



# Från redarluncher till volontärresor

– varumärken och kommunikation inom sjöfarten

Erik Lewenhaupt  
Nautiska föreningen i Göteborg - årsmöte 2019

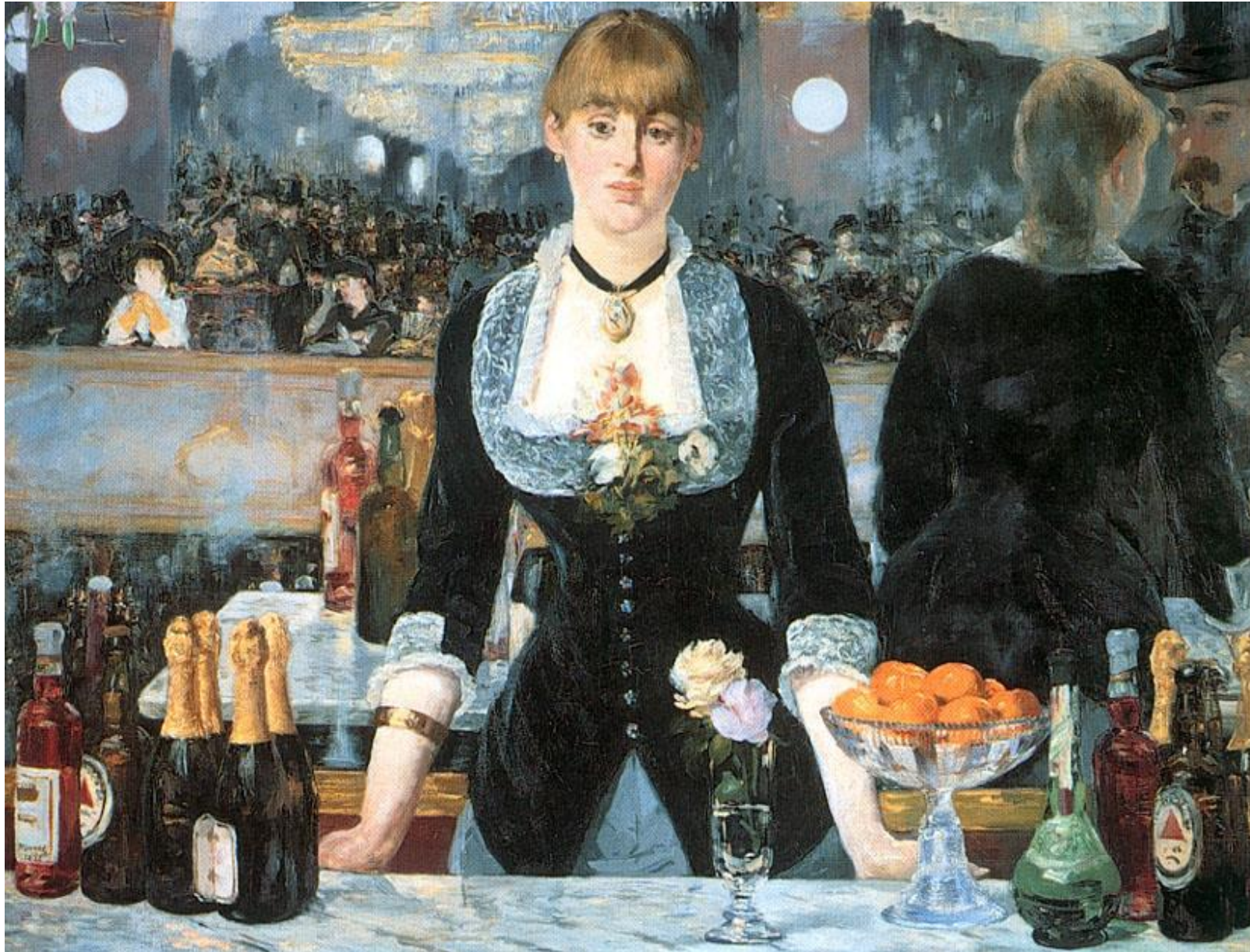


# Från redarlunch till volontärresor

- Varför varumärken
- Marknadsföring inom sjöfarten, rewind, 50- till 90-tal
- Trender i vår omvärld påverkar företagskommunikationen
- Kommunikationen av idag – hållbarhet och digitalisering
- Case: Stena Line



**A brand is a promise. A strong brand is one with a clear positioning and an earned reputation**



A Bar at the Folies-Bergère (French: Un bar aux Folies Bergère), painted and exhibited at the Paris Salon in 1882, is considered the last major work of French painter Édouard Manet. It depicts a scene in the Folies Bergère nightclub in Paris.

The Bass Brewery was founded in 1777 by William Bass in Burton-upon-Trent, England. The main brand was Bass Pale Ale, once the highest-selling beer in the UK. Registered TM 1875.

By 1877, Bass had become the largest brewery in the world,

# Why brands?



# Branding of a retail chain – IKEA



# What about Brands in Shipping?



Andreas Sohlen- Pao, BW Maritime



## Shipping the destroyer of value and the devaluation of brands (2002)

- Shipping companies trade at 40% discount to asset value
- Goodwill, intellectual capital, brand equity makes the difference.

### What shipping companies do:

- Paint the ships black
- Outsource technical management
- Enter into commercial pools
- Focusing on steel, not people

### What shipping companies should do:

- Partnership and value to customers
- Transparency, image – trust
- Differentiated service
- Invest in people

# Marknadsföring inom sjöfarten, rewind, 50- till 80-tal



# Redarlunchen

- räcker inte längre för att bygga varumärke?



## Vegetariskt - Vegetarian 145:-

Kokta rödbetor, spetskål, hasselnötter, getost, bönor och smörsås  
*Cooked beets, point cabbage, hazelnuts, goat cheese, beans and butte*

## Sallad - Salad 145:-

Räkor, bulgur, fetaostcrème, lök, tomat och oliver  
*Shrimps, bulgur, feta cheese cream, onion, tomato and olives*

## Lallerstedts Redarlunch 395:- Lallerstedt's Ship owner's Lunch

Förrätt  
*Starter*

Saltbakad och rökt rotselleri med c  
*Salt baked and smoked celeriac wi*

eller  
*or*

Toast Skagen med forellrom  
*Shrimp mayonnaise with buttered*

eller  
*or*

Tartar på sotat svenskt ytterlår me  
*Tartare of blackened Swedish beef*

Varmrätt



# Branschkommunikation 50-tal

Under 1950-talet var det fortfarande viktigt att visa den tunga verkstadsindustrin och dess produkter.

Det är mycket plåt och båt med påkostade litografier och bilder.

