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Fred. Olsen Cruise Lines Partners with Visit Eidfjord for 'Clean a Beach' initiative

Fred. Olsen Cruise Lines' crew aboard *Borealis* and *Bolette* recently joined forces with Visit Eidfjord to support beach clean-up efforts in Eidfjord, Norway, one of the line's scenic ports of call.

On the 16th and 31st of August, 45 crew members from *Borealis* and 42 crew members from *Bolette* took part in clean-up activities across three local sites, reinforcing the company's ongoing commitment to sustainability and responsible tourism.

The initiative aimed to protect local wildlife, preserve the natural beauty of

Norway's scenic fjords, and demonstrate Fred. Olsen's hands-on approach to environmental responsibility.



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

“We’re incredibly proud of how many of our crew members got involved in Visit Eidfjord’s beach clean. At Fred. Olsen, we care deeply about protecting the oceans we sail and the destinations we visit. It means a lot to us to play a positive role in helping protect the beautiful ports and landscapes we’re lucky enough to explore. Seeing our teams take part in sustainability efforts like this not only shows that commitment in action, but also helps embed environmental stewardship into our everyday culture – helping us to drive real, lasting change.”

This beach clean-up follows Fred. Olsen Cruise Lines’ recent announcement of its partnership with the Carbon Literacy Project, aimed at delivering carbon literacy training to its shoreside teams. Together, these initiatives showcase Fred. Olsen’s commitment to sustainability by educating and empowering employees to make more environmentally responsible choices and take meaningful action – both in the workplace and in their personal lives.

For further information on Fred. Olsen Cruise Lines’ sustainability efforts visit www.fredolsencruises.com/legal/sustainability

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