

# STROMMA

## SUSTAINABILITY REPORT

2018



## Dear stakeholders

Welcome to the Stromma Group's sustainability report for 2018. Here we describe the progress made towards our vision - to deliver world class experiences - through a sustainability lens. This is our first stand-alone sustainability report, and we hope it reaches many readers.

Summer 2018 was one of the warmest ever in the Nordic countries. Combined with weather extremes in large parts of the world, it was a wake-up call and a warning sign for many. We need to speed up the efforts and work harder to minimize emissions and environmental footprints to secure a safe environment for us as well as for generations to come.

At Stromma we have intensified our ambitions and work during the last years and in 2018 we took several essential steps to improve our sustainability efforts further:

- ✓ Our cooperation with World Wide Fund for Nature (WWF) was renewed in 2017 and in 2018 we started to incorporate the details of the renewed agreement in our everyday work. Together with the WWF we hope to contribute both to the restoration of vulnerable environments in the archipelagoes and to improve protection of the Baltic Sea. We strive towards a close cooperation with local projects in all our destinations.
- ✓ In the Netherlands, we are proud to announce the acquisition of two fully electrified double-decker buses, some of the first in Europe. For several years, we have been converting diesel and gas-fueled boats to be electrically powered. In 2018, two more boats were converted and our goal is to have all boats in the Netherlands converted by 2025. This is in line with our overall climate ambitions and strengthens our ambitions to live up to the Paris agreement.
- ✓ In 2018, we also decided that all our restaurants in Sweden will be KRAV-certified by spring 2019. We work intensively at raising the sustainability standards at all restaurants by increasing the share of environmentally certified food and beverage and by minimizing food waste. A KRAV-certification is simply another logical step in order to strengthen our sustainability work.

*These are a few examples from last year showcasing our continuous efforts to become the industry's leading sustainability provider of lifelong memories. It is my hope that you find inspiration in these lines and sustained trust in Stromma doing its share.*



Jan Larsén, CEO  
Strömman Turism & Sjöfart AB

## TRENDS IN TRAVEL, TOURISM AND FOOD

Stromma is a company working at the intersection of the travel, tourism and restaurant sectors. As such, we sell experiences and cater to both international and local guests. Today's traveller looks for authentic experiences and good food with sustainability in mind, and we make an effort to provide them with hospitality in every country we are present in.



### SUSTAINABILITY

For the survival of the planet, sustainability has infiltrated all sectors and most notably perhaps when it comes to travel, transportation and food. Topics such as climate change and ecology, packaging and waste, as well as choosing local and seasonal offerings are increasingly on people's minds when they travel and consume experiences.

### TRAVEL

Where and how we travel is changing. We look for new and authentic locations, ever in pursuit of creating our own individual experiences. The increase of conscious travel with a minimal environmental impact is a sign of this trend. Culinary tourism is also growing and countries in northern Europe, perhaps not traditionally known for their cuisines, are increasingly finding supporters looking for natural, wild, and healthy flavours.

### FOOD

When it comes to food trends plant-based food will continue to increase in significance and meat is definitely no longer the obvious choice for protein. Other trends for 2019 include the hyperlocal along with foraging, and experts also predict that seaweed will become a key ingredient for the year to come. With our floating restaurants, this is a trend we welcome!



## STRATEGY

Our ambition is to contribute to sustainable development and to be a leader in our industry. We are well aware that we depend on functioning ecosystems and thriving societies, today and in the near future. All current research and trends highlight the urgency to act on the sustainability challenges we are facing. At Stromma, we have integrated our sustainability efforts in our daily work, which rests on the UN Global Compact and OECD guidelines for business. Our strategy builds upon the definition in Our Common Future, also known as the Brundtland Commission. In that, sustainable development includes environmental as well as social and economic sustainability, and aims at meeting the needs of the present without compromising the ability of future generations to meet their own needs. With that said, all of our efficiency measures goes hand in hand with a sustainable economy. Some examples are eco-driving education for our boat captains and bus drivers, and our work to reduce food waste.

We developed our sustainability strategy after performing an internal analysis, discerning our largest risks and impact possibilities.

**FOR OUR ENVIRONMENTAL WORK**, we focus primarily on three pillars: **fuel, food** and our cooperation with **WWF**.



For **fuel**, we work to reduce our climate emissions by replacing fossil fuels with renewable fuels and by increased energy efficiency. This applies to fuels for our vehicles, primarily boats and buses, as well as our use of energy and electricity in our other facilities.



