

THE WHALE

OUR SUSTAINABILITY AMBITIONS



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Illustration: Dorte Mandrup Architects/Mir. Photo: Simen Bergvik

PREFACE

ANDENES IS ONE OF THE BEST PLACES on earth to experience whales. It's the place in Europe where the deep sea is closest to land. Just 10 km from the coast, the continental shelf plunges steeply into the depths and the cold and nutrient-rich water flows up. The Bleiksdjupet underwater canyon stretches towards Andøya and contributes to creating perfect conditions for an exceptionally rich and unique wildlife.

WE HAVE LEARNED DURING a period spanning more than three decades that the large sperm whales living near the edge of the ridge, northwest of the Andenes, are a stable phenomenon. We have allowed hundreds of thousands of guests from all over the world to have a close-up encounter with the world's largest toothed whale, which has created enthusiasm for the whale and the beautiful nature it lives in.

THE WHALE - A LAND-BASED experience and knowledge centre - is now being established in Andenes with the ambition of becoming a world-class attraction.

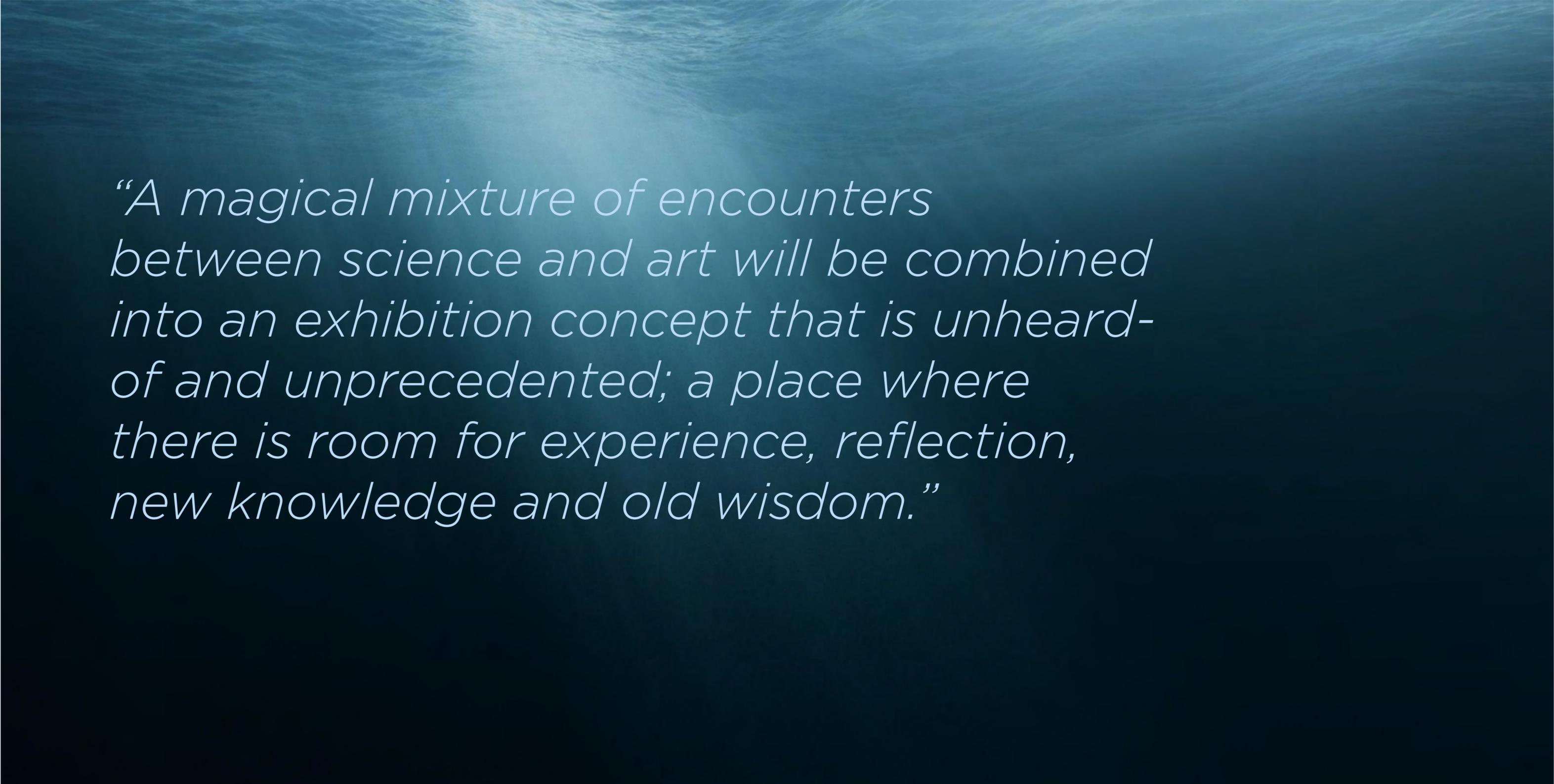
THE WHALE WISHES TO BRING MORE people in contact with nature and provide them with new knowledge. Whales are interesting creatures, but they are also powerful ambassadors for the marine environment and climate. Consequently, whales can contribute to creating increased interest and debate about major and important issues for the

future such as resource management, climate change and nature conservation.

THE WHALE SUPPORTS the UN Sustainable Development Goals (SDGs) and, through its work, wishes to contribute to the world being able to achieve these goals. The 17 SDGs are based on the principle of finding a balance between economic development, environmental protection and social wellbeing. This triple bottom line is fundamental to the choices we make when planning, designing, developing, building, operating and further developing The Whale.

THE FIRST INITIATIVE TOWARDS establishing The Whale took place in 2014, while the limited liability company, The Whale AS, was founded in 2018. The attraction is expected to open its doors to the public in 2027. This document describes our sustainability ambitions for The Whale in the lead up to the opening and will form the basis for a sustainability strategy for the operating organisation. The document is based on the company's vision, mission and core values. It also expresses our responsibilities as a company. The Whale must be economically viable, have a positive impact on people and society and protect nature and the environment.

Benn Eidissen
Chairman of The Whale AS



“A magical mixture of encounters between science and art will be combined into an exhibition concept that is unheard-of and unprecedented; a place where there is room for experience, reflection, new knowledge and old wisdom.”

A unique attraction

LIFE IN THE OCEAN IS THE PREREQUISITE for our own life, and how we use the ocean's resources has a direct impact on humanity. The Whale asks the big questions about biodiversity, resource management and climate change and makes these relevant for the visitors. A visit to The Whale is an experience as well as an opportunity to gain more knowledge about life in the ocean without the guests feeling that they have ended up back at school.

We humans learn and absorb knowledge in different ways. This is the precise reason why we have chosen to use many and varied means of communication at The Whale. Some things are experienced visually, some through the ears and some with the entire body, while other things strike the brain or heart. The need to gain new knowledge, insight and good stories, learn

something new and gain new perspectives is fulfilled in various ways. The Whale uses different types of communication to meet the various needs and preferences of different people.

The Whale is not a traditional natural history museum, a conventional art museum or an ordinary nature centre. It's not a research institution or a science centre either, but instead combines the best from these and integrates them into something new. The Whale is a unique attraction and an exciting learning arena for children, young people and adults. The Whale offers:

- **the best from a science centre**
- **the best from an art centre**
- **the best from a museum**
- **the best from the world of entertainment**

