



**SUSTAINABLE
MARITIME INTERIORS**

The Sustainable Maritime Interiors Declaration

A movement for change



**20
23**

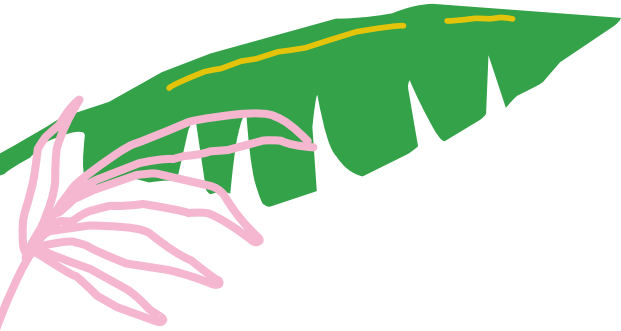
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*The Sustainable Maritime Interiors
Declaration: A Movement for Change* is a
report prepared by the team responsible for
the *Cruise & Ferry* suite of publications.
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A commitment to more sustainable ship interiors

The passenger shipping industry is making giant strides towards greater sustainability, with big wins recorded for fuel, emissions, energy efficiency and other projects. To date, though, there has been no coordinated cross-industry action plan for ship interiors, with progress in this field made primarily from isolated islands of activity.

There are a significant number of passionate interior designers, specifiers, outfitters, suppliers and others who are individually taking steps to improve the sustainability of their professional output, sometimes alone but often with the support of their business. However, there has been little industry-wide guidance or regulation to direct priorities.

Unlike land-based construction, there has been no common best practice framework for sustainably building and maintaining ship interiors that can unite this community in the pursuit of collective goals. Interior designers and specifiers of land-based buildings have certifiable environmental guidelines that they can adopt and follow that do not exist for maritime projects. But in the maritime sector, it has been down to progressive shipowners to write their own guidelines or adapt practices from other industries.

Currently, there is only limited international regulation that impacts maritime interiors (such as: Inventory of Hazardous Materials, Recyclable class notation and Reg. II-2 of SOLAS, as amended) but more will come in the future from International Maritime Organization, European Commission, national governments and others.

Future shipping passengers and crew must be assured that the maritime interiors they inhabit are built to impeccably high environmental standards. We have a commitment to them, a duty to ourselves and an obligation to the planet.

Now, with the launch of the Sustainable Maritime Interiors initiative, we can look forward to industry-specific guidance, focus and collaboration on a sustainable future. This new initiative is spearheaded by a group of like-minded designers, specifiers and other maritime experts, including the team at *Cruise & Ferry*, and is based around a declaration of advocacy and action for the environment.

The Sustainable Maritime Interiors Declaration (SMI Declaration) will not solve the challenges that we face but it will give us a starting point from which to move forward more positively. It will guide owners, designers and specifiers and it will inspire other stakeholders to contribute the missing elements that are needed to build and maintain more sustainable ship interior life cycles.

The SMI Declaration was conceived while conducting the research for the *Sustainable Maritime Interiors* report, which was issued at the 2017 Montreal World Design Summit, and published by *Cruise & Ferry* in June 2022, which itself was inspired by the Montreal Design Declaration and Our Common Future, which was published in 1987 by the United Nations.

The SMI Declaration aims to make a meaningful contribution to sustainability performance improvement throughout the ship interior life cycle via informed stakeholder guidance and in full support of the Ten Principles of the UN Global Compact. The environmental sustainability focus of the declaration is necessarily considerate of other sustainability objectives and is intended to work in unison with corporate commitments to the social and economic sustainability pillars.

The SMI Declaration is just the beginning – the Sustainable Maritime Interiors initiative will grow, and others will join our cause to advance the sustainability of maritime interiors through associated guidance, best practice and, ultimately, through a formal framework. We welcome your support!

For more information and to support the SMI Declaration please visit:
www.sustainablemaritimeinteriors.com



— **Jon Ingleton, Executive Editor, Cruise & Ferry**

The Sustainable Maritime Interiors Declaration



ENVIRONMENTAL ADVOCACY

- 1** Champion responsible maritime interior architecture and design as a pathway to a sustainable future and contribute to giving our community an effective and united voice that drives meaningful action.
- 2** Be curious, seek wisdom and listen intently while advocating for positive change and encouraging others to follow through sharing knowledge and experiences.
- 3** Stimulate design-led innovation across the value chain and nurture partnerships that can accelerate sustainability gains through responsible consumption and production.



ENVIRONMENTAL ACTION

4 Approach every project with a healthy planet mindset, design considerately to protect natural resources and encourage all stakeholders to support better environmental choices.

5 Embrace and pursue circular design principles for longevity and flexibility, optimised material use, energy efficiency, waste reduction, designing for easy maintenance, repair and recycling.

6 Prioritise products and materials with strong, transparent and audited environmental performance data, especially those from suppliers that can demonstrate continuous sustainability improvement.

ENVIRONMENTAL FUTURE

7 Be bold and persistent in the pursuit of increasingly more sustainable interiors and be supportive of those who can help to advance these goals through transformative results.

Support the Declaration:

www.sustainablemaritimeinteriors.com

International support

The initiative has already garnered widespread interest, including from the UN Global Compact, a voluntary United Nations initiative that seeks to encourage organisations worldwide to adopt, and report on, sustainable and socially responsible policies.



“The Sustainable Maritime Interiors Declaration is a really powerful industry self-starting initiative that could lead to significant sustainability gains for the maritime industries. We applaud the ambitions of the Declaration and we are happy to contribute to accelerating its uptake and advancing the programme of activities that may follow.”

— Erik Giercksky, Business Action Programme for Ocean,
United Nations Global Compact



“UN Global Compact has a significant focus on ocean programmes and the ambition of the Sustainable Maritime Interiors Declaration is entirely complimentary to these activities. It is incumbent upon us to both start and support a range of initiatives and we have an obligation to make sure they are rigorously tested so that we can be confident that we can achieve a positive impact and outcome. We are working through this process with the SMI Declaration and hope that the maritime interiors community embraces its commitments with enthusiasm and effective endeavour.”

— Rebecca Alcolea Krauss, Ocean Project Manager, United Nations Global Compact



“IFI applauds and staunchly supports the SMI Declaration as a living guideline for imaginative and responsible maritime interior architecture and design. We endorse its accountable, life quality-affirming stewardship for wellbeing driven by design innovation for the betterment of our planet and all life.”

— Shashi Caan, CEO, International Federation of Interior Architects/Designers



“ The Declaration is an excellent initiative to inspire, inform and guide designers and specifiers of cruise and ferry vessel interiors in advancing sustainability. The Declaration highlights the need and opportunity for all components of all maritime sectors to identify how they can develop and deliver leadership and collaboration for Corporate Ocean Responsibility, the core mission of the World Ocean Council.”

— Paul Holthus, *Founding President and CEO, World Ocean Council*



“ The marine interiors community has been interested in sustainable design for many years, however the endeavors have been in silos without any coordinated outreach. The pandemic heightened everyone’s awareness about the importance of our environment and how it directly affects everyone’s mental and physical health. Over the last few years, sustainability has become one of the biggest topics of industry discussion. It is evident that more people want to participate in change but it’s difficult to scratch the surface when the topic is so broad. And there hasn’t been any clear direction on where to focus sustainability efforts; until now. The Sustainable Maritime Interiors Declaration is a big step towards bringing together this community of designers, specifiers, outfitters and suppliers to focus our attention on reachable, consistent and impactful actions. For me, this declaration will be a north star to help with my design process, and it will connect me with a likeminded community that shares the same priorities. Our efforts will help the industry design, build and refurbish ships in a way that improves the cruising environment for generations to come.”

— My Nguyen, *Director of Interior Design, Holland America Group*



“ For us to make the most responsible product choices for our cruise ships we have to work towards a situation whereby sustainability sits effortlessly alongside quality and durability. The Sustainable Maritime Interiors Declaration embraces this approach and rightfully acts as a conduit for designers and shipowners to work collaboratively with the same set of principles to facilitate an innovative approach, smart decision making and ambitious targets. Cruising in many ways is leading the way in responsible travel and the Declaration is another step forward in making it an essential industry.”

— Trevor Young, *VP New Building, MSC Cruises*



“ In order to make its future fleet more environmentally friendly, Ponant has chosen to make eco-design the cornerstone of its research. As such, we aim to take into account all factors that will allow us to design ships that are the most environmentally neutral from the design phase through to the end of their life cycle. The interior design of our ships is therefore at the heart of our approach. This Declaration on the eco-design of maritime interiors is an essential framework to help our suppliers better understand our needs and improve their products for a more sustainable economy. We are convinced that this approach will contribute to reducing the environmental impact of our ships, as well as that of the global fleet, and to ensuring a greener future for the maritime industry.”

— Antoine Bergeron, Eco-design Engineer – Newbuilding department, Ponant



“ Together, the maritime interiors community has the skills to create environmental value for our products and services thinking about sustainability as an opportunity, rather than a constraint. The Declaration sends out a clear signal to all of our partners that we are determined to drive positive change. Collaboration, creativity, and responsible thinking are the foundations of sustainable design-led innovation. I am confident that this collective action for systematic improvements will motivate our whole community, and I can already see how it is influencing my working daily choices, from material selection, to products’ life extension and strategic partnering for circularity.”

— Francesca Panatta, Interior Manager Special Projects, Holland America Group



“ This Declaration shows the cruise industry’s commitment to make sustainability a part of its DNA. The sector’s consciousness of the necessity of collaboration for making lasting and meaningful impact is very special and understanding it needs consensus to obtain a system’s change is an essential basis for transitioning into a sustainable reality.”

— Siu Lie Tan, Founder, Circular Symbiosis



“ Sustainability is necessarily becoming the new normal, but we can only achieve truly circular maritime interior goals through purposeful collaboration with all stakeholders. The SMI Declaration is an excellent example of the innovation and commitment that is synonymous with the passenger shipping industries as we seek to create responsible solutions for a better and more sustainable future. Sustainability needs to be a design requirement, not an afterthought, it needs to have the same weight in decision-making as safety, aesthetics, price and function.”

— *Helena Sawelin, Partner & Business Director, Tillberg Design of Sweden*



“ The Sustainable Maritime Interiors Declaration is just the beginning, the first step on a journey to a more sustainable future. Our sustainability journey is going to be tough because we have so few precedents to follow. And so we must create our own path, starting with small actions that will protect our natural resources, conserve energy and reduce waste. In time we will build a best-practice sustainable maritime interiors framework that will guide our work, enable good decision-making and deliver interior environments that fulfil our sustainability vision and meet our passengers’ values.”

— *Andrea Bartoli, Principal Manager – Outfitting, Carnival Corporation*



“ The Declaration clearly lays out an ambition to be advocates for change and progress and tells people how to do it, it inspires people to champion, share and collaborate all of which are all key ingredients for progress on the sustainability agenda – it talks about doing this right across the value chain, which is critical.”

— *Caroline Bates, Citizen Good Consulting*

SUPPORT



“The Declaration recognises how important it is for the design community to collaborate. What’s needed is transparency, communication and, perhaps most importantly, knowledge sharing. Those at the forefront need to share any lessons in the interests of more sustainable outcomes for all. Community conversations, collaboration and deep-dive learning are key activities during the cross-sector Sustainable Design Summit and we applaud the emphasis given to these actions within the Declaration’s ambitions.”

