

Viking Line's plastic bags support environmental organizations

The plastic carrier bags that are sold in the duty- and tax-free shops on Viking Line vessels now have a new design, with an environmental message on one side of each bag. Their price has been slightly raised and the resulting additional revenue is being donated to two organizations that are working to improve the environment on both sides of the Baltic Sea: Finland's Keep the Archipelago Tidy Association and the Keep Sweden Tidy Foundation.

"We are delighted that we can help support two well-known organizations that work towards a cleaner environment. The marine environment in particular is close to our hearts, since we operate in sensitive archipelago settings. The new plastic carrier bags are manufactured using special recycling technology, and since most people also reuse them as garbage bags at home they are the most environmentally friendly alternative," says Susanna Airola, Environmental Coordinator at Viking Line.



♻️ THIS CARRIER BAG IS MADE FROM RECYCLED MATERIAL

Keep the Archipelago Tidy Association

Keep the Archipelago Tidy, which was founded in 1969, is a nationwide non-profit environmental protection organization for boaters and others who spend time on the sea or lakes. The association operates in Finland's archipelago and coastal areas as well as on the country's many lakes. It has some 12,600 members, mainly boaters.

The mission and purpose of the association is to work towards keeping Finland's shorelines and archipelago areas clean and to support opportunities for boating on all of the country's waterways.

To help boaters and others who use the country's seas or lakes, the association provides "Rubbish Seal" services, which include waste recycling stations, outhouses and floating blackwater pump-out stations for boats and excursion harbours. The association also performs environmental education work by providing information to boaters and others on how to protect nature when on the water.

In 2012–2013 the Keep the Archipelago Tidy Association studied littering on Baltic Sea shorelines as part of the MARLIN project, financed by the European Union. This year the Association is continuing the project at its own expense, since more information is needed about littering on the Baltic Sea. In May 2014, Keep the Archipelago Tidy organized an extensive beach clean-up campaign that mobilized teams of volunteers along Finland's coasts. The goal is to make the country's residents aware of the quantities of litter and their impact on nature, as well as try to prevent littering.

The Keep Sweden Tidy Foundation

The Keep Sweden Tidy Foundation is a non-profit organization working to reduce littering, increase recycling and promote environmental responsibility by individuals and organizations. Its vision is a litter-free Sweden. A litter-free society is the basis for a sustainable society.

Keep Sweden Tidy works with preventive measures to reduce littering both on land and in the sea. The goal of its work to combat marine littering is to achieve a litter-free sea with clean, attractive beaches that people can enjoy and where animals can live – without being caught in or harmed by litter. Keep Sweden Tidy does this by means of campaigns aimed at encouraging private individuals, organizations and companies to make an active effort to protect the environment. Keep Sweden Tidy also helps increase knowledge about litter in the Baltic Sea and works to influence public opinion on this issue.

Facts about our plastic bags

Many people look only at whether a carrier bag is biodegradable, instead of seeing what environmental impact the entire production process has. Plastic carrier bags are best from an environmental standpoint because they can be reused multiple times by the consumer and recycled into new plastic bags. Our supplier is Papier-Mettler, which is based in Germany and is one of Europe's largest carrier bag manufacturers. Special "ecoLoop" technology achieves a high percentage of recycled plastic in each carrier bag. Used, dirty old plastic is processed and converted into recycled raw materials that are then used to produce new carrier bags. Papier-Mettler does this in-house at its own recycling plants in Germany, thereby achieving the following advantages in its manufacturing process:

- The process consumes 80 per cent less petroleum-based materials and was awarded Germany's Blue Angel environmental label
- It reduces carbon dioxide emissions by more than 60 per cent, compared to carrier bags made of new raw materials
- The products can be recycled multiple times, and the company is largely independent of fluctuations in raw material prices due to its closed material cycle
- Recycled materials are cheaper than new raw materials

On-board sales of carrier bags

The new prices of our carrier bags will be EUR 0.20 (previously EUR 0.15) on board the Mariella, Gabriella, Amorella and Viking Grace. On board the Viking XPRS, a carrier bag will cost EUR 0.25 (previously EUR 0.20) and on the Rosella and Viking Cinderella it will cost SEK 1.50 (previously SEK 1.00).

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