**SHIP BUILDERS**  
Tankers and dry cargo vessels up to 40,000 tons d.w.

**MARINE ENGINEERS**  
Diesel engines, B. & W. and Doxford licences upto 15,000 HP

**REPAIRERS**  
Ship and engine repairs of every description.

**DRY DOCK OWNERS**  
Floating docks of 23,500, 7,750 and 1,850 tons lifting capacity.

**ERIKSBERGS**  
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Tack till Rikard Sahlsten!

**M·A·N DIESELMOTORER**

Bilden visar en 10-cyl. 4-takt M.A.N. dieselmotor typ G10V40/60 med max. 2100 ehk vid 275 r/m.

**M·A·N MASCHINENFABRIK AUGSBURG-NURNBERG A.G. · AUGSBURG**

GENERALREPRESENTANT:  
**HARRY STICKLER**  
AKTIEBOLAG  
STOCKHOLM O

STERNMANSGATAN 6  
Svensk Sjöfarts Tidning

TEL. 63 00 90 (VÄXEL)

325



# 70-tal

Färgbilden på rederitjänstemannen från 1974 är en klassiker. Vad som då var modernt visar idag något annat vid en granskning av miljön i bilden.

Pipan i askkoppen, telefonen med ringsnurra, brevkorgarna och kvinnsynen avslöjar att det här är för 45 år sedan.

Att mannen inte har chefsställning visas tydligt - och är meddelandets innebörd - för den senaste Sjöfartstidningen under sekreterarens arm är på till någon annan.



Den här mannen får Svensk Sjöfarts Tidning varje vecka.

Men, det är fortfarande ett veckogammalt cirkulationsex.!

Är det tillfredsställande?

Vi påstår att han behöver ett färskt ex. av Svensk Sjöfarts Tidning varje fredag.

Prova själv!

Ni får tidningen varje vecka under ett år för 130 kr inkl. porto och moms.

Fyll i kupongen och skicka den till oss.

Enklare kan det inte vara!



**SVENSK SJÖFARTS TIDNING**

Box 53090, 40014 Göteborg 53

Namn/Företag \_\_\_\_\_

Kontaktman \_\_\_\_\_

Adress \_\_\_\_\_

Postadress m nr \_\_\_\_\_

Beställer här Svensk Sjöfarts Tidning varje vecka under ett år för endast kr 130:— inkl. porto och moms.

# 80-tal

Färgerna blir djärvare och budskapen tydligare på 1980-talet.

Miljötänkandet och kvinnorna är dock fortfarande långt borta. Det ryker från fartygsskorstenar, pipor och cigaretter även då.

**SVENSK Sjöfartstidning** 8  
THE SWEDISH SHIPPING GAZETTE  
528-8

# FURUM

## RADAR FÖR ALLA

- EKOLOD
- FAKSIMIL
- RADIO
- MOBILTELEFON
- NAVIGATORER
- AUTOPILOTER
- VIDEOPLOTTER
- SONARER
- M.M.

**SMR**  
Svensk Marin Radar  
Fröfästeg. 22, Box 165, 42  
Tel. 031-49 02 20

# SEACONOMY

## NO. 1 ON THE OWNERS LIST

"Material cost is no longer the stumbling block for owners who want to change from longlife antifouling to self-polishing. I am impressed by the results achieved by Jotun Marine Coatings and their Seaconomy concept. Now we can afford to let all our ships run with adequate protection, thanks to Seaconomy."

"It is not just owners who are saying goodbye to the old antifoulings. In our opinion Seaconomy has put an end to the era of traditional technology and set the trend for other paint manufacturers to follow."

From the waters of Scandinavia to the China Bay, owners are turning their backs on the old antifoulings and changing to Seaconomy. It's the ticket to ride on self-polishing benefits that keeps you within budget.

Seaconomy is not a substitute for our more advanced systems, Seaflex and Seamate HB. It has no competitor in the market. No one can match its combination of economy and technology.

Jotun Marine Coatings is the first to make self-polishing antifoulings affordable for all ships in all trades. The innovator in copolymer technology - working for the owners.

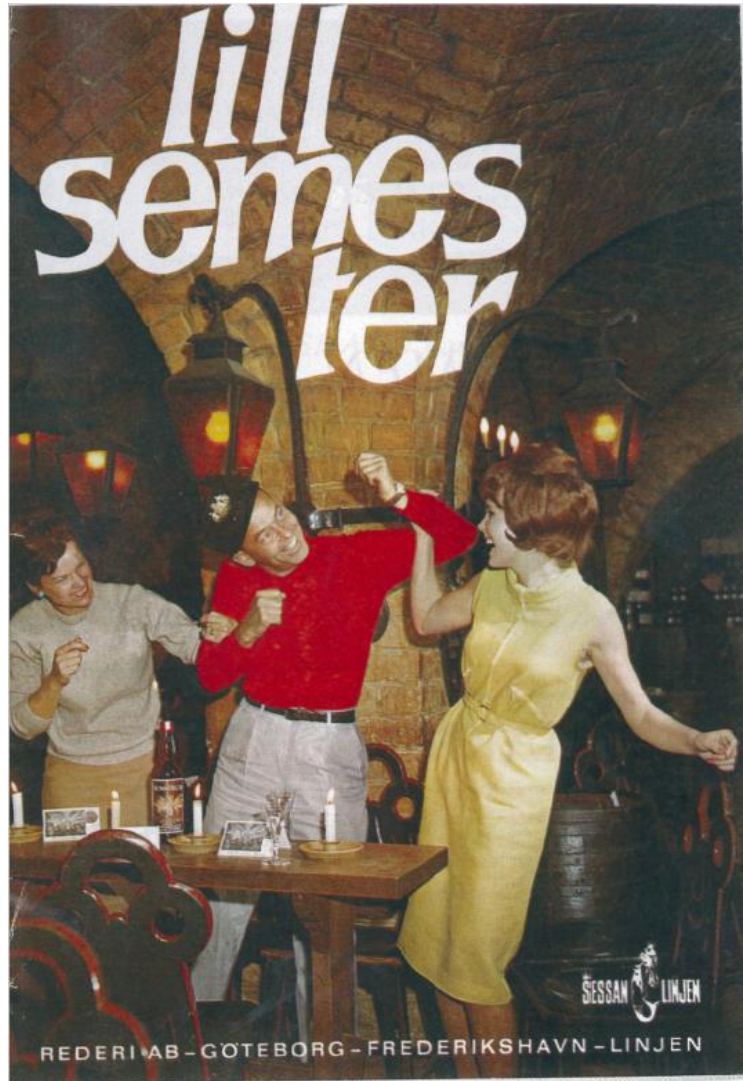
# SEACONOMY

The No. 1 antifouling

**Jotun Marine Coatings**  
Jotun Marine Coatings, Postboks 420, 320 SANDVIGEN, Norway  
John-Henry Clark Ltd, 4-6 Finchley Road, LONDON EC3 M 5HU, England.  
JMC Inc., 175 Perimeter Court, Suite 100, Atlanta, Georgia, 30328, USA.  
Jotun A/S - Branch Office Greece, P.O. Box 100, Piraeus, Greece.  
Jotun A/S - Branch Office India, Room 902, Dominion Centre, 37-38A Queen's Road East, WANCHAI, Hong Kong.