— *Helen Blantz, Conference Director, Sustainable Design Summit*



“Sustainability is not a trend or a topic. It is the world’s most pressing challenge, and we need to unite around embracing positive action. This Sustainable Maritime Interiors Declaration will be a powerful platform where we, as a united industry, can drive sustainable change and create responsible solutions for maritime interiors and help assist shipowners in making conscientious choices for their vessels’ interiors. I believe that no matter how difficult it might be, it is not impossible, and I hope to encourage more supporters to join and contribute to this common cause.”

— *Bente Medelbye Hansen, Design Director at Steen Friis Design*



“The Declaration is a great opportunity to demonstrate our field’s commitment to sustainability and to make a contribution to improving the sustainability of maritime interior spaces. It will play an important part in ensuring that vessels are designed with the environment in mind, with sustainable materials and it will help to ensure that the industry is environmental responsible, competitive and future-proofed. The written Declaration can help designers in their work to ensure they make informed choices in their creative work to meet higher environmental standards. It will also play a crucial role in promoting environmentally responsible practices.”

— *Anne Mari Gullikstad, CEO & Partner, YSA Design*

Ambassadors for change

It's easy to talk and wait for others take action, but once in a while the subject matter, people or something else entirely might inspire you to step forward and commit to helping advance an important agenda.

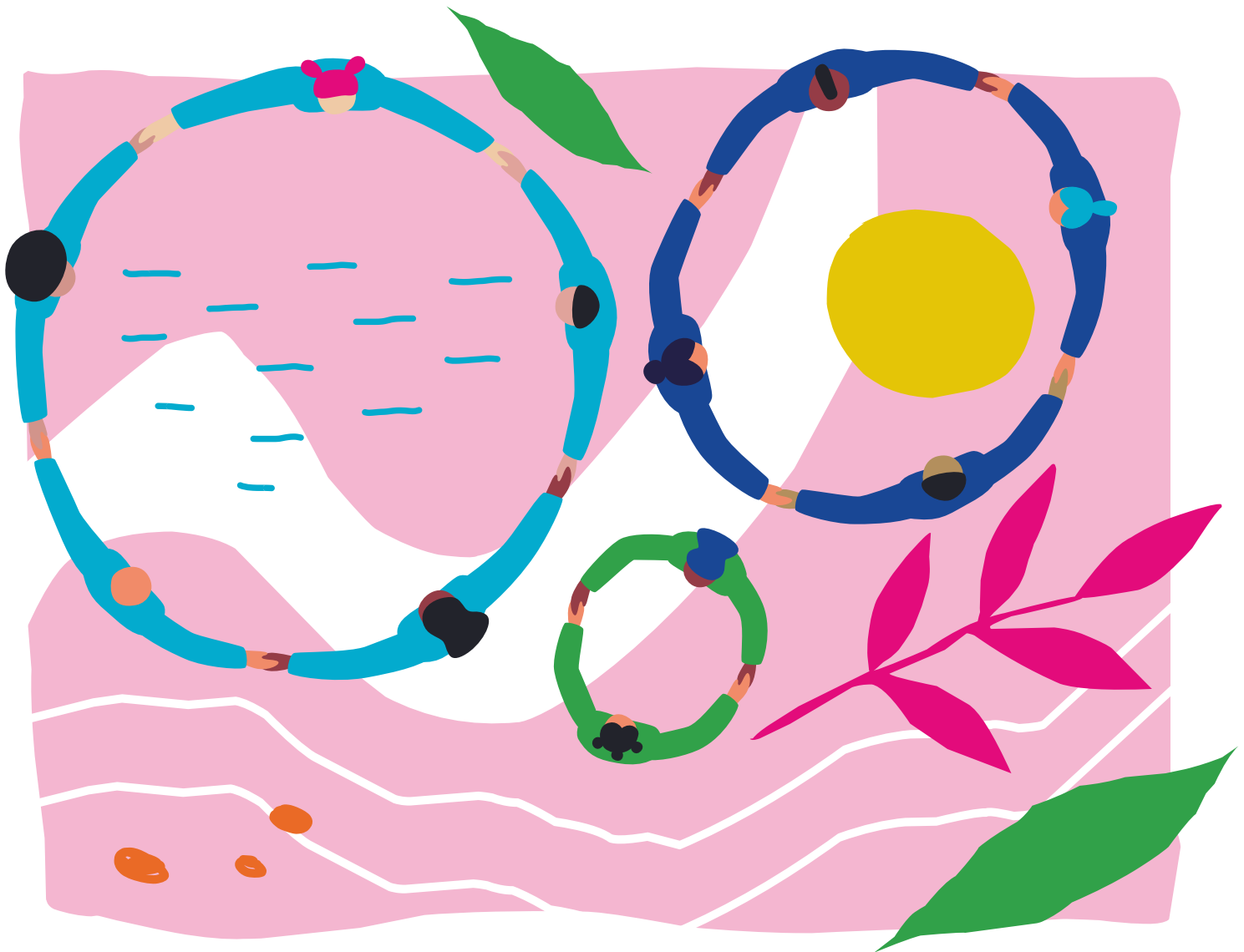
In mid-2022 a group of like-minded designers, specifiers and other maritime experts came together to try and change the way maritime interiors are designed, built, maintained and managed through best practices and considerate end-of-life planning. Over the months that followed, the Sustainable Maritime Interiors Ambassadors debated the issues and summarised the key principles in a declaration that the entire maritime interiors community can support – a line in the sand that starts by striving to follow a series of commitments. Thereafter we sought input and advice from numerous maritime and sustainability experts, to audit our work and the response that we received was overwhelmingly positive. We're aware of its flaws but it is a declaration that can unite the entire community in readiness for what comes next.

This is only the start of our journey for there is much to accomplish in the future. It's your turn to step forward – *support* the declaration and encourage your colleagues and clients to do the same. Be an advocate for sustainability, pursue the actions outlined in the Declaration's commitments and support new initiatives that will contribute to a better future for all.

Ambassadors

- Andrea Bartoli
- Francesca Bucci
- Alison Clixby
- Linden Coppell
- Pascale Dexidour
- Jennifer de Vere-Hopkins
- Matthew Easton
- Nick Farrell
- Sascha Gill
- Anne Mari Gullikstad
- Daniela Herget
- Julie Higgins
- Jon Ingleton
- Hans Lagerweij
- Ian Lin
- Bree Louie
- Alan McVitty
- Bente Medelbye Hansen
- Daniel Mocreia
- My Nguyen (chair)
- Jean Philippe Nuel
- Francesca Panatta
- Matthieu Petiteau
- Boris Ruskovsky
- Petra Ryberg
- Espen Sandvik
- Helena Sawelin
- Andrew Sheen
- Jeremy Spear
- Alan Stewart
- Greg Walton
- Andy Yuill
- Christian Urvat

Inside the commitments



The SMI Declaration comprises seven commitments within three groups. Each of the seven commitments incorporates multiple ambitions and responsibilities. While the Declaration does not seek to be prescriptive about the meaning of every word and phrase, the following interpretations are provided as a guide to the breadth and depth of the positive impact that is written into each commitment. Supporters are encouraged to find their own interpretation while still pursuing the essence of the message implicit within each commitment.

Environmental advocacy

These commitments seek to direct and empower people with the knowledge required to underpin their own action and the understanding to encourage others to meaningfully contribute to the goals of the Declaration:

Champion responsible maritime interior architecture and design (1a) as a pathway to a **sustainable future** (1b) and contribute to **giving our community an effective and united voice** (1c) that drives meaningful action (1d).

Be curious, seek wisdom and listen intently (2a) while **advocating for positive change** (2b) and **encouraging others to follow** (2c) through **sharing knowledge and experiences** (2d).

Stimulate design-led innovation (3a) across the **value chain** (3b) and **nurture partnerships** (3c) that can **accelerate sustainability gains** (3d) through **responsible consumption and production** (3e).

Environmental action

This group of commitments represents the action that the interiors community can take every day to design, build, maintain and ultimately replace increasingly more responsible ship interiors:

Approach every project with a **healthy planet mindset** (4a), **design considerately to protect natural resources** (4b) and **encourage all stakeholders** (4c) to **support better environmental choices** (4d).

Embrace and pursue **circular design principles** (5a) for **longevity and flexibility** (5b), **optimised material use** (5c), **energy efficiency** (5d), **waste reduction** (5e), **designing for easy maintenance, repair and recycling** (5f).

Prioritise products and materials (6a) with **strong, transparent and audited environmental performance data** (6b), especially those from suppliers that can **demonstrate continuous sustainability improvement** (6c).

Environmental future

This single commitment is to seek continuous improvement and support for others as they too seek to contribute to the ambitions of the Declaration.

Be bold and persistent in the **pursuit of increasingly more sustainable interiors** (7a) and **be supportive of those who can help to advance these goals** (7b) through **transformative results** (7c).

COMMITMENTS

Environmental advocacy

1a. Responsible maritime interior architecture and design

Responsible interiors contribute to mitigating and adapting to climate change through sustainable and resilient design. Good design visually and functionally elevates any interior space. But responsible design achieves the same results through smarter and lighter intervention, delivering the richest outcome for the planet and adding an extra layer of appeal to passenger's values and visions.

Smart and light intervention is achieved through full consideration of environmental, social and economic impacts from the outset of the project through to end-of-life. As we transition into more sustainable practices, problem solving is a critical component of responsible design – identifying high impact products and processes and replacing them with more innovative and sustainable solutions.

Responsible interiors are fundamentally considerate of planetary issues. Global building frameworks provide detailed guidance about the individual processes and features that must come together in a responsible interior:

- [LEED for Interior Design and Construction](#), US Green Building Council
- [BREEAM Infrastructure and Sustainable Design](#), BRE Group
- [Health & Wellbeing Framework](#), World Green Building Council
- [The DNGB System for Interiors](#), German Sustainable Building Council
- [WELL Standard](#), International WELL Building Institute
- [Building Planning and Design Standard](#), EarthCheck

1b. Sustainable future

In 1987 the UN World Commission on Environment and Development report, [Our Common Future](#), defined sustainable development as: “Meeting the needs of the present without compromising the ability of future generations to meet their needs.” This mandate identified two fundamental concepts that are central to our efforts to preserve a sustainable future for all:

1. The fair intergenerational allocation and use of natural resources
2. The preservation of ecosystems across time.

These two concepts are fundamental to sustainability and necessary for meeting the needs of both present and future generations.

Thriving human communities and abundant, healthy ecosystems do not have to be conflicting ambitions, our sustainable future relies on us achieving both. The [UN Sustainable Development Goals \(SDGs\)](#) provide “a shared blueprint for peace and prosperity for people and the planet, now and into the future”.

UN Sustainable Development Goals

SUSTAINABLE DEVELOPMENT GOALS



Source: UN SDG

Individuals and businesses can contribute to our sustainable future by supporting the declaration, aligning strategies and operations with the SDGs and participating in [United Nations Global Compact](#), the world's largest corporate sustainability initiative.

1c. Giving our community an effective and united voice

For this community (see 4c for stakeholders) to effectively advance the sustainability performance of maritime interiors it must unite and work towards common goals. Every individual and every stakeholder must ensure that sustainability is given the level of prioritisation required to achieve continuous improvements. The Declaration is intended to provide clarity of purpose and direction – a pathway to delivering more sustainable maritime interiors that every participant can support and follow in our pursuit of our collective ambitions.

The maritime interiors community has a number of platforms (e.g. associations, industry magazines, events, social media) that it can utilise to accelerate the adoption of its sustainability ambitions. But the messages shared must be informed and aligned in order to be effective and to gain and sustain momentum.

