

SUSTAINABILITY  
REPORT  
2020



**BALEARIA**

CORPORATE  
SOCIAL  
RESPONSIBILITY  
AND SUSTAINABILITY  
REPORT  
2020

---

**BALEARIA**

## LETTER FROM THE CHAIRMAN ADOLFO UTOR

*In this exceptional situation, we present the eleventh consecutive Corporate Social Responsibility and Sustainability Report, within the framework of the 2030 Agenda and following the indicators of the Global Reporting Initiative established by the United Nations Global Compact.*

When Baleària began its first voyage 23 years ago, we never imagined that we would be faced with a crisis of this nature, which has impacted both our economy and our collective mood. The exercise in transparency that we are presenting gains particular relevance in a year that has tested our status as a responsible company, the essential nature of our services, and our ethical values.

The mobility restrictions and border closures have caused a significant drop in our traffic (-52% passengers, -44% vehicles, and -6% linear metres) which has translated into a sharp fall in sales (-24%), and

a net result of -15.6 million euros. This is only the second time in our history that we have recorded losses; the previous one was during the financial crisis of 2008. Despite this discouraging outlook, we have maintained a positive *cash flow* with an EBITDA of 62 million euros (-25%). This year we have demonstrated financial strength, as well as a tremendous ability to react, be flexible and adapt. The negative results have caused us to decrease our solvency and increase our debt, but we have held firm thanks to our financial and economic robustness, the result of many years of hard work.

Thanks to the enormous efforts of all our teams, we are now faster, more flexible and stronger. We have minimised the impact by adjusting our cost structure, accelerating digitisation and providing a dynamic offer adapted to the continuous fluctuations in the market. We have seized opportunities and maintained investments and projects in sustainability and digitisation, and we are ready to face recovery with renewed energy, optimism, cohesion and motivation.

The figures and milestones contained in this report attest to the public service vocation of this shipping company, which in extremely adverse circumstances has continued to renew its dockside social contract as a logistics and maritime mobility company. We have guaranteed the supply of goods and merchandise, despite losses, proving our social commitment. From the first state of alarm, our teams have demonstrated their ability to react in terms of guaranteeing supplies and responding to special operations.

We have worked swiftly to imple-

ment protocols that ensure the most reliable journeys and safest environments possible, redoubling our efforts to exceed the recommendations of the health authorities. We have invested in safety and security equipment, in the refurbishment of our on-board and on-shore facilities, and in specific cleaning and disinfection plans. We have adjusted the capacity of our ships, promoted digital boarding systems, and developed new tools to improve customer service. The effectiveness of these measures has made us the first shipping company in the world to obtain the Global Safe Site COVID-19 certification at the highest level (Excellence), awarded by the international organisation Bureau Veritas.

This pandemic has challenged and confirmed certainties. In our case, it has underlined the need to continue with our commitment to the environment and society, and has highlighted the fact that our activity is essential for sustainable economic development. This is why we remain committed to the United Nations Agenda 2030 and the Sustainable Development Goals, and our sights are already set on the 2050 horizon of full decarbonisation. The adverse scenario has not prevented us from continuing towards our green horizon, and in 2020 we have already managed to fuel six of our ships with natural gas, a cleaner energy source, as part of the investment plan to which we are allocating 380 million euros.

We are continuing to work on the fleet control tower project, which will allow us to manage Baleària's operations and vessels safely and efficiently. For this purpose, we have begun installing sensors as part of the European Green and Connected Ports project to mon-

itor the fleet's fuel consumption and emissions in real time. In addition, we remain committed to research into the application of green hydrogen as a maritime fuel, for example, through the European Green Hysland project.

Natural gas, at the forefront of our environmental policy, and digital transformation are the two strategic pillars for the company's eco-efficient growth. If there has been a landmark in 2020 that exemplifies the green and *smart* culture, it must be the launch of the *Eleanor Roosevelt*, the world's first *fast ferry* powered by natural gas engines. 90 million euros have been invested in this marvel of nautical engineering.

The shock waves of the pandemic have taken us by surprise right in the middle of an expansion and investment phase. We have tweaked our schedule, but we are maintaining our cruising speed. We decided to enter the tender for the construction and operation of the passenger terminal in the Port of Valencia, which we won in November. This project shares the same genetic makeup as Baleària, due to its dedication to eco-efficiency and clean energies, digital transformation and commitment to the region. This green terminal, involving an investment of 37.3 million euros, has been devised as a beacon of sustainability in the port logistics *hub*, insofar as it will be energy self-sufficient and 100% of the electricity will come from renewable sources.

Exercising an economic pull effect on the regions in which we operate is part of the Baleària spirit. The same idea feeds the policy of encouraging the value generated by the company to revert to its stakeholders (suppliers of goods and

services, employees, customers, partners, public authorities, etc.). It is striking that in this pandemic year we have managed to distribute a social *cash flow* of 530 million euros among our stakeholders, similar to that of 2019.

The paralysis of some lines and the drastic reduction in activity forced us to take advantage of government aid for three months through the Temporary Layoff Scheme (ERTE), affecting 30% of the workforce. Despite this furlough plan, we were able to ensure the purchasing power of all the workers by supplementing their salaries up to 100%.

In this challenging situation, the Baleària Foundation did not falter in its cultural revitalisation work and social and environmental commitment, prioritising actions that incorporate the SDGs. In the spring, in the midst of lockdown, the Foundation organised a series of musical events performed by artists from the different shores of the Mediterranean.

This pandemic has had a transformative effect on the company; despite the economic losses and the pain we feel for the victims, we have used the time to relaunch and redesign our project, to make progress in the construction of new ships and the opening of new shipping lines, and to push ahead with our goal of becoming a leading global shipping company with zero emissions. To achieve this, we have a route mapped out, a process of change and transformation that affects energy efficiency, as well as the digital and organisational areas. A strategy to consolidate a sustainable and socially responsible business model that, in 2021, will give birth to the new maritime station project in the port of Valencia and see the *Eleanor Roosevelt fast ferry* as the company's new flagship. We assume our global leadership, using innovation as a tool, and are proud to belong to a project whose main purpose is to improve people's lives through efficient and sustainable maritime communications.



## IN FIGURES 2020

### SUMMARY

- Letter from the Chairman | 4
- Magnitudes | 5
- Leading shipping company | 8
- Safety | 20
- A sustainable planet | 24
- Digitisation | 30
- Passengers | 38
- Team | 50
- Social commitment | 58
- Transparency | 66

#### TRAFFIC

2,150,000  
PASSENGERS -52%

610,000  
VEHICLES -44%

5,743,000  
L.M. CARGO -6%

#### ECONOMIC DATA

€342,203,000  
TURNOVER -24%

€62,329,000  
EBITDA -25%

€530,981,000  
SOCIAL CASH FLOW -15%

#### DIMENSION

1,500  
EMPLOYEES -17%

6  
COUNTRIES

23  
ROUTES

29  
VESSELS

1,217,000  
MILES SAILED -25%



# LEADING SHIPPING COMPANY



## INNOVATION, SERVICE AND SUSTAINABILITY

*Baleària defines itself as a responsible corporate citizen, engaged in the social and economic development of the regions it links together, and the well-being of their population.*

### BALEÀRIA GROUP MISSION

*To respond to the maritime transport needs of society, by offering its clients a high-quality, environmentally friendly service, its shareholders appropriate returns, and its employees the opportunity for development in both professional and personal terms.*

Baleària is the leading passenger, vehicle and goods transport company for the Balearic Islands, as well as being the only shipping company with inter-island routes to all four islands in the archipelago. It also operates in the autonomous cities of Ceuta and Melilla, and links the Canary Islands to the Iberian Peninsula. At the international level it provides services to North Africa (Morocco and Algeria), and also connects the United States with the Bahamas.

Baleària is an international pioneer in the use of natural gas, a fuel that reduces pollutant emissions. In 2020, the fleet already included six ships sailing with this cleaner energy, with three more to be added in 2021. The company's strategic commitment to natural gas is based on the principles of social responsibility and economic profitability. Baleària is working to achieve zero emissions through renewable energy projects and the generation of renewable gases, like green hydrogen and biomethane.

The Baleària group has a regular staff of over 1,500 people from 51 different countries, who are supported by the Baleària Business Academy to help them in their professional development.

### AGENDA 2030

Baleària's business model incorporates the sustainable development goals (SDGs) approved by the United Nations as a core part of Agenda 2030. As part of its commitment to these goals, the company is implementing projects linked to eleven of the seventeen SDGs, which are detailed throughout the pages of this report. Particularly noteworthy are the projects related to the strategic axes: environment and innovation, which are embodied in the company's commitment to using natural gas as a cleaner fuel and in actions taken to achieve more eco-efficient shipping; as well as the digital transformation of the company.

### SDGs to which Baleària contributes

- SDG 9 Industry, innovation and infrastructure**  
Build resilient infrastructure, promote inclusive and sustainable industrialisation and foster innovation.
- SDG 11 Sustainable cities and communities**  
Make cities and human settlements inclusive, safe, resilient and sustainable.
- SDG 13 Climate Action**  
Take urgent action to combat climate change and its impacts.
- SDG 3** Ensure healthy lives and promote well-being for all people at all ages.
- SDG 5** Achieve gender equality and empower all women and girls.
- SDG 8** Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all.
- SDG 10** Reduce inequality within and among countries.
- SDG 12** Ensure sustainable consumption and production patterns.
- SDG 14** Conserve and sustainably use the oceans, seas and marine resources for sustainable development.
- SDG 16** Promote just, peaceful and inclusive societies
- SDG 17** Revitalize the Global Partnership for Sustainable Development.

## CORPORATE GOVERNANCE

Baleària's management and the entire organisation work with a long-term view and keeping the market's dynamics in mind.

Adolfo Utor Chairman and CEO	●●●●●	1998
Georges Bassoul General Director	●●●●●	2019
Ricardo Climent Chief Financial Officer	●●●●●	2004
José Manuel Orengo, Secretary General, and Head of CSR	●●●●●	2019
César Rodríguez Chief Operating Officer	●●●●●	2020
Abel Matutes Independent Advisor	●●●●●	2005
Juan Lladó Independent Advisor	●●●●●	2005
José Bonet Independent Advisor	●●●●●	2005
Manuel Pérez Director of Operations Valencia Region Representative	●●●●●	2009
Guillermo Alomar Fleet Manager	●●●●●	2009
Pilar Boix Communications Director	●●●●●	2011
Juan José Serra Ibiza and Formentera Region Representative	●●●●●	2011
Antonio García, Systems Director	●●●●●	2019
Manuel Rejano Southern Zone Representative	●●●●●	2019
Hipólito Rodríguez On-board Services Director	●●●●●	2020
Rafael Martí Director of People	●●●●●	2020

- General Shareholders' Meeting
- Board of Directors
- Standing Committee
- Executive Committee

Membership of bodies and length of membership All the committee members have executive status.