For **food**, we focus on increasing the amount of certified food and beverages in our cafés and restaurants, increasing waste recycling opportunities in the harbours, on minimizing food waste and on reducing and handling the grey water discharge from the boats.



The third pillar of our environmental work is our cooperation with **WWF** where we, among other, collaborate to restore the Baltic Sea and surrounding ecosystems.

**OUR SOCIAL FOCUS** areas are grouped into **people** and **opinion**.



When we say **people**, we mean both our employees and our guests. We believe that diversity and equality is a strength and aim at building a company with people from different backgrounds, different languages and from many different countries, welcoming and offering high service to our guests from all over the world.



When it comes to **public opinion**, we want to be an active voice for increased knowledge on environmental issues and take part in discussions that relate to our business.

In the upcoming chapters, we describe more in-depth how our sustainability strategy limits our risks, what targets we have set and what results have been achieved.

## STROMMA AND THE GLOBAL GOALS

The Sustainable Development Goals have been formulated by the United Nations as a roadmap to achieve a better future for all by 2030. Although all goals are by their nature important and relevant, we here present the ones that Stromma can directly contribute to through our business.



### 5 GENDER EQUALITY



**ACHIEVE GENDER EQUALITY AND EMPOWER ALL WOMEN AND GIRLS**

**STROMMA'S GOAL:**  
Fair balance between men and women in management

*"We work towards gender equality when it comes to employment. We have increased our work against sexual harassment and discrimination."*

### 7 AFFORDABLE AND CLEAN ENERGY



**ENSURE ACCESS TO AFFORDABLE, RELIABLE, SUSTAINABLE AND MODERN ENERGY**

**STROMMA'S GOAL:**  
27% renewable fuels

*"We work with replacing fossil fuels with renewables through conversion into electric vehicles and renewable fuels for combustion."*

*"Our aim is to purchase renewable electricity at all the premises where we have influence over the type of electricity bought."*

### 8 DECENT WORK AND ECONOMIC GROWTH



**PROMOTE INCLUSIVE AND SUSTAINABLE ECONOMIC GROWTH, EMPLOYMENT AND DECENT WORK FOR ALL**

**STROMMA'S GOAL:**  
Increased Employee Satisfaction Index (ESI)

**Cocoa, coffee and tropical fruit always Fair Trade and/or organic.**

*"We act as a responsible employer for our own staff, and we require our suppliers to abide to our demands on good working conditions. We also buy certified products for the commodities with higher risks related to working conditions and human rights, for example coffee and cocoa."*

### 12 RESPONSIBLE CONSUMPTION AND PRODUCTION



**PROMOTE RESOURCE AND ENERGY EFFICIENCY, SUSTAINABLE INFRASTRUCTURE, AND PROVIDING ACCESS TO BASIC SERVICES, GREEN AND DECENT JOBS AND A BETTER QUALITY OF LIFE FOR ALL**

**STROMMA'S GOAL:**  
20% decrease in food waste  
20% purchase certified food

*"Some of the restaurants have completely eliminated palm oil from their purchases and others are following. We have decreased portion sizes without jeopardizing customer satisfaction. We are reducing our use of single-use plastics and have committed to only purchasing biodegradable single-use plastics."*

### 13 CLIMATE ACTION

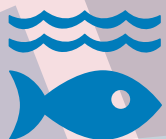


**TAKE URGENT ACTION TO COMBAT CLIMATE CHANGE AND ITS IMPACTS**

**STROMMA'S GOAL:**  
40% decrease in CO2e-emissions compared to 2014

*"We work to reduce our use of fuel and energy as well as switching to renewable fuels and clean energy sources."*

### 14 LIFE BELOW WATER



**CONSERVE AND SUSTAINABLY USE THE OCEANS, SEAS AND MARINE RESOURCES**

*"We cooperate with WWF and co-finance conservation projects in and around the Baltic Sea."*

## OUR ENVIRONMENTAL WORK

Emissions from fossil fuels from our vehicles contribute to global warming and to eutrophication in the oceans and in terrestrial ecosystems. The reduction of fossil fuel emissions is our top priority and our efforts are twofold; a continuous refurbishment of vehicles from fossil fuels to renewable fuels and electricity, and increased energy efficiency.

