



# Sustainability Manifesto

The global cruise industry has been increasing every year for the past 20 years and is expected to increase even more during the next 20 years. With a record high order book on new cruise vessels, the industry expects to increase to as much as 80 million cruise passengers in 2040 compared to 27 million passengers in 2018.

While it requires significant investment in the selected cruise destinations, the sheer number of new cruise passengers requires that the Baltic Sea cruise ports and destinations, cruise lines and the local authorities work together to increase sustainability in the region.

The Cruise Baltic Sustainability Manifesto is the first regional initiative which focuses on the sustainability of cruising worldwide. The Manifesto follows the Global Sustainable Development Goals and the below vision should be achieved by 2030.

# Sustainability Vision



Making cruising a sustainable vacation offer in 2030

## Economic sustainability

It is our objective to increase the local economic value of cruise tourism

- Have cruise lines purchasing more provisions and services locally
- Make port-city infrastructure as seamless as possible to save time in transit
- Assist shop-owners in increasing revenue from cruise guests by education. Internationalisation, improved signage, currency acceptance and to understand the various cruise customer segments are all part of the education.
- Develop digital and analogue initiatives to promote local shopping
- Develop initiatives for crew shopping

## Social sustainability

It is our objective to further increase the popularity of cruising with the locals

- Communicate the facts about cruising and congestion
- Promote attractions and sights outside of the city centre
- Extend the cruise season
- Organise open ship days locally and/or regionally
- Organise close cooperation at destinations when more ships are in port
- Involve local citizens in the cruise calls

## Environmental sustainability

It is our objective to minimise the environmental effects of cruising

- Investigate cruise ship emissions
- Investigate noise levels of cruise vessels
- Encourage ports to invest in port reception facilities for grey water
- Communicate facts about cruise ship emissions
- Analyse shore power solutions and the need for standardised connections
- Encourage ports to reward environmentally friendly vessels
- Communicate environmental initiatives from various cruise lines
- Investigate the use of electric vehicles to minimise exhaustion and noise
- Encourage "green" shore excursions