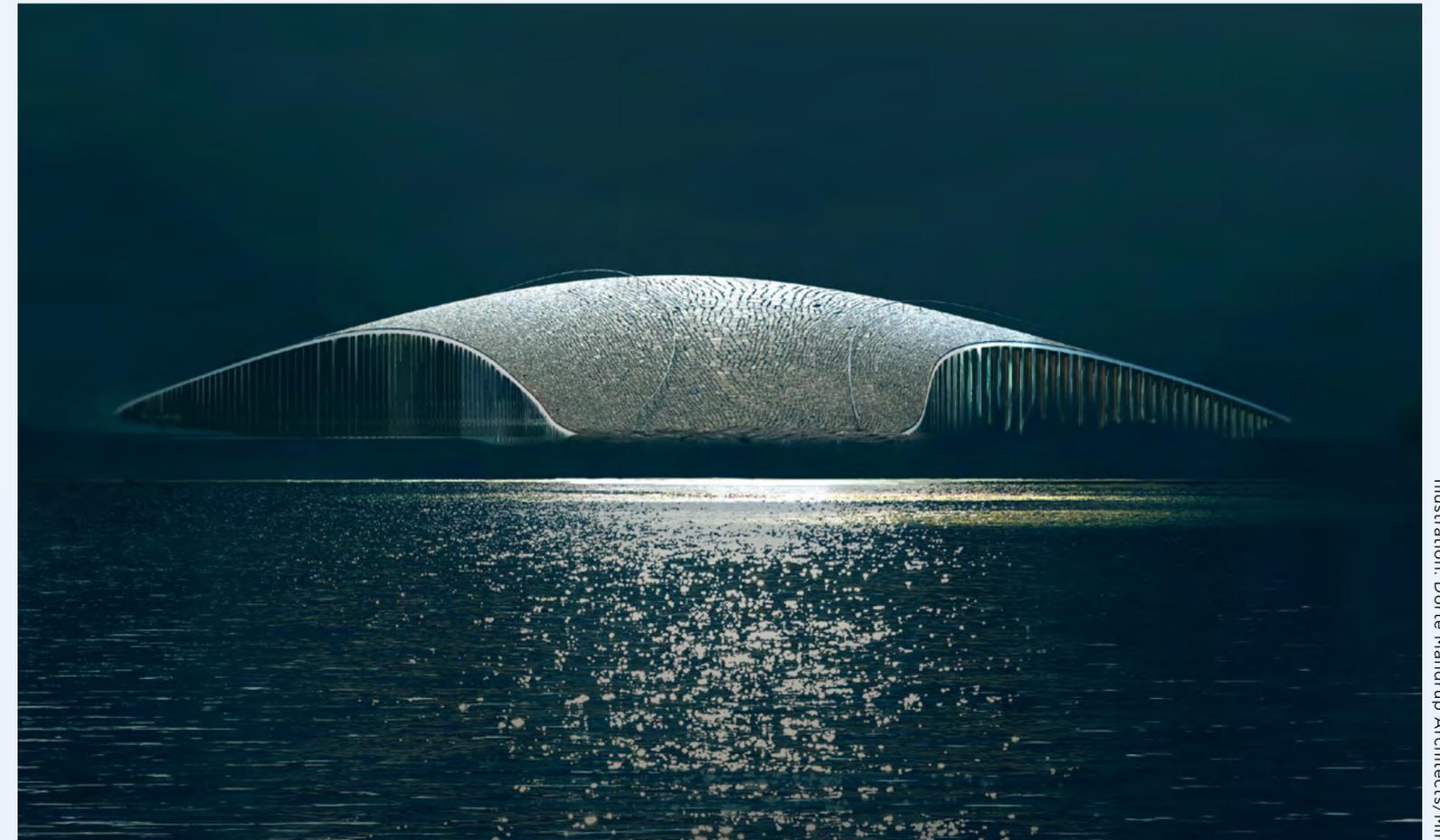


Illustration: Dorte Mandrup Architects/Mir.



Illustration: Dorte Mandrup Architects/Mir.

BY TAKING THE BEST FROM the world of science and art, The Whale wishes to reach a wider audience and create understanding in more ways than one. Using both science and art, one works to understand and interpret the world and share the knowledge with others. The methods, experience and insight the two different worlds provide are extremely different. Science explores the unknown and works to

give it meaning. We understand with our brain and our intellect. Art strikes us in the heart. The exhibitions at The Whale incorporate scientific methods and artistic interpretations. In this way, the guests gain impressions and experiences that convey knowledge, observations and experiences with whales in various ways – and which can touch us in different ways.

The history of The Whale

THE WHALE PROJECT took its initial steps on a January afternoon in 2014 when a group of whale and tourism enthusiasts met at the Whale Centre in Andenes to explore the idea of creating a new whale attraction in Andøy. The participants at the meeting agreed: Andøy had the best conditions to become a world-leading destination based on whales and their natural habitat – the ocean – and establishing a unique whale attraction was the right way to go. After the meeting, the discussion continued during an evening coffee hosted by Mayor Jonni Solsvik. This is when the decision was made for Andøy to focus fully and completely

on pursuing the idea. Consequently, The Whale was born.

The project was formally launched in 2016. The local population has been actively involved right from the start and contributed input about the architecture, content and location. The project has gradually grown and is now deeply rooted locally, regionally and eventually also at the national level.

An international architectural competition was held in 2019 to find the best design and architects to realize The Whale. The

Danish architects' office Dorte Mandrup AS emerged as the winner of an extremely strong competition.

Today, The Whale is arousing enthusiasm worldwide. Just a few months after the unveiling of the winning architectural proposal, the news about The Whale had been shared by more than 200 websites in 30 countries worldwide. In June 2023, The Whale won its first architecture award, the prestigious Canadian "AZ Award 2023" for the best concept for a project not yet built.

The attraction The Whale is owned by The Whale AS, a company that was founded in May 2018 with Andøy Municipality as the largest shareholder. The Whale AS is responsible for the development and construction of the attraction, and the company will own the completed building.

The subsidiary, The Whale Drift AS, will handle the day-to-day operations. The companies are non-profit limited liability companies.



2017 – Whale parade: More than 1,000 people from Andøy and the wider region take part in a whale parade at Andenes to celebrate The Whale completing the first phase of the preliminary project and thus reaching an important milestone on the path to realization.



2019 – The Torch Whale: Locals take part in a workshop with exhibition designers from Ralph Appelbaum Associates to contribute ideas for an architectural competition and content.



2020 – Meeting with H.R.H. The Crown Prince: The Whale meets H.R.H. The Crown Prince and whale ambassador Elliot Meier (age eight at the time) holds a speech about the ocean.



2022 – Torhval and Teddynauten: The Whale and Andøya Space Education organise an end-of-year function for school pupils in Andøy.



2023 – Sparebank 1 Nord-Norge Samfunnsløftet grants NOK 50 million to The Whale.



6 September 2023 – A decisive milestone: The Whale receives NOK 74 million in government support at a press conference at Andøya.

Elliot Meier (8) from Sigerfjord in Sortland has been The Whale ambassador since he was six years old. On Thursday 5 March 2020, the young whale enthusiast met His Royal Highness Crown Prince Håkon in Fyrvika in Andenes. Elliot gave the following message to the Crown Prince:

“Everything in the ocean is connected. When whales come up from the deep, they release a lot of poo. The poo contains substances that small animals eat, fish eat the small animals, and we eat the fish.

They said that if we took away the whales, there would be more fish for human consumption. But there would be fewer fish because without whale poo there would be less life in the ocean.

We need to know more about whales and the ocean because we know so little. They are wise and have been on earth longer than us.

I hope that His Royal Highness The Crown Prince can tell everyone how important it is to know more about the ocean before we do stupid things that destroy for everyone.

One day the Crown Prince Regent will be the King. He will also be the king of the animals in the ocean.

Who knew that poo was so important?”





OUR VISION

The Whale will create the world's most meaningful encounter between humans and whales.

OUR MISSION

Through magnificent experiences, new perspectives, and close-up encounters, we will showcase the whales, awaken humans and protect the ocean.

THE WHALE is an attraction that offers magnificent experiences, new perspectives and close-up encounters that showcase the majestic realm of the whale through communication designed to awaken thoughts and emotions, so we can work together to protect the ocean as well as the future for the whales and humans alike. We will communicate to the head and the heart to induce action. A visit to The Whale will enrich, touch and impact.

Ambitious Responsible Committed Generous

We are ambitious by delivering spectacular experiences that exceed the expectations. Through creativity, innovation and exploration of new areas, we break boundaries to create experiences that are both unique and unforgettable.

We are responsible in everything we do by leading from the front to achieve the Sustainable Development Goals. We take our social role seriously and work continuously to minimise our environmental impact, ensure increased local value creation and maintain high ethical standards to achieve the SDGs.

We are committed to being a voice for the whales, ocean, humans and the surroundings. By spreading new knowledge, insight and information about important issues that affect the future for humans and nature alike, we will increase awareness of the importance of protecting the ocean and contribute to creating commitment and conscious attitudes among suppliers, partners, stakeholders and guests.

We are generous by offering unique experiences, inviting cooperating and creating dialogue. We facilitate active participation and involvement in conversations and activities, while promoting open dialogue, strengthening ties and participating in and inviting collaboration both locally and globally.

Illustration: Dorte Mandrup Architects/Mir.



Photo: Deadline media, Hvalsafari - Lundqvist/Bjønnes, Camilla Ilmoni and Espen Bergersen.



Illustration: Øystein Blyant

Illustration: Linde Faas



Our course of action

We have worked systematically on sustainability through a framework based on the SDG Compass. The SDG Compass is a recognized tool developed to help companies and organisations adapt their strategies and operations to the UN's Sustainable Development Goals (SDGs). It provides practical guidance and tools for integrating sustainable considerations into development, operations, management and reporting.