**SMS MARINE SERVICES AB**  
TRY US WE SHALL NOT DISAPPOINT YOU

# Men vissa budskap blir aldrig omoderna



# Trender i vår omvärld påverkar kommunikation och varumärken även inom sjöfart



# Six trends affecting shipping

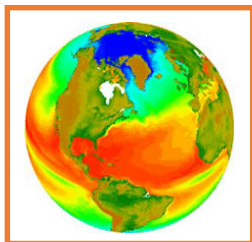
- Climate
- UN Global goals
- Plastic and resources
- Millennials and Gen Z
- Transparency
- Digitalization

Continued focus on climate supported by extreme weather world-wide.

Science reports on “hothouse earth” and slow progress in CO2 reduction will force renewed negotiations and/or national action.

Risk of stranded assets and expensive financing in carbon heavy industries increase. Electric vehicle fleet growth.

Increased regional focus on NOx will follow. Only shipping is talking SOx today.

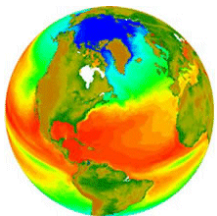


# Six trends affecting shipping

- Climate
- UN Global goals
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The UN 2030 Sustainable Development Goals have been well adopted in Europe and more organisations, authorities and companies are aligning their own long term targets and initiatives to the SDG's.

Global companies will include their contributions to the 17 Sustainable Development Goals and 169 targets in their audits and reporting.



# Six trends affecting shipping

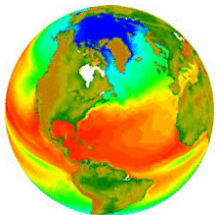
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Plastics effect on climate and pollution has been the target of several successful NGO campaigns.

In Europe public opinion is growing and so is taxation/restrictions on producers and vendors of disposable plastic and packaging.

Focus on not wasting resources like energy, food and water continues to grow.

Life-cycle thinking already in product design.



# Six trends affecting shipping

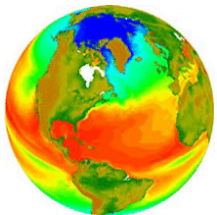
- Climate
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The younger generations in our markets expect business to be proactive about making a positive impact in society. Companies with a purpose.

Acting not “legally OK” but “morally OK” by for example offering equal career opportunities are hygiene factors for an attractive employer.

A younger workforce is also less loyal than a old.

Happier staff tend to perform better.



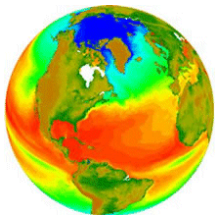
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Transparency grows in terms of expected reporting for emissions, governance, ethics, equality and other areas of sustainability.

Various yearly rankings of best and worst companies put pressure on corporations.

Social media and rating services hand more power to consumers.



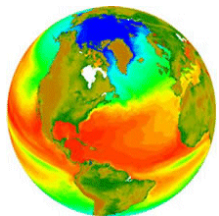
# Six trends affecting shipping

- Climate
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- Digitalization

Everything that can be digitalized – will be digitalized

Differentiate - improve earnings – lower cost - improve customer experience.

New business models – everyone wants to be Über but most of them become Über drivers.



# Takeaways for the years to come



Assume carbon pricing will increase.

Dedicate resources to efficiency and fuel R&D projects.

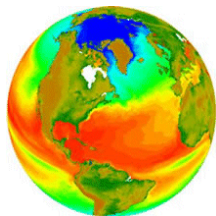
Support a clear sustainability agenda.

Reduce plastic and improve efficient use of resources.

Be an attractive employer by Caring for all and reflect society at large.

Build trust through transparency.

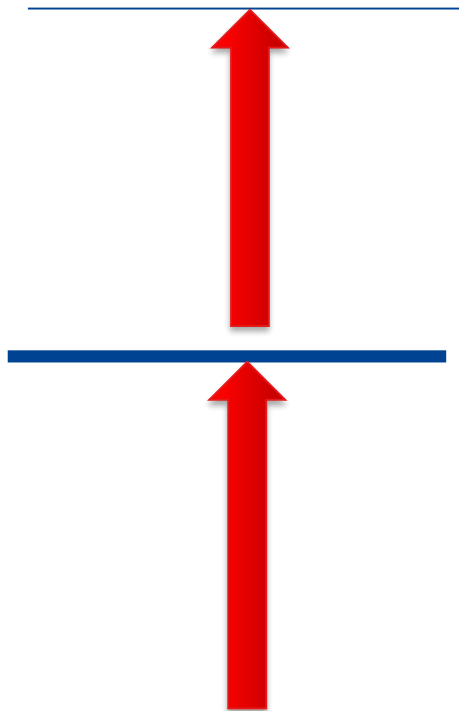
Embrace digitalization.



# Show that you care!

Companies must adapt to changes in the world around us

To follow the law is often not enough



Morally ok  
In line with strategies

Legally ok



# Example: Royal Dutch Shell

Still being portrayed a worst of the fossil fuel bemoths but change is coming:

- Annual full aspects GRI sustainability reports
- External review committee (sustainability)
- Board and downwards committed to strong sustainable development
- Fossil fuel markets changing so is the company (exiting arctic, exiting tar sands – investing in renewables)
- 150 top executives pay linked to carbon reduction targets (stranded assets) after shareholder pressure
- Slowly but surely changing, built on imperatives to be successful in a turbulent world
- However 13% of UK pensions funds are in Shell, can't just close down – need a managed transition towards renewables.

THE TIMES  
WEDNESDAY JANUARY 2 2019

## Wind farms are back on Shell's horizon



# **Kommunikationen av idag – hållbarhet och digitalisering**

# Companies need to show there is a higher purpose

- To use our imaginations to bring happiness to millions
- To create a better everyday life for the many people
- Improving every company, every home, every life
- The world's most progressive and desired premium car company and to make people's lives less complicated
- To accelerate the world's transition to sustainable energy
- To connect Europe for a sustainable future



# Positioning the company as a sustainable choice



## Tiesitkö että....

Viking Grace on maailman ensimmäinen nesteytettyä maakaasua, LNG:tä, käyttävä suuri matkustaja-alus. LNG:n käyttö vähentää typpipäästöjä 85 % ja kasvihuonekaasuja 15 %. Rikki- ja hiukkaspäästöjä ei synny käytännössä lainkaan.