### ORGANISATIONAL CHANGES

Departures of Ettore Morace (Chief Operating Officer), Miriam Gamero (Director of People) and Clara Gomis (Cargo Director).

### ADOLFO UTOR

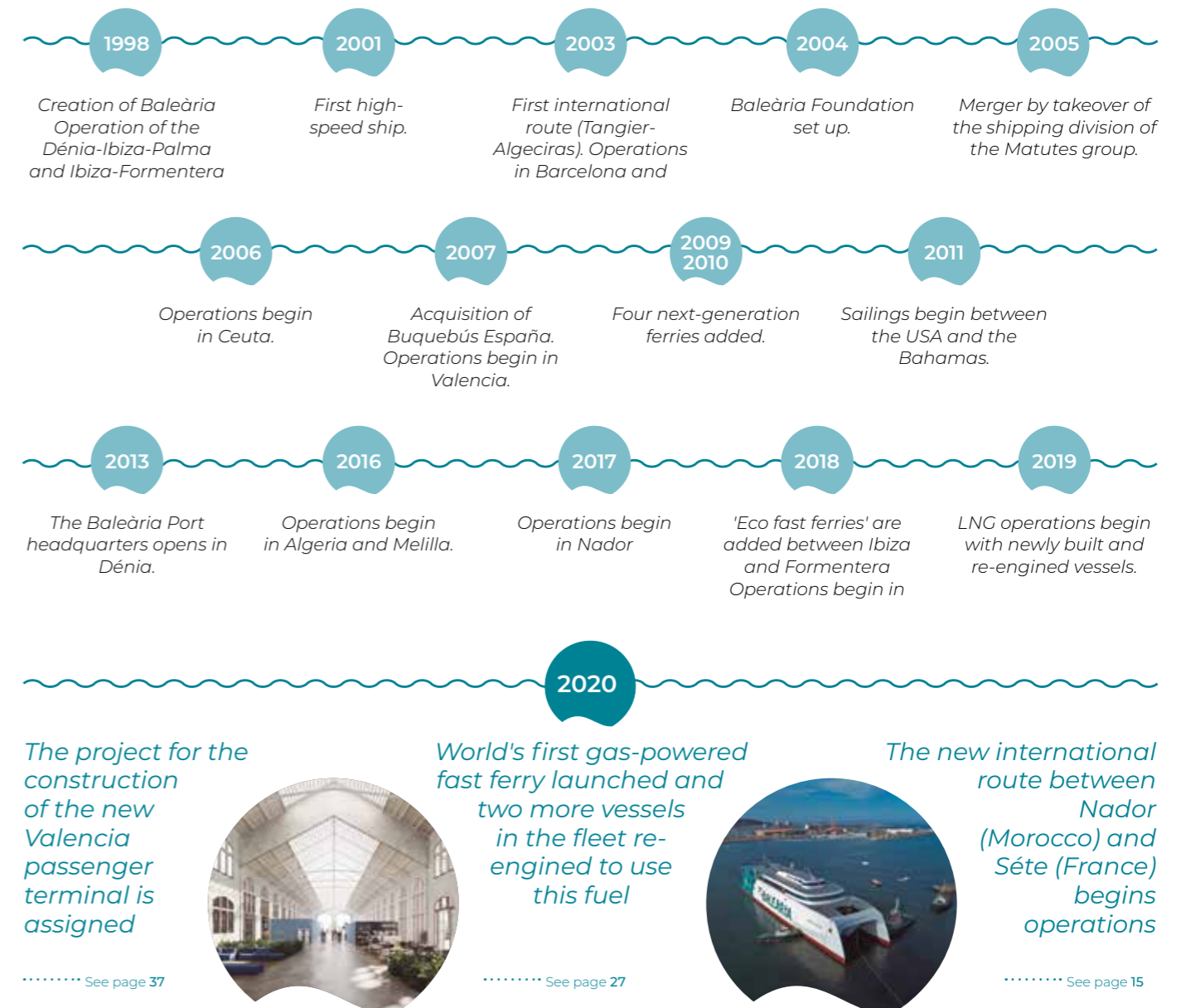
#### President and CEO of Baleària

Adolfo Utor (Al Hoceima, 1961) is the president and main shareholder of the Baleària shipping company, whose creation he captained in 1998. In addition, Utor is president of the Social Council of the University of Alicante, a full member of the Spanish Royal Academy of the Sea, a member of the Board of Directors of the Valencian Association of Entrepreneurs (AVE) and also chairs the ANAVE Regular Shipping Lines Committee, among other things.



## MILESTONES

For Baleària, innovation is the way to achieve service and management excellence, as demonstrated by the milestones achieved over these more than 20 years, which in 2020 involved launching the world's first gas-powered fast ferry.



## ECONOMIC PERFORMANCE

€342,203,000  
TOTAL OPERATING REVENUE

-24%

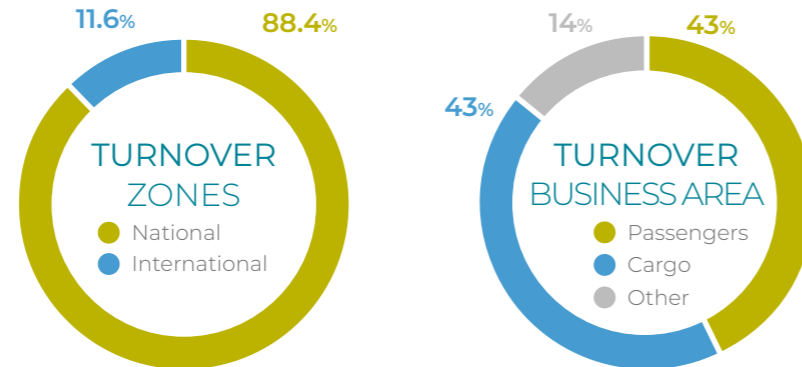
€62,329,000  
EBITDA

-25%

€-15,649,000  
FINANCIAL YEAR RESULTS

-154%

The pandemic had a significant impact on the company's financial results, with total revenues falling by 25% and resulting in losses of more than 15 million euros. However, one positive aspect is the EBITDA performance, which despite falling 24% compared to the previous year, remained positive and above 60 million euros, an indicator that endorses the economic management. In this respect, it is important to highlight the reduced expenditure on fuel, personnel, port taxes and chartering, among other things.



INVESTMENT:  
85 MILLION EUROS

The main investments in 2020 were related to the fleet, mainly LNG-fuelled vessels (one new-build and three re-engined ships) and the installation of more efficient engines on a *fast ferry* which started at the end of the year.

..... See page 26



## TRAFFIC

Like the entire tourism and passenger transport sector, Baleària was negatively impacted by the global pandemic. The restrictions on mobility imposed by the state of alarm in Spain as well as the border closure in Morocco, Algeria and the Bahamas led to reduced activity. The number of journeys decreased on both domestic routes (-26%) and international routes (-53%).

Baleària worked continuously, adapting the offer each week to the demand, adjusting both routes and timetables in a flexible and reactive way. The circumstances of the year led to increased last-minute bookings, so this ability to react to the market was crucial, allowing Baleària to gain market share with regard to passenger traffic. Moreover, the diversity of the lines the company operates was key, as the results from some regions were able to offset those of others.

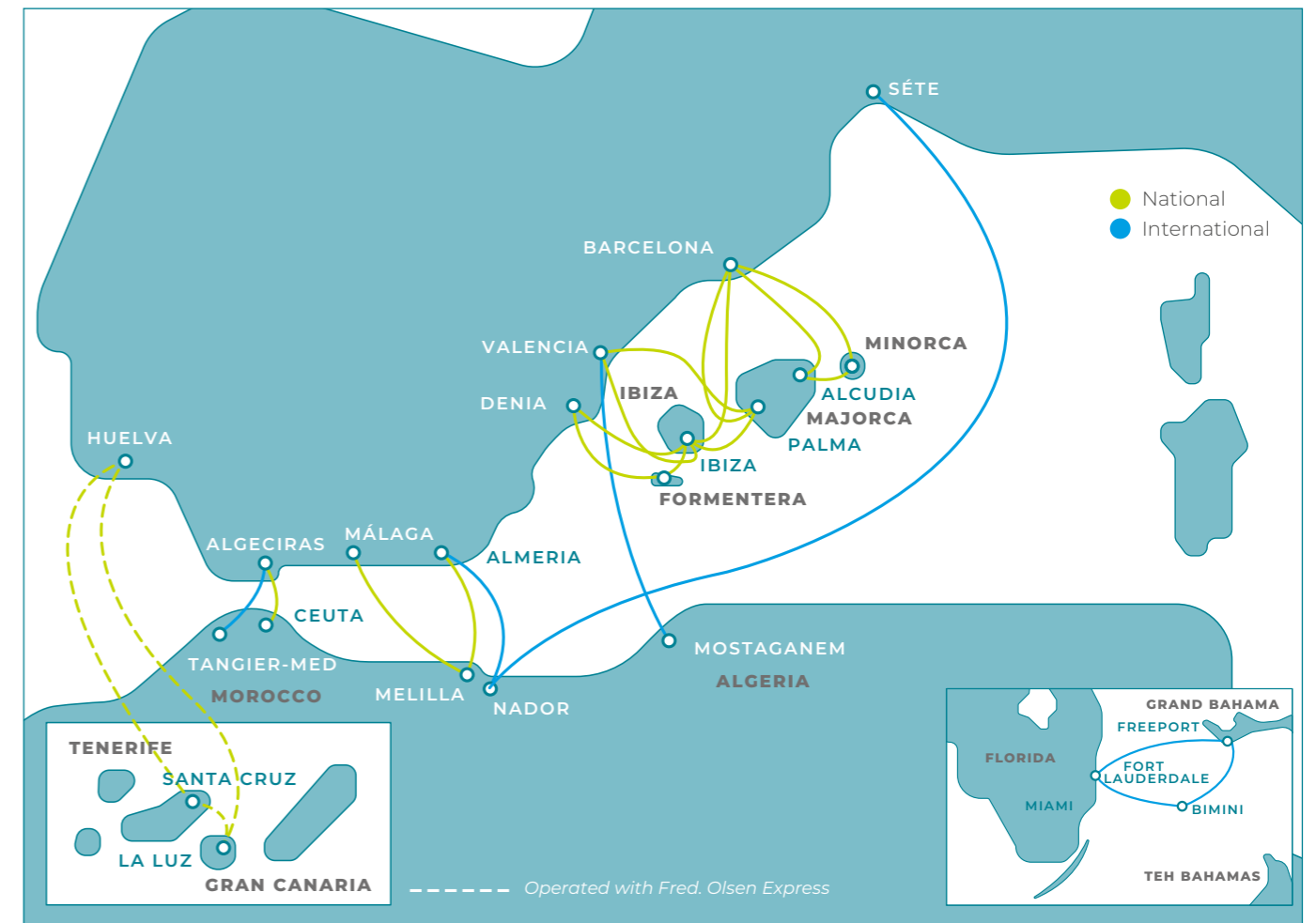
23 ROUTES 6 COUNTRIES

1 new route  
Sète-Nador

25,792 JOURNEYS

90% national  
10% international

-30%



# TRANSPORT OF PASSENGERS AND VEHICLES

## NATIONAL ROUTES

Both the states of alarm and the various mobility restrictions imposed by the different regions had a major impact on passenger traffic on all domestic routes, which fell by 60%.

