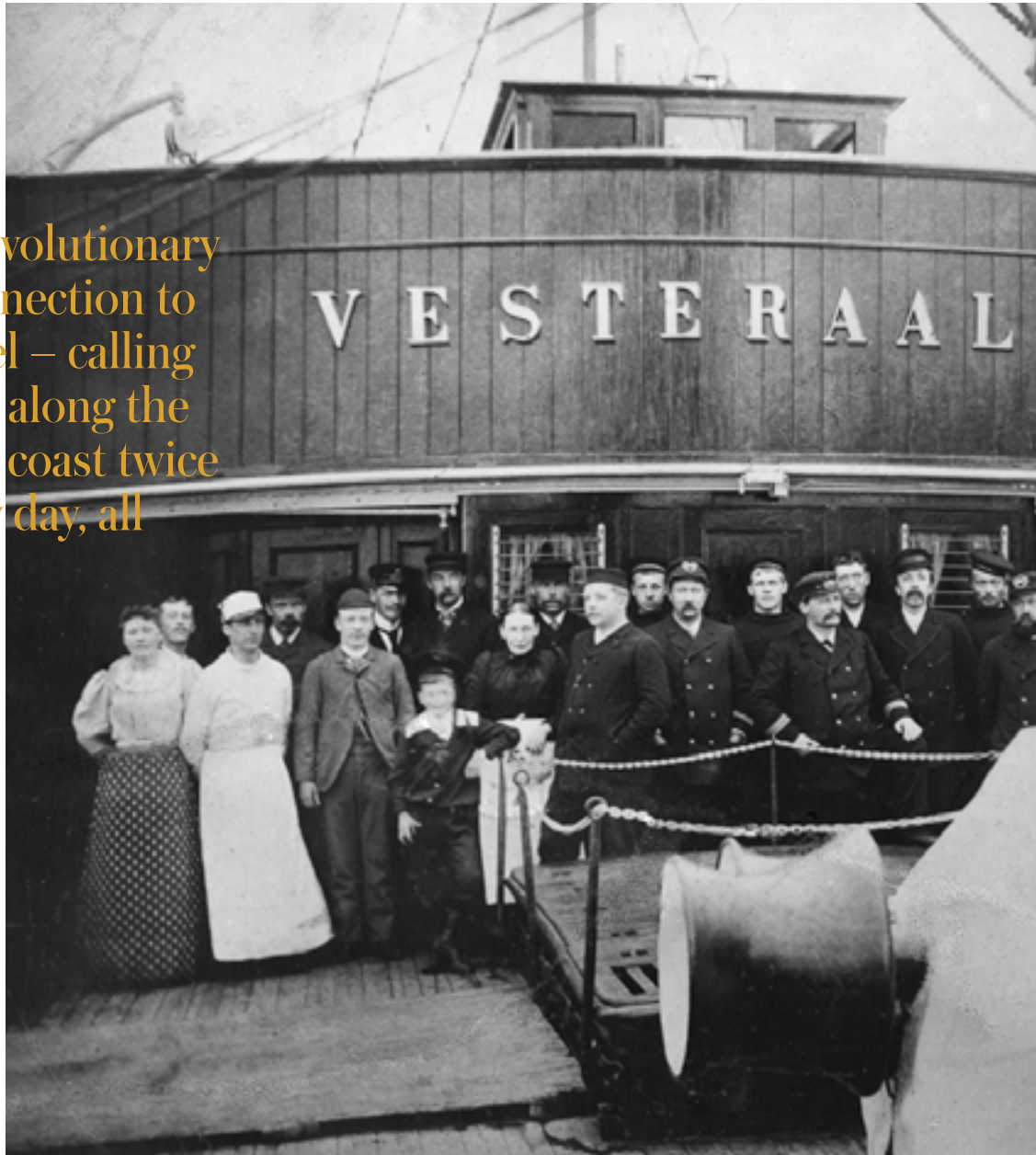
This becomes even more important as we are aiming to become the world leader in exploration travel. Traveling with us, you will always get life-affirming experiences in regions where nature, people and wildlife are unique. We take great pride in our commitment to preserve these natural wonders in all their beauty, so you will always experience the highest environmental awareness – on board and ashore.

We inspire.  
We care.  
We empower.  
We explore.