Illustration: Dorte Mandrup Architects/Mir.

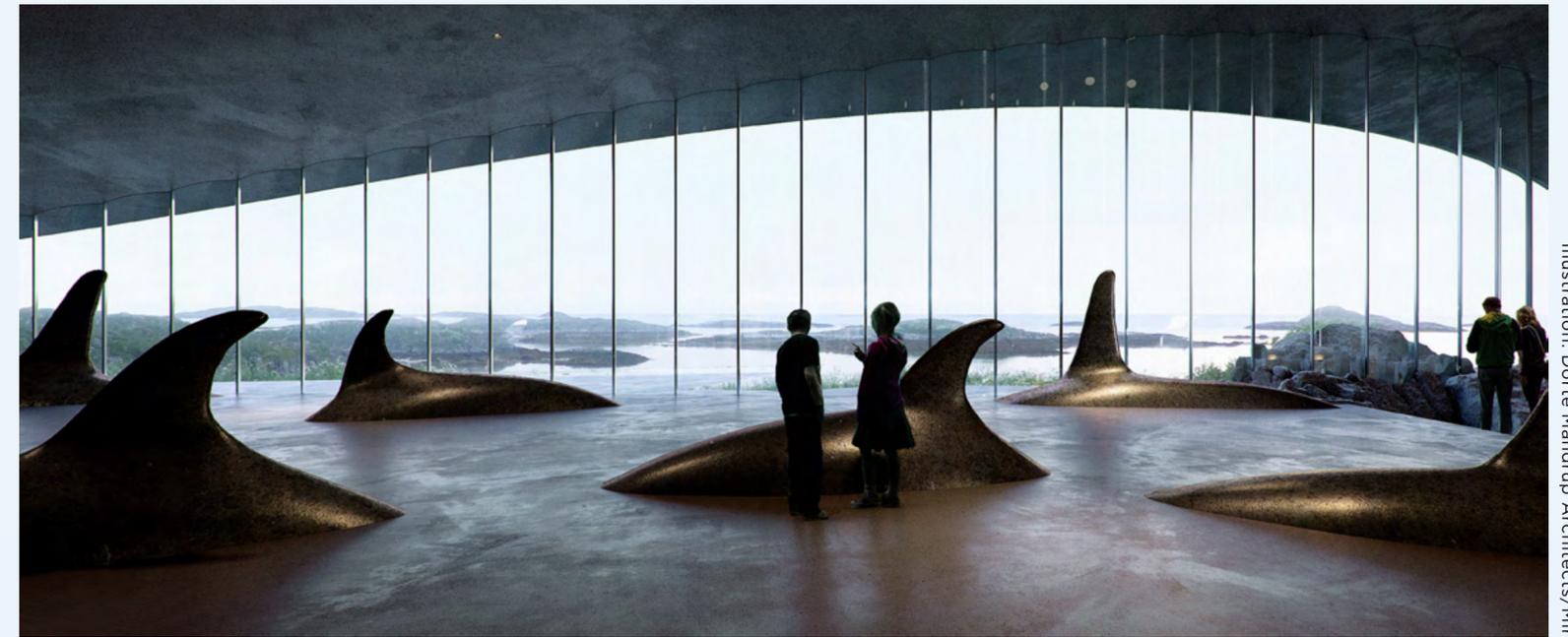


Illustration: Dorte Mandrup Architects/Mir.

OUR WORK PROCESS HAS CONSISTED OF THE FOLLOWING STEPS:

1. Establish internal understanding and knowledge of the UN's SDGs and sub-goals
2. Carry out a value chain analysis
3. Identify our most important stakeholders and carry out a stakeholder analysis to determine which sustainability areas they consider important for The Whale
4. Prioritise sustainability areas and identify the most important sustainability themes we will focus on
5. Define specific goals and sub-goals related to our prioritised sustainability areas, as well as design activities and measures in each of these areas

VALUE CHAIN

We have mapped the company's environmental and social impacts on its surroundings, including both upstream and downstream activities, through the value chain. The image on the next page illustrates different phases in The Whale's value chain and describes which processes and activities we can influence. Figures 1 and 2: The images illustrate various steps in The Whale's value chain, and which processes and activities we can influence. Figure 1: Value chain establishment of The Whale. Figure 2. (page 12) Value chain operation of The Whale and the user journey.

Figure 1: Value chain establishment of The Whale.

 Idea development, planning and project initiation	 Financing	 Resolutions, decisions and plans	 Planning and design	 Arranging for operation	 Raw materials Procurement and acquisition	 Logistics	 Construction phase	 Operation and maintenance phase	 End of life
Conceptualisation of the project and its purpose. Compilation of the goals, requirements and timeline for the project.	Seeking capital and structure, financing planning, cost estimates, risk assessments and reporting	Laws, regulations, zoning plans, political decisions, and land-use plans, etc.	Choice of suppliers, technical solutions, production methods, products, inputs, goods and services, etc. Decisions concerning certification of the building.	Operational planning, recruitment, marketing, sustainable practices, training, budgets, energy management and HSE, etc.	Extraction and processing of raw materials. Production of building materials, other materials, equipment and services required for the construction process	Planning, coordination and management of physical resources, materials, equipment and information	Physical construction of the building, exhibitions and outdoor area	The building, exhibitions and outdoor area are in use and ongoing maintenance and operation are carried out. Monitoring and reporting	Deconstruction, demolition, waste handling and disposal
Initiators	The Whale, public and private investors, funding agencies, foundations and banks	Public authorities	The Whale AS as building owner, architects, designers and consultants	The Whale AS	Raw material producers and suppliers	Suppliers and wholesalers, etc.	Principal contractors, subcontractors, partners, designers, developers, consultants and architects, etc.	The Whale AS The Whale Drift AS	The Whale AS
<p>The Whale has considerable influence when it comes to integrating sustainability targets and principles into the concept and project, as well as rooting the project in the local community by:</p> <ul style="list-style-type: none"> setting clear and ambitious sustainability targets developing a sustainability strategy that defines how these goals will be achieved throughout the lifecycle of the project involving local stakeholders, including the local community, authorities, neighbours and local organisations, at an early stage to ensure their input and acceptance 	<p>The Whale plays a critical role in the financing phase by influencing the following aspects:</p> <ul style="list-style-type: none"> identifying/seeking potential sources of finance developing project plans, detailed budgets and cost calculations quality assuring calculations and estimates choice of sources of finance <p>The Whale cannot influence the final decisions or availability of finance from public authorities or other external sources.</p>	<p>The Whale cannot influence public plans and decisions.</p>	<p>As the building owner (construction client), The Whale has major influence in the design phase by setting the tone for an environmentally friendly, economically viable and socially responsible implementation of the construction project, especially regarding the compilation of competition materials for construction, exhibitions and outdoor areas by:</p> <ul style="list-style-type: none"> planning and identifying sustainable solutions, e.g. by minimising land use and integrating environmentally friendly products and materials The decision to certify a building is usually made during planning early in the project development when there is a need to define the project goals and criteria. This includes assessing the type of certification that best suits The Whale's goals. carrying out a life cycle assessment to assess the overall sustainability impact of the building's life cycle, from production of materials via operation and to "end of life" facilitating participation and rooting of the project in the local community and at the national and international levels optimising resource use and progress to reduce unnecessary waste and minimise the environmental impact Paving the way for a sustainable construction phase and construction site, e.g. through sustainable practices, material choices and construction techniques that can reduce the environmental impact promoting collaboration and innovation to identify new sustainable ideas and solutions that can be implemented ensure compliance with SDGs by setting sustainability targets and requirements for principal suppliers and subcontractors in competition materials 	<p>The Whale AS is responsible for ensuring a smooth transition from the construction phase to the operation phase by preparing and optimising the building for efficient, cost-effective, safe and sustainable operation. Important aspects of arranging for operations include:</p> <ul style="list-style-type: none"> good communication with users to ensure that their needs and concerns are addressed and to enable a quick response if any problems arise recruiting and appointing staff in a way that focuses on attracting applicants from the local community and providing training for the staff compiling plans for maintenance, inspections and emergency response procedures Having an operating budget that considers all operational expenses implementing energy-efficient measures ensuring that all HSE procedures and safety standards are implemented undertake marketing activities during the establishment phase to ensure visitors when the attraction opens 	<p>The Whale can influence by choosing more environmentally friendly and climate-neutral raw materials and products, as well as producers and suppliers who can present environmental declarations for their products. This can also be achieved by stipulating clear requirements in contracts with suppliers.</p>	<p>As the building owner (construction client), The Whale can influence the logistics during the entire construction project by:</p> <ul style="list-style-type: none"> defining the goals and requirements for and scope of the project and setting deadlines, budgets and specifications choosing contractors, suppliers and subcontractors choosing materials and equipment and coordinating deliveries with suppliers organising and coordinating the activities on the construction site ensuring good quality control procedures and safety measures for HSE maintaining good communication and flow of information monitoring the progress and costs of the project, so any discrepancies can be identified and resolved in time 	<p>The Whale can influence through the choice of contractors and partners as well as good project management and follow-up to ensure that the project is completed within the specified budget and timeframes and meets the highest standards for quality and safety. By maintaining good communication with stakeholders and facilitating participation, we will also ensure that their expectations are met.</p>	<p>The Whale AS has responsibility for maintenance and management of the building, while The Whale Drift AS has responsibility for operation of the attraction and exhibitions. By ensuring products of high quality, The Whale AS can influence the lifespan of the final product and ensure a safe and functioning building by:</p> <p>MONITORING AND REPORTING:</p> <ul style="list-style-type: none"> implementing systems to collect data on the energy consumption, water consumption, waste management and other relevant sustainability indicators of the building monitoring building performance by analysing collected data. This provides insight into how the building functions and identifies areas for improvement. compiling regular sustainability reports summarising the collected data and progress towards achieving the SDGs <p>Certification of buildings also requires third-party approval to validate that the building meets the sustainability criteria.</p>	<p>The Whale AS can influence decisions and activities concerning the disposal and breakdown of the building such as minimising the environmental impact and ensuring sustainable solutions for the breakdown of materials and structures, sorting and recycling of materials and safe disposal of hazardous substances.</p>