## Visste du att....

Viking Grace är det första stora passagerarfartyget i världen som drivs med flytande naturgas LNG. Genom att använda LNG reduceras utsläpp av kväve med 85 % och växthusgaser med 15 %. Svavel- och partikelutsläppen är praktiskt taget noll.

VIKING LINE

## Tiesitkö että....

Viking Line ei käytä laivoissaan ympäristölle haitallisia pohjamaaleja, vaan sukeltajat harjaavat laivojen pohjaosat useamman kerran vuodessa.

## Visste du att....

Viking Line inte använder miljöskadliga bottenfärger. I stället borstas fartygens botten av dykare flera gånger per år.

VIKING LINE

## Tiesitkö että....

Vuonna 2017 Viking Linen laivoilla tarjottiin 6 170 571 kuppia reilun kaupan luomukahvia.

## Visste du att....

År 2017 serverades 6 170 571 kopparkä coffee ekologiskt och rättvisemärkt kaffe på Viking Lines fartyg.

VIKING LINE

...also in B2B



The best way to predict the future is to create it!



The VLCC tanker Stena V-MAX (312,000 DWT), the product tanker Stena P-MAX (49,900 DWT) and the coastal tanker Stena C-MAX (10,000 DWT) all have total redundancy throughout. Double separate engines. Double rudders and double propellers. Double shafts and steering gear. Two separate control systems. Fully integrated co-pilot system. Navigated by skilled and motivated crews, they form the world's leading tanker transportation concept in safety, flexibility and economy – the Stena MAX concept!



www.stenabulk.com SE-405 19 Gothenburg, Sweden Phone +46 31-85 50 00 Fax +46 31-12 06 51

2004 Power and capacity

www.stenabulk.com

**STENA BULK**  
INNOVATION & PERFORMANCE

**PROUD WINNER OF GREEN4SEA TANKER OPERATOR AWARD 2017**

**GUESS WHO ALWAYS OFFERS YOU AN AWARD WINNING VIEW FROM THE TOP**

You don't become the market-leading, cross-trading specialists in the segment of tankers by looking down at the competitors. The key to a view from the top is to merge innovation power with best available technology to deliver efficient and flexible cargo transportation.

The series of thirteen new IMOIMAX ships is the latest example of our continuous dedication to outstanding safety and cost-effective operations.

Our point of view is simply that all customers and their cargoes deserve first class seaborne solutions.

**STENA BULK**  
Winner of Green4Sea Tanker Operator Award

**GREEN4SEA**  
2017 Awards

Stena Bulk is one of the world's leading tanker shipping companies with offices in six countries. Stena Bulk operates more than 115 vessels around the World. Our modern tankers are built to the highest specification ensuring Stena's usual high quality demand. Stena Bulk is part of the Stena Sphere, with more than 19,000 employees and revenues in excess of USD 8 billion.

2018 Smart and Efficient

# Is Cruise travel changing?

Symphony of the Seas

5,518 passengers at double occupancy

6,680 passengers maximum

2,200Crew

Notes:        Worlds largest cruise ship (as of October 2018)



# Impact travel



Princess Cruises - Adonia



Arnold Donald

# Impact travel

“These unique group opportunities allow Princess Cruises guests to make an impact while traveling and provide assistance and support to local communities in a variety of ways such as on-shore opportunities to deeply connect with those living on the islands of the Caribbean, and to realize the rewards of lending a helping hand to those in need.”



# A week of difference?

- In St. Thomas, the Fathom Travel group on Crown Princess handed out nearly \$14,000 worth of **baby items**, purchased by travelers, to more than 200 young families from the island.
- St. Maarten offered a **clean-up** at Guana Bay, a beach important to three species of sea turtles that nest on the island. More than 1.5 tons of trash was collected and removed.
- At Amber Cove in the Dominican Republic, one group of 50 travelers took part in the **construction of two homes** by pouring concrete floors for families who lost their home during hurricanes.



# Concordia Maritime and Noble Caledonian - beach clean ups



NOBLE CALEDONIA



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## Beach Clean Ups



Staff and guests travelling with Noble Caledonia have long been involved in beach clean-ups in remote parts of the world (sometimes planned but often spontaneous). We are working to ensure that, wherever feasible and needed, beach clean ups will take place during our cruises.

As part of World Ocean's Day on 8 June 2018 teams aboard our vessels undertook clean up where necessary and possible. A team of crew and staff aboard the Caledonian Sky (*Tour Managers; Ros Phipps & Adda Hobbs, and Hotel Manager Lech and his bar servers*) did a clean up on Miyajima beach in Japan.

In August 2017, passengers on the MV Hebridean Sky assisted expedition staff to clean up rubbish from the beach at Faksevagen in Lomfjord, Spitsbergen. On hearing about this clean up, and to encourage others to follow in our footsteps, the UK Chamber of Shipping published the following article on their website:

*Cruise passengers were confronted with a stark reminder of Man's impact on the natural world when they visited a beach in NE Spitsbergen, Svalbard*

*Passengers onboard Noble Caledonia's cruise vessel 'Hebridean Sky' made a trip ashore while in Svalbard in the Arctic Ocean, where they conducted a clean-up of plastic and fishing gear found on beach. The waste was brought back to the ship for disposal at the next port.*

*Pam Le Noury, Noble Caledonia's head of expedition field operations, led the group in their clean-up mission and says there's much more that ships and shore staff can be doing to safeguard wilderness areas.*

*"The worst beaches are usually where there are no people doing any clean-ups (uninhabited) and where the currents are bringing oceanic garbage ashore – Indonesia, Maldives, Seychelles," says Pam.*



ARKIV

## Hjälp oss att städa stranden!

Lördagen den 6 april anordnar det Göteborgsbaserade rederiet Concordia Maritime en skräpplockningsaktivitet i Långedrag tillsammans med organisationen Håll Sverige Rent, seglarklubben GKSS, Sjöräddningssällskapet och innebandyklubben Särö Seahawks.

na miljöproblemen till följd av nedskräpning samt bidra

ara med att delta och bjuder på fika och lunch!

i Klubbhus, Talattagatan 12, Långedrag i Göteborg  
nnen och angränsande område



NYHET  
2019-01-29

# From Fair trade coffee to...insects?

**Morgondagens smaker**  
Smaka på framtiden! Menyn är framtagen av Svenska Kocklandslaget som smaksatt säsongens godaste rätter med alger och rostade insekter – morgondagens miljövänliga proteiner. Våga smaka – gräshopporna nästan smälter i munnen!

