



Fred.Olsen Cruise Lines

Carbon Literacy
Project



Fred.Olsen Cruise Lines: Engaging Teams to Deliver Operational Savings and Social Value

Fred.Olsen Cruise Lines recognised that achieving its sustainability ambitions required more than technical initiatives – it needed colleagues to understand how their everyday decisions could help make these goals a reality.

The Challenge

- **Limited organisation-wide engagement:** Sustainability was often viewed as the responsibility of a dedicated team, with limited awareness of existing initiatives or how individuals could contribute.
- **A dispersed workforce:** Engaging colleagues working across shoreside offices and hybrid roles required a flexible and accessible training approach.

The Solution: A Practical & Scalable Framework

Before: Limited awareness

After: Shared responsibility

- ✓ Implementing Carbon Literacy training has strengthened understanding across the business and encouraged open conversations between teams.
- ✓ Importantly, it has highlighted how, in a challenging sector such as cruise and travel, small incremental changes can still scale to create meaningful impact.

Actions & Outcomes

Action

Outcome

Learners invited to take part through Fred. Olsen Cruise Lines' internal communications platform, with backing from department managers.

Strong uptake, with entire departments, such as Procurement, successfully completing the training.

A mix of in-person and online sessions

Hybrid working supported and accessibility across the workforce.

Sustainability team provide guidance for completing evidence forms.

Secures ongoing certification.

Sessions encourage open discussion and idea sharing.

Communication barriers broken down and working relationships strengthened across departments.

Training embedded into the onboarding process for new starters. Managers are encouraged to enrol new colleagues as part of their brand awareness training.

Sustainability is embedded early, empowering new employees to contribute fresh ideas.

"The training has helped build understanding across the business, encouraged more open collaboration between teams, and shown how even small changes can create meaningful impact. It's been inspiring to see how our teams have embraced this programme and the positive difference it is already making across our fleet, our communities, and our future as a responsible cruise operator."

– Samantha Stimpson, CEO



The Impact: Building Understanding, Delivering Savings & Creating Social Value

Measurable impact



96% learners reported
a stronger understanding of sustainability after the training



84% learners rated
their sustainability knowledge above the midpoint after training, compared with 36% before training



12% projected annual reduction
in water consumption through shipboard water and waste initiatives



4.4 tonnes projected annual reduction
in single-use plastic across the fleet



£60,000 projected operational savings
from water, waste and digitalisation initiatives

Strategic impact

- **Shared responsibility**
Carbon Literacy has shifted sustainability from a standalone function to a shared responsibility across teams
- **Operational integration**
Training has supported teams to identify practical improvements, from reducing paper use onboard to improving understanding of water, waste and supplier impacts
- **Value chain influence**
A supplier evaluation platform is helping Fred. Olsen better understand sustainability impacts across its supply chain and identify opportunities to reduce Scope 3 emissions
- **Community impact**
Carbon Literacy has supported the development of a Community Engagement and Giving Strategy, increased staff volunteering, and extended climate education to Travel and Tourism students at Suffolk College

Embedding Sustainability Long Term

Fred. Olsen Cruise Lines has continued to scale Carbon Literacy following its initial rollout:

1

October 2025: Achieved Bronze Carbon Literate Organisation accreditation

2

January 2026 onwards: Continued delivery through bi-monthly in-person and online sessions

3

March 2026: Achieved Silver Carbon Literate Organisation accreditation

By continuing to embed Carbon Literacy into onboarding, professional development and operational decision-making, Fred. Olsen Cruise Lines is strengthening sustainability as a shared responsibility across its teams, fleet and communities.