<p>SUPPLY CHAIN AND PARTNERS</p>	<p>THE WHALE CONTRIBUTES TO SUSTAINABLE PRACTICES IN THE SUPPLY CHAIN BY COLLABORATING WITH SUPPLIERS AND STAKEHOLDERS. THIS INCLUDES:</p> <p>LOCAL PARTNERSHIPS: Establish partnerships with local suppliers to promote distinctive products from the area, such as food products, arts and crafts, and give visitors an authentic taste of local culture.</p> <p>LOCAL VALUE CREATION: Collaborate with local suppliers to strengthen the local economy, promote small businesses and create jobs that in turn leads to economic growth in the community.</p> <p>UNIQUE EXPERIENCES: Offer visitors unique experiences that give an insight into the cultural heritage and natural resources of the area The Whale's exhibitions, events and activities.</p> <p>SUSTAINABLE DESTINATION PLANNING: Participate actively in sustainable destination planning in collaboration with other stakeholders to protect the environment, distribute visits evenly throughout the year and reduce the environmental impact.</p> <p>LOCAL COMMUNITY INVOLVEMENT: Support local projects that improve the quality of life and economy in the area, as well as participate in industry alliances to achieve SDGs.</p> <p>SUSTAINABLE PURCHASING: Require suppliers to meet sustainable standards and obtain environmental certifications to encourage responsible practices in the value chain.</p> <p>IMPROVED ACCESSIBILITY: Contribute to infrastructure projects that increase accessibility and enable visitors to explore the destination in a sustainable way. This reduces the strain on popular areas.</p>					
<p>OPERATION OF THE ATTRACTION AND EXPERIENCES</p>	<p>THE WHALE HAS A COMPREHENSIVE APPROACH TO SUSTAINABLE OPERATION:</p> <p>SOCIAL CONDITIONS: Working conditions: Ensure good working conditions for those working for The Whale, including health and safety conditions, pay and working arrangements. Training: Ensure good service by providing training to staff about the products and services, vision, mission and core values. Training will be a continuous process to keep staff up to date.</p> <p>Accessibility: Ensure universal design to make the building and outdoor area accessible to everyone, including people with disabilities.</p> <p>Local community involvement: Collaborate with the local community to support local projects and initiatives that improve the quality of life in the area.</p> <p>ECONOMY: Profitability: The operation is financially sustainable to ensure profitability and prolonged success.</p> <p>Life cycle costs: Consider total life cycle costs of the building, including investments, operation and maintenance. This can lead to savings in the long term.</p> <p>Viability: Ensure that the entire building is economically sustainable by minimising unnecessary costs and maximising the efficiency of operational processes.</p> <p>Value creation: Stimulate local economic growth by supporting local suppliers and cooperating the local business sector.</p> <p>CLIMATE AND THE ENVIRONMENT: Energy efficiency: Reduce energy consumption by implementing energy-efficient routines and adjusting the systems to optimise energy use over time. Use renewable sources of energy.</p> <p>Water management: Implement water-saving routines, monitor water consumption and identify opportunities to save water.</p> <p>Waste management: Establish a waste management plan that includes recycling, composting and proper handling of hazardous waste. Reduce waste by choosing materials and products with low waste potential.</p> <p>Environmentally friendly materials: Use sustainable materials and products that have a low environmental impact during the entire life cycle.</p> <p>Maintenance and updating of exhibitions: Carry out regular maintenance to extend the life of exhibitions and installations and reduce the need for replacing them. Prioritise upgrades that increase sustainability. Further develop the exhibitions, experiences and activities following sustainable principles.</p> <p>REPORTING AND THIRD-PARTY APPROVALS:</p> <p>Data collection: Implement systems to collect data on energy consumption, water consumption, waste management and other relevant sustainability indicators. Annual reports: Compile regular sustainability reports that reflect the current regulations and summarise collected data and progress towards achieving the SDGs. Communication: Communicate efforts to stakeholders and the community. Approvals: Certifications of operation require third-party approval to validate that the operation meets the sustainability criteria.</p>					
<p>THE USER JOURNEY</p>	<p>THE WHALE WILL CONTRIBUTE TO SUSTAINABILITY AND ENSURE GOOD CUSTOMER EXPERIENCES DURING THE ENTIRE USER JOURNEY.</p>					
	<p>PLANNING, INFORMATION SEARCH AND BOOKING THE JOURNEY</p> <p>The guests search for information about The Whale and destination. After deciding to visit the attraction, they book the journey, entrance tickets and additional experiences, accommodation and transport, etc.</p> <p>The Whale will:</p> <ul style="list-style-type: none"> clearly communicate the company's commitment to sustainability through campaigns and the website encourage the use of digital travel guides and electronic brochures to minimise paper waste offer digital tickets and payment solutions to reduce the need for paper and physical documents collaborate with operators and destination companies to offer bookable products and share information about the local nature and culture promote environmentally friendly transport options, including trains, buses, bike rental and electric car rental, in addition to air travel 	<p>PARTICIPATION BEFORE AND AFTER</p> <p>Before arrival and after departure, The Whale enables the guest to immerse himself/herself in digital offers and experiences. This includes virtual and interactive activities, access to subscriptions for news and experiences and other digital activities. After the visit, the guests can extend the experience by continuing to explore these digital resources and sharing these digital memories with friends and family to prolong the enjoyment of the visit.</p>	<p>THE JOURNEY TO THE DESTINATION AND ARRIVAL</p> <p>The guests travel to the destination, either by air, train, car or another form of transport. On arrival, they check into their accommodation, explore the local area and prepare for their visit to The Whale. The guests arrive at The Whale by driving to the car park, taking public transport or walking, depending on their location. The guests purchase (or have already obtained) tickets and enter the attraction.</p> <p>The Whale will:</p> <ul style="list-style-type: none"> collaborate with accommodation providers to give guests the opportunity to choose accommodation options collaborate with local transportation services to offer guests transport options between the airport and The Whale ensure a flexible, personal and efficient arrival and welcome at The Whale share relevant information about the attraction and experiences, including opening hours, rules and guidelines, safety procedures and special events 	<p>THE EXPERIENCE AT THE WHALE</p> <p>From here, the guests begin to explore and experience what is on offer at the attraction, including the outdoor area, exhibitions, performances, activities, café and shop.</p> <p>The Whale will:</p> <ul style="list-style-type: none"> create powerful experiences that provide new knowledge and insight with the aim of increasing awareness of the importance of the ocean and ocean conservation communicate scientific and current topics related to whales and the ocean offer sustainable products in the café and shop, highlight local ingredients and handicrafts that are seasonal, recycled and/or made from local materials implement systems for recycling and composting in the cafe and the shop to minimise the waste volume inform the guests about the sustainability measures implemented in the café and shop as this can raise awareness and encourage sustainable behaviour among the guests 	<p>OTHER EXPERIENCES AND DEPARTURE</p> <p>The guests ends their visit to The Whale by leaving the attraction area and returning to their accommodation. After the visit, they can enjoy free time to explore more of the destination, relax at the accommodation or take part in other activities in the area.</p> <p>When the visit is over, the guests leave the destination and travel home or to another place in the region by the same means of transport used when travelling to the destination or another.</p> <p>The Whale will:</p> <ul style="list-style-type: none"> collaborate with tourism operators/ destinations locally and regionally to enable guests to take part in different experiences and activities 	<p>EVALUATION AND MEMORIES</p> <p>After the visit, guests can provide feedback through reviews on various websites and The Whale's own feedback channels. The guests also collect memories by taking photos and videos that they can share with friends and family, which can also help to promote The Whale on various media platforms.</p> <p>føre The Whale på forskjellige medieplattformer.</p> <p>The Whale will:</p> <ul style="list-style-type: none"> encourage the guests to provide feedback about their experiences and share their memories with others via various media and social media channels

STAKEHOLDER ANALYSIS

We have carried out a stakeholder analysis among the local population, tourism and other companies in Andøy municipality, market participants, suppliers, funding agencies and others to reveal the requirements and expectations that stakeholders have for The Whale and safeguarding sustainable development and operations. The analysis was carried out as a digital survey. Figure: Stakeholders of The Whale.