The **Balearic Islands** lines recorded a drop of more than 30% in passenger traffic, but the decrease in vehicles was less (-18%), as some passengers preferred to travel with their cars due to the health situation. On the inter-island connections the biggest decrease was on the Ibiza-Formentera route.

On the routes connecting **Ceuta and Melilla** with the mainland, passenger and vehicle traffic plummeted by more than 60%, and any journeys made were principally by residents.

The **Canary Islands**, where Baleària operates together with Fred Olsen Express, recorded growth of more than 20% in passenger transport, in the year that marked the second anniversary of these lines.

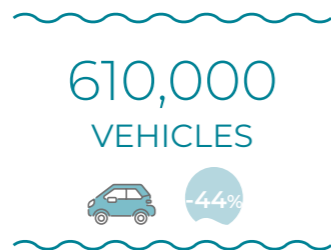
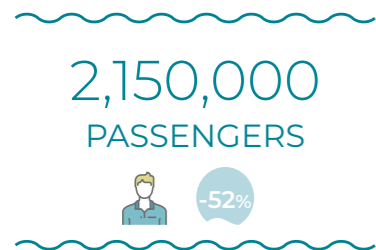
## INTERNATIONAL ROUTES

International traffic was severely affected due to the border closures in Algeria and Morocco and restrictions in the Bahamas, which overall led to an 85% drop in passengers. The main cause of this fall in international passengers was due to the cancellation of Operation Strait of Gibraltar (OPE), which also affected the Ceuta and Melilla routes.

During the states of alarm, 48 special repatriation operations were carried out to facilitate the return of European citizens of Moroccan origin to their countries of residence. In addition, at the request of the Moroccan government, in July Baleària launched the Nador-Sète route to meet the demand for this.

### NEW INTERNATIONAL ROUTE

Baleària incorporated its sixth international route between the ports of **Nador (Morocco) and Sète (France)**, with two weekly services for passengers, vehicles and goods.



<b>ROUTES</b>	
2,009,000 passengers	93.5%
<b>ROUTES</b>	
141,000 passengers	6.5%

<b>ROUTES</b>	
564,000 vehicles	92.4%
<b>ROUTES</b>	
46,000 vehicles	7.6%

43% of Baleària's total turnover corresponds to the Passenger Area



# GOODS TRANSPORTATION

## NATIONAL ROUTES

In the first state of alarm and during the various periods of mobility restriction imposed over the year, Baleària took on the responsibility of fulfilling its social commitment and guaranteeing the supply of essential goods in a complex situation. The company drew up a contingency plan to ensure goods transport to non-peninsular regions, where maritime transport is strategic and essential. In this sense, cargo transport was more stable and the drop seen was more modest.

Over the months of the state of alarm, the goods transported were centred on foodstuffs, express parcels, health material and fuels, as well as construction material (except in the weeks with the strictest restrictions).

It is also worth highlighting the performance of the Canary Islands routes, which grew by more than 20% in linear metres. Meanwhile, on the Balearic Islands and the routes linking Ceuta and Melilla with the Spanish mainland, cargo transport decreased.

**DIGITISATION**

Baleària continued its process of digitising freight transport to streamline port operations and improve logistics planning for its clients.

..... See page 31

## INTERNATIONAL ROUTES

Baleària continued to carry goods on the Morocco route as well as the route between the United States and the Bahamas, but the connection with Algeria was cancelled for goods from March and this situation continued throughout the year. On the Moroccan lines, both the Tangiers-Algeciras and Nador-Almeria routes recorded increases in cargo transported, partly due to the greater availability in the hold following the cancellation of the OPE. In this sense, the weight of goods transport on international lines went up to 23%.



5,743,000  
L.M. CARGO



428,215 trucks  
(equivalent to l.m.)

### COMMODITY TYPE

Food products	27.7%
Consolidated	19.3%
Packaging	6.5%
Construction material	5.0%
Healthcare equipment	4.2%
Textiles	3.3%
Drinks	2.5%
Other	31.6%

<b>NATIONAL</b> 3,842,000 l.m.	<b>77%</b>
<b>INTERNATIONAL</b> 1,318,000 l.m.	<b>23%</b>

43% of Baleària's total turnover corresponds to the Cargo Area.

# FLEET

29  
SHIPS\*



+4 auxiliary vessels  
All but  
one owned

(\* To 31/12/2020, of  
which one is under  
construction.

- To natural gas
- To natural gas (projected)
- Smart ship
- Smart ship (projected)
- Scrubbers

(\* Under construction.



## FERRY

	SPEED	LENGTH	PEOPLE	VEHICLES	
Abel Matutes	23 kn	190 m	900	625	● ●
Bahama Mama	23 kn	154 m	1,000	350	● ●
Dénia Ciutat Creativa	19 kn	150 m	399	430	
Hedy Lamarr	24 kn	186 m	600	646	●
Hypatia de Alejandría	24 kn	186 m	880	608	● ●
Marie Curie	24 kn	186 m	880	608	● ●
Martín i Soler	23 kn	165 m	1,200	567	● ●
Nápoles	23 kn	186 m	1,600	339	● ●
Passió per Formentera	22 kn	100 m	800	105	
Poeta López Anglada	18 kn	133 m	1,257	243	
Posidonia	17 kn	69 m	550	90	
Regina Baltica	19 kn	145 m	1,600	350	
Rosalind Franklin	22 kn	188 m	860	624	●
Sicília	23 kn	186 m	1,000	481	● ●

## FAST FERRY

	SPEED	LENGTH	PEOPLE	VEHICLES	
Avenir Dos	34 kn	82 m	855	174	
Bimini Blue Marlin	30 kn	39 m	356	-	
Cecilia Payne	38 kn	86 m	800	200	
Formentera Direct	30 kn	50 m	309	36	
Eco Aqua	28 kn	28 m	355	-	
Eco Aire	28 kn	28 m	355	-	
Eco Terra	28 kn	28 m	355	-	
Eco Lux	28 kn	28 m	355	-	
Eleanor Roosevelt*	35 kn	123 m	1,200	450	● ●
Jaume I	32 kn	78 m	623	130	
Jaume II	32 kn	81 m	624	140	
Jaume III	32 kn	81 m	655	140	●
Nixe	32 kn	63 m	546	122	
Ramon Llull	32 kn	83 m	476	120	●

## ONLY CARGO

	SPEED	LENGTH	PEOPLE	LM
Vírot	12 kn	64 m	41	117

# SAFETY ON BOARD



*From the beginning of the pandemic, Baleària's priority was to guarantee health safety on all its ships and in all its facilities, safeguarding the health of clients and employees.*

## SAFEGUARDING HEALTH AS A PRIORITY

SDG  
3

From the outset of the first state of alarm, the company worked on additional measures to enable it to operate as close to normal as possible, and with the highest level of safety, once the restrictions were lifted, implementing protocols to guarantee the most secure journeys that it could. The indications and recommendations of the Ministry of Health, the World Health Organisation, the International Maritime Organisation and the rest of the competent authorities have been followed at all times. The protocols applied by Baleària complement the characteristics of the ships themselves, which, thanks to their generous spaces and outdoor areas, are one of the means of transport that most effectively guarantees safe distances between people.

### COVID-19 GLOBAL SAFE SITE

In June, Baleària became the first shipping company in the world to obtain the COVID-19 Global Safe Site label in its highest grade (Excellence) from the international certification and inspection body Bureau Veritas. This seal guarantees that Baleària goes beyond the guidelines of the Ministry of Health and the World Health Organisation, as it carries out more comprehensive and stricter actions than those indicated by these bodies in terms of safety and cleanliness.



#### Excellence

The certificate's Excellence category involves periodically measuring the possible presence of the virus on surfaces to check the effectiveness of the measures implemented. After an initial analysis, samples are taken from the surfaces of ships and marine stations and analysed in the laboratory.

**882** samples

#### Scope of the seal

The certification was obtained for 16 ships and the two maritime stations that Baleària manages directly (Dénia and Valencia), to be renewed every 6 months. The certifying body analysed the measures taken in terms of personal protection (personal hygiene and social distancing, the management of PPE, and the identification of vulnerable workers), organisation (reduction of capacity, staggering of arrivals and departures, and measures to be implemented in the event of contagion or suspected contagion) and specific cleaning and disinfection procedures (adaptation of spaces and air renewal plans).

**25** document audits and **27** implementation audits.

## COVID-19 SAFETY PROTOCOLS

### Reduced vessel capacity

Between 20 and 30 percent, depending on the configuration of the ships and bookings, to facilitate social distancing between different groups of passengers.

### Targeted cleaning and disinfection plan

Baleària stepped up its cleaning and disinfection protocols with COVID-19 certified viricides, fungicides, bactericides and disinfectants, paying particular attention to all surfaces likely to be touched by passengers (from handrails to seats and armrests). On some ships, disinfection was carried out using ozone machines.

### Use of masks and hydroalcoholic gel

The use of face masks for passengers became compulsory in May (except in cabins), while the crews started wearing them right from the start of the crisis. Hydroalcoholic gel was made available to passengers.

### Temperature measurements

On all routes, pre-boarding temperature measurements were carried out on passengers using a variety of tools (thermographic cameras, temperature totems and non-contact hand-held thermometers) depending on the port.

### Signs and partition screens

More than 6,000 partition screens were installed both in the onboard and onshore customer service areas as well as in the seating areas on the ships to separate the rows. Signs reminding passengers to maintain safe distances, in addition to posters, loudspeaker messages and videos with this message were installed on the ships and in maritime stations.

### Online booking and invoicing

To avoid queues and crowds at ticket offices, *online* booking and digital boarding passes were promoted.

..... See page 33

### Internal monitoring committee

From the outset, the shipping company created an internal monitoring and management committee, involving all areas of the company, to centralise all incidents and gather information. In addition, a specific communication channel was created to assist employees with regard to this issue. Protocols were established both on board and in the onshore facilities.

### Relief optimisation

During the state of alarm, the shipping company optimised crew replacements to limit travel, and put in place specific relief crews to ensure the operation of the vessels and guarantee the supply of goods.