We also see the need for stronger sustainability efforts in other parts of our business, not only in regards to fuels. Every day, we host many guests and through their consumption of food, drinks and the waste produced, our environmental footprint and use of resources grows. Sewage water and grey water from boats pollute both sea and coastal life; the very basis of our business. In our collaboration agreement with WWF we set goals to cut our environmental impact by setting and following industry-leading environmental targets for: emissions of carbon dioxide, nitrogen and sulphur, transition to renewable fuels, waste, recycling, sewage water and grey water, among others. Now, after a few years of working towards these goals, we are in a process of setting new goals and creating guidelines for each one of these.

### FUELS TARGET

**2030**  
**40% decreased CO2e-emission**  
 compared to 2014

Totals	Results 2018
Total t CO2e	11 126
KPIs	Results 2018, compared to base year (2014)
Ton CO2e	-3%
Kg CO2e/guest	-16%
Kg CO2e/turnover	-10%

In order to achieve a 40 percent decrease in CO2e-emissions from 2014 to 2030, we work with **replacing fossil fuels with renewables** through conversion into electric vehicles and renewable fuels for combustion, and of course also focus on **efficiency** through education in eco-driving and continuously invest in more modern and energy efficient techniques.

We have an ongoing project in the Netherlands where all ships will be converted to **electric drive**, to be finalised in 2025. By 2018 all 15 open boats, our salon steamer and three of the 33 larger boats are powered by electricity. In Denmark we have two electric boats so far. Due to varying circumstances in all of our countries, we experience challenges when it comes to adding electric boats in the rest of the countries where we operate.

Approximately 20% of the boat captains in Sweden, 80 % of the boat captains in Finland and all bus drivers in Finland and Norway have been educated in **eco-driving** techniques during 2017- 2018. Positive results also come from reparations and change of engines, an example being the successive move from oil boilers to heat pumps on board of our ships and changing catalysts and emissions control filters on our bus engines.

Since Stromma Group operations are continuously growing, KPIs are a good indicator of progress. Total emissions have increased slightly between 2017 and 2018 due to a variety of factors, e.g. increased activities and changes in emission factors. Still, in comparison with the base year, there is a slight decrease in emissions. KPI:s show a more significant progress towards reduced emissions, with a 16 percent emissions reduction per guest, and an 10 percent emissions reduction per turnover.

**2030**  
**27% renewable fuels**

Renewables	Results 2018
Renewable energy	11%
Renewable electricity (all uses and district heating)	86%
Renewable fuels (for buses, boats, other vehicles and combustion)	4%

Since there is a shift initiated where electric boats and buses are introduced in several locations, we have changed the metric for renewables to include both fuels for combustion, electricity and other energy. For this reason there is no comparison of the 2018 result to the previous year.

There are trials on using renewable fuels (HVO) in buses and boats in Sweden, but the primary strategy at the moment is **conversion into electric propulsion** on boats and buses, so far in the Netherlands and in Denmark. Regarding electricity, our aim is to purchase renewable electricity at all the premises where we have influence over the type of electricity bought. When docked in the harbour, all boats in Sweden run on renewable electricity. In total, we have 86 percent renewable electricity within the Group.

## NOTEWORTHY ACTIVITIES



### STROMMA NORWAY

We switched all cars owned by the company, service cars and cars for our team leader, for **electrical cars**.



### STROMMA GROUP

Since we are providing guided tours we have a large amount of headphones. To **reduce the amount of headphones going to waste**, we encourage all guests to use their own headphones and we recommend customers to save their headphones when traveling with our hop-on hop-off products.

A setback now is that iPhone headphones are no longer compatible with the guide systems seat units on board of our buses and boats. When it comes to our purchase of headphones, they do not come individually wrapped in plastic bags that risk flying off board, and we do not buy any that include harmful metals and from high risk mining countries.



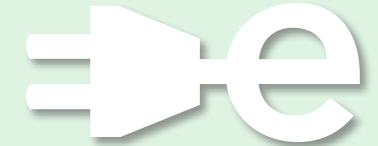
### STROMMA FINLAND

In spring 2018, the bus drivers in Finland participated in **eco-driving training**. The aim of this training was to give our bus drivers an understanding of how their driving behavior affects fuel consumption and customer satisfaction. Information on fuel consumption per bus and per driver was collected during the whole summer season and the results show that the drivers have adapted proactive driving habits well and that the fuel consumption has decreased.