We asked the stakeholders to consider topics related to the three dimensions of sustainability: economy, social conditions and environment. Results from the analysis have been used to create action plans for the planning and construction period and from the time the attraction is operational. Our stakeholders have identified the following areas as being of importance within our sustainability work:

- Place development, desire to live in the area and desire to stay in the area
- Positive economic effects for business at the local and regional levels
- Year-round experiences in the travel industry
- Authentic experience offers that meet the needs of the future
- Profitability for the tourism industry and year-round jobs
- Educational and activity programmes for kindergartens and schools
- Close cooperation with local communities and the business sector
- Communicating, raising awareness and spreading knowledge about whales, the ocean and sustainable management of the oceans
- A place for debate and dialogue on current and challenging issues related to whales, oceans and coastal areas at a local and global level
- Protection and conservation of whales and the marine environment
- Minimising one's own impact on climate, the environment and biodiversity
- Reduce the climate footprint of visitors and ensure that increasing tourism does not put a strain on the local environment
- Sustainable solutions for the building, exhibitions and construction site
- A sustainable operation and fair working conditions
- Set requirements for suppliers regarding follow-up of and compliance with the UN's Sustainable Development Goals
- Participate and take initiative for research, teaching and innovation



Illustration: Dorte Mandrup Architects/Mir.



Figure: Stakeholders of The Whale.

OUR CORPORATE SOCIAL RESPONSIBILITY



Illustration: Dorte Mandrup Architects/Mir.

EXPERIENCE AND DISSEMINATION

The Whale aims to create the most meaningful encounter between humans and whales. We will take visitors on a journey of discovery with the overall goal of inspiring and engaging them to preserve the ocean and ensure a good environment for the whales. An important part of our work will be strengthening understanding of the interaction between humans and nature, especially among children and young people. The Whale will disseminate new research about whales, life in the ocean, and oceans and we wish to make this knowledge available.



Photo: Espen Bergersen

GOAL	MEASURES
<ul style="list-style-type: none"> • Create a transformative experience that provides the most meaningful encounter between humans and whales. • Create an experience that inspires and engages visitors and gives them opportunities to act proactively to preserve oceans. 	<ul style="list-style-type: none"> • Design experiences that touch the emotions and provide new knowledge to visitors, so they create a personal connection with and deeper understanding of the whales and their habitat. • Include areas in the experience where visitors can reflect on their own actions and explore how they can contribute to a sustainable future. • Implement specific calls to action during the experience where visitors can engage in actions to contribute to conservation of whales and oceans.
<ul style="list-style-type: none"> • Inspire children and young people by increasing their interest in the biodiversity of oceans and the interaction between nature and humans. 	<ul style="list-style-type: none"> • Create an interactive opportunity to explore for families with children and young visitors designed for play, discovery and wondering through the experience. • Develop programmes for children and young people that combine learning about whales and the marine environment with activities that are entertaining and engaging. • Initiate and host conferences and events aimed at children and young people that focus on relevant topics related to whales and the marine environment. • Develop adapted teaching programmes for primary, lower secondary and upper secondary schools in collaboration with schools and learning institutions.
<ul style="list-style-type: none"> • Establish The Whale as a recognised interdisciplinary organisation that communicates the latest knowledge about whales, life in the ocean and oceans. • Ensure that the information we communicate is always updated to contain the latest research results. 	<ul style="list-style-type: none"> • Contribute to dissemination of research activities • Support research and participate in projects that explore various directions in biology, natural history, cultural history, archaeology and art that expand our understanding of whales, the ocean and the relationship between humans and whales. • Take the initiative for research projects and seek national and global partnerships with relevant institutions nationally and internationally, e.g. universities, museums, non-governmental organisations and independent research institutions.

CULTURAL ARENA AND MEETING PLACE

The Whale will become an important cultural arena for the local population and, as an organiser of exhibitions, concerts and various events, the place will play a key role in enriching the cultural life in the local community and contributing to increased desire to live in the area. The Whale will function as a vibrant meeting place, where locals and visitors alike can get actively involved by taking part in meaningful conversations and experiencing various events.

JOBS AND SPIN-OFF EFFECTS

The Whale will become a significant player in Andøy and the region. The attraction will create increased employment by providing new jobs, both directly and indirectly, while stimulating increased turnover for accommodation, restaurants, transport, shops and activity providers. The Whale is also an important investment that will strengthen tourism in Norway and Northern Norway and contribute to developing year-round tourism at the local and regional levels. Our ambition is to participate actively in local and regional projects, networks and initiatives that support sustainable destination development.

GOAL	MEASURES
<ul style="list-style-type: none"> • Create a vibrant meeting place for locals and visitors. 	<ul style="list-style-type: none"> • Compile a varied annual cycle that includes art and cultural events, film festivals, lectures, seminars and other cultural events.
<ul style="list-style-type: none"> • Offer a varied programme of activities and experiences throughout the year. 	<ul style="list-style-type: none"> • Collaborate with local artists, cultural actors, businesses, associations and organisations to get the local community involved in the events.

GOAL	MEASURES
<ul style="list-style-type: none"> • Contribute to sustainable economic growth and create spin-off effects in the local community and business sector. 	<ul style="list-style-type: none"> • Establish attractive new jobs • Collaborate with local operators within the tourism, accommodation, catering, transport and retail sectors to create synergies, contribute to year-round jobs and increased turnover. • Prioritise local suppliers in the development and sale of activities, products and services.
<ul style="list-style-type: none"> • Position itself as a key player in Northern Norway, with a focus on creating attractive year-round experiences. 	<ul style="list-style-type: none"> • Offer year-round experiences • Collaborate with the tourism industry on a local and regional level to attract more international and national guests and extend the average length of their stay • Participate in local and regional projects, networks, destination companies and other relevant initiatives to achieve sustainable tourism development.

SUSTAINABLE ESTABLISHMENT



Illustrasjon: Dorte Mandrup Arkitekter/Mir.

BUILDING AND CONSTRUCTION PROCESS

The building and entire construction process form the foundation of The Whale’s commitment to the environment, climate and community. This applies to the construction, as well as the choices we make concerning the development of experiences and concepts in the building, which are of major importance for our environmental impact. We will take responsibility for our own environmental footprint, so it’s important that we have control over the environmental impact of the project. This consideration will shape our decisions regarding the selection of materials, waste management, energy efficiency and the solutions included for an overall focus on sustainability. We wish to use a recognized environmental management system to ensure that this is followed up throughout the entire process. An overall focus will result in a building that is environmentally and maintenance friendly that will offer good user experiences. Moreover, it’s important that the financial aspects are assessed at each stage of the construction process to safeguard cost effectiveness.

We will be transparent about our impact on the climate and environment and, through this, wish to make responsible choices.