COMMITMENTS

1d. Meaningful action

Businesses can no longer hide behind token gestures. It is not enough to search for and find legacy or accidental sustainability within behaviour or an organisation and badge it as meaningful action as for this is tantamount to greenwashing. We must continuously search for improvement and change behaviour and organisational practices (see 2b) if our actions can truly be deemed meaningful.

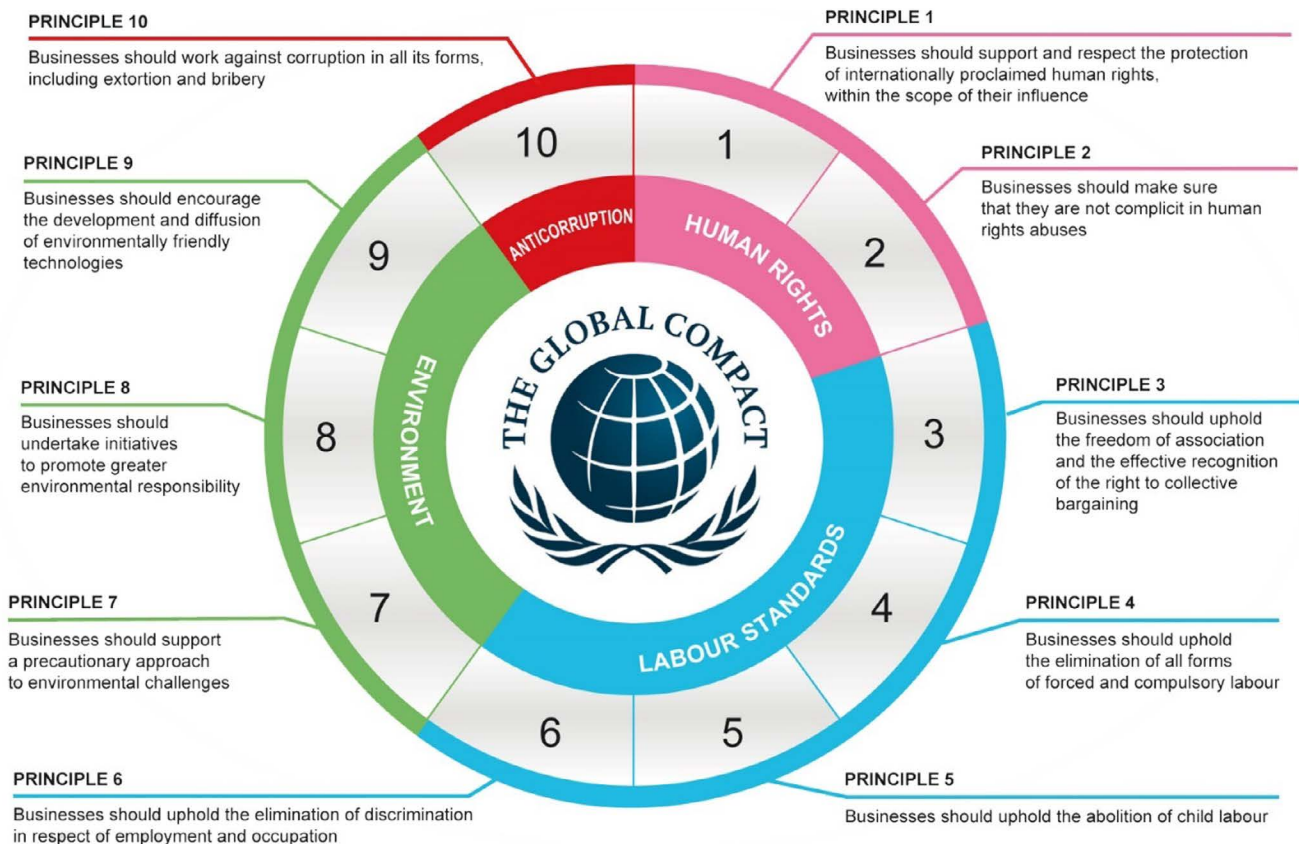
The maritime interiors community has a responsibility to help mitigate the climate emergency by improving the way that ship interiors are designed, built, operated and ultimately retired. Sustainability is a business imperative, and for maritime interior projects that means the historic four interior priorities have become five: form, function, compliance, cost and sustainability. Certainly there are other considerations (such as availability and reliability), but sustainability now sits at the top table and so must be considered with equal reverence to the old big four.

Perhaps the most meaningful action that every project participant can take is to challenge every project decision with a now fifth key question: “Is it the most sustainable option available to us?” (Four traditional questions are: Does it have the required aesthetic? Does it fulfil the necessary function? Is it compliant? Is it within budget?). The same question can be added to product manufacturing, outfitting, shipbuilding and other decision-making pre-requisites. For many who are at the beginning of their journey, it may even be enough to rephrase the first question to rather ask: “Is it the most sustainable option available that fits the first four criteria?”

A meaningful programme of activity that supports a well constructed and informed sustainability strategy is key. Meaningful action is not only defined by big wins for the planet. Regular, smaller, action-orientated steps can be equally transformative, often contributing to enduring behavioural change that becomes embedded in new ways of working.

The European Commission provides useful guidance in Substantiation and communication of explicit environmental claims. And the United Nations Global Compact principles present a helpful structure for any action-orientated programme of activity:

The Ten Principles of the UN Global Compact



Source: UN Global Compact

2a. Be curious, seek wisdom and listen intently

Watch, read and listen to trusted sources of information, knowledge and wisdom. Keep an open mind and learn from recognised thought-leaders, allowing your own perspectives to evolve. The Declaration leans on trusted learning and information sources that provide access to a high quality topical content, including:

- [Ellen MacArthur Foundation](#)
- [European Commission](#)
- [International Maritime Organization](#)
- [Science Based Targets Network](#)
- [United Nations Global Compact](#)

COMMITMENTS

Additional resources can be found in the [Sustainable Maritime Interiors](#) report, published in June 2022. With the rapidly growing volume of content that is available, it will become increasingly important for the community to filter it and build a library of recommended content.

2b. Advocating for positive change

Interior and product design impacts our health and wellness, the health of our planet and all of its ecosystems. It is incumbent upon us all to strive to make these impacts entirely positive, and that will require everyone to be open to and advocate for change. Behavioural change and organisational change are fundamental approaches to stimulating meaningful action for a new corporate strategy. And for many organisations, sustainability is still sufficiently new to warrant the application of a change programme, where ‘change’ must lead to economic, social and/or environmental sustainability improvement.

- [Changing Behaviours, Changing Policy](#), published by Green Policy Platform, ‘reviews some of the key behavioural drivers and leverage points for encouraging green growth’ to provide a better appreciation of how to influence meaningful action through behavioural change.
- [Kotter’s change management theory](#) and McKinsey’s [7-S Framework](#) are two leading change management models for organisations that have led to the successful deployment of new corporate strategies with embedded sustainability.

Business sectors that have a high negative legacy environmental impact are facing pressure to adapt and change. Ecologically motivated structural change may need to be accompanied by new, in this case more sustainable, business models, with others losing relevance. OECD outline some of the options in [Business Models for the Circular Economy](#).

Wherever your organisation sits in the supply chain, it must ensure that sustainability performance goals are discussed and agreed internally and in client and stakeholder meetings, and we must all become advocates for positive change. We must establish at the outset of every project how every stakeholder’s contribution combats existing and forecast social, environmental and economic vulnerabilities throughout the lifecycle of maritime interior spaces.

2c. Encouraging others to follow

We must all become sustainability influencers, no matter the size of our audience. We must all use our influence to encourage others to support and adopt the best practices presented in this Declaration and otherwise advance our industry’s pursuit of the lofty ambitions that we share.

Register your support for the Declaration and commit to taking positive action. But we cannot do it alone – we need momentum that can only be achieved through volume. Share your participation in this initiative and encourage others to follow, and from there we can continue to take great strides towards greater sustainability together.

2d. Sharing knowledge and experiences

The Declaration supports a key step in UN Global Compact's 7th Principle: "Join industry-wide collaborative efforts to share knowledge and deal with the issue of precaution, in particular in regards to production processes and products around which high level of uncertainty, potential harm and sensitivity exist."

When data is collected and given context it becomes information; when information is given meaning it becomes knowledge, and; when knowledge provokes insight it becomes wisdom. This is the DIKW pyramid that demonstrates the value of sharing. We are wise to the importance of pursuing a sustainability agenda but we need to share data, information and knowledge to acquire the wisdom required to achieve our common goals.

DIKW Pyramid promotes sharing knowledge and insights to achieve wisdom



Every project provides an opportunity to share knowledge and experience to help others more easily overcome that challenges that you may have faced. Over time shared knowledge and experiences gives rise to wisdom, a necessary attribute to achieving our goals. Throughout the maritime sector there are numerous pilot project in progress. We must seek to collate these projects in a common platform and share the outcomes so that everyone can benefit.

COMMITMENTS

3a. Stimulate design-led innovation

Design is both an activity and an outcome, most often a conscious process of linking form and function. Design can also produce value. Design-led innovation links the process with value. Design-led innovation for new sustainability projects can rapidly change the value proposition of the activity and the outcome through integrated steps which anticipate future needs – in this instance, to align with the anticipated sustainability values that future passengers will demand. In doing so, great design will add value to the lives of the people who will use and interact with it, which will in turn create value for the business.

Design-led innovation is often used to describe the process of enabling organisations to realise new or improved value through a corporate change programme. It is equally well suited to the development of new processes, products and services. Whatever the motivation, it is a valuable approach to realising greater sustainability value through combining customer insight with technical invention to create customer and commercial value.

The Design-led Innovation Framework is an example of a systematic approach for organisations to follow to develop their design capabilities and achieve their innovation objectives.

Design-led Framework



Source: Sam Bucolo, Cara Wrigley and Judy Matthews

The Declaration supports UN Global Compact’s 9th Principle: “Businesses should encourage the development and diffusion of environmentally friendly technologies.”

The journey to achieving sustainable value for company and client is less important than the outcome. Likewise the original motivation for embarking on a design-led innovation project. Our responsibility is to stimulate the pursuit of sustainable design and sustainable design needs innovation in order to be successful.

3b. Value chain

Conceived by Michael Porter in 1985 (Competitive Advantage: Creating and Sustaining Superior Performance), the value chain was originally intended to enable a company to disaggregate and review strategically related activities that independently add value as they convert into output.

Historically, the motivation for a company, division or product value-chain project was to review the activities that can influence higher prices or lower costs. Nowadays it has also become an effective tool for analysing sustainability impacts and identifying opportunities for improvement.

Mapping SDGs on corporate value chain



Source: UN Global Compact

Many sustainability value chain projects place significant emphasis on the supply chain as it is this field of activity that often yields considerable improvement.