### Isolation procedure

Isolation areas were established on all ships. These were ideally cabins or infirmaries with natural ventilation that were disinfected and provided with fresh water and a system for communicating with the outside world.

### Training

The entire staff underwent training to raise awareness of the nature of the virus and to learn about prevention measures.

..... See page 54



## COVID INVESTMENT

The shipping company invested in personal protective equipment (PPE), disinfection material, computer equipment, and tests, and adapted ships, among other measures.

▶ Video  
Security measures



*The culture of safety and prevention, as well as incident analysis, is a very important aspect that involves the entire team, especially the Fleet department.*

It is worth noting that in 2020, incidents on vessels decreased by -36% compared to the previous year, while the ratio of miles sailed without breakdowns increased by 46%.

## SAFETY

Emergency preparedness exercises are conducted on a weekly basis across the entire fleet. In addition, in order to improve protocols and ensure effective coordination and action in the event of an emergency, regular drills and exercises are held with the Maritime Safety and Rescue Society, Spanish security forces, ship's captains, the port authorities, the fire brigade and other organisations. Baleària has established protocols to prevent possible environmental damage, both on land and on board, and has emergency control and marine pollution prevention plans. It also carries out periodic exercises to familiarise staff with possible environmental emergencies.

In 2020, an exercise was carried out on a Baleària ship in collaboration with the Spanish Navy, involving the simulation of a terrorist hijacking of the ship.

## ENVIRONMENTAL PROTECTION

The company also has procedures in place for identifying and evaluating risks and possible environmental impacts, and periodically analyses and evaluates its activities to bolster both its continuous improvement and environmental performance. In its Quality and Environmental policy, drawn up in accordance with ISO 14001, Baleària undertakes to prevent pollution beyond the applicable legal requirements as far as possible.

## CYBERSECURITY

Baleària participated in a *pentest* exercise, where the Spanish Navy tried to penetrate the computer systems, in this case on the ship *Hypatia of Alexandria*. Now, from 2021 onwards, it is mandatory for shipping companies to have procedures in place to prevent cyber incidents and their consequences. The exercise proved the robustness of the company's systems. In addition, various presentations were given on cybersecurity on board ships and in port facilities.

## CONTROL TOWER

Baleària is currently developing a fleet control tower, for which security will be a key element.

..... See page 34

## People with reduced mobility (PRM) and security systems

All the company's ships are adapted for people with reduced mobility, and the company has an assistance protocol.

**100%**  
of the vessels in the fleet  
have specially adapted access

**2,700**  
passengers  
requested special attention

**21**  
defibrillators

# GREEN COURSE



## ECO-EFFICIENT SAILING

The miles sailed in 2020 were reduced due to the impact of the global pandemic, meaning that 26% fewer tonnes of CO<sub>2</sub> were emitted. It is worth noting that Baleària increased the efficiency of its routes and ships, as evidenced by the ratio of tons emitted as a function of miles sailed, which decreased slightly.

### Liquid natural gas

In 2020, six of Baleària's ships were fuelled by natural gas, in line with its plan for re-engining and new constructions, which meant a significant increase in natural gas consumption (+2,000%).

..... See page 24

### Low sulphur fuels

In January 2020, International Maritime Organisation regulations came into force requiring the use of marine fuels with no more than 0.5% sulphur. In addition to LNG on the vessels adapted to use this fuel, Baleària used 0.5% low-sulphur VLSFO fuel oil (on ferries) and diesel fuel with a maximum sulphur content of 0.1% (on fast ferries). The switch from LSFO to VLSFO fuel in 2020 meant increased costs for ferry operations, which was partly offset by the increased LNG consumption. It should be noted that the fuel oil changeover involved a plan to clean the tanks and load the new fuel. In 2020, 48% less fuel oil and 17% less diesel were consumed, also due to the fewer miles sailed.

### Green hydrogen

Baleària is working on several projects linked to green hydrogen, including the Green Hysland project (in the Balearic Islands) subsidised by the European Union. This renewable energy will also be used in the passenger terminal to be built in Valencia.

..... See page 37

### Emissions control

Baleària is working on a fleet control tower to monitor fuel consumption and emissions.

..... See page 32

SDG 13

0.423  
RATIO tCO<sub>2</sub>/MILE

CONSUMPTION	
Diesel	65,236 m <sup>3</sup>
Fuel	77,882 t
Natural gas	511,825,077 kWh
CO <sub>2</sub> EMISSIONS	
Diesel	179,867 t
Fuel	242,555 t
Natural gas	92,539 t
<b>TOTAL</b>	<b>514,056 t</b>

-37,000 t of CO<sub>2</sub> not emitted thanks to the use of natural gas

1,217,000  
MILES SAILED

25%

87% national  
11% international  
2% subactivity

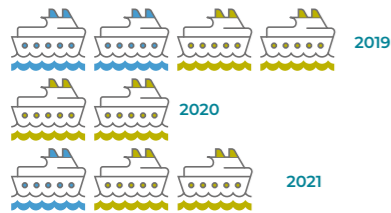
77% ferries  
23% fast ferries

## PIONEERS IN NATURAL GAS

SDG 9 SDG 11 SDG 13

9  
SHIPS TO  
NATURAL GAS  
(6 operating in 2020)

380 million euros  
investment



- New construction
- Re-engining

### REDUCED EMISSIONS

Natural gas is the most eco-friendly fossil fuel, reducing the emissions that damage air quality and therefore directly impacting people's health (-85% NO<sub>x</sub> and 100% sulphur and particles), as well as those that affect the environment, reducing the greenhouse effect (-30% CO<sub>2</sub>).

#### Estimated annual reduction when all 9 vessels are in operation

570 tonnes of sulphur  
6,535 tons of NO<sub>x</sub>  
92,147 tons of CO<sub>2</sub>

This is equivalent to eliminating the annual emissions of 60,000 cars or planting 180,000 trees.

The company continued to expand its natural gas fleet with the re-engining of three new vessels and marked a milestone in shipping history by launching the world's first fast ferry with natural gas engines.

### RE-ENGINING

In 2020, Baleària re-engined two ships in its fleet: the *Bahama Mama* and the *Sicilia*, and began re-engining the *Martín i Soler*. In all cases, the engines are adapted so that they can run on both gas and fuel oil. These retrofits are partially funded by the European Union's Connecting Europe Facility (LNGHIVE2 Green & Smart Links Project).

Cofinanciado por el Mecanismo «Conectar Europa» de la Unión Europea

### LNG BUNKERING

In 2020, the shipping company performed *bunkering* for the first time, in Dénia, Almería and Málaga, which were added to the ports of Barcelona, Valencia, Huelva and Algeciras. 95% of the operations were carried out using the Multi Truck to Ship System (MTTS), a highly efficient, faster and more effective way to supply natural gas.

714 bunkerings, accounting for 96% of the LNG bunkering in Spain

### AN INNOVATIVE 'FAST FERRY' WITH GAS ENGINES

Baleària achieved a milestone in the history of maritime transport by launching the *Eleanor Roosevelt* in September, the world's first *fast ferry* for passengers and cargo propelled by natural gas internal combustion engines.

#### Smart ship: digitisation of on-board services

Passengers will be able to find their allocated seat thanks to a QR code that they will receive via WhatsApp. They will have access to the Internet and WhatsApp coverage for text messages, a digital entertainment platform and video surveillance of their pets.

#### Convenience on board

Spaciousness and separations between seats have been prioritised, and a high-tech stabilisation system has been incorporated to reduce movement. Vibrations and noise will be minimised thanks to an elastically floating superstructure and the installation of state-of-the-art insulation. The ship will also have an escalator and lift to the upper deck, elements never before seen on a *fast ferry*.

#### Real-time monitoring

The measuring equipment installed on the *fast ferry* will make it possible to monitor real fuel consumption and calculate the efficiency of the engines, while the sensors will provide real-time information for efficient navigation, as well as adjusting the speed and course to increase comfort according to the sea conditions. Atmospheric emissions will also be monitored, enabling them to be reduced.

#### Tribute to Eleanor Roosevelt

The name of the boat is a tribute to this writer, gender equality activist and civil rights advocate, who was one of the driving forces behind the Universal Declaration of Human Rights.

90  
million euros  
INVESTMENT

#### The largest high-speed boat in the world

123 m long  
28 m beam  
1,200 passengers  
450 vehicles

#### The first 'fast ferry' with dual gas/fuel engines

4 8,800 kW engines  
35 knots service speed, with a maximum speed in excess of 40 knots  
2 LNG tanks  
400-mile range with gas and 1,900 combining gas/fuel

#### International partners leaders in their sector

Astilleros Armon shipyard constructor, project coordinator, and systems engineering developer  
Cotenaal engineering support  
Incat Crowther ship design  
Wärtsilä manufacturer of engines, propulsion system and gas plant  
Marintek-Sintef channel testing  
Bureau Veritas classification society  
Oliver Design architectural design  
Jorge Belloch interior design



Launch of first 'fast ferry' for passengers and cargo in the world with dual natural gas engines

Video Launch



## OTHER SUSTAINABILITY INITIATIVES



### Circular economy

Baleària reused plastic packaging to build the furniture for the terraces of two ships (*Bahama Mama* and *Abel Matutes*). Ecoembes and Reciclamá were responsible for collecting the plastic packaging generated on board several ships and at maritime stations, and the companies CmPlastik and Las Aventuras del Señor Maco converted an equivalent amount of recycled plastic into furniture. It is also worth noting that this material is stronger and more resilient than that commonly used in outdoor furniture on ships, so it is expected to last longer and require less maintenance.

**85,000** reused containers

### Renewable energies

Baleària, together with the company Cubierta Solar, installed photovoltaic panels on the roof of the maritime station in Valencia.

**60** photovoltaic panels

### Selective waste collection on board

Since 2019, Baleària has been working with Ecoembes on a selective on-board collection system, aimed at recycling 100% of the plastic containers, cans and bricks used. In 2020, two new vessels joined this project, and the equipment and signs on board were revamped.

### Recycling coffee capsules

Baleària joined Nespresso's Positive Cup project to recycle coffee capsules.

Video  
Circular economy



*Green Course is the motto Baleària uses to define its sustainability philosophy, which encompasses all of the company's actions linked to environmental protection.*

To raise awareness of all the company's environment-related initiatives, like its eco-efficient sailing and the Foundation's programmes, a specific *landing page* has been developed for the Baleària website, as well as a video. In addition, 5 ships were branded with the new logo, and there are plans to roll this out across the rest of the fleet.

[balearia.com/es/rumboverde](https://balearia.com/es/rumboverde)

Video  
Green Course



# DIGITAL TRANSFORMATION



## DIGITISATION OF GOODS TRANSPORT



*The digitisation of the cargo area has made it possible to streamline port operations and improve client planning.*

### Specific webpage for cargo customers

In 2020, a specific portal was launched for the Balearic routes. Clients can manage their bookings more independently and plan their logistics better thanks to real-time information on the status of the fleet.