GOAL	MEASURES
Use of local suppliers, materials and products to the greatest extent possible to reduce the environmental impact and strengthen the local economy.	<ul style="list-style-type: none"> Require that contractors and suppliers present documentation of the origin of materials. Use local suppliers whenever possible
Choose environmentally certified suppliers to attract environmentally conscious partners and achieve immediate environmental benefits.	<ul style="list-style-type: none"> Request environmental certification from contractors and suppliers.
Limit construction waste and increase recycling to minimise the environmental impact and achieve cost savings.	<ul style="list-style-type: none"> Set clear targets for waste reduction and the degree of recycling during the construction process. Require that contractors report waste quantities and the quantity of materials recycled on the building site.
Reduce emissions on the building site to contribute to reducing the carbon footprint and environmental impact.	<ul style="list-style-type: none"> Set goals to reduce the use of fossil fuels and limit idling on the building site. Encourage the partial use of fossil-free diesel and order the contractors to report on the use of this type of fuel and idling on the building site to raise awareness of this.
Minimise dust and noise pollution to improve the air quality and working environment.	<ul style="list-style-type: none"> Require measures to limit dust and noise, which must be documented by contractors, etc.
Reuse excavated materials to reduce landfill requirements, transport costs and environmental impact	<ul style="list-style-type: none"> Require that contractors report the volume of excavated materials generated as well as plans and measures reusing such materials. Make it a condition that possibilities concerning re-use be investigated.
Reduce energy consumption to reduce the climate impact, preserve natural resources and achieve cost savings.	<ul style="list-style-type: none"> Implement energy-efficient solutions in the building design Use renewable energy to the greatest extent possible and investigate the possibility of producing renewable energy locally.
Preserve existing vegetation and promote biodiversity and aesthetics.	<ul style="list-style-type: none"> Ask the contractor to outline plans and measures to preserve vegetation and support biodiversity. Investigate the local ecology to ensure minimal negative impact, as well as investigate the possibility of strengthening existing vegetation.
Evaluate and implement the most appropriate environmental management system to reduce and take responsibility for our environmental footprint.	<ul style="list-style-type: none"> Evaluate environmental management systems, including BREEAM, as well as other relevant standards and frameworks.
Design buildings and experiences for long-term use to reduce waste and resource use over time.	<ul style="list-style-type: none"> Implement maintenance friendly solutions that pave the way for long-term use, durability and the possibility of upgrades in the design of the building and the experiences. Use climate-adapted solutions to ensure a robust building adapted to the local climate. Utilise reused materials in the design of the installations in the experience when possible.

HEALTH, SAFETY AND ETHICAL PRACTICE

As the builder owner, we take responsibility for ensuring a safe, sustainable and ethical construction process through making clear requirements to and cooperating closely with contractors and suppliers. Our aim is to maintain high standards concerning health, safety and environment (HSE), as well as to promote an inclusive and discrimination-free workplace during the entire project.

We expect everyone involved in The Whale to maintain high standards concerning HSE and to participate actively in creating an inclusive working environment. Our ethical guidelines clearly convey what is expected of us as a company and what we expect from our business associates.

It’s our obligation to ensure that neither the content nor design of the completed experience is offensive or discriminatory. We will create an experience where all visitors feel respected, represented and welcome.

PARTICIPATION

Local rooting and participation are crucial for our success. We work with the local population and other stakeholders to ensure that The Whale becomes a natural part of the local community, which local people have played a part in developing together with us.

GOAL	MEASURES
Ensure a safe, responsible and ethical construction process through clear requirements and cooperation with contractors and suppliers.	<ul style="list-style-type: none"> Define clear HSE requirements and ethical guidelines in the contracts. Require that contractors set similar requirements for their subcontractors and ensure compliance with such requirements. Ensure continuous dialogue with contractors and suppliers concerning HSE and ethical standards during the entire construction process.
Implement and ensure compliance with our ethical guidelines.	<ul style="list-style-type: none"> Require that partners and suppliers sign and confirm knowledge of and compliance with our ethical guidelines.
Ensure that all visitors feel respected by and represented in the experience.	<ul style="list-style-type: none"> Implement guidelines for non-discriminatory design of the experience, including accessibility, language use, visual expression and interactivity. Ensure universal design to meet the needs of all visitors, including those with physical disabilities.

GOAL	MEASURES
Ensure local rooting and participation to build trust, promote positive interaction and ensure minimal impact on the local community and residents in the construction phase.	<ul style="list-style-type: none"> Develop a communication strategy and plan for achieving public participation. Arrange information meetings and include the local population in processes and activities to strengthen the local rooting of the project. Request input from external stakeholders about design and solutions for the project.

SUSTAINABLE OPERATION



Illustrasjon: Dorte Mandrup Arkitekter/Mir.

Adaptation for operation

During the establishment phase of The Whale, we will prepare for sustainable operation of the attraction by arranging for the attraction to be operated in a manner that considers the environmental, social and economic aspects of the operation.

We believe sustainable operation involves:

- **Environmental awareness:** Minimise the environmental footprint through measures such as energy efficiency, reducing emissions, sustainable maintenance and promoting recycling and the use of sustainable materials.
- **Social responsibility:** Create attractive jobs, promote a positive working environment with fair working conditions, diversity and inclusion. Attach emphasis to skills development and contribute to activities and experiences in the local community, in turn creating the desire to live in the area and to stay in the area.
- **Financial soundness:** Long-term viability through good financial management, sensible investments in the development of products and services, and focus on cost effectiveness.

In our work to facilitate sustainable operation, we will prioritise the following:

- Develop clear goals for sustainability and strategies to achieve these goals.
- Assess various systems, standards and certification schemes to regularly measure and evaluate the company's sustainability performance.
- Compile plans for cooperation with and involvement of stakeholders, including employees, suppliers and customers, to integrate sustainability in all aspects of the operations.

The customer journey

We also attach emphasis to promoting sustainability throughout the entire customer journey. This involves creating a positive and lasting effect on the environment and local community while giving our guests meaningful experiences.

To work towards achieving this, we will focus on the following areas:

- Digitising information and ticketing as well as using digital payment solutions and developing digital experiences
- Cooperating with local participants to promote the development of sustainable tourism, support the local community, and contribute to the desire to live in the area
- Contributing knowledge, information and training about sustainability to employees and guests
- Selecting sustainable products in the café and shop, as well as choosing suppliers who have gained sustainability certification
- Engaging, inspiring and providing opportunities for visitors to make sustainable choices during their stay

Cooperation for sustainable destination development

During the establishment phase, we will also prioritise building a solid network and establishing cooperation with local operators, suppliers and authorities. Together with the industry, we will contribute to the sustainable development of the tourism industry and strengthen year-round tourism locally and regionally.

Our aim is to contribute by:

- Creating strong and meaningful year-round experiences for visitors that provide new knowledge and insight into whales, the ocean, nature and culture
- Supporting the local community by creating jobs, increasing local value creation and contributing to a positive and lasting impact on the local community
- Taking responsibility for minimising our negative impact on the environment and promoting a responsible and conscious tourism industry

During the establishment phase, we will focus on the following measures:

- Identifying and establishing contact with relevant participants in the local community, tourism industry and other stakeholders who share our values and objectives for the development of sustainable tourism
- Establishing cooperation and partnerships with local suppliers to support local businesses and promoting the use of local services, commodities and products
- Creating attractive jobs and a need for jobs in the tourism industry and associated industries
- Cooperating with the tourism industry to increase the number of visitors, the duration of the visits and focus on developing year-round tourism
- Cooperating with the tourism industry to promote sustainable development at the local, regional and national levels
- Seeking cooperation with relevant participants within research communities, art and culture sectors nationally as well as internationally

OUR EFFORT FOR THE UN SUSTAINABLE DEVELOPMENT GOALS

The Whale supports the UN's Sustainable Development Goals and has identified goals and sub-goals where our involvement can have a positive impact. Our most important purpose is to preserve the oceans, with SDG 14, Life below water, as the foundation for our work. We also support several other goals. The table below provides an overview of how we support these.

«Through magnificent experiences, new perspectives, and close-up encounters, we will showcase the whales, awaken humans and protect the ocean.»

4 QUALITY EDUCATION



4 QUALITY EDUCATION

4.7) By 2030, ensure that all learners acquire the knowledge and skills needed to promote sustainable development, including, among others, through education for sustainable development and sustainable lifestyles, human rights, gender equality, promotion of a culture of peace and non-violence, global citizenship and appreciation of cultural diversity and of culture's contribution to sustainable development.

4.8) Build and upgrade education facilities that are child, disability and gender sensitive and provide safe, non-violent, inclusive and effective learning environments for all.

4.c) By 2030, substantially increase the supply of qualified teachers, including through international cooperation for teacher training in developing countries, especially least developed countries and small island developing States.

HOW THE WHALE CONTRIBUTES

We place particular emphasis on strengthening children's and young people's understanding of the ocean and the interaction between nature and people, and we offer informal learning environments.

Our educational programmes must be adapted to suit primary, lower secondary and upper secondary schools. We will focus on continuous competence development and provide our employees with regular training and opportunities to participate actively.