**A taste of tomorrow**  
Try the food of the future! The menu has been developed by the Swedish Culinary team and they flavoured the season's best dishes with algae and roasted insects – the nutritious proteins of tomorrow. Give it a shot – you might very well fall head over heels for crickets!

**SVENSKA kocklandslaget**

**5/4-31/5**

**Future Food**



Anders Karlsson,  
Swedish Culinary Team

**VIKING LINE**

**SEK 480**

**Lättrökt algrimmad torskrygg**  
kål, syrad fänkål, friterade gräshoppor, brynt smör, gräddfil och pepparrot



**Lammfilé**  
ärt- och fårostkräm, fräsigt jordärtskocka, ragu på odlad svamp, kryddrostade mjölmaskar och krasse



**Mandelmazarin och vaniljbavaroise**  
kolasås, jordgubbar, örtsorbet och granola på rostad choklad, syrsor, skalbaggs-larver och kardemumma

**SEK 480**

**Lightly smoked algae salted cod back**  
cabbage, fermented fennel, deep fried grasshoppers, browned butter, sour cream and horseradish



**Fillet of lamb**  
green pea and sheep's cheese crème, crispy Jerusalem artichoke, mushroom ragout, spicy roasted meal worms and garden cress



**Almond tart and vanilla bavaroise**  
caramel sauce, strawberries, herbal sorbet and granola on roasted chocolate, crickets, beetle larvae and cardamom

Meddela om eventuell födoämnesintolerans (allergener). De flesta rätter kan vid behov specialanpassas.

Please tell us about any possible food allergies or intolerances (allergens). Most of the courses can be adjusted to meet your needs.

# Interactive communication

Interactive portal may come handy on a 13 deck cruise ship.

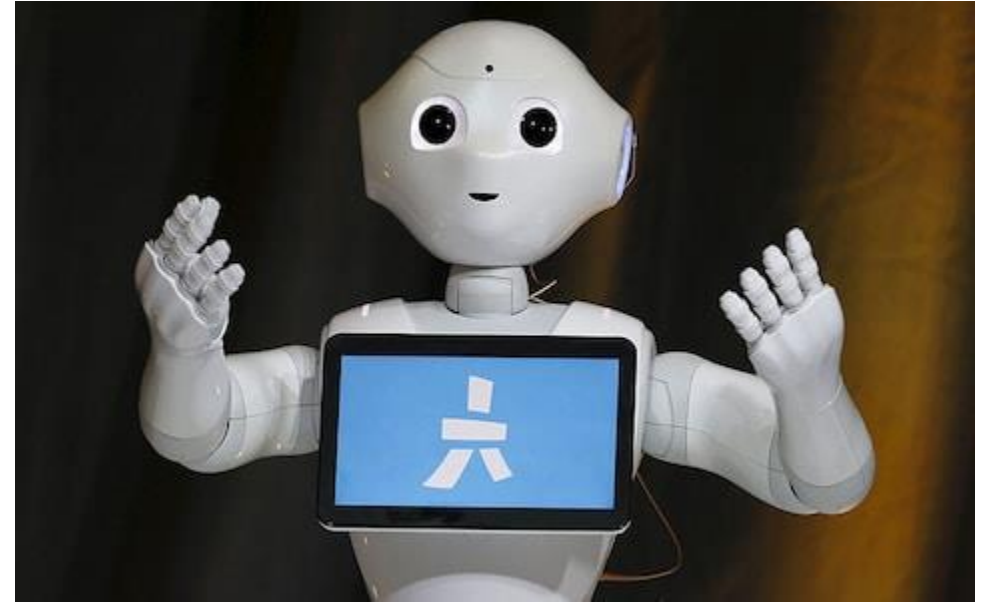
Also in your mobile, of course.

MSC Meraviglia has 114 interactive screens that allow you to book dinner as well as other activities, such as the theatre or spa.



# Interactive helper

- Pepper, a robot available on some AIDA and Costa Cruises, can help guests navigate their way around the decks



# Interactive recognition



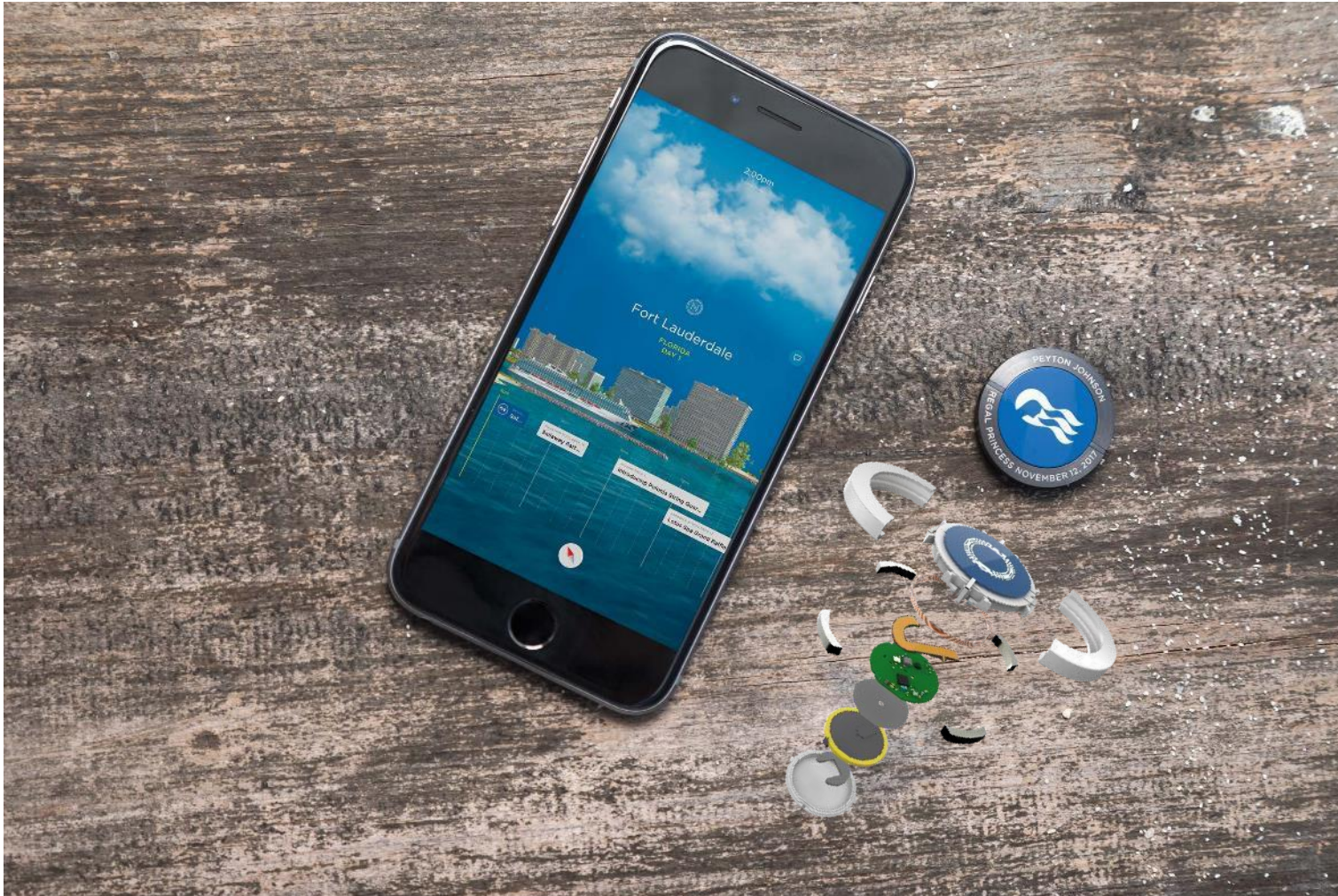
## Princess MedallionClass™ Featuring the OceanMedallion™