**70%** of Balearic Islands bookings automated.

**90%** of clients feel that management has improved.

### Digital boarding control

In 2020, digital control of boarding and disembarkation operations, which was already available in the Balearic Islands, was rolled out for routes in the south. The people responsible for operations on the quayside get real-time information on boarding progress via a digital tablet and drivers board without stopping at the ticket office, thereby speeding up the entire process.

### Digital boarding card

On *smart ships*, drivers receive a QR code that allows them access to their cabin and also includes additional services (meals, drinks, etc.).



## TECHNOLOGY AT THE PASSENGER'S SERVICE

Baleària's 'smart maritime', or smart navigation, is aimed at offering an eco-efficient and smart service that encompasses the overall experience of passengers and freight customers.

SDG 9

10  
SMART SHIPS  
(8 operating in 2020)



### SMART ON-BOARD SERVICES

In 2020, Baleària was using eight *smart ships*, and expects this number to reach eleven in 2021. The aim is to offer the customer a comprehensive technological experience, spanning services and innovations before, during and after the journey; from the sales process, through boarding and the on-board experience.

- Access via QR code
- À la carte digital leisure platform
- Smart TV in cabins
- Internet connection
- WhatsApp signal
- Pet surveillance video
- Digital signage
- Self-service totems

### ACCESS DIGITISATION

#### Boarding passes via WhatsApp

Baleària has incorporated the WhatsApp instant messaging service as a way of sending all travel-related notifications to passengers on routes to the Balearic Islands and was the first Spanish shipping company to send boarding passes via this app. The idea is that, in the future, WhatsApp will be a channel for both communications and booking.

#### Digital card reading

The *software* and all boarding pass reading devices were renewed. They were replaced with state-of-the-art terminals that are more powerful and efficient and function with any type of code, especially in digital format. We are now working on improvements to facilitate boarding management.

100 new terminals

#### Numbered accommodation

During the summer, we ran a pilot seat allocation test on the Dénia-Formentera line. The day before their trip, passengers received their seat number, which was assigned on the basis of several factors, making it possible to keep a free seat or aisle between the passengers with different seat positions. This test will be used as the basis for launching this numbered allocation on the remaining routes.

The health alert situation and the need to enable social distancing have driven the progress of digital projects for accessing the ships and accommodation.

### SMART TERMINALS

Baleària is planning to build *smart terminals* in some ports, which will improve the speed and convenience of the boarding process. The first of these terminals will be in the port of Valencia.

..... See page 36

### CUSTOMER SERVICE

Baleària implemented new customer service and support ticketing software, which allows incidents to be handled quickly and efficiently through multiple channels.

..... See page 40





## CONTROL TOWER FOR THE FLEET



The Fleet Control Tower is a tool that will ensure streamlined and efficient management of the fleet's operations and vessels from different aspects, with control panels both on ships and on shore. Sensors will be installed on the ships that will allow real-time data to be collected and stored. Analyses of this business-relevant data will form the basis for effective decision-making.

### Aspects

#### Safety and preventive maintenance

Big data analysis will make it possible to obtain and store information to create historical data. Possible incidents will be detected from the shore allowing an optimal response, as well as improved punctuality, a better re-scheduling capacity and risk detection.

#### Commercial efficiency

It will be possible to understand the economic variables of the entire fleet and optimise operating costs.

#### Real-time emissions monitoring

This will allow sailing to be adapted to maximise efficiency in all aspects, reducing consumption and consequently minimising atmospheric emissions.

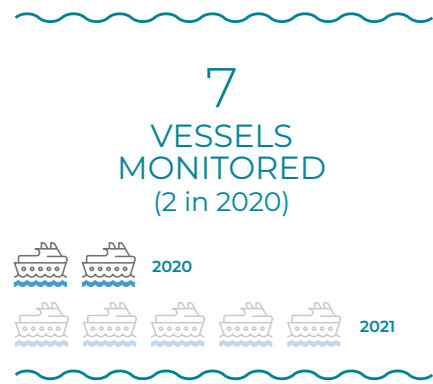


### Green and Connected Ports

The installation of sensors and measuring equipment on ships is part of the Green and Connected Ports project, in which Baleària is participating as part of a European consortium. 50% of the project funding was obtained through the European Union's Connecting Europe Facility 2014-2020 (CEF Transport) call for proposals.

In 2020, Baleària installed sensors on two of its ships (*Bahama Mama* and *Sicilia*), and it is planned that in 2021 this will also be carried out on another five ships (three *ferries* and two *fast ferries*).

*This project is the first step towards Baleària becoming, in the medium term, a 'data driven company', in other words, a company that uses data to guide effective decision*



Cofinanciado por el Mecanismo «Conectar Europa» de la Unión Europea



## BUSINESS TOOLS



### NEW MANAGEMENT SYSTEM

In July, Baleària launched the new booking system for the Malaga, Almeria and Melilla routes. The validation of this system will allow it to be rolled out progressively on the rest of the routes throughout 2021, firstly for the Balearic Islands, then the Strait of Gibraltar, and finally for international services (Morocco, Algeria and the Caribbean).

This is a corporate management system that adds new features to bookings management, including greater flexibility to make bookings with different components. It also offers a more user-friendly and intuitive user interface, significantly reducing the training processes in the system.

The new system has been developed with the latest technology, allowing Baleària to take a technological leap forward, as it can be integrated with other company or third-party applications, such as a pricing and business rules system.

This new management system, developed by Baleària's internal Business and Management teams, incorporates a number of improvements in all the business processes associated with passenger bookings, from the creation of these bookings, through boarding and check-in processes, to a new contingency management module and the management of the loyalty club and customer service. It also offers service monitoring, as well as cost and production tracking. The system is based on the single data philosophy, which allows information to be made available quickly and easily to the other areas of the company that need it.

### PROCESS AUTOMATION

Baleària has implemented a process automation initiative, or RPA (Robotic Process Automation), applied to the management of port charges. This RPA was combined with artificial intelligence tools to achieve a fully robotic process. This increased efficiency and productivity, while reducing repetitive tasks.

The aim of this system is to make the most administrative processes more efficient and enhance the capacities of people

### TELEWORKING TOOLS

The introduction of teleworking in part of the company prompted the launch of certain technological tools designed to facilitate teleworking.

#### Software

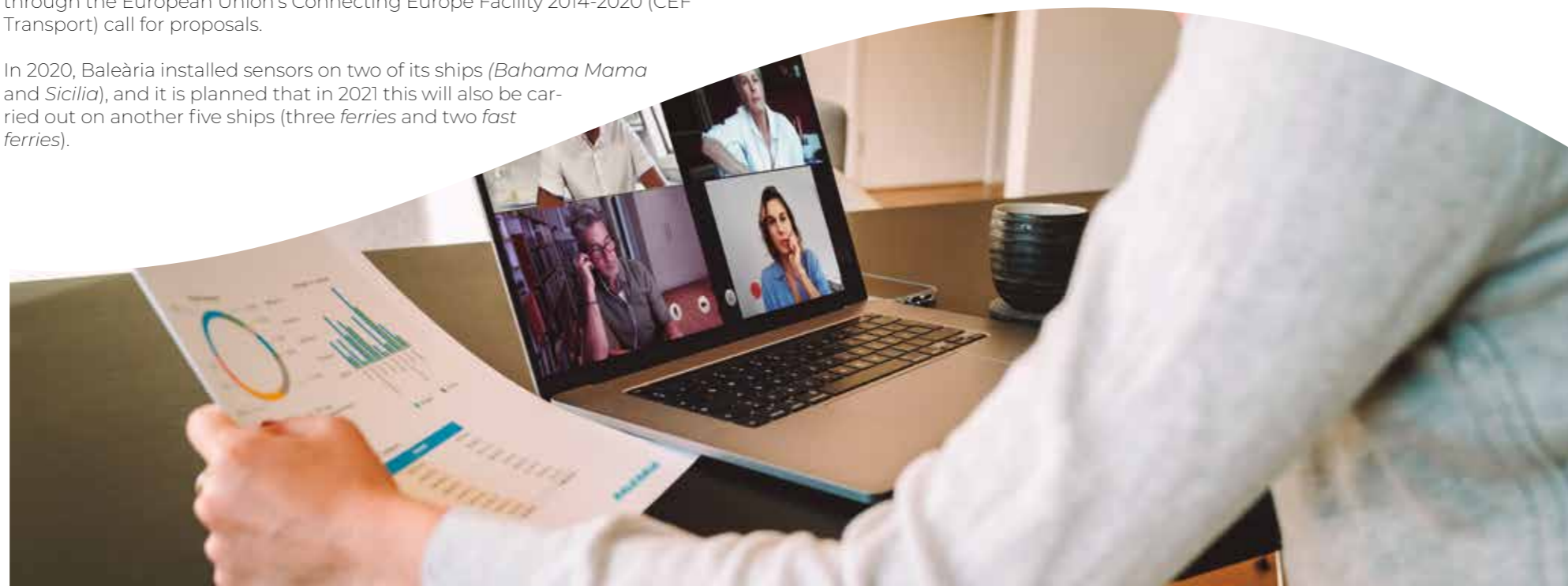
The Office 365 suite of products (Teams, Sharepoint One Drive and One Note) was made available to virtually the entire shore-based workforce. This is a comprehensive solution that enables cloud storage for remote work and facilitates *online* meetings and real-time collaboration.

#### Teams

In March, 80 portable workstations were prepared for employees whose workstations were not adapted for mobility.

#### Time control

The Sesame time tracking tool was enabled for teleworking staff.



# VALENCIA TERMINAL



*Baleària has been awarded the contract for the construction and operation of the new passenger terminal in the port of Valencia. The project combines two of the company's strategic axes: digitisation and sustainability.*

In November 2020, Baleària was awarded the tender by the Port Authority of Valencia (APV) to build and operate, under administrative concession, the new passenger terminal, intended for both regular *ferry* lines and cruise ships. Cruise management will be handled by Global Ports Holding (GPH), the world's largest cruise operator.

The terminal has been designed as a benchmark for environmental sustainability in the port of Valencia and should generate added value along the waterfront. The APV rated the project presented as excellent (93.5 points out of 100).

## INFRASTRUCTURE

The new maritime station will be located on the land that was formerly the Unión Naval de Levante (UNL). The terminals for regular line and cruise passengers will have separate spaces and operations.

- 76,000 m<sup>2</sup>** (63,000 m<sup>2</sup> + 13,000 m<sup>2</sup> water surface)
- 4 docks** for *ferries* and cruise ships
- 215 m** of central pontoon
- 2 pre-boarding esplanades** (15,000 and 6,000 m)

## REPORT

The terminal will be a sustainability benchmark, applying the most efficient technologies with the lowest environmental impact and zero emissions.

