



SEASTAINABLE

• Cruises •

OUR VISION

Enjoy the nature, we are
living in without harming it by
respecting the given
boundaries.



THIS IS OUR TEAM

Melissa Tietje

B.A. Tourism-
Economics

Paula Fuhr

B.Sc. Business
Management

Janna Geesen

B.Sc. International
Business Administration
and Entrepreneurship





01

...

Company Introduction

02

...

Sustainability
Management Concept

03

...

Challenges and
Outlook

04

...

Feedback

01



Seastainable

Company Introduction



UNDERSTANDING THE PROBLEM



CRUISING • • •

has become the fastest growing sector in international tourism

POLLUTION • • •

from CO₂-emissions, waste-water and discharges

EXPLOITATION • • •

of destination and employees within the industry



OUR PHILOSOPHIES



WATER-CYCLE



Reuse water as often as possible



SLOW-TOURISM



Small ships, long stays, no stress



SELF-SUFFICIENCY



Own energy-production



MINIMAL WASTE



Aim to conduct zero-waste



ALL-EXCLUDED



Expansions in destination

Climate-neutral cruising



OUR SUSTAINABILITY GOALS

We reduce air pollution by zero emissions and alternative/renewable energy



We avoid plastic pollution of the oceans by responsible waste management



We obviate influencing the marine water quality with zero discharge



We make the destination benefit from our presence by responsible consumption



<https://sdgs.un.org/goals>, accessed 17th Nov. 2020.

02

...

Sustainability Management Concept



BUSINESS CORPORATE SUSTAINABILITY



COST-EFFICIENCY

Less running costs,
less effort



REPUTATION

Sustainability becomes
more prominent
among tourists



RISK-MANAGEMENT

No overcrowding
and exploitation of
destination

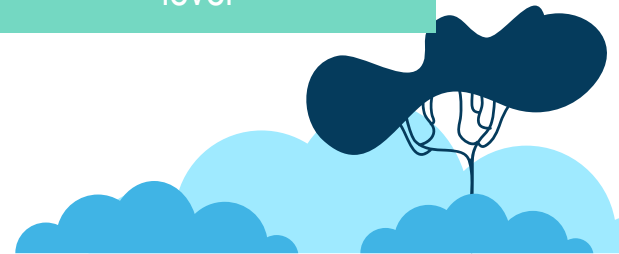
SHARE KNOWLEDGE WITH THE SECTOR





STAKEHOLDER ENGAGEMENT

INVOLVING	RESPONDING	INFORMING
Employees Local Communities Suppliers	Customers NGOs Academia Local Organizations	Government Competitors Media
high mutual communicational level	medium communicational level	low communicational level



EVALUATION 1/2

TOURCERT



1

MANAGEMENT

Stakeholder-dialogue through
blogpost

2

ECONOMIC DATA

2020 revenue decline
≥70 % (Corona)

3

TRAVEL OFFER

2019: 93 cruises
total of 4,600 passengers

4

CUSTOMERS

Customer satisfaction
93.25 %

5

EMPLOYEES

Annual CSR-training;
employee satisfaction
96.82 %

6

BUSINESS ECOLOGY

100 % electricity from
renewable energy

7

LINE CARRIERS IN THE VALUE CHAIN

Partner evaluation,
also conventional agencies

8

COMMUNITY INVOLVEMENT

Support local projects,
donation of 20 € per
passenger



EVALUATION 2/2

ECONOMY OF THE COMMON GOOD

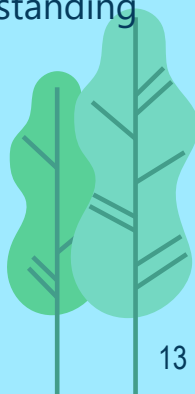
Values ► Stakeholders ▼	Human dignity		Solidarity & social justice		Environmental sustainability		Transparency & co-determination	
A: Suppliers	A1: Human dignity in the supply chain		A2: Solidarity and social justice in the supply chain		A3: Environmental sustainability in the supply chain		A4: Transparency & co-determination in the supply chain	
	31 of 51	60 %	36 of 51	70 %	41 of 51	80 %	18 of 26	70 %
B: Owners, equity- and financial service providers	B1: Ethical position in relation to financial resources		B2: Social position in relation to financial resources		B3: Use of funds in relation to social and environmental impacts		B4: Ownership and co-determination	
	46 of 51	90 %	36 of 51	70 %	46 of 51	90 %	31 of 51	60 %
C: Employees	C1: Human dignity in the workplace and working environment		C2: Self-determined working arrangements		C3: Environmentally-friendly behaviour of staff		C4: Co-determination and transparency within the organisation	
	46 of 51	90 %	31 of 51	60 %	51 of 51	100 %	26 of 51	50 %
D: Customers and other companies	D1: Ethical customer relations		D2: Cooperation and solidarity with other companies		D3: Impact on the environment of the use and disposal of products and services		D4: Customer participation and product transparency	
	31 of 51	60 %	26 of 51	50 %	46 of 51	90 %	36 of 51	70 %
E: Social environment	E1: Purpose of products and services and their effects on society		E2: Contribution to the community		E3: Reduction of environmental impact		E4: Social co-determination and transparency	
	5 of 51	10 %	41 of 51	80 %	51 of 51	100 %	31 of 51	60 %