### STROMMA SWEDEN

As part of a joint initiative with Ports of Stockholm, we have installed **Seabins** for a healthier and cleaner Baltic Sea. The seabins are placed in central Stockholm, in waters that often hold large amounts of trash and waste. Floating debris is sucked into a catch bag inside the Seabin with the help of a submersible water pump. The water is then pumped out of the Seabin, leaving the debris in the catch bag, which is emptied and the litter is properly disposed of. One Seabin **can collect about 1,5 kg of floating debris per day**, depending on the weather and the amount of litter floating in the water.



### STROMMA NETHERLANDS

An important milestone was the introduction of our **first fully electric double-decker bus** in Amsterdam. Another noteworthy activity is the ongoing conversion of diesel and gas boats to **electrical boats**.



### STROMMA GROUP

We have started an **inventory of the chemicals** used in our operations - on boats and buses, in kitchens and in our offices - and to map the environmental- and health risks associated. During 2019 we will continue the work, ensure that all chemicals are mapped, and thereafter create a strategy for **safe and sustainable** handling of chemicals.

## EATING AND DRINKING

Another area of impact is from food and beverages – from purchase, kitchen preparation and serving, all the way to the leftovers. We have identified the production of food and beverages, for example coffee, wine, cocoa, meat and fish, to be associated with high environmental risks from both agriculture and processing. Thus, we have targets to increase products with third party certifications, such as KRAV, MSC and EU-Ecolabel.

Stromma continuously increases the purchases of environmentally friendly and certified foods. Our goal of 20 percent certified food by year 2020 is most relevant for Sweden as we have most of our restaurants here. Another goal is to not serve red-listed fish or meat and that 100 percent of our shrimps should be MSC-certified. Our aim is to be palm oil-free in our restaurants and we are working on reducing single-use plastics and change to biodegradable plastic options when needed.

In order to support the movement towards more sustainability within the Swedish restaurant industry, all of our restaurant owners in Stockholm and Gothenburg joined the Swedish Sustainable Restaurants Network (Hållbara Restauranger) in 2017 and participated until end of 2018. There, they had the chance to meet like-minded restaurateurs, share knowledge and receive inspiration. As members of the network, every restaurant had to report on how they performed on several sustainability aspects. Semi-annual meetings amongst our own restaurateurs ensured that best practices was shared and common strategies discussed. For example, we followed up on our food waste reduction plans, plastic use, palm oil and climate impact of meat. We also included the kitchens in the work to reduce grey water from the boats. It gave our restaurateurs knowledge, understanding and tools to use in upcoming years.



### FOOD TARGETS

#### 2019

#### All 21 restaurants KRAV-certified

Become certified according to KRAV, Sweden's organic standard label on all 21 restaurants.

#### 2020

#### Use WWF's consumer guides for seafood and meat, with the aim of not using seafood or meat classified with red light in the guide by 2020.

Result 2018: 46% of our purchased seafood is certified and has a green light in the WWF Seafood Guide. 30% is classified as a risk, which means it cannot be excluded that the purchases have yellow or red light and need further investigation. We want to have the same level of ambition when it comes to our sourcing of meat. In 2018, meat sourcing screenings were performed for two restaurants.

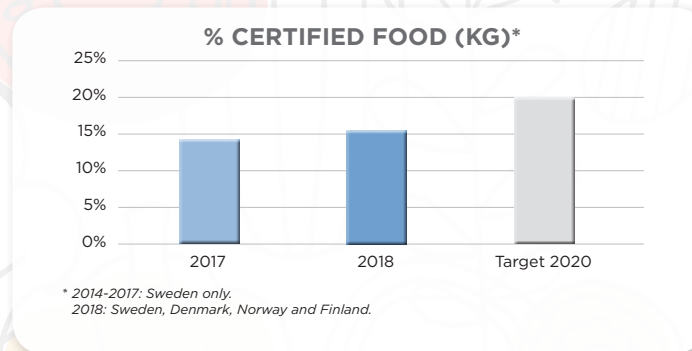
#### 2020

#### Reduce food waste by 20%

Result 2018: In 2018, food waste and leftover drinks were measured in seven restaurants during a set time interval. From the results, the annual food waste was estimated for their total days of operation. With this baseline, it will now be possible to continuously measure improvements of actions taken.

#### 2020

**20% food with sustainability certifications**, i.e food with third party certifications for instance Organic, Fairtrade or other similar certification.



Previously, only Sweden has had the preconditions to report on this goal, but we are continuously working to improve our reporting process. The result for 2018 also include Finland, Denmark and Norway and we continue to work towards our goal.

