



Environment





A unique environment

The Baltic Sea and its regions offer a unique and diverse environment. The many archipelagos, seashores and marine environments afford the visitor a rich variety of bird life, beautiful vistas and fresh air in abundance. And this in an environment rich in culture and history, yet based upon an early common understanding of the importance of preserving the natural environment for the dynamic development of the region.

Environmental preservation has for long been a highly valued objective and is today a proud trademark among the countries of the Baltic Sea Region. Environmental protection has become a closely integrated element in the overall sustainable development and economic advancement of the region. Over the years, progressive environmental management has become established based upon legislation, private initiatives and public awareness.

The cruise and tourism industry plays an important role in this development. Not only does the industry have an increasing commercial advantage by being able to offer its guests a unique environment, but also it contributes significantly to the sustainable development of the region by engendering economic activity and integrated solutions, which in turn generates the necessary resources for continued environmental progress.

Committed environmental protection

Based upon firm commitment, the Baltic Sea is perhaps among the best environmentally protected regions in the world - not only in word but also in deed.

Operators such as ports and cruise lines are subject to stringent environmental protection legislation, which is based extensively upon European Union (EU) legislation and cooperation within the Helsinki Convention (HELCOM) on the protection of the Baltic Sea marine environment. All Baltic Sea countries are signatories to HELCOM and, with the exception of Russia, all countries are also members of the EU.

In addition, the region is recognized for its networking and joint initiatives, such as the EU Natura 2000 network and the Baltic Sea Action Plan. Also, all countries in the region are members of international conventions such as MARPOL and UNCLOS.

Figure: Examples of the Baltic Sea Region legal framework

Regional conventions

- 1992 Helsinki Convention (HELCOM)

International convention

- 1973/1978 International Convention for the Prevention of Pollution from Ships (MARPOL)
- 1982 United Nations Convention on the Law of the Sea (UNCLOS)

Network initiatives

- Natura 2000 (EU)
- Baltic Sea Action Plan (HELCOM)

European Union (EU) legislation

- Directive 2005/33/EC Sulphur Content of Marine Fuel
- Directive 2000/59/EC on Port Facilities for Ship-Generated Waste
- Directive 2005/35/EC on Ship-Source Pollution and Penalties for Infringements
- Recommendation 8 May 2006 on Promotion of Shore-Side Electricity for use by Ships in Port

National legislation

Increased harmonization among 10 different countries

As a result of these efforts the Baltic Sea has been internationally designated as a Particularly Sensitive Sea Area and a SOx Emission Control Area, which implies more stringent standards and emission controls than typically found in other seas.

Naturally, this strict regulation represents a challenge for the ports and the cruise industry. However, in our experience the additional requirements can be reasonably met and in fact cruise lines are already largely compliant.

Nevertheless, the ports are well aware of this challenge and any concern it may cause for the cruise lines. Therefore the ports, together with our partners and clients, are committed to facilitating implementation as simply as possible.

We approach this challenge as a positive opportunity for the ports and the cruise industry. We believe that a leading, proactive environmental position makes for a competitive advantage and a valid selling point as the demand for integrated environmental and commercial solutions gain impact in a global market.

Advanced environmental management

As the cruise industry gains further popularity,

the ports will provide a positive link between an expanding cruise industry, environmental protection and safeguarding the living conditions of those living nearby. Such a welcoming environment is a positive precondition for future growth in the cruise and tourism industry, and for on-going efforts to give the cruise guest a pleasant stay.

Most Cruise Baltic ports have established individual environmental organizations within the port management structure. In addition, the ports have developed advanced environmental management systems typically based on internationally recognized certification such as ISO 14 001.

Pollution reduction

The ports apply a proactive approach in reducing pollution. In doing so, the ports are developing operations and services that are less harmful to the environment. The resources are mainly focused on minimizing air, water and noise pollution, as well as developing waste management:

Air pollution control measures include delivery of environmental-friendly fuel such as fuel with lower sulphur content, advice on the use

of catalytic converters and delivery of shore-side electricity (Cold Ironing).

Water pollution control measures include a ban on discharges and facilities for the collection of grey and black wastewater.

For noise pollution, measures include shore-side electricity (Cold Ironing), stricter limits at nighttime, while berthed and during service and repair sessions, and careful planning and undertaking of new, expanded and existing activities.

Waste management includes discharge bans, advanced waste handling systems for solid, oily and liquid waste and special services for handling of hazardous waste.

Other measures include economic incentives based on differentiated charges and discounts to promote environmentally-friendly behavior, advice on the use of environmentally-friendly technologies, ship notification and reporting systems prior to arrival, environmental award schemes for cleanliness in the cruise sector and a cooperative approach based on consultation with partners, clients and local communities.

Table: Examples of pollution reduction measures

Air	Water	Noise	Waste	Other measures
Delivery of environmentally-friendly fuel such as fuel with lower sulphur content	Discharge ban	Shore-side electricity (Cold Ironing)	Discharge bans	Economic incentives based on differentiated charges and discounts to promote environmentally-friendly behavior
Advice on the use of catalytic converters	Facilities for collection of grey and black wastewater	Stricter limits at nighttime, while berthed and during service and repair sessions	Advanced waste handling systems for solid, oily and liquid waste	Advice on the use of environmentally-friendly technologies
Delivery of shore-side electricity (Cold Ironing)		Careful planning and undertaking of new, expanded and existing activities	Special services for handling of hazardous waste	Ship notification and reporting systems prior to arrival
				Environmental award schemes for cleanliness in the cruise sector
				A cooperative approach based on consultation with partners, clients and local communities

A growing environmental network

The Cruise Baltic ports are individual performers within a closely coordinated network. Their clear ambition is to promote joint innovation and advanced solutions in the region. Such a harmonized approach is also of great benefit to the cruise industry, as it enhances regulatory certainty and uniformity.

Environmental management is based on open dialog between the ports and the stakeholders. Consultation with the cruise industry is important in achieving innovation and sound solutions for all stakeholders. The clear ambition is to sustain and enhance this productive relationship with the cruise, tourism and travel industry. This is best done on an individual level by each port, while at the same time utilizing and improving environmental networking between ports.

Future ambitions

The aim is that in the near future the environmental network will be able to further coordinate the ongoing efforts among the ports. We also intend that the network will be able to serve the cruise industry as a "one-stop shop", with a single contact point and a single website providing links and references to all the individual ports.

The network would also provide a forum for the exchange of new ideas and coordination of new projects and initiatives. New initiatives could include active consultation with the cruise sector, the introduction of a region-wide environmental award scheme for cleanliness within the cruise sector, the publication of more specific handbooks to serve as reference tools, and the establishment of a rapid-response environmental contact in each port.

We are convinced that such new initiatives will prove advantageous all round.

We are also convinced that an enhanced dialog between ports and the cruise industry will facilitate the implementation of increasingly strict environmental legislation, which imposes important responsibilities and challenges for our sectors.

Despite these challenges, we are pleased to be playing an active and constructive role in this sustainable development. And we are equally proud to be passing this important message on to our clients, partners and cruise visitors. Therefore we believe that, together with the cruise industry, we can meet these challenges for the benefit of the environment, our businesses - and most importantly, for the pleasurable experience of our cruise guests.