705
out of
1,000
points



Results of
external evaluation
still outstanding



SUFFICIENCY STRATEGY



PREMIUM PRICING

Focus on quality instead of quantity of travels to reduce overall amount of cruise trips

...



Bocken, N./ Short, S. W. (2016).



NUDGING

Encourage our customers to support local economy and support a sustainable trip to the destination

...



Lehner, M./ Mont, O./ Heiskanen, E. (2016).



CHANGING CONSUMER PERCEPTION

Change the ego-centric perception of traveling to a more sustainable, including value creation and doing good

...



Bocken, N./ Morales, L. S./ Lehner, M. (2020).



CIRCULAR TOURISM



03



Challenges and Outlook



CHALLENGES



SUFFICIENCY

Balance between reducing tourism consumption and maintaining our business



CONCEPTS FOR SERVICES

Many sustainability concepts are rather applicable to physical products



SUPPLY CHAIN

Monitoring sustainability in the whole supply chain is very difficult



OUTLOOK

• • •

Develop
department for
business
consulting

• • •

Cooperation to
transform our
ship-related
technology for
benefits of our
host-destinations

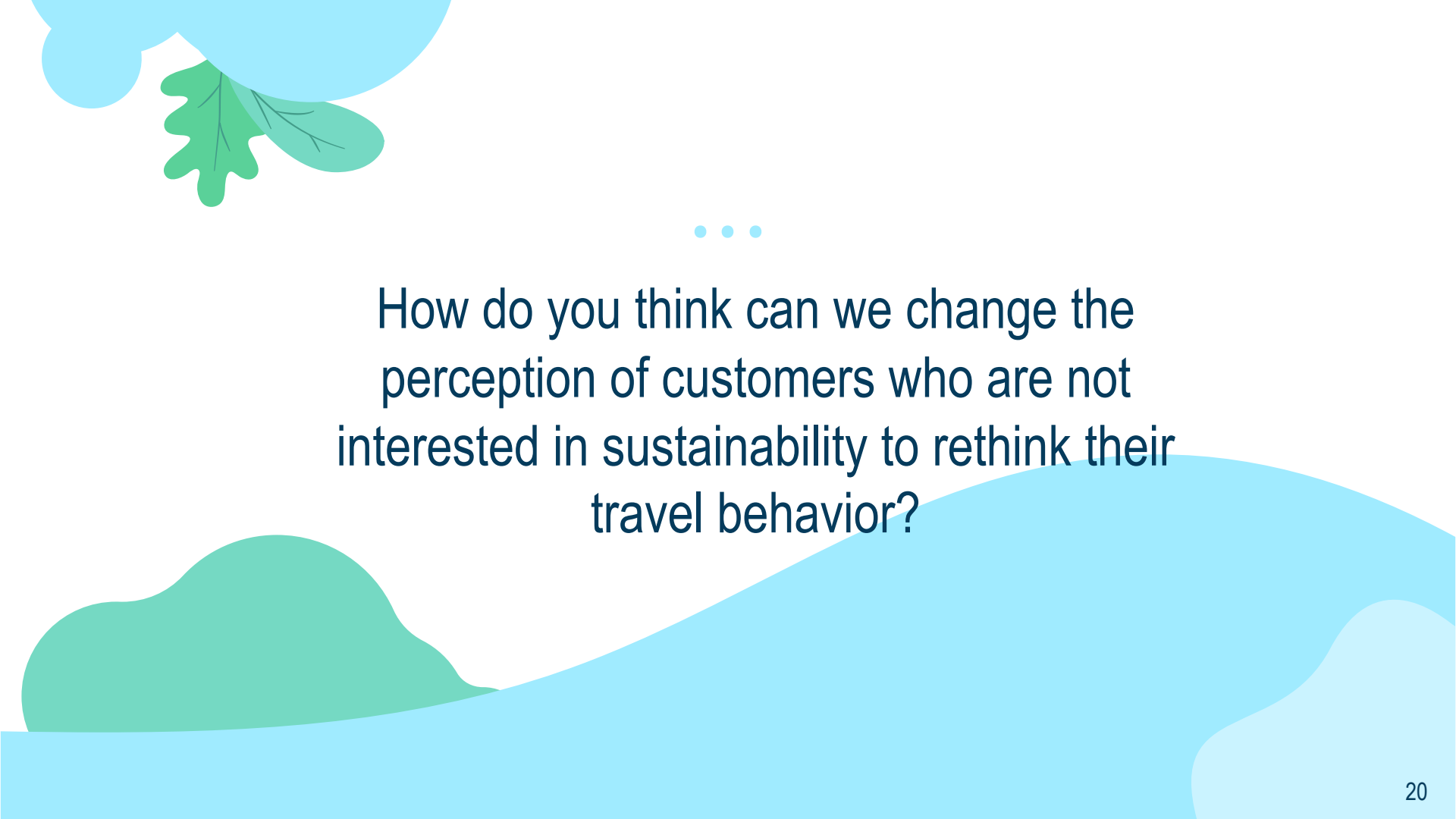
04

...

Feedback

Thanks for your attention!





...

How do you think can we change the
perception of customers who are not
interested in sustainability to rethink their
travel behavior?

SOURCES

Brida, J. G./ Zapata, S. (2010): Cruise Tourism: Economic, Socio-Cultural and Environmental Impacts, International Journal of Leisure and Tourism Marketing, Vol. 1, No. 3, pp. 205-226.

Bocken, N./ Short, S. W. (2016): Towards a Sufficiency-Driven Business Model: Experiences and Opportunities, Environmental Innovation and Societal Transitions, Vol. 18, pp. 41-61.

Bocken, N./ Morales, L. S./ Lehner, M. (2020): Sufficiency Business Strategies in the Food Industry – The Case of Oatly, Sustainability, Vol. 12, No. 3, p. 824.

Circular Tourism (2015): Circular Tourism: A New Concept. <http://www.circular-tourism.com/news/circular-tourism-a-new-concept/> [accessed: 12-21-2020].