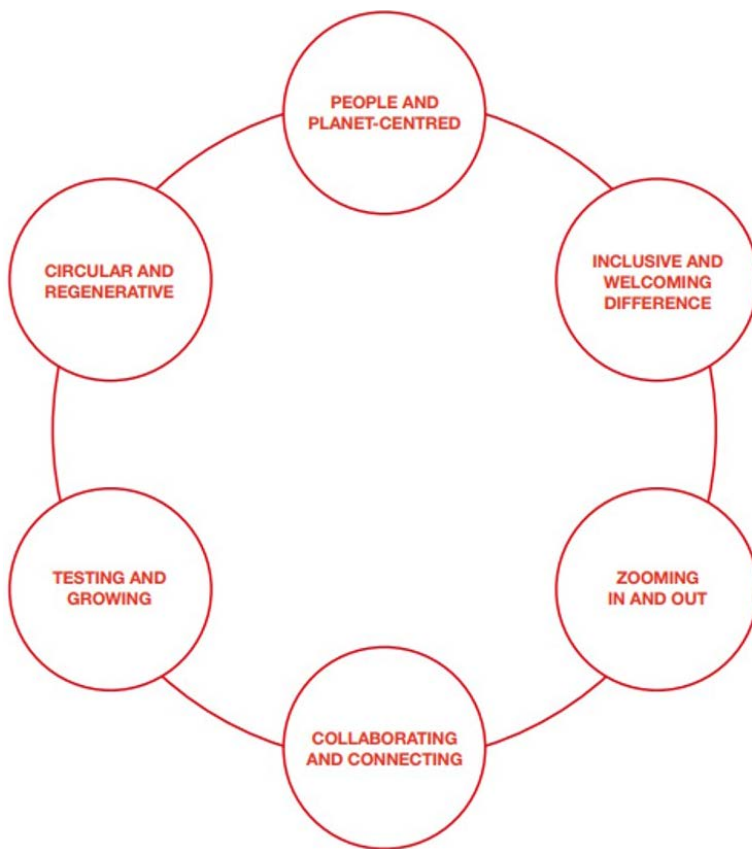
COMMITMENTS

3c. Nurture partnerships

Successful partnerships don't just happen – they take time, planning and determination, bound by mutual respect and common interests.

Partnerships must be nurtured throughout the maritime interiors stakeholder community, creating positive forums to advance a mutually beneficial agenda. Industry associations, events and media provide a critical service in providing platforms for partnerships to evolve.

Collaboration, relationships and partnerships are fundamental to the Systemic Design Framework

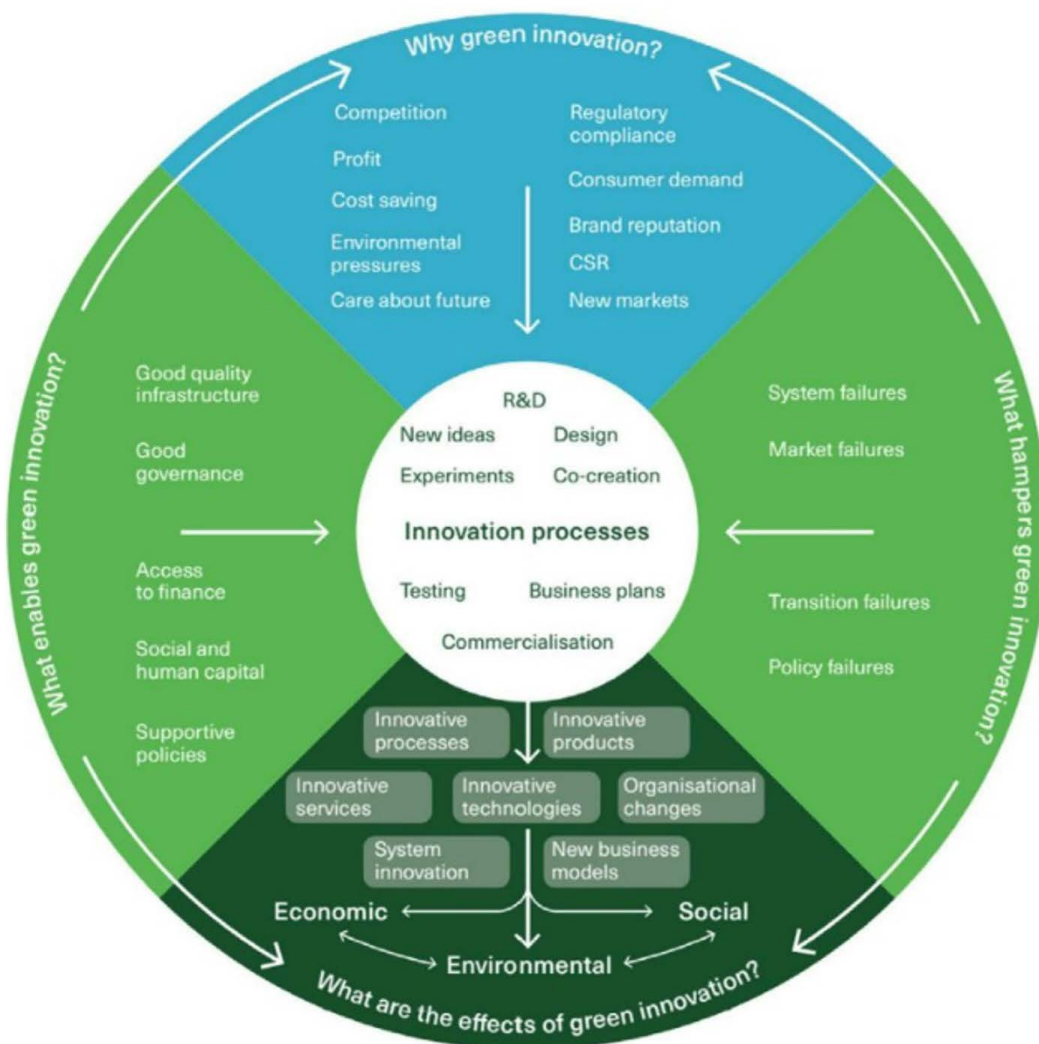


Source: Design Council

3d. Accelerate sustainability gains

The shipping industry has understandably prioritised projects that will yield the greatest gains. Significant advances have been achieved through marine operations projects – reducing emissions and increasing energy efficiency. Big wins have been achieved in onboard public spaces too, including the installation of LED lighting, HVAC efficiency gains and the removal of single-use plastics.

The dynamics of green innovation



Source: Green Alliance

COMMITMENTS

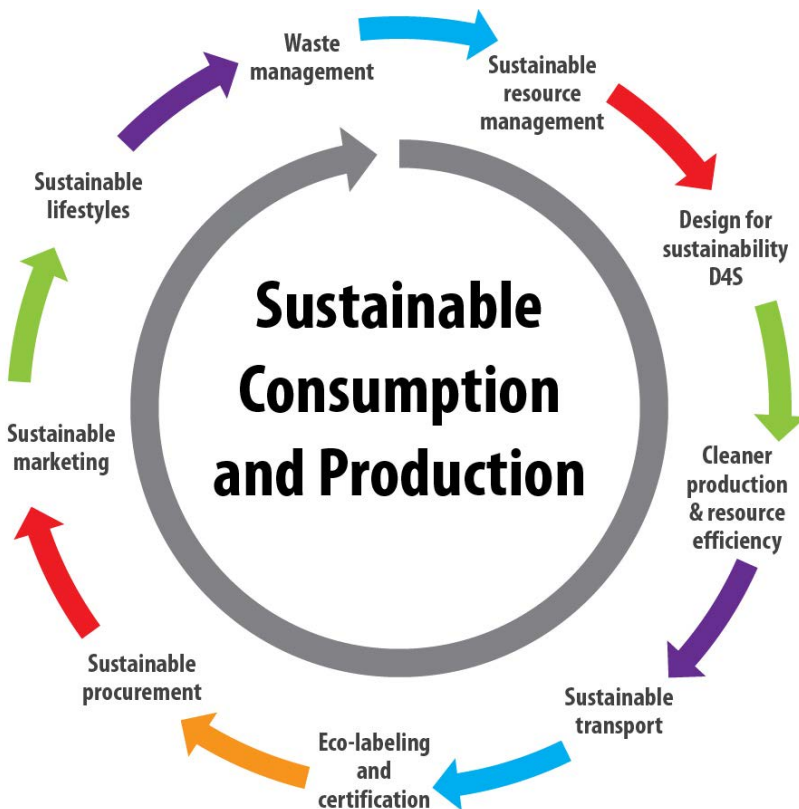
As bigger projects are completed or stall due to technical limitations, the industry moves on to the next biggest priority, mindful of the sometimes competing dynamics that any new initiative will entail. Meanwhile, countless forward-thinking companies in every stakeholder group are advancing their own sustainability agenda in readiness for the spike in demand that will come when their product or service becomes the new priority.

For the maritime interiors community that time is already upon us. Momentum is accelerating and every industry supplier must be ready to present their sustainability advances or risk being shut out by competitors who seized the opportunity early. Every business is now compelled to deliver genuinely more sustainable products and services.

3e. Responsible consumption and production

Our planet's natural resources and biodiversity are threatened. According to the OECD, global consumption of materials such as biomass, fossil fuels, metals and minerals is expected to double in the next forty years. Meanwhile, according to World Bank, annual waste generation is projected to increase by 70% by 2050.

Sustainable consumption and production



Source: UNEP

Goal 12 of the Sustainable Development Goals highlights climate change, biodiversity loss and pollution as the triple planetary crises resulting from unsustainable patterns of consumption and production. The Declaration recognises the significance of doing nothing to stem the current rate of decline and urges action now by adopting more responsible consumption and production practices, fulfilling the needs of all while using fewer resources (including raw materials, energy and water) and producing less waste and pollution.

Further reading:

- Mapping the role of raw materials in sustainable development goals, European Commission
- European Critical Raw Materials Act, European Commission
- Global Material Resources Outlook to 2060, OECD
- Endangered Elements, Royal Society of Chemistry

COMMITMENTS

Environmental action

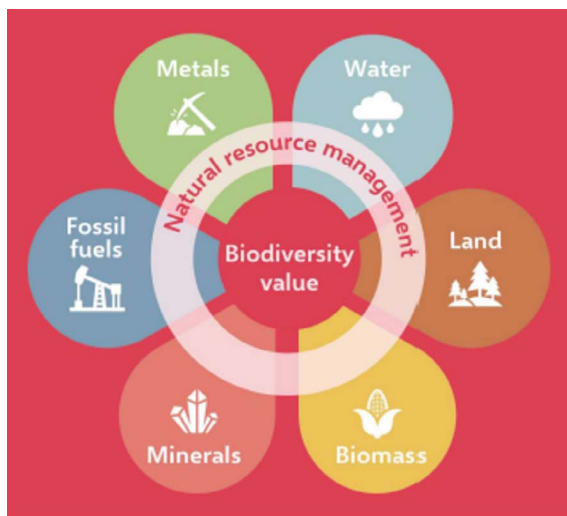
4a. A healthy planet mindset

The route to a healthy planet is through the protection and restoration of our natural ecosystems and the biodiversity they contain. This objective is the backbone of the most powerful sustainability policies. Adopting this mindset and approach is a strong foundation for any corporate sustainability mandate that is searching for a big environmental reward in return for meaningful change.

The interiors community must question how the life cycle of the interior spaces that they contribute to can support ecological protection, restoration and improvement, and how interior and product design can enable resilience to reduce the lifetime cost of maintenance as well as facilitating the optimum end-of-life management.

“Business leaders know that the activities associated with ‘business as usual’ are fuelling the loss of nature, and that our way of doing business must change.” [Science Based Targets for Nature](#).

Sustainable resource management nurtures biodiversity value



Source: UNEP

In the near future, interiors and interior products that are designed mindfully of biodiversity value will prosper over those that do not. Corporate efforts to protect our environment and its biodiversity will be measured, and benchmarked – market-leaders will thrive and latecomers will wither and fade away.

