

# Tallink launches Baltic Sea protection cooperation with John Nurminen Foundation



The new cooperation agreement between the two companies involves "more practical steps" than before

Shipping company [Tallink Grupp](#) has signed a new cooperation agreement with [John Nurminen Foundation](#) in Finland for 2023, with the aim of raising vital funds for the protection of the Baltic Sea.

Tallink and John Nurminen Foundation have cooperated on Baltic Sea protection projects also in previous years, but not on this scale. In addition to raising funds for the protection of the Baltic Sea environment, the cooperation will also see the organizations working together on awareness raising, highlighting key concerns and ways in which everyone can get involved in its protection.

"Our cooperation with the foundation has been a bit more general in the past with donations made to support their efforts in our region, but we felt more practical steps also need to be taken now with increased support both financially and through awareness-raising," Piret Mürk-Dubout, Management Board Member of Tallink Grupp, said in a press release. "We are pleased that we can give every one of our customers the opportunity to participate in the protection of our beloved Baltic Sea, but also increase their knowledge on various environmental topics, such as recycling, the health of the Baltic Sea, simple steps we can all take to help the environment, at the same time."

As part of the cooperation, Tallink Grupp will make a donation to John Nurminen Foundation from every Tallink & Silja Line branded water bottle sold on board the company's vessels during 2023.

"Bottled water is the number one sales article on board our vessels although reusable water bottles and simply drinking tap water on board are increasingly popular too. We hope that by the end of the year we will have been able to support the vital activities of John Nurminen Foundation with approximately €20,000 (US\$ 25,559) through this year's campaign and our customers and staff will know much more about how they can help protect our Baltic Sea and the environment in general," Mürk-Dubout added.

"We act on a daily basis to reduce eutrophication of the Baltic Sea and to preserve the diversity of marine nature," Erkki Salo, Fundraising Manager at John Nurminen Foundation, said. "At the John Nurminen Foundation, we are grateful to Tallink Grupp for their support, which we will use to improve the well-being of our beloved Baltic Sea, to fight against the loss of biodiversity and to strengthen the awareness about the Baltic Sea and its heritage."

Tallink Grupp has been awarded the ISO 14001 certificate in 2008 and the group's Silja Line vessels have held the certificate for decades already. The certificate is the world's best-known environmental management system, which helps companies to improve their level of environmental performance and demonstrate good management of their environmental affairs. Company's vessels have been following the principles of the environmental certificate for many years, with its operations constantly monitored and audited.