## NOTEWORTHY STEPS

### STROMMA SWEDEN



We decided that all **Stromma Restaurants** will be **1-star KRAV-certified** by 2019. This means that at least 15 of the most important food commodities in the kitchen must be either KRAV-certified, MSC- or EU-Ecolabeled. Half of these must be KRAV-certified.

During 2018 we produced our own **organic lager**.



Our chefs are increasingly looking at incorporating more **vegetarian dishes** and can cater fully **vegan weddings**.



Stromma calculates an "organic receipt" that shows the effects on nature due to our choice of buying **organic coffee** instead of conventionally grown coffee. In 2018, we have **reduced the use of pesticides** by 140 kg and an area as big as 15 football fields has been converted to organic production.



We are experimenting with **herb gardens** onboard of one of our ships and have started **removing all single-use plastic** products.

**140 kg**  
**15 football fields**



*Interview with*  
**KC Wallberg**  
Restaurateur - Stromma Sweden

KC Wallberg is restaurateur on two of the boats in Stockholm - M/S Prins Carl Philip and M/S Drottningholm. He was named 'Sustainability chef of the year' in 2017, partly because of his work to reduce food waste and to pick and choose food with high sustainability standards.

*- My starting point is that I want to feel in control over what I buy and why I buy a certain product. When possible I purchase directly from growers and producers, I like having direct communication as it ensures good quality and I know what I am getting.*

KC Wallberg has focused on sustainability and quality for many years. As one of the pioneers for sustainability in Swedish cuisine, he knows the importance of patience and hard work.

*- My tips to fellow chefs out there: Don't try to be 100% best at everything from the start - but pick a few areas to focus on. For example, almost all wines I serve are biodynamic. Learn about issues and then - ask questions! Ask where the potatoes come from, if the fish is certified, why they don't sell more organic. And we will see change starting to happen, but we have to show that we care. Then, tell your customers about your choices! It is the best reward on your investment in research and drive for change.*

KC Wallberg says it is all about curiosity, conscience, engagement and knowledge.

*- Working with the Sustainable Restaurants' network has highlighted new areas for us to work on, and lifted everyone's collective engagement here at Stromma, says KC Wallberg.*

## COOPERATION WITH WWF

The Baltic Sea region is a unique and highly sensitive ecosystem, put under ever-increasing pressure. In its shallow waters, pollution and nutrient runoff from land have a greater impact than in other, deeper and open seas. The two most serious threats against the Baltic Sea are eutrophication and unregulated fishing.

Stromma and the World Wide Fund for Nature (WWF) have entered a renewed partnership for a cleaner Baltic Sea. The partnership covers the entire Stromma Group, even though a cleaner Baltic Sea is of even higher importance in Sweden, Finland and Denmark.

**- At WWF, we are very happy about this partnership. We see it as a way to push companies in the right direction and strengthen their sustainability work,** says Anders Alm, Baltic Sea expert, WWF Sweden.

He highlights some aspects of the partnership which are of particular interest. For example a signed contract, in which Stromma commits to lowering its environmental impact, by setting and following industry-leading environmental targets.

**- We believe that our expertise and experience can support Stromma in their environmental goals, and in taking leadership on sustainability issues from a business perspective,** says Anders Alm.

Another important aspect is Stromma using vehicles as platforms for information about the Baltic Sea and thereby increasing both passengers' and employees' eco-awareness. Stromma can also use its voice as a large company to influence decision-makers and business partners, to act on policy work, participate in WWF-campaigns and raise important issues in the media.

**- And of course, a major part of the partnership is that Stromma donates money to nature conservation projects in the region. Together with other donors, Stromma helps to restore and save valuable ecosystems in and around the Baltic sea,** says Anders Alm.



Stromma collects funds which are donated to WWF's project **"Save the porpoise"** to help save the endangered Baltic harbour porpoise.



## LOCAL PROJECTS

### STROMMA SWEDEN

#### - Restoring ecosystems in the archipelago

In Sweden, Stromma supports the **"Richer Archipelago Landscape"** project, which involves concrete measures to improve the environment in the archipelago and the Baltic Sea. The project is also leading to restoration of an open landscape in the archipelago and give the visitor a richer nature experience. Together with Upplandsstiftelsen and Skärgårdsstiftelsen, WWF works to **restore wetlands and meadows** on islands in Stockholm's archipelago. Some examples are restoring meadows at Lidö and Grinda. At Håringe a wetland area has been restored. Eutrophication in the Baltic Sea has been reduced and biodiversity has improved by the measures. The restored wetland also helps reproduction of pike. Tenant farmers can get a more sustainable economy by having their livestock grazing at meadows instead of at former croplands.