Die Verbraucher Initiative e.V. TourCert-Siegel. <https://label-online.de/label/tourcert-siegel/> [accessed: 12-13-2020].

Herremans, I. M./ Nazari, J. A./ Mahmoudian F. (2016): Stakeholder Relationships, Engagement, and Sustainability Reporting, Journal of Business Ethics, Vol. 138, pp. 417-435.

International Federation for the Economy for the Common Good e.V. (n.d., a). Apply ECG – Companies. Retrieved January 16, 2021, from <https://www.ecogood.org/apply-ecg/companies/#balance-sheet-resources>

SOURCES

Lehner, M./ Mont, O./ Heiskanen, E. (2016): Nudging – A Promising Tool for Sustainable Consumption Behaviour?, *Journal of Cleaner Production*, Vol. 134, pp. 166-177.

Matrix Development Team (2017, April): Workbook Common Balance Sheet 5.0. Retrieved January 16, 2021, from https://www.ecogood.org/wp-content/uploads/2020/04/ecg_compact_balance_sheet_workbook.pdf.

Schaltegger, S./ Harms, D./ Hörisch, J./ Windolph, S. E./ Burritt, R./ Carter, A./ Truran, S./ Crutzen, N./ Ben Rhouma, A./ Csutora, M./ Tabi, A./ Kokubu, K./ Kitada, H./ Haider, B. M./ Kim, J./ Lee, K./ Moneva, J. M./ Ortas, E./ Álvarez-Etxeberria, I./ Daub, C.-H./ Schmidt, J./ Herzig, C./ Morelli, J. (2013): *International Corporate Sustainability Barometer: A Comparative Study of 11 Countries*. Lüneburg: Centre for Sustainability Management.

Schaltegger, S./ Lüdeke-Freud, F./ Hansen, E. G. (2012): Business Cases for Sustainability: The Role of Business Model Innovation for Corporate Sustainability, *International Journal Innovation and Sustainable Development*, Vol. 6, No. 2, pp. 95- 119.

TourCert. Travel for Tomorrow. (2018, December): Kriterienkatalog für Reiseveranstalter. https://www.tourcert.org/wp-content/uploads/2019/04/TourCert_Kriterienkatalog_RV_2018-2.pdf [accessed: 12-13-2020].

Whiteman, G./ Walker, B./ Perego, P. (2013): Planetary Boundaries: Ecological Foundations for Corporate Sustainability, *Journal of Management Studies*, Vol. 50, No. 2, pp. 307-336.