Personalized. Effortless. Innovative.



<https://youtu.be/ydv1fkYIFh0>  
It All Begins with a Medallion

# Every step you take..



## It All Begins with a Medallion

“The complimentary OceanMedallion™ is the size of a quarter and can be worn in a variety of ways: in a clip, sportsband, bracelet, or pendant. It’s your key to opening doors: to your stateroom and a world of possibilities aboard your ship.”

- Payments
- Personalised ads/offers
- Door locks
- Monitor children
- Bookings
- Navigation on-board

# Case Stena Line

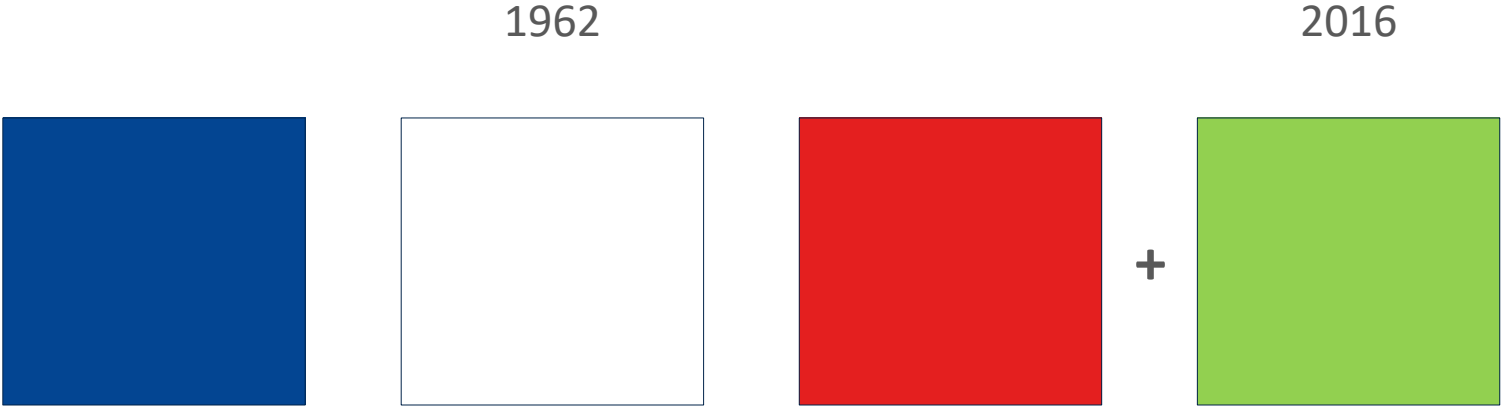
A photograph of a ship's captain with a white beard and a young child on the deck. The captain is wearing a dark blue uniform with gold stripes on the sleeve and a white cap. He is pointing towards the sea. The child is wearing a dark blue jacket and light-colored shorts. They are standing on a wooden deck with a metal railing. The background shows a vast blue sea under a clear blue sky with some light clouds.

# Connecting Europe for a Sustainable Future

We offer affordable and seamless ferry transportation with an absolute commitment to safety and reliability, and a reduced environmental footprint.

Everything we do is based on our core values: care for our customers, care for resources and care for each other.

# Evolution in the public eye





# Our 5 sustainability

## focus areas

### **Good Health & Wellbeing**

Through care for each other and an absolute commitment to safety, we shall actively promote the wellbeing of both guests and employees.

### **Clean Energy**

We shall relentlessly strive to improve energy efficiency on shore and at sea and actively stimulate the usage of clean energy sources.



### **Responsible Consumption**

Care for resources is achieved by responsible purchasing and by continuously reducing waste and increasing recycling.

### **Life Below Water**

We rely on the oceans for our company's existence and as such all operations shall have minimal impact on marine life.

### **Equality & Inclusion**

We embrace equality, diversity and inclusion. At Stena Line everyone is a valued member of our crew.