*Stromma has contributed to the restoration of wetlands and pastures through the project. Through the measures we contribute to reducing overgrowth, increased biodiversity and an open archipelago landscape.*



### STROMMA SWEDEN

#### - Christmas trees for new fish-habitats

For the fourth year in a row, Stromma together with Sportfiskarna, the city of Stockholm, WWF, Skansen and Ports of Stockholm has **collected old Christmas trees** and lowered them in the waters in and around Stockholm. This creates new habitats for fish and fry since exploitation is threatening current habitats. The fir trees are bundled together and lowered in the water to form reefs, which have been shown to attract fish. In spring 2018, divers went down with underwater cameras. They found a lot of fish roe among the fir trees which proved that this project is **beneficial for the fish**. This year we collected and sunk around 150 spruce trees in Riddarfjärden and 160 spruce trees in Ulvsundasjön.

### STROMMA DENMARK

#### - Increasing awareness

The focus lies on projects aimed at increasing awareness of marine biology and environmental science. We are also working on approval from the municipality of Copenhagen to put up Seabins.



### STROMMA FINLAND

#### - Supports WWF's camps and courses

In Finland, Stromma sponsor WWF's nature camps and courses on how to save wildlife from oil spills. Stromma also supports the WWF Finland's annual volunteer camp on Vallisaari island, a camp working on renovating valuable coastal and cultural areas off Helsinki's coast.

*We are currently in talks with the WWF offices in Norway and in the Netherlands to find projects where Stromma can contribute locally.*

## OUR WORK FOR SOCIAL SUSTAINABILITY

Our staff plays the leading role in our mission to deliver memories for life. Working with people from all over the world is positive in many ways, and we believe diversity of people is an important factor for both a functional and fun work environment.

First, we can meet and exceed our guests expectations when we address them in their own language and provide them with world-class service. Second, we provide a chance for people to enter the job market. Many of our employees have their first job with us, or their first job in a new country. At Stromma, there are many roles where knowledge of the native language is not a prerequisite for excelling at your job. We look for the best personality qualities rather than previous work experience. For us it is more important that our employees are happy and outgoing, enjoy meeting and working with people and have a profound understanding of the value of good service. Our employees can both start and end their career with us.

Finally, together we create a rich cultural environment where everybody learns a lot, widens their horizons and, perhaps best of all, becomes friends with people they otherwise would not have met.

To develop and improve our sustainability work, we depend on engaged and competent employees. At the beginning of each season, all seasonal employees participate in a sustainability training with information about global challenges, specific challenges for our region and about Stromma's sustainability work. The training also include possibilities for employees to provide input and ideas on how to improve our sustainability prestanda.

**“We are very good at helping each other and it's nice to know your colleagues will always be there for you.”**

**CHRISTIAN** – Captain at Canal Tours Copenhagen



**“Each day is unique with different cruises, different colleagues, different routes and different guests”.**

**GILL** – former Senior Host, but from 2017 working as a Location manager at Stromma Netherlands



*Interview with*  
**Marianne Hange,**  
HR Manager and Planner  
- Stromma Denmark



Marianne has been at Stromma Denmark since 2014, and is both HR manager and planner, as well as responsible for their sustainability focus. She describes her work as both interesting and demanding:

**- One of the best aspects with Stromma is that we can hire most people - regardless of nationality and cultural background - even language doesn't matter, as long as they speak a bit of English we can employ them if they live up to our core values.** A big advantage for Stromma Denmark, especially when it comes to sales. **- A lot of Danes are reluctant to approach strangers,** Marianne says and smiles.

**- Our international mobile sellers, however, have a different attitude about this, they are really good at approaching people in the street and start a conversation, and take great pride in their job.**

Furthermore, more than the first job for many, Stromma is also a place to develop.

**- We have an employee who was one of our first recruits in 2010 when Stromma Denmark started. He was hired as a sales and service employee, then went on to be the sales supervisor. This year, he wanted to try a new challenge and be a bus driver. Today he is working as a bus driver on our sightseeing buses.**

Diversity in the workplace has many advantages - but the same aspects that make it great can also be the challenges.