Further reading:

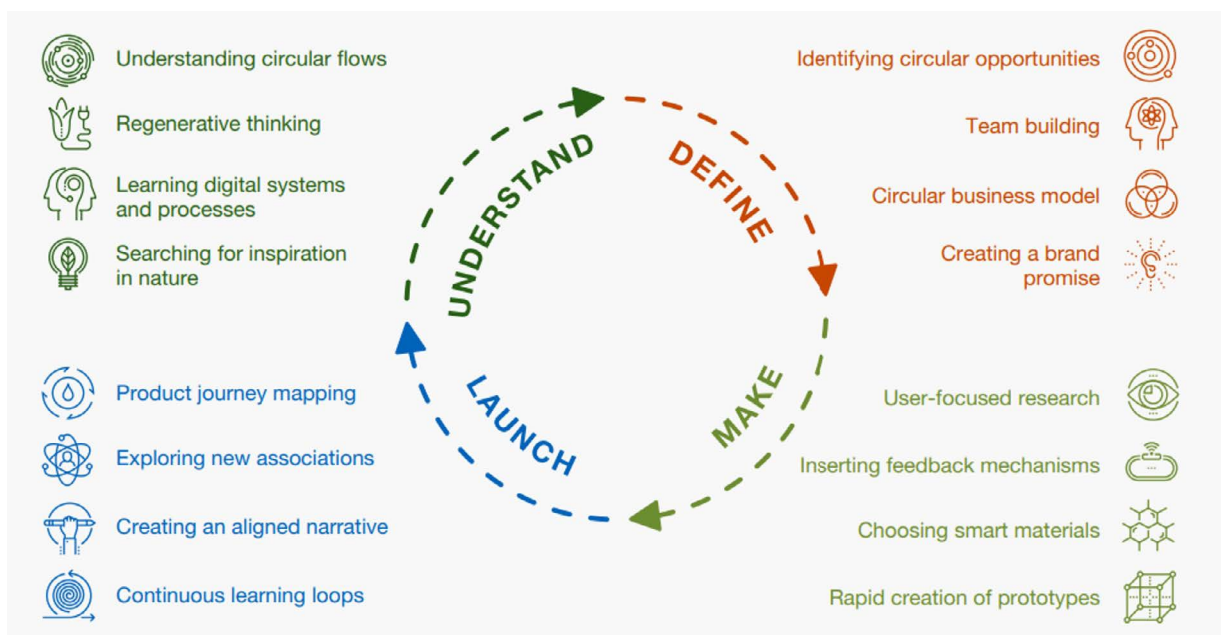
- [2022 Nature Benchmark](#), World Benchmarking Alliance
- [Biodiversity, natural capital and the economy](#), OECD
- [Building Biodiversity](#), United Nations Environment Programme
- [Biodiversity strategy for 2030](#), European Commission

4b. Design considerably to protect natural resources

3e and 4e emphasise the importance of responsible consumption and production through a healthy planet mindset but this mandate is meaningless if we fail to design considerably to protect our natural resources.

Sustainable design must be considerate of natural resources, selecting the products and materials to fulfil the brief that yield the optimum balance between form, function, compliance, cost and sustainability. Progressive clients will enable a higher sustainability return by reducing or removing limiting criteria (such as cost), in the knowledge that short term losses will deliver long-term gains.

Circular Design Method



Source: The Circular Design Guide

COMMITMENTS

Design methodologies that help to direct greater resources gains are continuing to evolve. The circular design method, while not commonplace today, will rapidly become the norm when design clients are able to realise an obvious return – which, if left too long, may be to avoid financial penalties for falling short of regulatory standards.

Key topics to address in designing considerably for the protection of natural resources include:

- Material sourcing and selection
- Reclaim and reuse raw materials
- Repair and recycle
- Regenerative product manufacturing processes
- Reduce waste throughout the life-cycle
- Minimise embodied carbon

4c. Encourage all stakeholders

The maritime interiors community primarily comprises the following stakeholder groups:

- Association
- Classification society
- Consultant
- Industry media/event
- Interior architect/designer
- Interior outfitter
- Interior supplier
- Naval architect
- Governance/regulatory
- Ship manager
- Ship owner/operator
- Shipyard

Each stakeholder group has a clear opportunity to advance our progress toward the design, building and operation of more sustainable maritime interiors. There is no line to stand behind and just watch, we must encourage all stakeholders to play an active part – everyone is either in or out.

4d. Support better environmental choices

Building sustainable interiors is a complex undertaking. There is no industry-wide consensus on sustainable design or sustainable products – no globally accepted process or checklist to follow and no common toolset to measure and compare options that can guide decision-making.

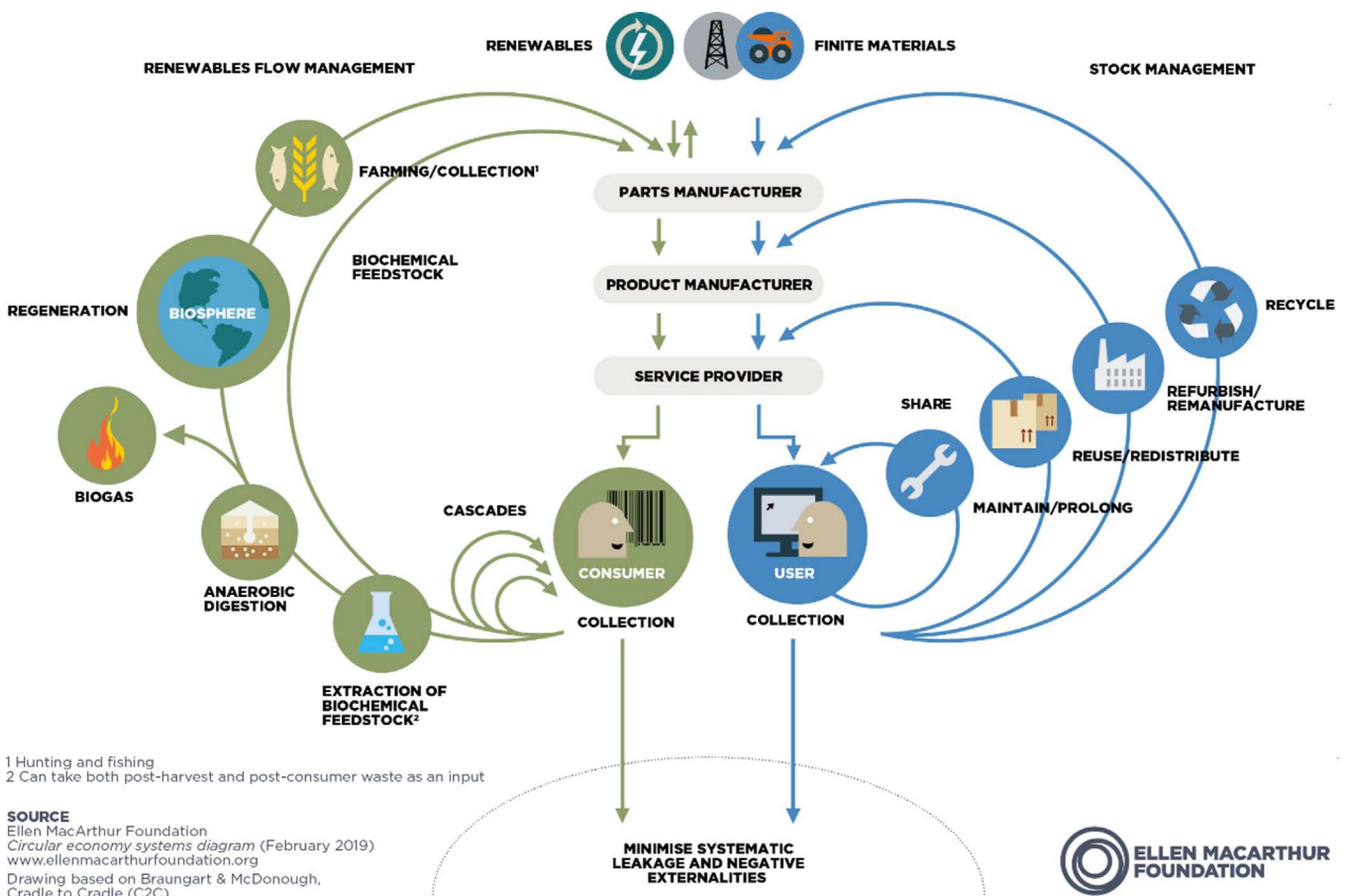
Understanding what makes an interior or interior product sustainable is a medium to long-term challenge. Characteristics between and within product categories differ and even multi-attribute vetting, while critical, is flawed. For now we must use good judgement to guide continued progress while we wait for the tools and processes that we need to make even better choices.

Key to this challenge is to find a way to protect good environmental choices that are made during the design phase. Other stakeholders may find reason to change a sustainable design feature or product if it suits their purposes, for example if it's more difficult or more expensive.

5a. Circular design principles

The circular economy describes a system that enables a continuous flow of materials in productive use to minimise planetary waste and the resulting negative impacts on our environment. Circular design is a prominent component of this system as it represents the creative process for the development of products and services for the circular economy.

The butterfly diagram visualising the circular economy



Source: Ellen MacArthur Foundation

COMMITMENTS

Circular transformation is one of World Benchmarking Alliance's [seven systems transformations](#), in which they highlight the importance of decoupling consumption and production from natural resource use and designing out waste and pollution.

The Declaration adopts the principles outlined by Michael Braungart and William McDonough in their seminal book [Cradle to Cradle: Remaking The Way We Make Things](#) (Vintage, 2009), the thought-leadership provided by [Ellen MacArthur Foundation](#) and the sage advice in both [The Circular Design Guide](#) and the [Circular Product Readiness method](#).

Further reading:

- [An adaptive strategy for circular design](#), Ellen MacArthur Foundation
- [Circular Transition Indicators](#), World Business Council for Sustainable Development
- [Designing Buildings in the Context of a Circular Economy](#), European Commission

5b. Longevity and flexibility

Design for longevity is a strategy to extend the productive use of an interior or interior product. But sometimes it is better to design for ‘long enough’.

It is counterproductive to over-engineer a product at a greater financial and environmental cost if the designed space or product has a known lifetime that is considerably shorter than the life expectancy. For example, don’t consume extra resources to design a chair that can withstand the rigours of a twenty year service life if you know that it will likely be taken out of service during the next refurbishment of the space it inhabits.

Designing for flexibility may provide an opportunity to lengthen the life of an interior or interior product. When maritime interior spaces cease to perform well or when a better use for a space arises, interiors and interior products that have been designed for multiple uses are more likely to be retained – yielding countless benefits for sustainability. Likewise, more neutral designs (colour, form and materials) are more likely to fit a new purpose than designs that have been precisely conceived for a specific purpose.