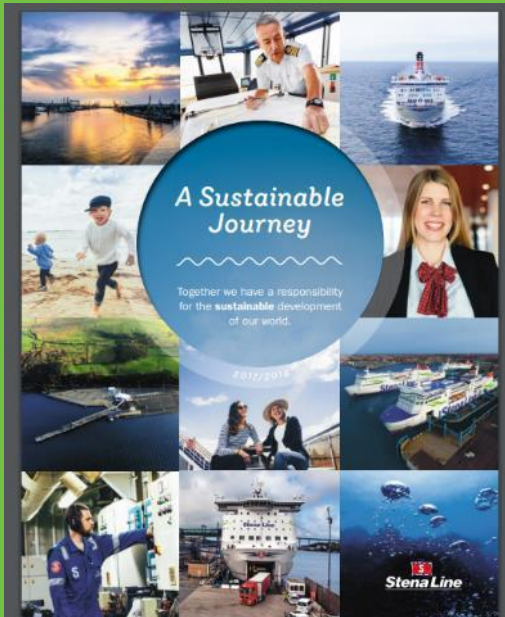
# Sustainability targets 2019

New/updated



Focus area	Objective	Target	Responsible
<b>Good health &amp; Wellbeing</b>	Safety among seagoing employees	LTIF < 1	Safety & Security Manager
	Safety among port employees	Develop port LTIF	Port Safety Manager
	Safety for passengers	< 3 accidents/100,00 guests	Safety & Security Manager
	Healthy employees	Sick leave < 3% (shore) 4,5% (sea)	Head(s) of People
<b>Equality &amp; Inclusion</b>	Improve ratio of female leaders	Min 30% share women among new leaders	CPCO
	Harassment free workplace	Zero cases of reported harassment	CPCO
<b>Clean Energy</b>	Reduce fleet CO2 emissions	Less 2,5% per nm and year	COO, CCO's
	Punctuality	Group target TBA 65%	Trade directors
	Increase electrification	> 25% terminals with OPS by 2020	COO
	Reduce energy consumption on-shore	Less 2,5% per year	Port Operations Managers
<b>Responsible consumption</b>	Reduce plastic disposables on-board	Replace with sustainable alternatives	Manager Retail & Food Services
	Increase material recycling	Plus 2,5% per year	Port Operations Managers
	Improve supply chain control	Supplier CoC signed 90% of A cust.	Head of Procurement
		increase audits of shipyards	Safety & Security Manager
<b>Life below water</b>	Reduce use of harmful chemicals	Replace with sustainable alternatives	Technical Purchasing manager
	No oil spills from ships and ports	Zero cases of oil spills	Technical Operations Director

# The Green list and A Sustainable Journey



## No. 48

### INSTALLED MORE SCRUBBERS

In 2018 Stena Scandinavica on the Gothenburg to Kiel route was our sixth vessel to be equipped with closed looped scrubbers, a system that cleans up exhaust gas using sea water.

## No. 47

### STOPPED WASTING OUR FOOD OIL

Oil from our kitchens on board is recycled and used for a variety of purposes. In the UK it's turned into biofuel, while the Scandinavian oil is turned into new raw material for the chemical industry such as soap and plastic.

## No. 46

### STARTED PILOT TESTING PAPER BAGS

Plastic turned to recycled plastic and recycled plastic turned to sugar

## No. 45



### STARTED EXPERIMENTING WITH BATTERY POWER

Early 2018 we kicked off a new battery-power project by installing batteries



Love all – serve all.  
Everyone is  
welcome at Stena  
Line

# Responsible consumption on-board

- During 2019 we will ensure 90% of single use plastic items used onboard will be removed or replaced. At the same time we have relaunched paper bags
- A test of a new food waste system have shown promising results
- The amount of MSC certified fish sold onboard is expected to reach 100% in 2019. Same with certified coffee.



# Proud partner to Mercy Ships



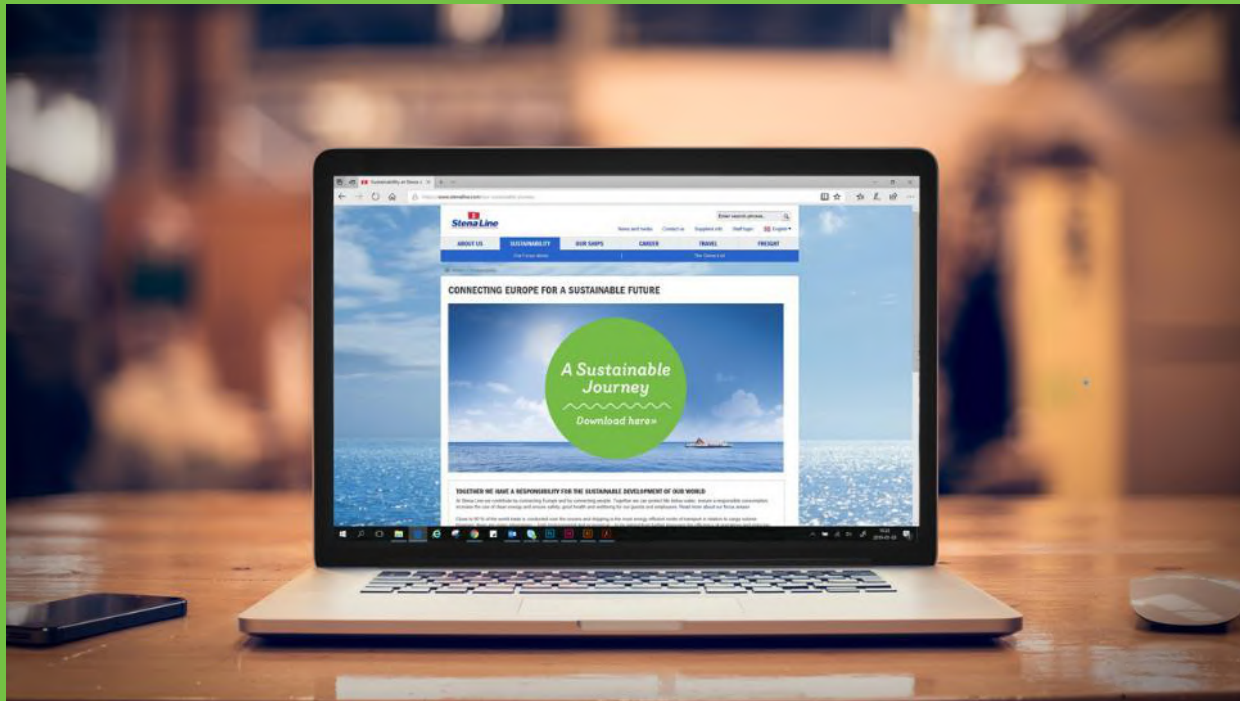
Mercy Ships sails fully-equipped hospital ships staffed with volunteers to provide free treatments to those who need it the most. We have been partners since 2017, and like us they see the benefits and the flexibility of having the ocean and ships as their workplace.

The aim of our partnership is to

- raise awareness of Mercy Ships
- increase the interest for donations among our passengers and partners
- promote volunteering among our employees to share their competence.



