

# 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, the destination and its wildlife and people. Every trip leaves a certain footprint, and acknowledging this is crucial for sustainability.

We in Hurtigruten seek to minimize the negative impact of our operations. Thus, we put great efforts into enhancing our destinations, strengthen our environmental initiatives and run a responsible 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 to regions where nature, people and wildlife are unique. As we take great pride in our commitment to preserve these natural wonders in all their beauty, you will always experience the highest environmental awareness – on board and ashore.







## A part of the norwegian coast since 1893

**From revolutionary coastal connection to global travel – but still calling at 34 ports along the Norwegian coast every day all year round.**

In 1893, Captain Richard With's steamer, DS 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). More than 120 years later, 11 of our ships call at 34 ports along the Norwegian coast every day all year round. We are proud to show these unique destinations along the magnificent coast to our guests, still aiming at the same goal as back in 1893; being a reliable mode of transportation both for freight and for local passengers. In 2014 we had 269,000 local travellers with 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

**More than 20 different energy saving measures have contributed to directly reducing our annual emissions of NO<sub>x</sub> by 370 tonnes and nearly 13 000 tonnes CO<sub>2</sub>.**

More than just handling our business in compliance with prevailing rules and regulations, locally and internationally, our ambition is to be world leader in sustainable travel in polar waters. The goal is to minimize impact on the natural environment, and since 2009 we have conducted more than 20 different energy saving measures – and are continuously planning new projects to reduce emissions further.

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

Our waste oil is reused as fuel to heat large institutions in Norway.



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



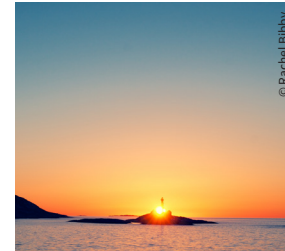
Regular and professional maintenance is extremely important for environmental operations and reduces fuel consumption.

Other energy saving projects has reduced our CO<sub>2</sub> emission on our ships with 13000 tonnes.

Daily deliveries from local suppliers contributes to reduce transport, food storage and on board food waste.

MS Fram has installed ballast water treatment plant.

The new propeller on MS Richard With reduces emissions of CO<sub>2</sub> with 2300 tonnes, and NO<sub>x</sub> with 50 tonnes a year. Propeller replacement has been carried out also on MS Nordnorge, and four more ships are in the pipeline.



We have optimized our itineraries and route planning to get the most efficient operation of ships.

Our explorer vessel MS Fram uses only MGO (Marine gas oil), made from distillate only.



Our coastal ships use SDM (Special Distillate Marine), with 4-12 times lower sulphur emissions, less NO<sub>x</sub> and less soot than heavy oil. All vessels use MGO (Marine gas oil) south of 62°N.

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 utilizing our port structure in the best possible way. Fresh local food enhances the travel experience, gives local ripple effects and tells great stories from the places we visit.

*Enjoy  
the taste  
of nature!*







43,6%

43,6 % of our manager level employees are women.



13.000

Since 2009 our energy saving measures have reduced our annual emissions of CO<sub>2</sub> by nearly 13 000 tonnes.



54

The positive effect of our energy saving projects is equivalent to removing 54 trucks from the Norwegian roads for a year (300.000 km driving distance).



71

Changing propeller on MS Richard With reduces yearly emissions equivalent to emissions from driving a diesel truck around equator 71 times.



1256

Total ship management experience on board is 1256 years.



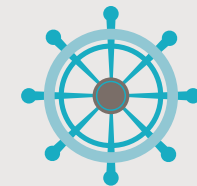
110

The result of our recycling provides energy to warm up 110 houses a year.



80

In cooperation with the Norwegian Institute of Marine Research we have been measuring the sea temperature along the Norwegian coast for 80 years.



170

By January 2015 we had 170 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

**From registration of Polar Bears on Svalbard, to logging seawater temperature along the Norwegian coast, oil surveillance and Antarctic research.**

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 insure continuously knowledge about variations in sea temperature to The Norwegian Institute of Marine Research. In fact, the data from Hurtigruten represent 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 both while sailing and during port calls.

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

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



© Rine van Meurs



# The human factor

**Navigation officer Emilie Lysø Groth sets the ship's course from the bridge following in a 120 year Hurtigruten tradition of employing the best seafarers Norway have raised.**

Today we have around 1600 Norwegian seafarers, most of them resided along the route Bergen-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 1250 years of maritime experience in our ship management.

- Hurtigruten is a historical ship with a modern outlook on the labour market, reflecting experiences that also guests receive: Ultra-modern facilities on board, but a voyage in the wake of previous generations, says Groth.

Striving to never compromise the safety of you as our guest, our crew or the environment, safety skills are invested in with mandatory Crowd and Crisis coursing for all crew. We greatly respect the forces of nature, and set our pride in running our operations as safe 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. We always have your and your fellow guest's safety in mind.



“  
*Hurtigruten is a historical ship with a modern outlook*





© Esther Kokmeller

“  
*Take some risks  
you never thought  
you would ever do*



© Thomas Haltnes

**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 human kind 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, which does not set the balance of species or natural conditions off by abuse of 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, call it work. The days are long and we work hard, but the energy comes easy 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 ever do and be flexible. Every single explorer journey is custom made in choice of landing sites and activities according to the weather and ice conditions. Following these simple guidelines and you will get caught by the same bug as 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 sustaining the waters we sail in and destinations we go to means enhancing and sustaining our own existence.





# Exploring the polar areas since 1896

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 “Sports Route” from Hammerfest to Spitsbergen with DS Lofoten. Captain on board was Otto Sverdrup, just home after the first Fram expedition with Nansen. Same year Richard With built a hotel near Longyearbyen, Spitsbergen.

Exploring the Arctic has been Hurtigruten’s mission for more than 120 years. Exploring new waters and taking our guests closer to nature is what we do.

In 2002 Hurtigruten launched the first Antarctica sailings, and Greenland was soon to follow. Both destinations have had a strong Norwegian explorer heritage. In 2007 our new explorer vessel was delivered, named after Nansen’s Fram. Today 120 years later MS Fram sails to Greenland, Iceland, Spitsbergen and Antarctica, creating life long memories from the most extreme destinations in the world. As of 2015 MS Fram will be accompanied by MS Midnatsol in Antarctica, more than doubling the capacity for bringing explorers and adventures to the South Pole.

The original Fram was a vessel for broadening the understanding of the world – let the new MS Fram and MS Midnatsol be the same for you!







# The Hurtigruten Foundation

**Travel with meaning.**

For 120 years, Hurtigruten has been exploring the most beautiful, and rough, 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 are 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 exploit 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 its residents.

On board auctions has contributed to the most ambitious habitat restoration project on Earth; South Georgia, protection of the Albatross and maintenance of research stations in Antarctica. We support several local initiatives such as “Clean up Svalbard” and Association of Greenlandic Children.

By establishing Hurtigruten Foundation we aim even higher, and welcome you on board in this important work for sustainable travel. If you care to help us please make your donation to Hurtigruten Foundation to account NO2412506152184.

*Please visit [www.hurtigruten.com](http://www.hurtigruten.com) for more information.*



# Networks



Association of  
Arctic Expedition Cruise  
Operators **AECO**

## IAATO and AECO

Hurtigruten take 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 ensuring 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

## 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 biologist, to use the vessel 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.