- 100% self-generated electricity** on site through renewable energies (photovoltaic panels, wind, renewable hydrogen, and biofuel)
- 100% recycled organic waste** through a biogas plant that will generate biomethane.

## SOCIETY

The project will preserve heritage elements that are of great historical and architectural value. There will also be an Innovation and Eco-efficiency Centre, a training centre for the Baleària Business Academy (Escuela de Empresa Baleària; EdEB) that will offer courses in a range of different areas of the maritime sector, and a space for cultural activities.

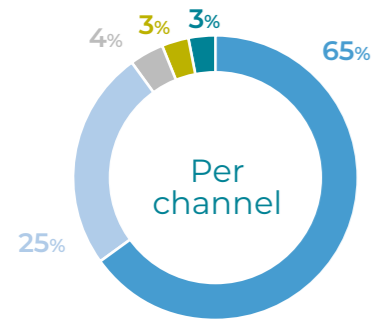
37  
MILLION EUROS  
INVESTMENT

Video  
An innovative terminal





283,000  
CUSTOMER SERVICE



- Telephone
- Web form
- Email address
- Web chat
- Private messaging networks

94.5% resolved on first contact.

113 minutes average time for first response (except complaints).

81% of cases were resolved in less than 5 hours.

## CONTACT AND CUSTOMER SERVICE CHANNELS

With the aim of improving and unifying customer service across different channels, Baleària implemented Zendesk, an omnichannel tool (online and offline) that brings all customer interactions together in a single place so that customer service agents have access to all the information and can handle all procedures more smoothly and efficiently. The system allows urgent enquiries to be prioritised, tracked and classified according to the area that needs to respond to them. The result has been a more competitive team in terms of handling complaints and queries. Indeed, the Zendesk's shareholder report mentioned Baleària as an example of success.

### Call Centre

The call centre platform was integrated into the Zendesk software to allow our agents to work through a single, unified tool. To improve customer service, we upgraded the IVR system that filters and directs calls as required, in addition to providing real-time queue management by supervisors based on call topics or language, including redialling during long hold times while respecting the customer's queue position.

### Web form

This form allows queries to be sorted by priority and topic for a quick response.

### Help Centre

The Help Centre section was set up on the website. This collates possible doubts from customers, so that they can self-manage the answers. To enable this, a system of labels was created to locate the answer that best matched the customer questions.

### Web Chat

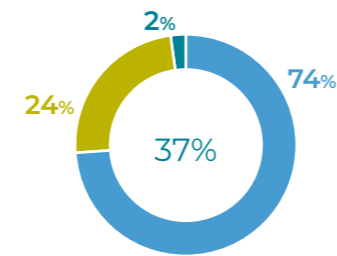
This bot responds according to Help Centre articles, or passes the query over to an agent.

### Private messaging networks

The customer service team now manages private Facebook and Twitter messages through this system.

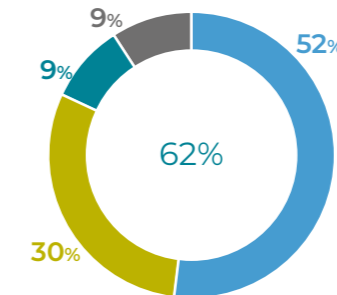
## REASON FOR ENQUIRY

### Non-customers



- Information
- Sales
- Other

### Clients



- Customer cancellations
- Information
- Boarding passes
- Other

## COMPLAINTS

Baleària responds to all complaints received and complies with the stipulated response times.

12,000 complaints handled

0.52 ratio of complaints per 100 passengers

More than half the complaints were related to delays, rescheduling and cancellations, linked to incidents in 2019 (the data is from the fiscal year and more than 5,000 are from November and December of that year).

Of the total number of complaints, 21% were related to COVID-19 (mostly cancellations involving booking refunds, with only 3% being about security measures on board due to the pandemic). It should be noted that complaints about on-board services accounted for only 3% of the total and that complaints to official bodies decreased considerably (-28%).

### Incident management team

A specific team was set up to manage incidents according to the procedures established

## CUSTOMER SERVICE DURING THE STATE OF ALARM

The first state of alarm (which involved the partial and temporary closure of the physical Call Centre to avoid operator travel) coincided with the system switchover, so temporary support channels were set up, including a web chat for urgent requests and a specific email address, as well as a landing page with the most up to date information. During the first state of alarm, the following customer service enquires were dealt with:

22,000 emails

30,000 calls

# SALES

## REVENUE

The Revenue area made daily adjustments and customised the pricing policy for the different maritime routes and their available offer, thanks to data analysis and comparisons with previous years.

One of the main factors taken into account was advanced booking, which in 2020 was very complicated due to the economic situation. The different accommodation types available on the ships and the prices of these also determined part of the strategy for improving occupancy. In addition, both the sales channels and the different types of customers also made it possible to increase certain bookings on certain days. This price analysis also involved monitoring the performance of other transport companies.

## COMMERCIAL POLICIES

Baleària adapted its fare policies to the context of uncertainty, making them more flexible and also offering customers the possibility of swapping bookings that could not be used.

### “Relax” fare

The company made fares more flexible, allowing changes to bookings and cancellations with no fees. These “relax” fares were in force from March until the end of the year.

### Vouchers

Baleària set up the voucher tool to swap bookings for customers who could not travel due to mobility restrictions. In this scheme, they were offered a compensatory voucher for their next booking.

**7,600** vouchers issued

## E-COMMERCE

Despite the historic context of 2020, Baleària did not curb the growth of its digital business and continued to take steps to convert the website into a comprehensive booking and service platform in the regions where it operates.

The company's website showed a positive evolution in terms of sales and volume of bookings, being the only sales channel to see an increase. In addition, new service and information channels were put in place.

..... See page 38

Baleària's firm commitment to innovation continued with the improvement and optimisation of its digital channels. In 2020, customer services and features were added to the website launched the previous year, including collaborations with **Booking.com** (hotel bookings), **Civitatis** (booking of destination activities), **Logitravel** (ferry + hotel packages) and **Movitaxi** (booking of taxis and transfers at destination).

Additionally, Baleària incorporated **PayPal** as a payment method for bookings and **Amazon Pay**, which it integrated in 2018, cited the company as a success story.

### Growth of 'online' channels

	SALES	VISITS	USERS
Desktop	-3%	-4.7%	-5.6%
Mobile web	+24%	+25.7%	+21.5%
App	+2%	-35.8%	-6.8%

9,546,858  
WEB SESSIONS +19%

4,530,809  
Individual users +9%

\* Baleària, Baleària Caribbean, Baleària Port, Baleària Foundation



## AGENCY CHANNEL

*Baleària's commercial team adapted to the situation by reinventing its functions in relation to commercial agencies, becoming both managers and facilitators for solutions and support.*

In April, it surveyed agencies to create products tailored to their needs. Communication with the agencies was strengthened, practically on a weekly basis, both locally through telephone support and with specific communications on the websites of the agencies. In addition, specific *online* training was provided to travel agencies for them to learn about the pandemic-related security measures implemented by Baleària (*webinars* with ACAVE and GEA).

In June, Baleària presented the Back to Work awards to recognise the work of agencies, which helped to boost and revitalise sales in the context of the health crisis.

The travel agencies gave the Baleària service **8** points.

## SPONSORSHIPS AND AGREEMENTS

### Olive Oil World Tour

Over the summer, a Baleària *fast ferry* was branded with the image of the Olive Oil World Tour campaign, of the *Interprofesional del Aceite de Oliva Español*.

### Sport

Some of the sports sponsorships were maintained and renewed, for both events (*World Padel Tour Menorca, Rally Islas Canarias, Trail Ibiza*) and clubs (*Levante U.D., Club Deportivo Atlético Baleares and Palma Futsal*). In addition, the agreement with *Fundació de la Pilota Valenciana* was renewed.

### Pet-friendly

Following the strategy to position Baleària as a *pet-friendly* shipping company, the Pet Week campaign was organised to celebrate Pet Day. Actions were implemented, both on our own channels and with *partners*, to generate *engagement* and reinforce emotional bonds with the pet-owning public, as well as to strengthen the company's relationship with collaborators and influencers in the pet sector (*Purina, Travel Guau, Patas Box, Viajes Cuatro Patas*, etc.)

### Other

The annual agreements with *PIMEC* and *PIME* were renewed, and agreements were reached with *OK Rent a Car*. We also collaborated in the filming of some movies and TV programmes (including *Masterchef Celebrity*), the cooking events *Del Plat a la Taula* and *Ciutadella Destí Gastronòmic*, both in Menorca, as well as the *Ibiza Light Festival* and the *XXVIII Jornadas Gastronòmiques Marroquies* (Cádiz). In addition, during the summer a point of sale was set up at the *Las Dalias* street market in Ibiza.

## EVENTS

### Fairs

Baleària took part in the *FITUR International Tourism Fair*, where it presented projects linked to innovation and digitisation (like the fleet control tower), eco-efficiency (natural gas fleet), services (*pet-friendly* cabins), and others. At the beginning of the year, the company also participated in the *SIAHA International Tourism Exhibition in Oran*, (Algeria).

### Canary Islands Route

Baleària presented the services it operates together with *Fred Olsen Express* in the Canary Islands to travel agencies from Huelva and Seville at an event on board the *Marie Curie*.

### Workshops and conventions with travel agencies

- ACAVE Travel Market Workshop 2020
- 'Sa Trobada dels Agents de Viatges de les Illes Balears' by AVIBA
- AVASA Travel Group Convention
- Travel Meeting for Alicante, Castellón and Valencia (together with CEAV and AEVAC)
- Global Team Convention



### CLUB BALEARIA

The Baleària loyalty club offers its members a range of advantages.

**+9.7%** of new members

# MARKETING AND COMMUNICATION

The situation caused by the pandemic meant that Baleària's communications and marketing strategy focused on communicating the guaranteed supply of goods and the security measures adopted.

The campaign was divided into different phases, evolving and adapting according to the restrictions and context.

## #Navegamosporti (We sail for you)

During lockdown, the message focused on our commitment to the different regions and our social responsibility to guarantee the supply of essential goods. Together with 3,000 other Spanish companies, we joined the #EstoNoTieneQueParar (#ThisMUSTNOTstop) campaign.

## #SeguiremosNavegandoJuntos (We will keep sailing together)

In the final weeks of the state of alarm, in addition to transmitting hope and commitment to our clients, Baleària made it clear that the company was preparing protocols and safety measures to enable its activity to resume.

## #Mevoyseguro (I travel safe)

As soon as the mobility restrictions were lifted, we began to use the slogan 'I Travel Safe', which has two interpretations, transmitting a desire to travel and the guarantee that Baleària's ships were the safest means of transport. Eighty percent of the message focused on safety, and illustrations were designed to explain the measures adopted via various communication and media channels. The campaign also won an award at the Festival de Publicitat de Catalunya.