5 GENDER EQUALITY



5 GENDER EQUALITY

5.5) ensure women's full and effective participation and equal opportunities for leadership at all levels of decision-making in political, economic, and public life

HOW THE WHALE CONTRIBUTES

We will promote gender equality and strengthen the participation of women at all levels of the organisation. Moreover, we will implement policies and measures that define zero tolerance for discrimination and harassment, internally within the organisation as well as in experiences for visitors.

8 DECENT WORK AND ECONOMIC GROWTH



8 DECENT WORK AND ECONOMIC GROWTH

8.4) Improve progressively, through 2030, global resource efficiency in consumption and production and endeavour to decouple economic growth from environmental degradation, in accordance with the 10 Year Framework of Programmes on Sustainable Consumption and Production, with developed countries taking the lead.

8.5) By 2030, achieve full and productive employment and decent work for all women and men, including for young people and persons with disabilities, and equal pay for work of equal value.

8.8) Protect labour rights and promote safe and secure working environments for all workers, including migrant workers, in particular women migrants, and those in precarious employment.

HOW THE WHALE CONTRIBUTES

We ensure equal opportunities for locals and create new jobs and spin-off effects in the local community and region.

We continuously strengthen competence development among our employees as well as among young people through summer jobs.

We prioritise local and responsible suppliers where possible to maximise local value creation.

9 INDUSTRY, INNOVATION AND INFRASTRUCTURE



9 INDUSTRY, INNOVATION AND INFRASTRUCTURE (CONSTRUCTION PROCESS, OPERATION)

9.1) Develop quality, reliable, sustainable and resilient infrastructure, including regional and transborder infrastructure, to support economic development and human well-being, with a focus on affordable and equitable access for all.

9.4) By 2030, upgrade infrastructure and retrofit industries to make them sustainable, with increased resource-use efficiency and greater adoption of clean and environmentally sound technologies and industrial processes, with all countries taking action in accordance with their respective capabilities.

HOW THE WHALE CONTRIBUTES

The Whale will be an innovative and sustainable building that will provide the construction industry in the local community, region and Northern Norway with knowledge, competence and experience that does not currently exist. Various companies spanning several industries will be involved in the development and realization of the building and content, and these will acquire unique experience and competence.

We will work with the business sector, public authorities and organisations to identify and implement sustainable solutions and share insights.

We will also play a role by introducing ethical guidelines and sustainable practices in our entire value chain.

10 REDUCED INEQUALITIES



10 REDUCED INEQUALITIES

10.2) By 2030, empower and promote the social, economic and political inclusion of all, irrespective of age, sex, disability, race, ethnicity, origin, religion or economic or other status.

HOW THE WHALE CONTRIBUTES

We contribute by ensuring an inclusive and fair working environment with clear policies against discrimination and harassment. Furthermore, we give all employees equal opportunities, regardless of gender, age, ethnicity or background.

We set requirements for our suppliers concerning ethical standards, working conditions and human rights.

We will integrate principles for universal design and accessibility to ensure that people with special needs will also have access to experiences and activities at The Whale.



11 SUSTAINABLE CITIES AND COMMUNITIES

11.6) By 2030, reduce the adverse per capita environmental impact of cities, including by paying special attention to air quality and municipal and other waste management.

HOW THE WHALE CONTRIBUTES

We contribute by offering experiences and information about whales, the ocean, nature and cultural history.

We will contribute to sustainable destination development by participating in tourism development in the local community and region.

We will emphasise reducing consumption, optimising waste management and promoting solutions to achieve efficient use of resources, increased energy efficiency and adaptation to climate friendly principles.



12 RESPONSIBLE CONSUMPTION AND PRODUCTION

12.4) By 2020, achieve the environmentally sound management of chemicals and all wastes throughout their life cycle, in accordance with agreed international frameworks, and significantly reduce their release to air, water and soil in order to minimize their adverse impacts on human health and the environment.

12.5) By 2030, substantially reduce waste generation through prevention, reduction, recycling and reuse.

12.8) By 2030, ensure that people everywhere have the relevant information and awareness for sustainable development and lifestyles in harmony with nature.

HOW THE WHALE CONTRIBUTES

We contribute by creating experiences and sharing information about nature, the environment and culture with the aim of increasing understanding of sustainability and promoting knowledge about nature and sustainable development.

We also contribute when purchasing by prioritising environmentally friendly products and environmentally certified suppliers.

We will reduce the use of harmful chemicals and minimise waste when possible.

We consider the life cycle of our goods and collaborate with suppliers to promote sustainable supply chains.



13 CLIMATE ACTION

13.1) Strengthen resilience and adaptive capacity to climate-related hazards and natural disasters in all countries

13.2) Integrate climate change measures into national policies, strategies and planning

13.3) Improve education, awareness-raising and human and institutional capacity on climate change mitigation, adaptation, impact reduction and early warning

HOW THE WHALE CONTRIBUTES

Our commitment to combating climate change covers several areas:

We will continuously minimise our own greenhouse gas emissions by implementing climate friendly solutions during both establishment and operation.

We will collaborate with local communities and other stakeholders to support a sustainable development of our destination. This also includes visitor management, with the aim of encouraging guests to visit us throughout the year and extend their stay to minimise negative impact on nature and the community.

We are contributing knowledge and insight about climate change and the importance of preserving the oceans with the aim of inspiring positive actions and promoting a sustainable future.



14 LIFE BELOW WATER

14.1) By 2025, prevent and significantly reduce marine pollution of all kinds, in particular from land-based activities, including marine debris and nutrient pollution

14.2) By 2020, sustainably manage and protect marine and coastal ecosystems to avoid significant adverse impacts, including by strengthening their resilience, and take action for their restoration in order to achieve healthy and productive oceans

HOW THE WHALE CONTRIBUTES

SDG 14 is fundamental in our vision and mission to preserve the oceans:

We are aspiring to achieve our mission by creating strong experiences that provide new knowledge and insight. Our aim is to raise awareness about the importance of oceans and marine ecosystems through training, experiences and other relevant activities.

We will play a role by communicating scientific and current topics related to ocean management, challenges and future opportunities, especially when it comes to threats that affect life below water. We will also share knowledge and information about best practice in interaction with whales and other wildlife. We will do this to reduce negative impacts with the aim of protecting whales, their natural behaviour and natural habitat. We are committed to minimising our own impact on the ocean and life below water.



17 PARTNERSHIPS FOR THE GOALS

17.16) Enhance the global partnership for sustainable development Enhance the global partnership for sustainable development, complemented by multi-stakeholder partnerships that mobilize and share knowledge, expertise, technology and financial resources, to support the achievement of the sustainable development goals in all countries, in particular developing countries.

17.17) Encourage and promote effective public, public-private and civil society partnerships, building on the experience and resourcing strategies of partnerships