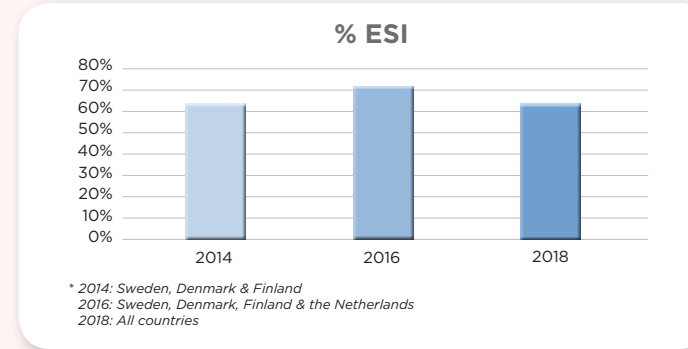
**- Clear communication is key. We have learnt how a message can be misinterpreted because of cultural differences. So clarity, an open mind and acceptance is the formula of success.**

For Stromma Denmark, the focus internally will lie on finding ways to support its staff when it comes to handling stress.

**- It has to do with the seasonality of our business. But it was lifted as an important challenge by our administration in our workplace assessment, so how we handle stress will be a focus for the future.**

## HEALTH & SAFETY IN THE WORKPLACE

Health and safety is one of our top priorities and under constant development. It applies to all aspects of our work environment. Together with Great Place to Work, we are charting the psychosocial and physical working environment through an semiannual ESI survey which covers the areas: credibility, respect, justice, pride and friendship.



**2020**

## Increased ESI

The result for the Trust index 2018 is 63 percent, a result that we believe is acceptable but we still aim at getting better results for next survey in 2020. This years result is also not entirely comparative to previous years since it has been extended with two more countries. We know from the result that our employees are very satisfied with their colleagues, and are proud over the company and our products. We also know by experience that targeted efforts give results on satisfaction, and through continued hard work we believe that we can increase the results. An Action Plan on how to improve the results has been formulated at both Group level as well as locally.

## SEXUAL HARASSMENT AND DISCRIMINATION

Last year's Metoo movement put a light on sexual harassment at work, and we decided to explore the situation for our employees. Therefore we included some extra questions regarding sexual harassment and discrimination in our ESI survey 2018. 819 employees participated. 4 persons (3%) confirmed they had been sexually harassed, and a total of 221 (27%) said they did not know who to turn to if they were harassed or discriminated at work. From the results, we have formulated several action points with the aim to increase awareness and the willingness to report incidents.

## HUMAN RIGHTS

We haven't identified any material human rights risks in our own operations, and we work in markets with low incidents of human rights abuses. However, we know that in parts of our supply chains there are risks both in terms of human rights abuse and substandard working conditions. The largest and most obvious risks are found in the purchase of food and beverage from low-income countries, such as coffee, cocoa, tropical fruit, wine and products with palm oil. For food commodities, we act by choosing certified products or by exclusion.

During 2018, one incident linked to human rights was discovered. In two of our destinations, the local offices had advertisement for sexual services and pornography in brochures and publications. All parties are now informed that this is not according to our values and social sustainability work, and that it is strictly forbidden to publish any advertising or information with this kind of content.

## ETHICAL BUSINESS AND ANTI CORRUPTION

We have not identified any material risks of corruption or bribery, and we have no reported incidents or indications of such. We work in markets and in a business with low risk for corruption. That said, we still need to have measures and routines to safeguard against unethical behaviour. We therefore have guidelines for our relations with business partners and suppliers, to minimize risk for undue pressure or bribery.



## STROMMA SWEDEN Fryshuset's "Children of Single Mothers" initiative

Since summer 2017, we are proud to offer Fryshuset youth centre's

Children of Single Mothers a selection of **experiences by boat** in central Stockholm, around the archipelago and on Lake Mälaren.

Children of Single Mothers regularly organises activities for mothers with children aged 0-18. More information is available on their website Children of Single Mothers (in Swedish).

