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Fred. Olsen Cruise Lines becomes first cruise line to launch Carbon Literacy training

Fred. Olsen Cruise Lines has become the first cruise line to launch a Carbon Literacy training programme for its shoreside team, as part of its ongoing efforts to reduce carbon emissions and support sustainable practices.

The cruise line has pledged to become a certified Carbon Literate Organisation - an accreditation delivered by the Carbon Literacy Project that recognises organisations committed to Carbon Literacy. It means that Fred. Olsen is committing to having a significant number of certified individuals, who will each pledge to take action to reduce carbon emissions.

Developed in partnership with the Carbon Literacy Project, the team will undergo a tailor-made programme that explores the causes and consequences of climate change and empowers employees to take practical, impactful steps to reduce carbon emissions both at an individual and organisational level.

As part of the programme, Fred. Olsen Cruise Lines will also donate £10 to the Carbon Literacy Fund for every employee who completes the training. The cruise line will then work with Suffolk Community Foundation to distribute the funds, which will help deliver future Carbon Literacy initiatives in the local area surrounding the cruise line's Ipswich headquarters.



Dominic Simpson, Sustainability Manager at Fred. Olsen Cruise Lines, said:

“We are incredibly proud to be the first cruise line to roll out a Carbon Literacy Programme to our shoreside teams. This training equips our teams across the business with the understanding and tools they need to make more sustainable choices, both in the workplace and in their personal lives.

“Through our partnership with the Suffolk Community Foundation, we are also excited to be extending this learning opportunity into our local community - helping to make Carbon Literacy more accessible to those who may not have had the opportunity to benefit from it before.”

Fran Wright, Philanthropy Manager at Suffolk Community Foundation, said:

“Suffolk Community Foundation is delighted to be working with Fred. Olsen Cruise Lines to help them identify and support local organisations to undertake Carbon Literacy Project training. This training raises awareness of the carbon costs and impacts of all activities and highlights ways individuals, businesses and communities can reduce their impact on the environment.”

The Carbon Literacy Project has to date certified more than 125,000 individuals and accredited over 300 organisations. Collectively, these actions are estimated to have saved more than 451,000 tonnes of carbon, with average reductions of 5–15% per person.

For further information on Fred. Olsen Cruise Lines’ sustainability efforts visit www.fredolsencruises.com/sustainability and for more details about the Carbon Literacy Project, visit: www.carbonliteracy.com

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