On the Balearic and Canary Islands routes, the aspirational and promotional message of the destinations was also highlighted. We collaborated with the councils of Menorca, Ibiza and Formentera on the campaign "Balears luciendo como nunca" (the Balearic Islands looking better than ever), adapted to each destination and always underlining the message of safe travel. The company also collaborated with Condé Nast's *Traveler* magazine, which created *online* guides to promote Baleària's destinations.

In addition, a digital media strategy was developed with the aim of segmenting audiences, incorporating digital television (Movistar) and digital radio (Spotify) for the first time. Besides all this, we also expanded our presence in the main areas (Valencia, Dénia, Alicante, Ibiza, Palma and Barcelona).

## #MomentosQueImportan (Moments that Matter)

At the end of the year, Baleària incorporated this *hashtag*, highlighting the special times and reunions that our passengers were able to enjoy, despite the restrictions.

## We transport your goods just as you would yourself

In 2020, an advertising campaign was run, which also included a specific brochure and the redesign of the Cargo section of the website.

## SOCIAL NETWORKS

Social networks were extremely important for Baleària in 2020. After the start of the pandemic, they, along with the website, became the main communication channel with clients. The company took advantage of this to manage all requests in a more personalised way.

The first weeks of the state of alarm were decisive in reorienting the content strategy of the brand towards publications that conveyed messages of commitment and corporate responsibility, highlighting the work of the people who were still on the front line (ships, operations, etc.). In this respect, many audiovisual pieces were used to raise awareness, especially through networks like Facebook and Instagram.

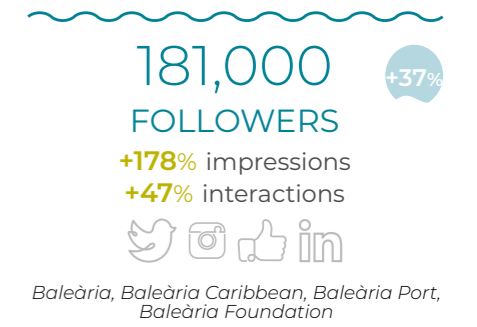
In addition, live *online* events were organised to continue to engage the online community both socially and culturally from their homes.

..... See page 59

The main purpose of the actions carried out from May onwards was to position the ship as a safe means of transport for travel in order to generate client confidence and bookings. In this sense, our partnership and collaboration with representative *influencers* was very relevant, portraying the experience of travelling on board and giving the #ITravelSafe campaign greater exposure.

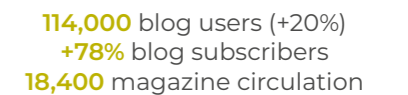
## 30 actions with influencers

Throughout the last quarter of the year, the network strategy has continued to be characterised by its flexibility and adaptation, as mobility restrictions in the regions where we operate have been adjusted, although always focused on building the loyalty of the digital community through content that is relevant to them.



## ENTREOLAS

Baleària has a free on-board magazine and a blog covering destinations and travel, leisure and maritime issues.



## ▶ CAMPAIGN VIDEOS

Thanks transport



We sail for you



We will keep sailing together



The Balearic looking better than ever



**A BENCHMARK IN SUSTAINABILITY**

Baleària began the year committed to positioning itself as a benchmark in terms of sustainability, developing the Green Horizon slogan and image to encompass projects linked to environmental protection.

..... See page 26

# ON-BOARD SERVICES

The company's onboard services are focused on providing a comfortable, pleasant and safe travel experience, as well as being innovative in terms of our 'smart ships', which include digital technology.

## A PET FRIENDLY COMPANY

Baleària is continually working to improve its facilities and services dedicated to animals, and aspires to become the leading *pet-friendly* shipping company. With this in mind, in 2020, part of the fleet was upgraded in line with several projects linked to pet transport, in response to the demand from some passengers, who requested new accommodation for their pets.

### Cabins with pet access

These cabins are specifically adapted so that passengers can travel with their pets. They have vinyl flooring that can be easily cleaned and disinfected. Drinking bowl and puppy pads included. Passenger ratings for this accommodation were excellent.

**90** cabins on **10** ships

### Video surveillance

Some *smart ships* include webcams installed in the pet areas that allow passengers to watch their pets throughout the journey via their mobile phones.

on **6** ships

### Calm kennels

The pet areas were redesigned to optimise the onboard experience for pets. In addition, on *ferries* and some *fast ferries* there is a walking area with a dog off-lead/toilet area, with a visit schedule for the trip.

In 2020, passenger opinions of the pet areas and their locations improved.

SBC  
**9**

50,100

PETS  
TRANSPORTED

616 places on ships

Ratings

- 9** pet cabins
- 7.4** calm kennels (+0.7)
- 7.9** dog hotel location (+1.4)

Video  
Very Important Pet



## CATERING AND SHOPS

Passengers have access to various catering and cafeteria services, as well as shops. It should be noted that Baleària offers products with the fair trade seal on board, thanks to its collaboration with Intermón Oxfam.

Ratings

- 7.9** shops
- 7.4** catering
- 7.1** leisure

## LEISURE

Various leisure options are available on the ships (audiovisual entertainment, Internet, free magazine, games, etc.). All the ships have Internet access, which may be either paid service or free of charge. In 2020, for safety reasons, no activities with monitors for children or musical performances took place. Magic sessions were carried out in the summer on some ships, on Balearic Island routes, under strict security measures.

## FREE TRANSPORT OF ECO VEHICLES

Baleària transports electric bikes and scooters free of charge on all its routes, in addition to zero emission cars travelling to Formentera.