Design for longevity applying the 9R Framework

Circular Economy	Strategies		
Linear economy Higher level of circularity = fewer natural resources and less environmental pressure Increasing circularity Rule of thumb:	Smarter product use and manufacture	R0 Refuse	Make product redundant by abandoning its function or by offering the same function with a radically different product.
		R1 Rethink	Make product use more intensive (e.g. through sharing products, or by putting multi-functional products on the market)
		R2 Reduce	Increase efficiency in product manufacture or use by consuming fewer natural resources and materials
	Extend lifespan of product and its parts	R3 Re-use	Re-use by another consumer of discarded product which is still in good condition and fulfils its original function
		R4 Repair	Repair and maintenance of defective product so it can be used with its original function
		R5 Refurbish	Restore an old product and bring it up to date
		R6 Remanufacture	Use parts of discarded product in a new product with the same function
	Useful application of materials	R7 Repurpose	Use discarded product or its parts in a new product with a different function
		R8 Recycle	Process material to obtain the same (high grade) or lower (low grade) quality
R9 Recover		Incineration of materials with energy recovery	

Source: Carlsson, Mallalieu, Almfelt & Malmqvist, based on Potting et al., 2017

COMMITMENTS

5c. Optimised material use

Sustainable materials management (SMM) is the process of systematically using and reusing materials productively throughout their lifecycle. Optimising material use through sustainable materials management features four defining principles:

- Sustainable material sourcing – through integrating social and environmental factors into the material selection and procurement process
- Ensuring material health – through using ingredients that are safe and healthy for humans and the planet
- Extending material value – through productive use and extending material life through the principles of circularity
- Minimising material requirements – through examining need, designing with less and reducing manufacturing waste.

Further reading:

- [ISO 20400 Sustainable Procurement](#), International Organization for Standardization
- [It's not easy buying green](#), McKinsey
- [Supply Chain Sustainability](#), UN Global Compact
- [Sustainable Materials Management: The Road Ahead](#), United States Environmental Protection Agency

5d. Energy efficiency

The dual benefits of saving costs and reducing emissions make energy efficiency initiatives particularly attractive to businesses across every industry. The maritime industry has been swift to realise big wins and not just limited to nautical operations. Interior related advances include smart lighting systems and LED lights, automated HVAC systems and energy efficient appliances.

Designing maritime interiors for high energy efficiency primarily falls into four categories:

- Interior build and outfitting energy use – reducing the energy consumed through transporting the people and products used to build maritime interiors
- Interior product manufacturing energy use – reducing the energy consumed in the manufacturing of the products used in maritime interiors
- Interior operational energy use – reducing the energy consumed during the daily operation of maritime interiors
- Interior energy waste – reducing the amount of lost energy through poor operational performance or through mismanagement of interior and interior product lifecycles.

With the currently high level of energy costs, it's perhaps not surprising that all stakeholders are making significant efforts to improve energy efficiency. However, the scarcity of shared best practices is slowing progress and in some cases, the slow adoption of sustainable interior practices is limiting what can be achieved today.

Further reading:

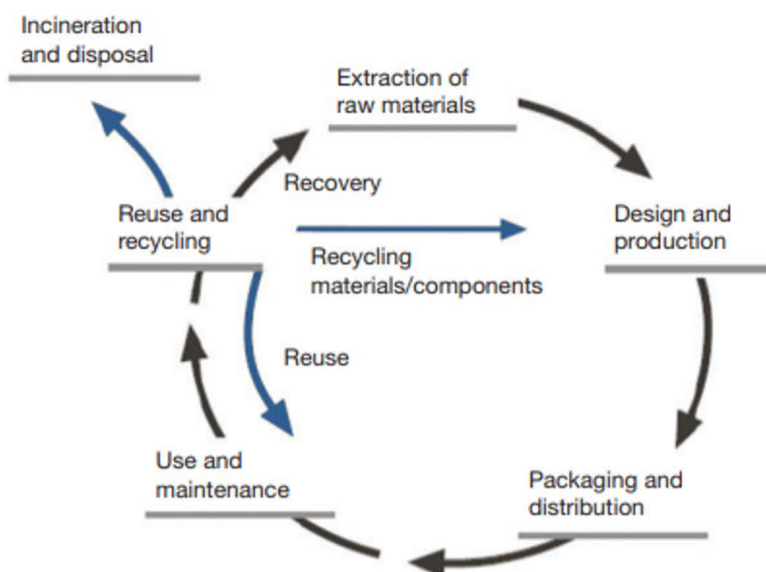
- [ISO 50001 Energy Management](#), International Organization for Standardization
- [Design for Energy](#), The American Institute of Architects

5e. Waste reduction

Due to the sustainability benefits, the growth in use and resulting scarcity and cost of green and recycled materials, extracting high-quality resources from waste has become a priority. For maritime interiors there are four significant points of waste generation that need to be managed:

- Interior product manufacturing waste – materials left over during the production of new products (factory waste)
- Interior build and outfitting waste – build and outfitting offcuts, unused materials of low value and product and building materials packaging
- Interior refurbishment waste – primarily through the materials that are taken out of use during a refurbishment, but also the waste incurred during the rebuild phase
- Interior operational waste – waste consumed during the day to day operation of maritime interior spaces.

A schematic product life-cycle



Source: [Sustainable Consumption and Production](#), UNEP

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The declaration supports a life-cycle thinking and systems approach to interiors and interior products. Life-cycle processes can be applied to product value chains to ultimately reduce waste and conserve energy and natural resources. There is significant scope for waste reduction in each of these areas, but the most troubling for the maritime interiors community is the challenges associated with good waste management practices during a typical refurbishment project where efforts to donate materials for reuse are hampered by national regulations.

Further reading:

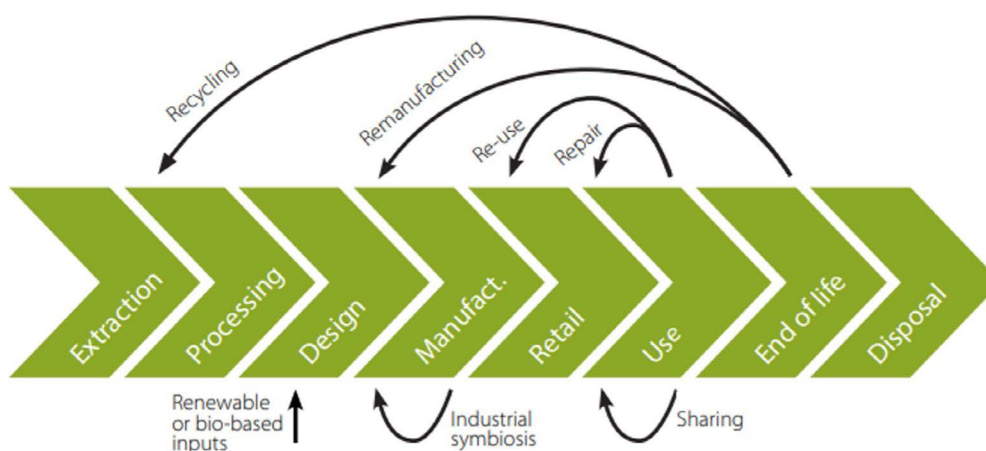
- [Basel Convention](#), UN Environment Programme
- [ISO 14001 Environmental Management](#), International Organization for Standardization
- [Resources, Waste and Climate Change](#), United States Environmental Protection Agency
- [Waste and recycling](#), European Commission
- [Zero Waste Guide](#), World Economic Forum

5f. Designing for easy maintenance, repair and recycling

Easy maintenance, repair and recycling of interior spaces and interior products is both a constraint and an outcome of design, limited by the owner's motivation to retain or replace.

The concepts of maintenance, repair, reuse and recycling have existed for millennia. What is new is the growing diversity and sophistication of related business models, as well as the range of sectors they are adopted in. The increasingly higher cost of raw materials has promoted the evolution of new business models for the circular economy that aim to keep products and materials in use for longer.

Circular business models operating in the value chain



Source: OECD, Adapted from Accenture

Designing for easy maintenance and repair is rewarded with an interior or interior product that looks better for longer, removing the costs associated with earlier replacement.

Designing interiors for easier disassembly has gained traction in some construction sectors in recent times due to the high use, without reuse, of materials and low recycling rates. Fundamentally, design for disassembly strategies facilitate an easier route to future changes, in whole or in part, as well as the clean recovery of materials to aid a route into the 3R loop. Interiors and interior products that are designed in this way are also usually much easier to maintain and repair due to the modular construction techniques and reduction in the use of adhesives, that may permanently bond materials.

Further reading:

- [Business Models for the Circular Economy](#), OECD
- [Guide for disassembly/deconstruction](#), Circular Economy Practitioner Guide

6a. Prioritise products and materials

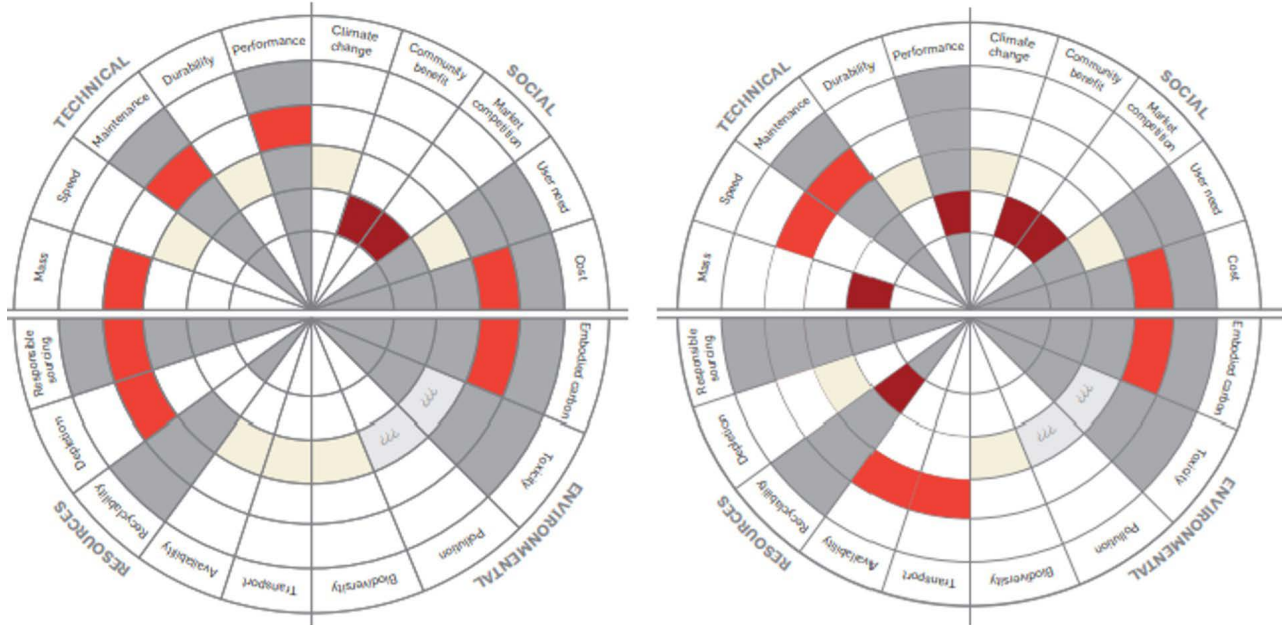
Making sustainable product comparisons is a complex undertaking, rendering it almost impossible to know with any degree of certainty whether you've made the best choice for the business and the planet. Is the benefit of a little more weight in a product to improve its longevity lost by the extra fuel required during its life at sea?

And the many hundreds of (sometimes confusing and not always meaningful) sustainability certificates do little to reduce the risk of making a poor choice. Some certification systems are rigorous, detailed and transparent, whereas others require only light reporting with no apparent qualification measure.

A single, consistent and easy-to-use tool for measuring the sustainability of products and therefore whole interiors would be a transformational development. But perhaps we are too far down the currently confusing path.

COMMITMENTS

Arup's radial diagrams enable at a glance product comparisons



Source: [Arup](#)

Regardless of the flaws in where we find ourselves, there are two priorities:

- Sustainable products and interior proposals must be prioritised over less sustainable alternatives
- We must find a way to protect against dropping sustainable products specified at the point of design from being switched for lesser alternatives later in the build process.