## ABOUT STROMMA AND THIS REPORT

*Stromma is the leading provider of sightseeing experiences in Northern Europe. Stromma offers experiences that aim to give every single guest memories for life. These experiences focus on sightseeing tours, entertainment and activities for tourists, local residents and companies. Stromma has a history dating back to 1809 with a strong tradition of historic and cultural values. Today Stromma operates in 15 destinations; Amsterdam, Utrecht, Copenhagen, Århus, Oslo, Bergen, Ålesund, Geiranger, Stavanger, Stockholm, Uppsala, Gothenburg, Malmö, Helsinki and Berlin. Berlin was added as a Stromma destination in 2018. Stromma's brands include the well-known names Göta Kanal Rederiaktiebolag, Paddan Sightseeing, Strömma Kanalbolaget, Canal Tours Copenhagen, Helsinki Sightseeing, Canal Tours Amsterdam, but also unique experiences like Birka (the Viking City), A'dam Lookout and Vaxholms Kastell. Read more on [www.stromma.com](http://www.stromma.com).*

Strömma Turism & Sjöfart AB is a subsidiary to PC Rettig & Co AB, a wholly owned subsidiary of Per Christian Rettig & Co AB, owned 100 percent by Hans von Rettig's family interests.

### STROMMA GROUP'S TURNOVER IN 2018 AMOUNTS TO 1 074 TSEK.

The business is divided into geographical areas, which is reflected in the company's organization with a site manager for each country. The Group's headquarter is located in Stockholm. At Group level, there are a number of different competencies required to ensure qualitative deliveries and uniform and scalable processes within the Group.

### GOVERNANCE

The Group Chief Financial Officer has the highest responsibility for the Group's sustainability work. The Group's sustainability work is coordinated from our head office by a Sustainability Controller. Together with Stromma Group's training manager, they all form part of the Group's steering committee for sustainability. In the steering committee, there is also one representative for each country. Each country manager is responsible for sustainability at the national level, for setting actions and activities to meet the targets and following up and reporting on the results. We have a number of policies for the Group that together provide guidance on how to act and conduct our business ethically and sustainable. These policies are closer described in Appendix 1\*.

### THIS REPORT

This is the sustainability report for Stromma Group for 2018. The purpose of this report is to give our employees, guests, business partners, investors and other stakeholders insight into how we run our business and work with sustainability. Our aim is to be transparent and honest about our challenges and risks, to explain how we try to minimize and mitigate them and to showcase how far we have come on our sustainability journey.

#### \*APPENDIX 1 - POLICIES

Our sustainability work is documented and regulated, with policies that guide and safeguard all areas related to sustainability and ethical conduct and helps us to minimise risks. The policies are communicated to all concerned parties within the company, and regularly overseen and updated. During 2018 we have published a new Privacy policy. We are now working on an updated Code of Conduct that will be published during 2019.

- ✓ **Sustainability policy** - In Stromma's Sustainability policy, goals, ambitions and visions for strengthened sustainability are described. It also contains descriptions of environmental threats and challenges from our operations, as well as actions and measures to handle these. The policy refers to UN Global Compact and OECD guidelines for business.
- ✓ **Policy for Equality** - This policy describes Stromma's work to ensure everyone's equal value, and our expectations of our employees and partners to treat everyone with respect and dignity. The policy describes Stromma's values and standpoint on diversity and gender equality, as well as our zero tolerance against any kind of discrimination or harassment.
- ✓ **Privacy Policy** - The Privacy policy was developed and published in 2018. It describes how Stromma processes and keeps personal data on customers, employees and others, and clearly states that we respect everyone's privacy and that we handle all personal data with respect. The policy refers to national and EU regulations, including the EU General Data Protection Regulation (GDPR).
- ✓ **Purchasing policy** - This policy was updated in 2018, and the purpose is to establish guidelines for all purchases within the Stromma Group. The guidelines ensure that purchases are made at an optimum level with regards to economy, environment, ethics, quality, logistics and delivery security and that purchases are made in accordance with the Group's sustainability goals and executed with the highest degree of business ethics.





#memories for life



#### AUDITOR'S OPINION REGARDING THE STATUTORY SUSTAINABILITY REPORT

To the general meeting of the shareholders in Strömme Turism & Sjöfart AB, corporate identity number 556051-5818

#### Engagement and responsibility

It is the board of directors who is responsible for the sustainability report for the financial year 2018-01-01—2018-12-31 and that it is prepared in accordance with the Annual Accounts Act.

#### The scope of the examination

Our examination has been conducted in accordance with FAR's auditing standard RevR 12 The auditor's opinion regarding the statutory sustainability report. This means that our examination of the statutory sustainability report is different and substantially less in scope than an audit conducted in accordance with International Standards on Auditing and generally accepted auditing standards in Sweden. We believe that the examination has provided us with sufficient basis for our opinion.

#### Opinion

A statutory sustainability report has been prepared.

Stockholm 24 April 2019  
KPMG AB

Helena Arvidsson Ålgne, Authorized Public Accountant