— From revolutionary coastal connection to global travel – calling at 34 ports along the Norwegian coast twice a day, every day, all year round





# A PART OF THE NORWEGIAN COAST SINCE 1893

—IN 1893, Captain Richard With's steamer MS Vesteraalen was brought into regular service along the coast of Norway, and Hurtigruten was established. The service offered several weekly departures, first from Trondheim to Hammerfest and later from Bergen to Kirkenes in only seven days! No wonder this important coastal connection was called "Hurtigruten" (the Coastal Express). Almost 125 years later, 11 of our ships call at 34 ports along the Norwegian coast twice a day, every day, all year round. We are proud to show these unique destinations along the magnificent coast to

our guests, and we still aim at the goal we set back in 1893; to serve as a reliable mode of transportation for freight and local passengers.

In 2015, we had 300,000 local travellers aboard Hurtigruten for shorter stretches between ports. In addition, we transported cargo equivalent to more than 10,000 trailer-trucks, combining global travel, local transportation and cargo in one unique service.

# IMPLEMENTED MEASURES

—**NEARLY 30 DIFFERENT** energy saving measures have contributed to directly reducing our annual emissions by 540 tonnes of NOx and 18,000 tonnes of CO<sub>2</sub>.

More than just handling our business in compliance with current local and international rules and regulations, our ambition is to be the world leader

in sustainable travel in polar waters. The goal is to minimise impact on the natural environment, and since 2009 we have implemented nearly 30 different energy saving measures – with continual planning for new projects to reduce emissions even further.



Paper, glass, cardboard and metal is sorted on board, and then delivered for recycling in Trondheim harbour.

Hurtigruten has abandoned the use of polluting and toxic Heavy Fuel Oil (HFO). We are working to ban all use of HFO in Arctic waters.



We reuse heat from the engines' cooling water and exhaust to warm up the hot water tanks on board.



© Marsel van Oosten

Regular and professional maintenance is extremely important for environmental operations and reduces fuel consumption.

Other energy saving projects have reduced our CO<sub>2</sub> emissions by 13,000 tonnes.

Daily deliveries from local suppliers contribute to reduced transport, food storage and reduction of on board food waste.

MS Fram, MS Midnatsol and MS Spitsbergen have installed ballast water treatment plants.

New propellers reduce emissions of CO<sub>2</sub> by 2,300 tonnes, and NO<sub>x</sub> by 50 tonnes a year. Propeller replacement has been carried out on six ships, with MS Nordlys and MS Trollfjord next in line.



© Rachel Bibby

We have optimised our itineraries and route planning to achieve the most efficient operation of ships.

Our explorer vessels MS Fram, MS Spitsbergen and MS Midnatsol (when operating as Explorer ships) use only MGO (Marine Gas Oil), made from distillate.



© Jacek Ulinski

Our coastal ships use SDM (Special Distillate Marine), with more than 30 times lower sulphur emissions, less NO<sub>x</sub> and less soot than heavy oil.

3 of our ships are built as "Clean Class" ships, reducing NO<sub>x</sub> and SO<sub>2</sub>.

# NORWAY'S COASTAL KITCHEN

— **TAKING FULL CULINARY** and environmental advantage of sailing through one of the most fantastic “pantries” in the world.

Our local food concept runs throughout the fleet and beyond our itinerary, focusing on locally produced ingredients and short travelled food. Visiting 34 ports along the Norwegian coast, many of these traditionally established on fisheries, we have an exceptional opportunity to get fresh produce from local suppliers every day, and serve only species approved by WWF's

Red List for sustainable seafood. Ingredients and fresh produce are delivered directly on board the ships, reducing transportation significantly and utilising our port structure in the best possible way. Fresh local food enhances the travel experience, provides positive local ripple effects, and tells great stories from the places we visit.

More than 80 percent of the food served on board is Norwegian.







© Tommy Andresen

— Enjoy the taste  
of nature!



© Kelvin Trautman



43,6%

of our manager level  
employees are women.



18.000

Since 2009 our energy saving measures  
have reduced our annual emissions of CO<sub>2</sub>  
by 18.000 tonnes



1256

Total ship management experience  
on board is 1256 years



3000

Hybrid technology with use of battery  
power, cutting edge hull design and other  
measures will reduce CO<sub>2</sub>-emissions from our  
new MS Roald Amundsen with more than  
3000 metric tons of CO<sub>2</sub> a year.



2

In 2015, we participated at the Paris Climate Conference, where we gave two keynote speeches on how to create a sustainable shipping industry.



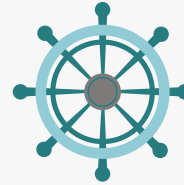
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of our ships are equipped to access shore power stations in 2016.



80

For more than 80 years we have been measuring the sea temperature along the Norwegian coast in cooperation with the Norwegian Institute of Marine Research.



200

In 2016, we had over 200 apprentices on board our ships, making us the largest and most important company for maritime apprentices in The Confederation of Norwegian Enterprise maritime area.