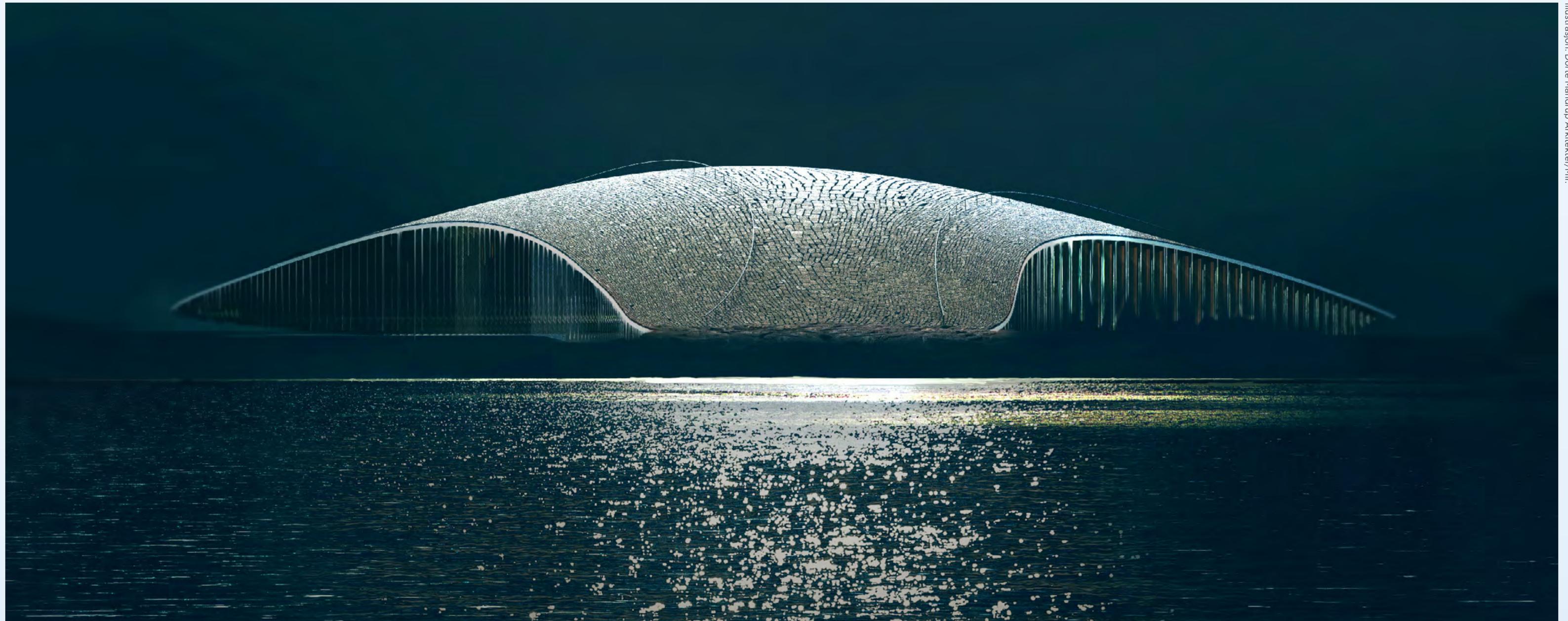
HOW THE WHALE CONTRIBUTES

We contribute actively to the development of our region as a sustainable destination by cooperating with tourism companies, destination companies, authorities and other stakeholders.

Our ambition is to participate in national and international sustainability projects and initiatives that are in keeping with our mission and vision. Sustainability is integrated in our entire value chain through collaboration with our suppliers, visitors and partners.

ETHICAL GUIDELINES FOR

THE WHALE



Illustrasjon: Dorte Mandrup Arkitekter/Mir.

Our ethical guidelines are based on Norwegian legislation, the UN’s International Declaration of Human Rights and Agenda 2030. The Whale AS also follows the ethical guidelines for International Council of Museums (ICOM) and the Norwegian Museums Association. Furthermore, we have drawn up our own ethical guidelines to ensure that they are adapted for and include all aspects of the establishment and construction phase of The Whale attraction.

These ethical standards have been approved by the board of The Whale AS and apply to the following groups:

- Shareholders, board members and administration
- External consultants and associated persons
- Business partners, partners, principal suppliers and subcontractors

All forms of collaboration between The Whale AS and one of the above must be in accordance with our core values, vision or mission and not undermine or be detrimental to The Whale AS.

All contracts with external partners refer to the expectation of compliance with our ethical guidelines.

Any breaches of our ethical guidelines, laws and regulations will have consequences and may result in claims for compensation, termination of contracts and cessation of business relationships.

If you suspect a breach of our ethical guidelines, laws or rules, or discover other unethical behaviour, you are obliged to report this immediately to either the CEO or the Chair of the Board.

ETHICAL GUIDELINES:

1. We follow applicable national and international laws and regulations and have zero tolerance for breaches of our ethical guidelines, laws and regulations.
2. We work actively to prevent corruption and financial crime and have zero tolerance for any actions that involve corruption, bribery, insider trading and extortion.

3. We support fair and healthy competition and follow applicable competition legislation.
4. We take responsibility for protecting the company’s tangible and intangible assets.
5. Health, safety and environment (HSE) is our highest priority, and we follow the current regulations from the authorities, as well as our own internal guidelines, to maintain safety and security.
6. We do not tolerate any form of offensive behaviour, discrimination, harassment or social dumping.
7. Personal and commercial information is handled in accordance with our internal rules and applicable laws and regulations.
8. We attach great importance to economic, social and environmental sustainability and always attempt to assess all decisions against the relevant Sustainable Development Goal(s).

Requirements for our suppliers and partners:
The Whale AS has zero tolerance for unethical, illegal or irregular business practices from our suppliers and partners. We expect that our suppliers and partners:

- Comply with our ethical guidelines and applicable laws and regulations, and actively promote these principles to their respective suppliers and partners
- Follows the UN’s Universal Declaration of Human Rights and Agenda 2030
- Prioritise health, safety and environment (HSE) in the workplace
- Contribute actively to promoting economic, social and environmental sustainability

We reserve the right to carry out checks to ensure that our suppliers and partners comply with our ethical guidelines and applicable laws and requirements.



I hereby confirm that I have read and understood
The Whale AS' ethical guidelines and am aware that any
breach of these guidelines may result in serious sanctions.

Company name: _____

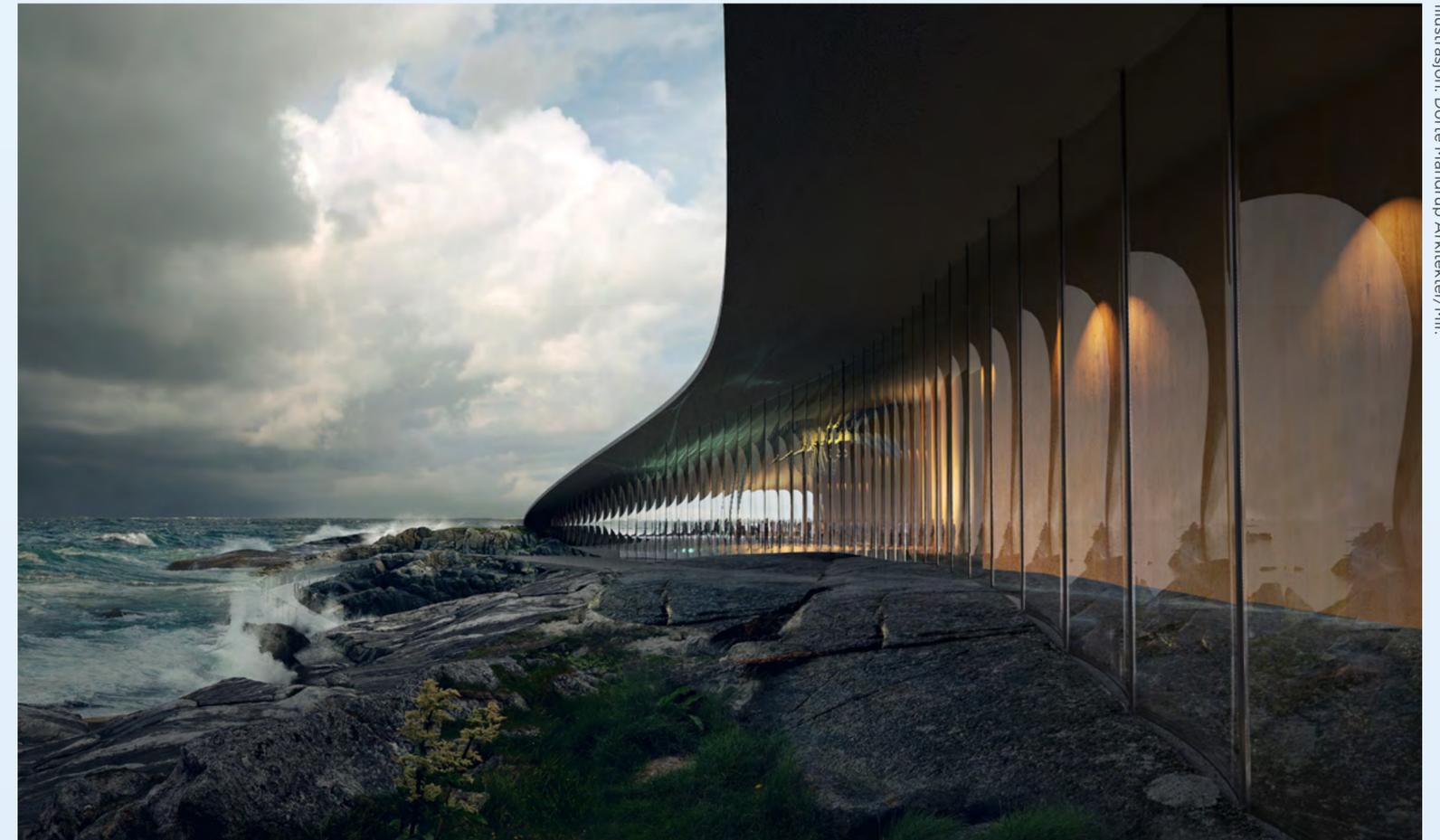
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Position/title: _____

Country: _____

Signature: _____



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The Whale AS
c/o Andenesfisk AS
Hamnegata 87, 8480 Andenes
post@thewhale.no
www.thewhale.no