Further reading:

- [Sustainable Products Initiative](#), European Commission

6b. Strong, transparent and audited environmental performance data

Interior product manufacturers at the forefront of sustainability are providing full transparency about the raw materials in their products and the environmental impact of their manufacturing process. But the majority of the rest are not. Material transparency has become an essential component of environmental leadership, empowering designers and specifiers through easy access to detailed product content data, which will become an important requirement for calculating the sustainability performance of ship interiors.

Using a consistent framework for measuring interior product and material sustainability performance will enable easier comparisons between products that have the same function. With this knowledge, demand for the most sustainable products in each category will rise, which in turn will motivate other manufacturers to improve their own sustainability performance.

The most straightforward comparisons are through Environmental Product Declarations and Health Product Declarations:

- Environmental product declarations (EPDs) quantify the environmental impacts of a product throughout its lifecycle
- Health product declarations (HPDs) disclose ingredients, chemistry and toxicity.

EPDs and HPDs may not be sufficient for every specifier – Energy Star, Global Organic Textile Standard, Forest Stewardship Council, Cradle to Cradle and others provide good additional product insights. But for every one that is highly rated there are more that are not so well regarded. How can a specifier know the good from the bad? And even if good, decisions can still be flawed if certified data assumptions or information quality differ.

The industry now needs to create a consolidated list of recommended standards and certificates to remove any confusion for stakeholders and particularly to help guide the supply chain as they seek to make better choices.

Further reading:

- [Understanding Product Environmental Footprint and Organisation Environmental Footprint Methods](#)
- [A Guide to Traceability](#), United Nations Global Compact
- [Contributing to the UN SDGs with ISO Standards](#), International Organization for Standardization

COMMITMENTS

6c. Demonstrate continuous sustainability improvement

Consumers are increasingly making purchasing decisions in consideration of real and perceived sustainability performance. While maritime interior stakeholders have made progress against their sustainability vision, this is an everlasting journey. In the future, businesses will not only be judged on what they did yesterday, they will also be judged on what they are doing today and tomorrow.

Corporate and business unit sustainability reports provide the mechanism to track and report past successes and future plans. But they can be misleading. Active participation in the UN Global Compact, completing an annual Communication on Progress, and reporting this progress through a reputable Sustainability Report standard are effective means of demonstrating continuous sustainability improvement.

Further reading:

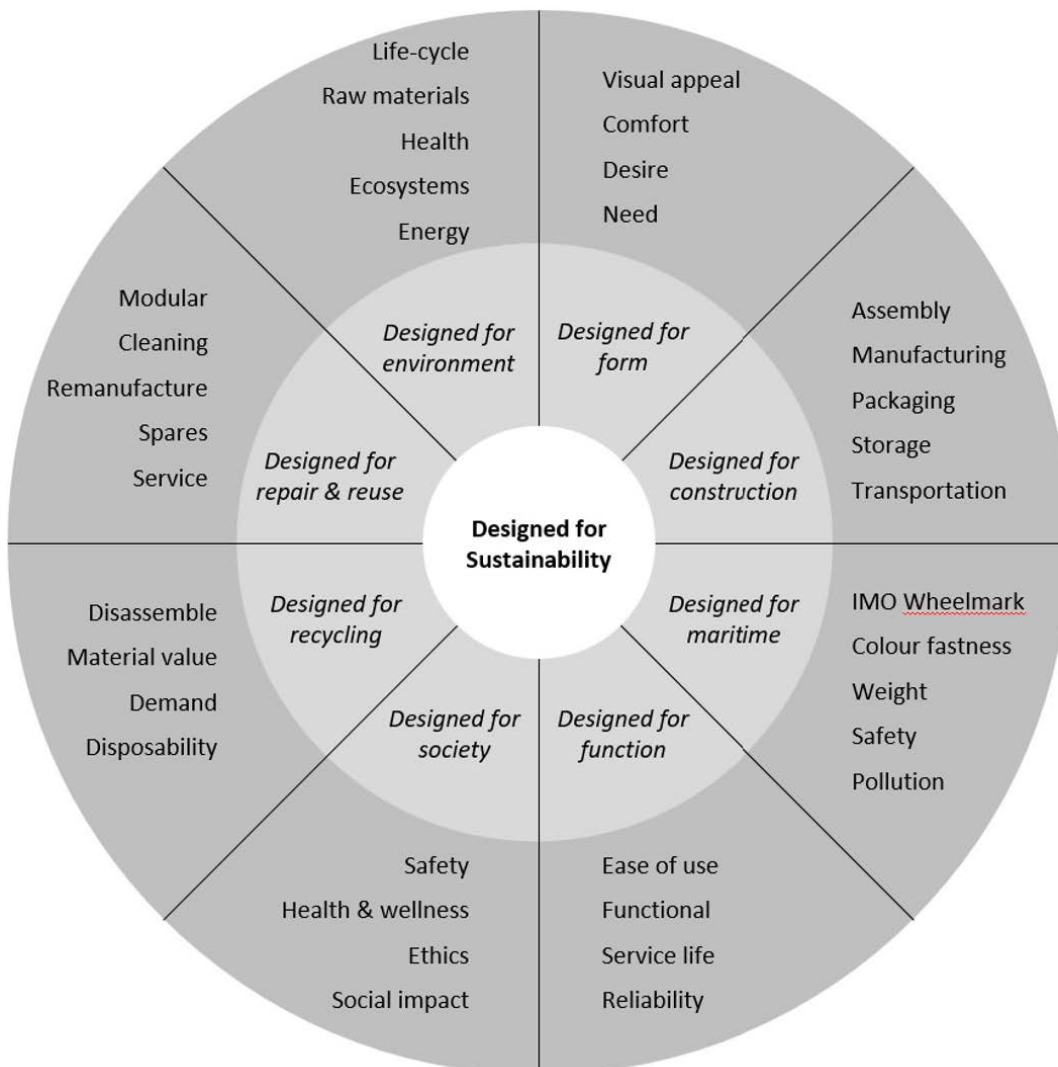
- [Communication on Progress](#), United Nations Global Compact
- [Corporate Sustainability Reporting](#), European Commission
- [GRI Standards](#), Global Reporting Initiative
- [Measuring Sustainable Development](#), UN Economic Commission for Europe

Environmental future

7a. The pursuit of increasingly more sustainable interiors

The maritime interiors community continues to make progress but is hampered by the absence of a best practice guide to design for sustainability – a guide that effectively disseminates current data converts it into actionable knowledge and wisdom. Good design is no longer about just form and function – countless other features and attributes are making this traditional craft a complex skill.

The complexity of designing for sustainability



Source: Sustainable Maritime Interiors

COMMITMENTS

This sector also needs the tools to efficiently analyse, measure and rate decisions that it has to make countless times a day. And it needs targets and consistency through a common industry approach that is supported by every stakeholder, working together to achieve the same sustainable outcome.

Further reading:

- [Design for Change](#), The American Institute of Architects
- [Net Zero Guidelines](#), Our 2050 World
- [Platform for Accelerating the Circular Economy](#), World Resources Institute

7b. Be supportive of those who can help to advance these goals

Some of the most substantial sustainability gains can be made by coordinated support for third parties who help others to achieve their individual goals.

7c. Transformative results

It's appropriate that the final word comes from IMO because we will make faster and more effective progress when they step in and lend their weight to the challenges that we are ready to face:

“The pressure is mounting for every potential polluter, every user of energy and every contributor to environmental degradation, climate change or biodiversity loss to both clean up their act and adopt greener practices. Shipping is no different and, therefore, IMO’s vision for the industry is to eliminate, or reduce to the barest minimum, all adverse environmental impacts from ships,” [IMO and the Environment](#).

Sustainable supply chain

Stakeholders across the marine interiors sector are already committed to making more environmentally responsible choices when designing and specifying for interiors onboard passenger ships. And the firms developing and manufacturing the products used in those spaces are implementing more sustainable practices too. Selected stakeholders share insights here into what their business is doing to become more sustainable and why they think the Sustainable Marine Interiors Declaration will help to drive industry-wide transformation.



“ Creating a more sustainable future for the cruise industry can be seen as either a challenge or an opportunity. We view it as an opportunity for innovation and positive change. Dansk Wilton’s Cradle to Cradle certification supports a holistic approach to sustainability and helps us balance many different elements of environmental and social responsibility. Meanwhile, our innovation processes are based, among other things, on collaboration and knowledge sharing. Our industry is faced with a big task that cannot be solved overnight, but this is exactly why it’s important to work on finding solutions and join forces. Pilot projects and small steps are essential to advancing change. All stakeholders must see themselves as part of a value chain where they can make a difference. A declaration that outlines a shared commitment to driving this change is an important step in the right direction.”

— Lone Ditmer, Marketing Manager, Dansk Wilton



“ Our HotPots are made of our own zero waste and 100% recyclable material Alamar. Produced and recycled entirely in-house, we have achieved a circularity giving old fixtures up to four lifetimes and we are extending this circular movement even further. Its customizability, light weight and sturdiness make Alamar highly desirable amongst designers and architects.”

— Thomas Schindler, CEO/Owner, Cristallux

STAKEHOLDER INSIGHTS



“An impressive change in mindset drives our industry now. Sustainability has moved from the periphery to the core of maritime business. This Declaration is a great example of how we continuously seek to go from being part of the problem, to being part of the solution. It is no longer enough to create just aesthetically pleasing interiors onboard. There is no more time to compromise ecological quality. Aros Marine has started the strategic partnership with Kaunas University of Technology with an ambitious aim in mind – to innovate the usual refit process and turn it into a zero waste refit. We are setting a sustainable threshold with not only lightweight, highly durable and upcycled materials but with technological innovations designed alongside university scientists. Trust me – sustainability is not just a buzzword for us.”

— *Giedrius Valainis, CEO, Aros Marine*



“The creation of our multi-departmental Green Initiatives council was a natural step. From both an environmental and corporate standpoint, it just makes sense. We live in a world with limited resources, and we must make these resources last. We have been living like the party can go on forever. I believe in technology, and we can, through the right technologies and procedures, such as ISO 14001, continue to make steps so that each day we are better than the last.”

— *Mark Bloomfield, CEO of Morbern*



“Dauerflora has always put a strong focus on working with sustainable products like preserved and dried plants. The preserved materials in our green wall form a beautifully sustainable decoration. The leaves and moss are arranged with much love for detail, creating a quiet and natural atmosphere. And after a long life, the wall can be composted and replaced with something similarly sustainable.”

— *Barbara Bressemer, Managing Director, Dauerflora*



“Wool is a highly desirable material for maritime interiors with many benefits: it’s a renewable resource, naturally IMO compliant, biodegradable, naturally soil resistant and it ages with grace. These benefits together with a 10-year warranty makes woollen textiles from Kvadrat a sustainable choice. In addition to renewable textiles, Kvadrat will have a portfolio of 85 recycled textile products by 2025 and a full range of circular products and services, including Kvadrat Really Textile Boards made from 70% end of life textiles.”

— Philip Korsholm Bjerg, *Head of Cruise and Transportation, Kvadrat A/S*



“Through our 2025 sustainability program we are guided by five themes that are the foundation of our ambition: circular product design; maximising the use of sustainable and renewable raw materials; carbon neutrality and zero waste production; highly durable and fit for purpose solutions, that are easy to maintain, and; creating end-of-life value through recycling. And we continue to be guided by our three key values: transparency, circularity, and renewability. With these as the foundation of everything we do, we can ensure that we continue to deliver to both people and the planet. Hopefully the Declaration will help many businesses to focus on making improvements to their own and their client’s sustainability performance.”