# Digital AND Sustainable



# AI assisted vessels

- We are developing an AI-model that predicts the most fuel-efficient way to operate a vessel.
- The model is a support for our captains and officers, and helps reduce fuel consumption and minimize environmental impact.
- Senior Master Jan Sjöström with crew on Stena Scandinavica are spearheading the project together with our Head of AI Lars Carlsson and his team.
- Trials have been successful and we are planning on launching the model fleet wide.
- Potential saving around 2-3% of fuel consumption



# Digitalization on-board



<https://www.youtube.com/watch?v=nKcKBGnOPVc>

Using digitalization to improve our onboard experience

Smooth payment

Relevant up- & cross-sell

Menu

Reservation





Departure preview



Today's audience



Campaign event schedule



Customer real time feedback

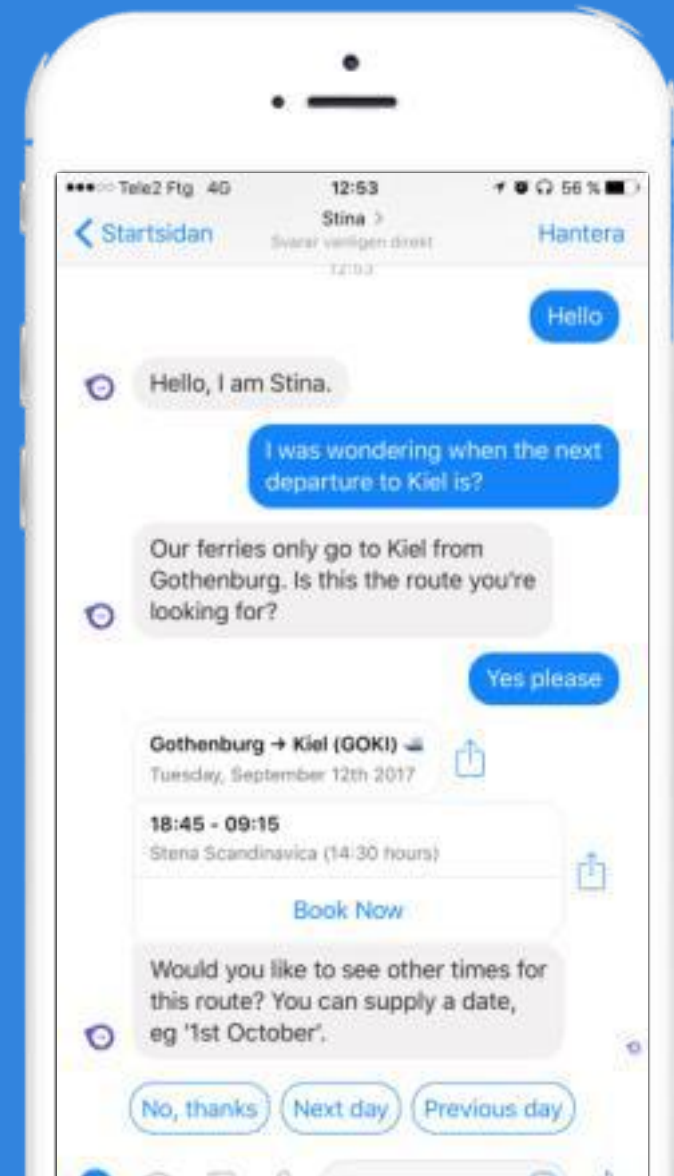


Autonomous care & support

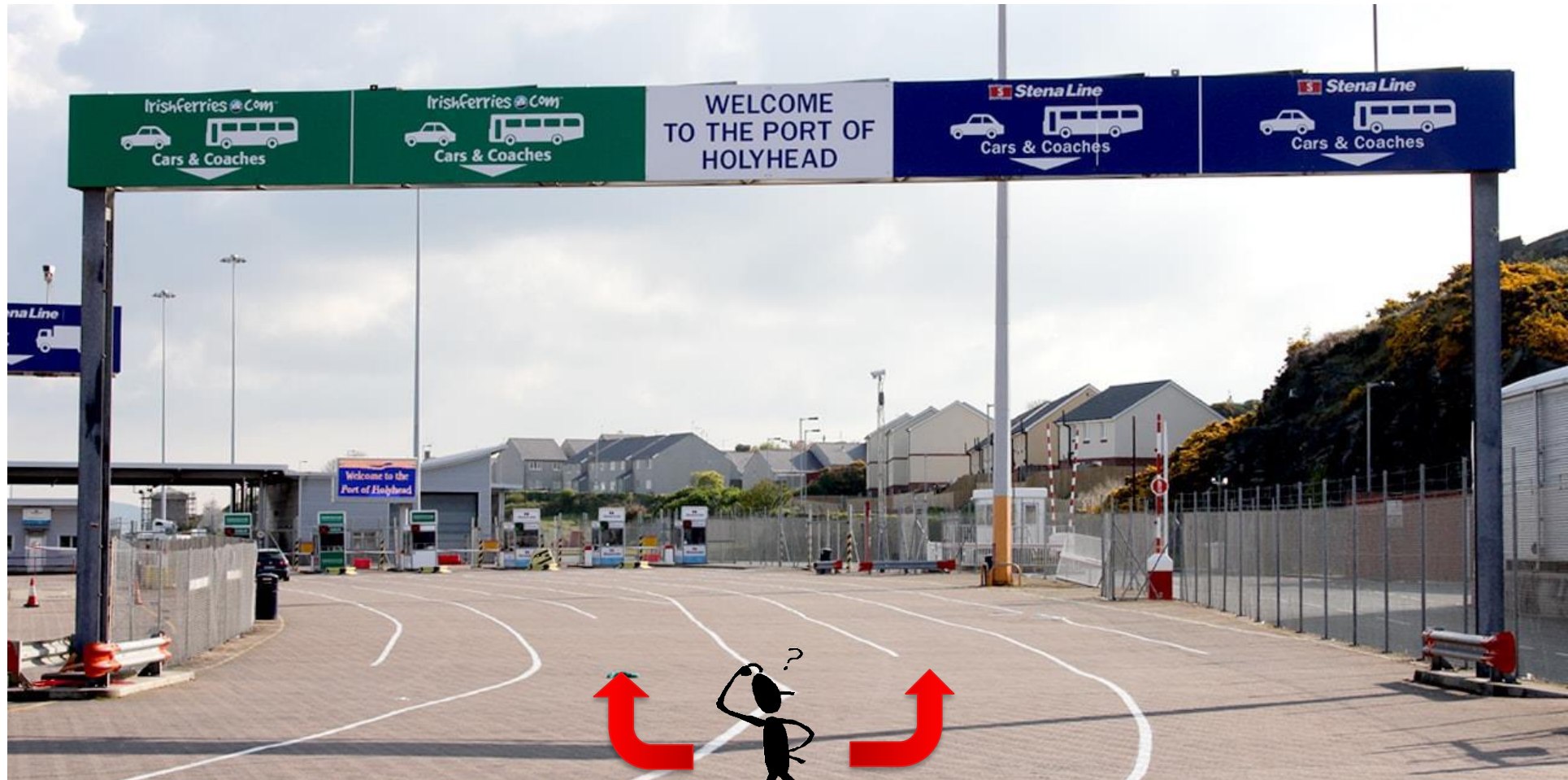


Seamless communication

Mobile  
**STINA**  
A.I powered  
customer service  
agent



# Digitalisation and Sustainability will build our brand to make it easy to choose Stena Line





Take care!