# RESEARCH AND KNOWLEDGE

A polar bear is shown resting on a large, white snowdrift in a snowy, icy landscape. The bear's fur is a light tan color, and it is looking towards the left. The background consists of more snow and ice, with a hint of blue water or ice in the distance.

— There are 3000 polar bears on Svalbard. In comparison, there are only 2500 humans living there.



— **WE ARE INVOLVED** in important research, from registration of polar bears on Svalbard, to logging seawater temperature along the Norwegian coast, to oil surveillance and Antarctic research, to simpler measures like crew and guests removing garbage and litter from shores.

Hurtigruten has a long history of participating in research projects in different waters.

At Svalbard, we take part in the Norwegian Polar Institute project for registration of marine mammals in the Arctic (Marine Mammal Sightings Data Base). The data improves our overall understanding of habitat use and seasonal movement patterns. From 21 July to 21 August 2014, the MS Fram expedition team observed 52 polar bears on Svalbard.

Since 1935, one or several of our ships have been equipped with seawater temperature reading equipment. Logging 22 measuring points along the coast, we ensure continuous knowledge about variations in sea temperature for the Norwegian Institute for Marine Research. In fact, the data from

Hurtigruten represents one of the longest climatic time series in the world. The data is used to monitor and assess environmental conditions along the Norwegian coast.

Together with Ocean Visuals, we contribute to continuous real-time oil surveillance along the Norwegian coast. With a hyper spectral laser installed on board MS Midnatsol, we can detect even the smallest oil spill while sailing or during port calls.

On every voyage in Svalbard, we hold lectures about micro-plastic and how this pollutes the oceans. This is to raise awareness on ocean waste and provide inspiration to reduce the use of plastic.

Hurtigruten also collaborates with a wide range of scientific communities, both nationally and internationally, providing important knowledge and information about the Arctic and Antarctica.



© Jens Haugen



© Axel M. Meier Dortmund



— For 125 years,  
Hurtigruten has employed  
only *the very best* seafarers.

# THE HUMAN FACTOR

— **NAVIGATION OFFICER** Emilie Lysø Groth sets the ship's course from the bridge following in a 125 year Hurtigruten tradition of employing the best seafarers Norway has raised.

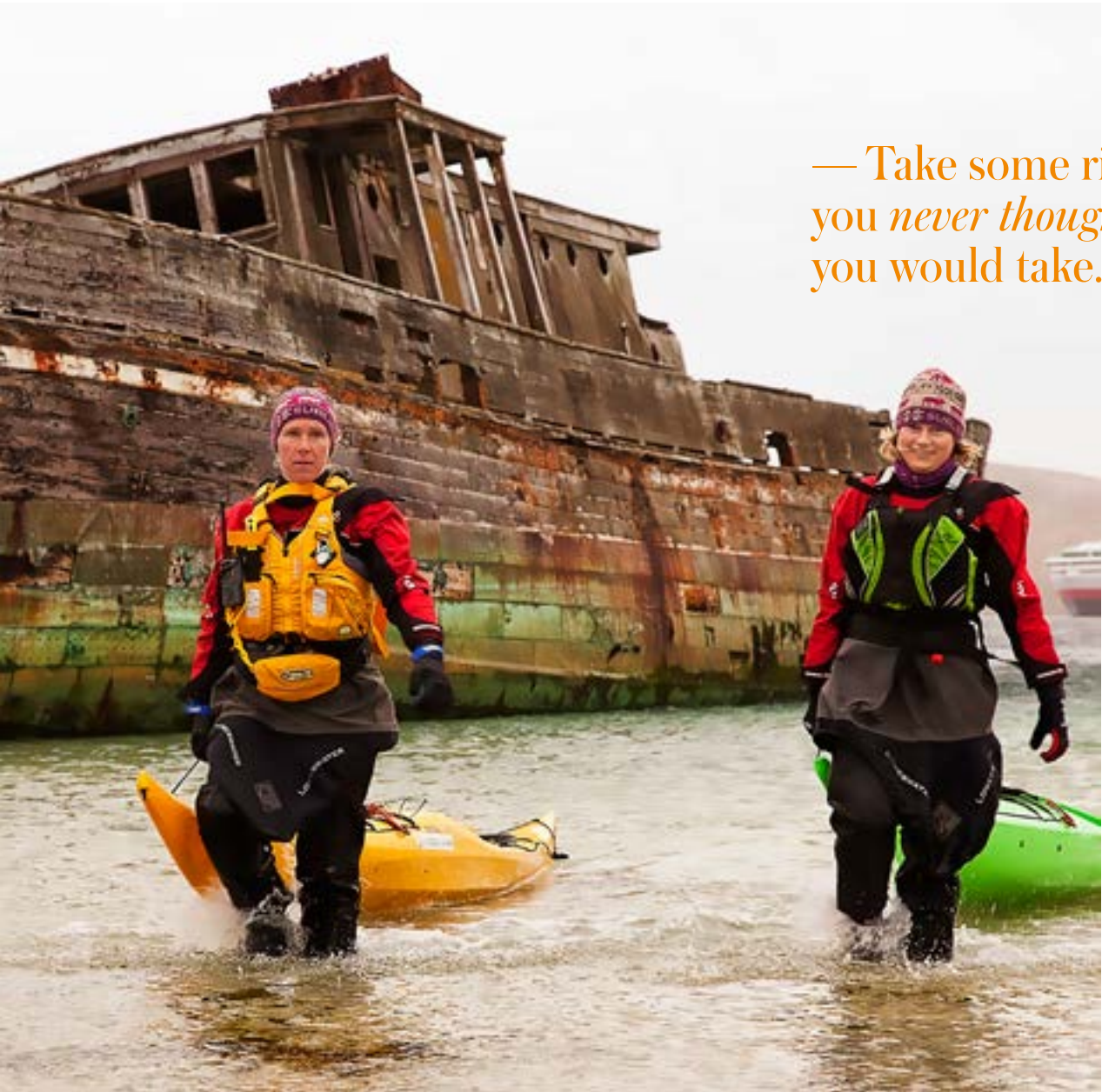
Today, we have around 1,800 Norwegian seafarers, most of whom reside along the route from Bergen to Kirkenes. Safety being our first priority, we take pride in our staff's local knowledge and professional skills.