— Jemma Masters, *Marketing Manager of International Accounts, Forbo Flooring Systems*



“With rapidly reducing natural resources sustainability is an obvious choice, an opportunity to utilise eco-friendly solutions through a considerate use of precious raw materials. Innovation and advanced production standards help suppliers to deliver the finest products while retaining sustainability standards, whereas relying on low-quality alternatives negatively impacts durability and versatility. The Declaration is proof that all the actors involved in the maritime industry are looking for a common route to take. Global commitment on sustainable solutions for passenger ship interiors cannot be delayed and working together is surely better than operating alone.”

— Isadora Cordazzo, *Administrative & Technical Officer, Gerolamo Scorza*

STAKEHOLDER INSIGHTS



“The main environmental challenge for carpets today is separating the wool and nylon fibres after use. Ege Carpets now introduced a pure wool carpet which is the first step towards a circular system. We are working on a method to efficiently separate the carpet backing from the wool pile so that we can recycle the backing into completely new products and compost the wool fibres without harming the environment in any way. This will make 100 per cent wool yarn the most sustainable carpet option and help fulfil our company’s long-term ambition to create the world’s most sustainable carpet. With the SMI Declaration in place, it is now considerably easier for all marine interior supplier and users to target their sustainability efforts and initiatives.”

— René Dupont, Senior Director at Ege Carpets



“As a responsible corporate citizen, Forest Group has a duty to contribute to the well-being of society and the environment. Prioritising sustainability is one way to fulfil this duty and make a positive impact on the world. The Declaration will help us to collectively make significant strides in sustainability by using new technologies such as automation. For example, motorised window coverings can be connected to the guest room management system, helping to reduce heating and cooling costs, while contributing to the cruise operator’s sustainability efforts. This integration creates a more luxurious and personalised guest experience while also improving energy efficiency and sustainability.”

— Dion Bosch, International Business Development, Forest Group



“Robos feels responsible for the environment and wants to conserve our natural resources, which is why we focus on developing high-quality, durable furniture that lasts longer. We do this by using sustainable solutions, such as Dutch Teak, which is the synthetic, durable, sea-proof version of teak. In addition, Robos has joined the Seaqual Initiative, where approved partners collect plastic marine litter and transform it for other uses. Robos offers a Seaqual fabric as part of the Robox fabric collection. It’s only by working together that we can make a difference to the environment. That’s why we are very excited about this global initiative with the 32 ambassadors, and we would like to be a part of it.”

— Sascha Bosch, Owner, Robos



“The Declaration creates a shared opportunity for all stakeholders to contribute towards a common goal and we welcome the chance to be involved. Our commitment to sustainability can already be measured in our actions. Every Ulster carpet contains at least 80 per cent wool, which is a rapidly renewable material, and we’re making our manufacturing processes as efficient as possible. We removed nearly 76,000 cubic metres of water from our manufacturing processes between 2015 and 2021, and in 2022, strategic waste segregation resulted in 328.79 tonnes of waste being diverted from landfill. And our switch to 100 per cent renewable energy at our main manufacturing and warehousing facilities is expected to reduce our carbon footprint by 950 tonnes annually. By 2025, we aim to cut carbon emissions by 50 per cent, energy intensity by 18.5 per cent, waste by 20 per cent, and both water consumption and packaging by five per cent.”

— Zoe Hazelton, Marine Sales Manager, Ulster Carpets



“Continental develops and manufactures high-quality surface materials, including artificial leather. Although we use chemical products in the process, this does not mean that we do not care about the environment. On the contrary, we’re working purposefully to make both our materials and production processes as sustainable as possible. In this regard, the SMI Declaration also serves as a guideline for us and other manufacturers to follow. When developing our skai surface materials, we’re increasingly using natural and renewable raw materials to contribute to the circular economy. We have succeeded particularly well with skai Evida Fiber because 90 per cent of the components used in the upholstery fabric are made from these materials. Furthermore, the electricity used in our production is already 100 per cent carbon neutral. The robust material not only impresses in terms of sustainability, but also meets all the requirements for the cruise sector and stands out for its high abrasion and scratch resistance and International Maritime Organization fireproofing. In this way, contract furniture retains its exclusive look for a long time.”

— Norbert Müller, Senior Sales Manager, Continental



“We are increasingly required to find sustainable solutions for our clients’ projects. These can be sustainable solutions through design, material choices and/or through construction techniques. We believe that the Declaration will help all parts of this important maritime sector to drive towards a common goal of increased sustainability. It will also encourage shipowners and operators to seek a wider choice of sustainable solutions so that their requirements can be more easily met.”

— Paul Read, Managing Director, Gelen Marine

STAKEHOLDER INSIGHTS



“Bromic Heating’s mission is to design radiant outdoor heating technology that can bring comfort and warmth into outdoor spaces in the most efficient and sustainable way possible. Our products and patented smart-heat radiant technology are designed to minimise waste by maximising energy usage to extend the use of outdoor and nautical spaces. Made of AISI316 grade stainless-steel, Bromic’s Platinum Electric Marine heaters were created for premium longevity and durability. One of the major benefits of using products made with highly durable materials is that they will not need to be replaced or repaired as frequently, resulting in less maintenance, less waste and lower pressure on the global supply chain. Movement towards a more sustainable way of building and living can only be achieved through widespread adoption and action, and the SMI Declaration meets this challenge head on with its global presence and interest from members of the UN Global Compact team.”

— Daniel Bruntsch, Global Business Development Manager, Bromic Heating



“At Mivan, we prioritise sustainability and strive to minimise our impact on the environment. We divert over 98 per cent of our waste from landfill, hold FSC certification, are ISO 14001:2015 Environmental Management System accredited and have won international Green Apple awards for our renewable energy and waste management practices. Excellence and innovation is at the core of what we do and that extends to our sustainability ambitions. We aim to achieve net-zero carbon emissions by 2035, with a plan structured around three core elements – people, environment and performance – and targets based on the 17 UN Sustainable Development Goals. Our commitment to sustainable design and manufacturing has proven to be an invaluable benefit to our clients and has allowed us to go along with them on their sustainability journeys. As a responsible marine outfitter, we take a top-to-bottom approach and believe in a circular economy. It is our responsibility to work with our approved supply chain so they can too continually improve and meet our sustainability standards. We believe that the SMI Declaration will provide a framework for all businesses to align our shared sustainability goals, standardise practices within the maritime interior’s community and through collaboration, lead to a positive, lasting impact on the maritime environment.”

— Shorlagh McConville, Business Development Manager, Mivan

Next steps

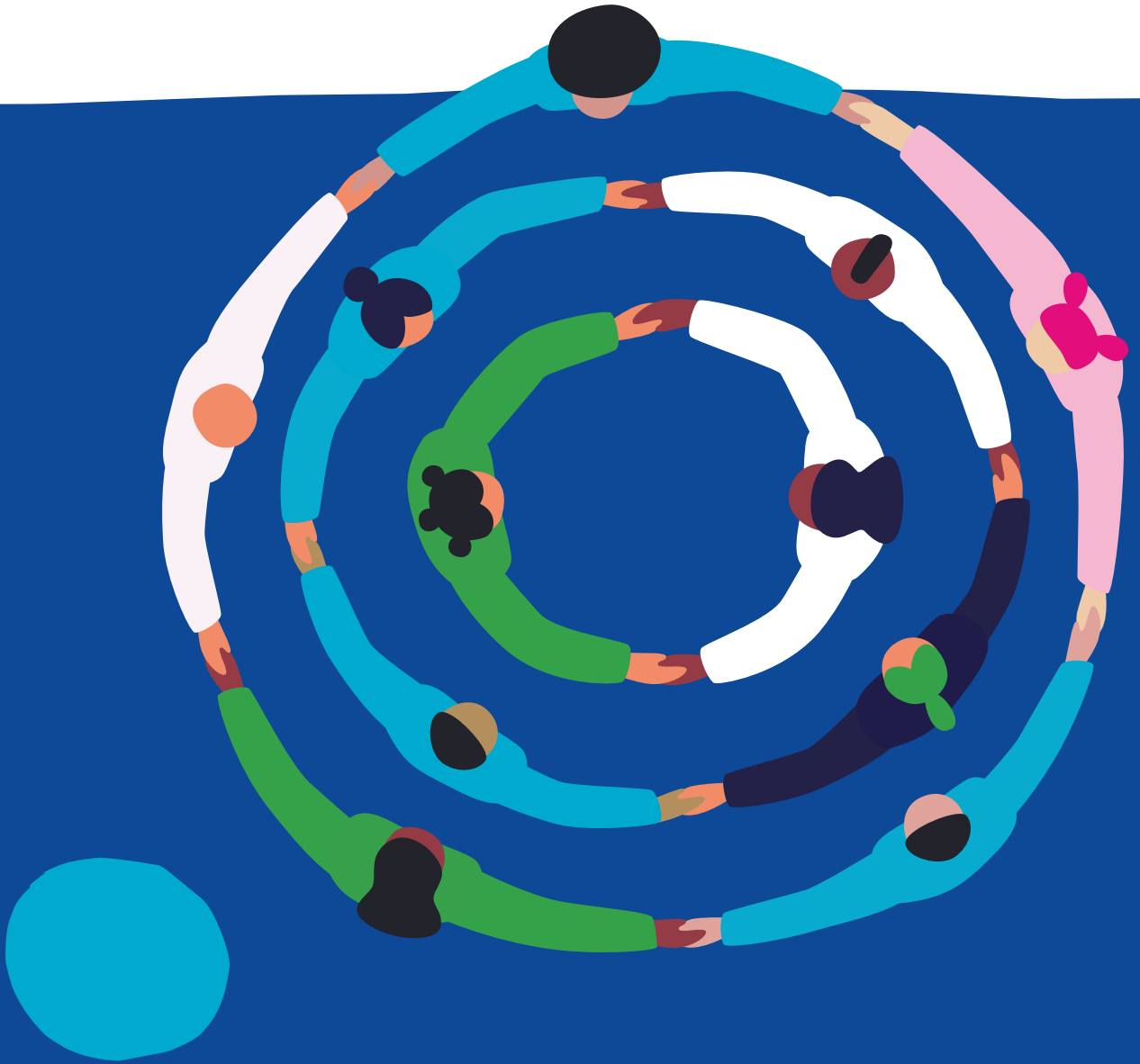
The volume of support that the SMI Declaration receives in the coming months will be a useful barometer of the maritime interior community's appetite for rapidly advancing its sustainable output. This Declaration is the first transparent measure of the number of people and companies that are willing to come together to make a meaningful difference to the sustainability performance of maritime interiors.

Over the last six months a number of new industry initiatives have been proposed, including:

- Create a roadmap outlining the journey towards truly responsible maritime interiors
- Curate a database of sustainable interior products with the IMO Wheelmark
- Build a responsible design framework for maritime interiors
- Research and share details of sustainable maritime interior pilot projects
- Start a pilot project to evaluate the potential solutions for reducing refurbishment waste
- Create product supply chain consortia that can utilise each others manufacturing waste
- Develop an industry-wide platform for sharing knowledge and experiences
- Build and maintain a collection of sustainability best practices
- Research and publish a list of recommended standards and certifications.

Whatever comes next we have proven that the maritime industry community has the energy and enthusiasm to make a difference. We will get there faster together.





Support the Declaration:

www.sustainablemaritimeinteriors.com