Navigation officer Emilie Lysø Groth thrives in a role that has historically been reserved for men. She represents the future, and at the same time we have more than 1,250 years of maritime experience in our ship management.

Hurtigruten is a historic shipping company with a modern outlook on the labour market, and this is reflected in the guest experience: we have ultra-modern facilities on board, but this is also a voyage in the wake of previous generations, says Groth.

Striving never to compromise when it comes to the safety of our guests, crew or the environment, we make Crowd and Crisis training mandatory for the entire crew. We greatly respect the forces of nature, and take pride in running our operations as safely as possible. That is why we ask you as our guest to respect the on board safety rules and follow the crew's instructions in case of a safety drill during the voyage. The safety of our guests is always first and foremost in our minds.

— Take some risks  
you *never thought*  
you would take.





EXPEDITION LEADER KARIN STRAND ON

# HOW TO GET CAUGHT BY THE POLAR BUG

Our expedition team members are not only expert lecturers, they are your hosts on board and ashore. They will give professional lectures on topics like biology, history, geology and the eras of human exploration, guide you during landings and hikes, and share their extensive knowledge about the areas we explore.

***What makes your field of expertise so fascinating?***

— “My ”office” is some of the most remote and untouched areas in the world, and it is filled with vast nature and wildlife, ice and glaciers. Not bad for an office, right?

***Why is sustainability so important for you, personally?***

— I don’t believe that humans can tame nature. Nature finds a way to tame us if we don’t read the signs. This is why I think we are best off playing on nature’s terms, and not set the balance of species or natural conditions off by abusing natural resources.

***What do you love most about your work?***

— I get to work in a team that loves their work, and we get to share these amazing nature experiences in some of the most remote areas of the world, and on top of all that, call it work. The days are long and we work hard, but



© Ørjan Bertelsen

the energy comes easily when you love what you do. And I do!

***Do you have any insider tips to get the most out of a Hurtigruten voyage?***

— Come on board with an open mind, take some risks you never thought you would take on, and be flexible. Every single explorer journey is custom-made, with landing sites and activities dictated by the weather and ice conditions. Follow these simple guidelines, and you will catch by the same bug I have had for the last 12 years: the “Polar Bug”.

# ENHANCING OUR DESTINATIONS

— **TRADING LOCALLY** and buying services like excursions from local suppliers, Hurtigruten contributes to the livelihood and welfare of small coastal societies.

We strive to sustain and enhance our destinations by our combined social, environmental and safety efforts. We trade locally, respect traditions, and value our cooperation with the communities that make an immense effort in welcoming our guests, both along the Norwegian coast and in the Polar areas.

Adding value to and preserving the waters we sail, as well as supporting our destinations, results in enhancing and sustaining our own existence.





# EXPLORING THE POLAR AREAS SINCE 1896

— **THE SAME YEAR** as Captain Richard With established Hurtigruten, the polar ship Fram and explorer Fridtjof Nansen left Norway for an expedition heading for the North Pole. Fram was the most famous vessel of its time, and the achievements of her expeditions are unparalleled.

In 1896, the year Fridtjof Nansen returned with Fram from the pack ice, Hurtigruten started the “Sports Route” from Hammerfest to Spitsbergen with DS Lofoten. The captain on board was Otto Sverdrup, just home after the first Fram expedition with Nansen. The same year, Richard With built a hotel near Longyearbyen, Spitsbergen.

Exploring the Arctic has been Hurtigruten’s mission for almost 125 years. Exploring new waters and taking our guests closer to nature is what we do.

Today, we are creating the explorer ships of tomorrow. Joining our fleet in 2018, MS Roald Amundsen will

set a new standard in sustainable ocean travel, being the first expedition ship ever to sail with all-electric hybrid technology.

Whether we are exploring the Norwegian coast, Antarctica, Iceland, Spitsbergen, Amazonas, the Caribbean or other destinations off the beaten track, Hurtigruten takes pride in leaving a small footprint. We aim for sustainability while creating life-long memories.

Following our strong Norwegian explorer heritage, Hurtigruten’s fleet of custom built explorer ships bear their historic names with pride: MS Roald Amundsen, MS Spitsbergen, MS Midnatsol and our pathfinder MS Fram – named after Nansen’s famed vessel.

The original Fram was built for broadening the understanding of the world. Honour this heritage by exploring the planet aboard one of our expedition ships, and connect with your inner explorer.





# THE HURTIGRUTEN FOUNDATION



© Karsten Bidstrup

— Travel with  
meaning.



© Marcel van Oosten

## — Lewis Pugh, our first ambassador

— **FOR ALMOST 125 YEARS**, Hurtigruten has been exploring the roughest and most beautiful coastlines of the world, introducing our guests to the unique nature, wildlife, people, and culture of the areas we explore.

Hurtigruten has always taken great pride in offering safe and responsible travel experiences and is committed to support the areas we visit. Now, we are taking our commitment to a new level – and we ask our guests and partners to help maximise the positive effect of our efforts.

By establishing The Hurtigruten Foundation, we want to make sure our guests of tomorrow can enjoy the same meaningful travel experiences as the guests of today.

The Hurtigruten Foundation raises awareness of opportunities and challenges in the areas we visit – and raises funds to respectively enhance or reduce them. We want to make sure our footprints are as gentle as possible, and our presence positive for the places we visit and their residents.

On board auctions have contributed to the most ambitious habitat restoration project on Earth; South Georgia, protection of the Albatross and



© Carsten Pedersen

maintenance of research stations in Antarctica. We support several local initiatives such as Clean up Svalbard, Association of Greenlandic Children and Clean Coast in Norway.

By establishing the Hurtigruten Foundation we aim even higher, and welcome you on board in this important work for sustainable travel. If you want to help us, please visit [hurtigruten.com/foundation](https://hurtigruten.com/foundation) for more information on how to contribute or contact our staff on board.

If you want to help us make a difference, you're welcome to make your donation to Hurtigruten Foundation accounts.

**NOK account:**  
IBAN: NO28 1503 6902 385

**EUR account:**  
IBAN: NO82 1250 6162 392

**USD account:**  
IBAN: NO54 1250 0542 134

# Networks

## IAATO and AECO



Hurtigruten takes an active and leading role as a member of the International Association of Antarctica Tour Operators ([www.iaato.org](http://www.iaato.org)), promoting safe and environmentally responsible travel to Antarctica. As the largest member of the Association of Arctic Expedition Cruise Operators ([www.aeco.no](http://www.aeco.no)) we help ensure that tourism in the Arctic is carried out with the utmost consideration for the vulnerable natural environment, local cultures and cultural remains. These memberships come with responsibilities and guidelines both for us as an operator and you as a visitor.



## Clean up Svalbard

All visitors to Svalbard are invited to contribute to the Clean Up Svalbard programme. This is a collective effort, managed by the Governor of Svalbard, to help clean up the beaches and remove evidence of pollution and shipboard waste.



## Svalbard Environmental Protection Fund

All visitors to Svalbard contribute by paying an environmental fee financing protection of the environment and Svalbard's cultural heritage. This is a mandatory fee incorporated into the airfare, financing environmental projects on Svalbard.



## Fram and the Arctos network

On some of our longer voyages in the Arctic, we make the MS Fram available to a network of marine biologists to serve as a base for research operations. We intend to offer the MS Fram also for future projects, continuing our commitment to conservation and research within the scientific community.