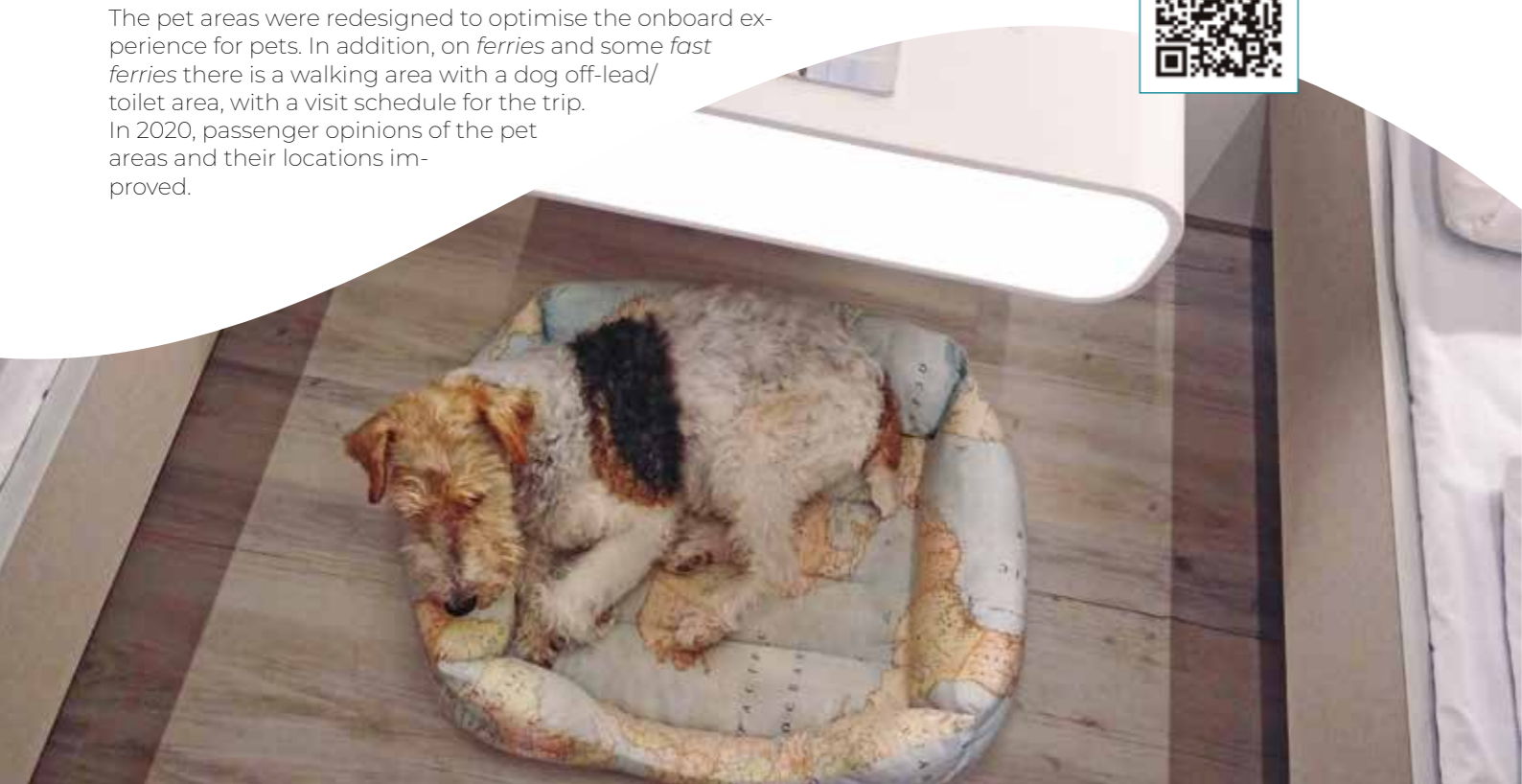
9,500  
ECO VEHICLES

- 8,345** bicycles
- 635** zero emissions cars
- 515** electric scooters

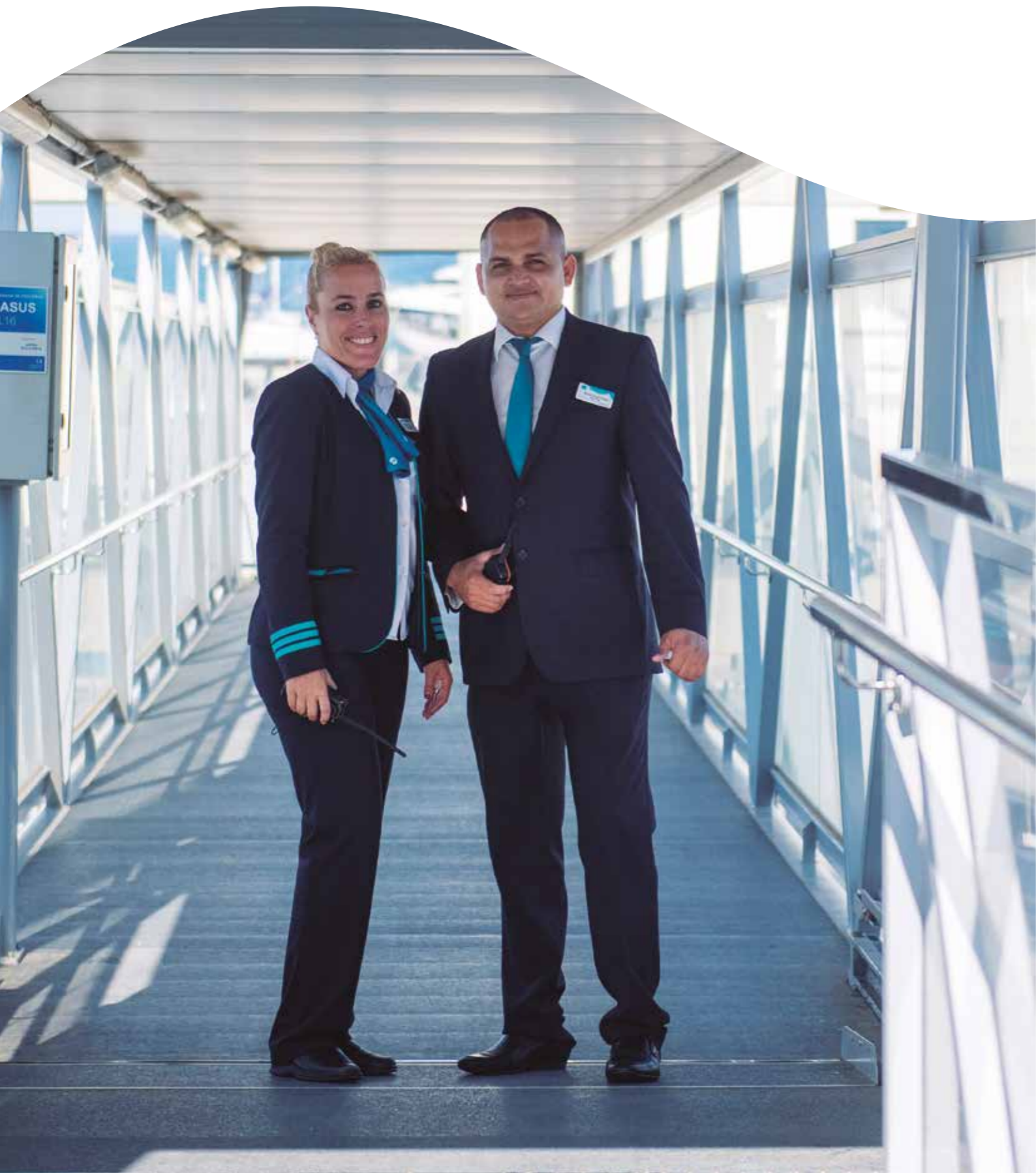
## SMART SHIPS

Baleària continued to offer digital leisure services on board its *smart ships*.

..... See page 32



# TEAM



## STAFF PROFILE

SDG 5  
SDG 8

In 2020, the Baleària team was downsized as a result of certain lines being suspended, reduced goods and passenger transport, and the closure of international maritime borders due to the pandemic. In addition, the temporary employment regulation measures implemented by the government were applied, although Baleària ensured that employee purchasing power was maintained by supplementing their salaries up to 100%.

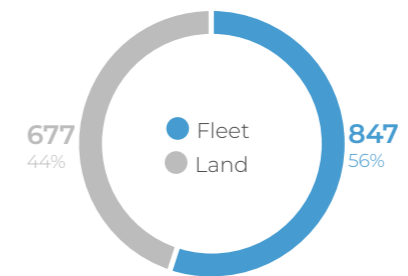
The number of men and women in the Fleet area continued to remain the same, with a significant majority of men, mainly due to fewer female candidates in the maritime transport sector. There was a notable increase in the percentage of foreign crew members due to the number of foreign-flagged vessels, which also increases onboard interculturality.

1,524  
EMPLOYEES

-16%



26% 74%



38 years old average age

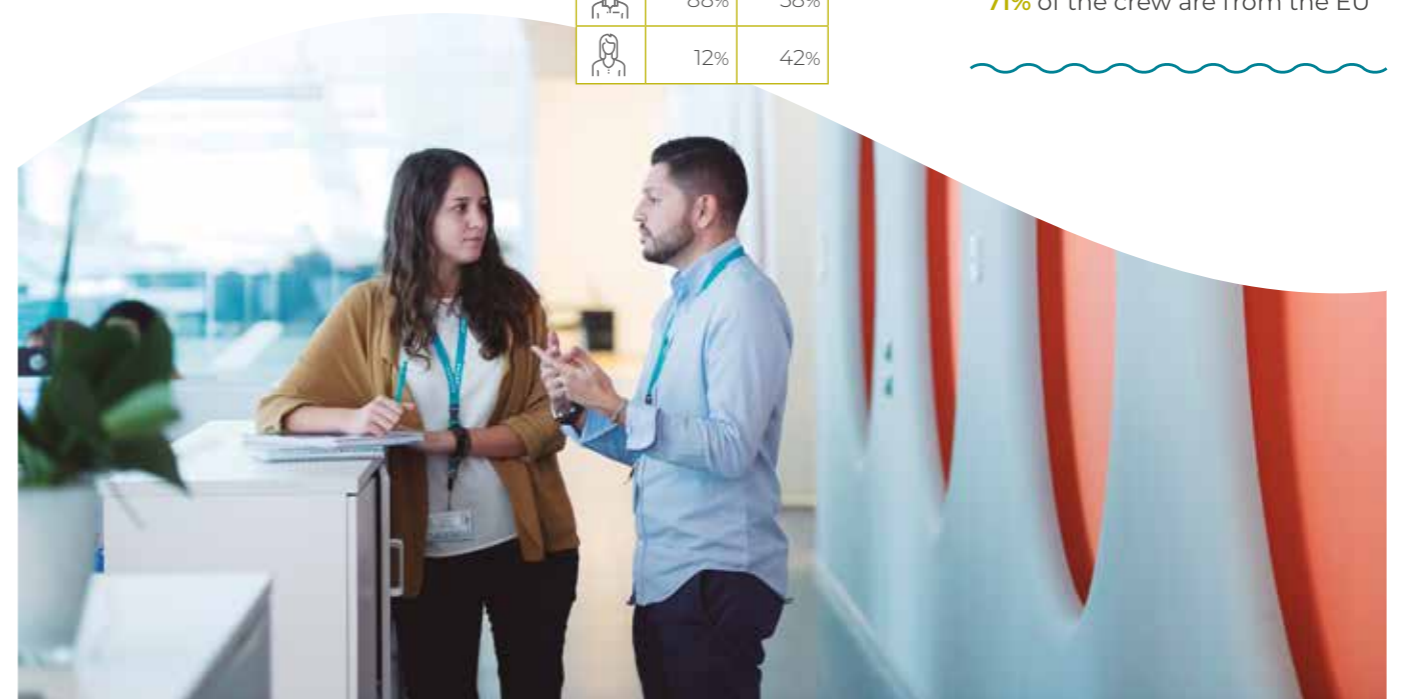
34% international  
51 nationalities

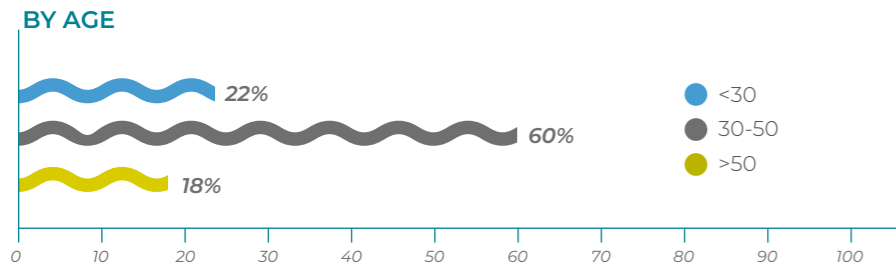
6% Honduras  
5% Morocco



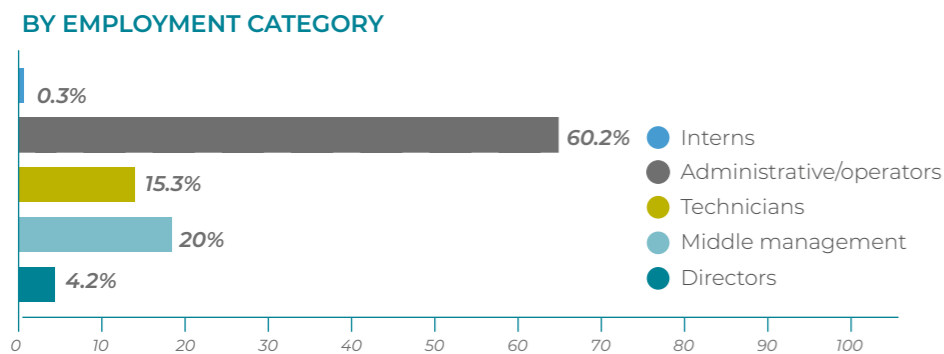
71% of the crew are from the EU

	Fleet	Land
Male	88%	58%
Female	12%	42%

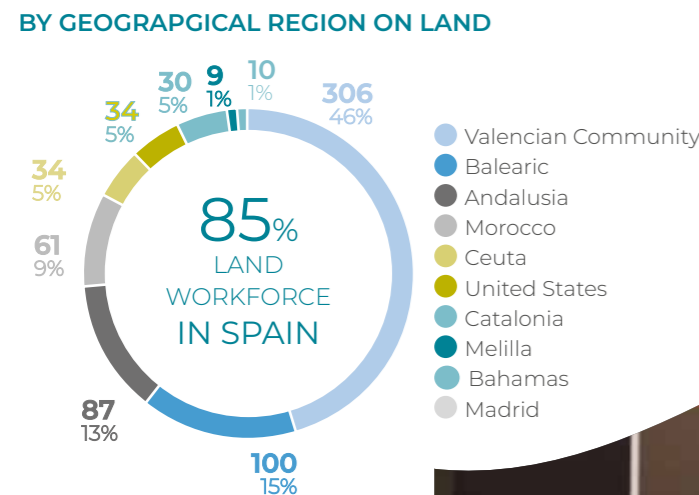




	Person	Person	Building	Ship
● <30	23%	20%	20%	24%
● 30-50	57%	70%	64%	58%
● >50	20%	10%	16%	18%



	Person	Person	Building	Ship
● Interns	0.41%	0.22%	0.28%	0.43%
● Administrative/operators	56%	71%	65%	56%
● Technicians	16%	13%	17%	14%
● Middle management	22%	14%	14%	25%
● Directors	5%	1%	3%	5%



**Main offices**  
**40%** Dénia  
**9.8%** Algeciras  
**7.8%** Tangier



## EMPLOYMENT POLICIES

SDG 8

In an effort to highlight the importance of the work of the staff, Baleària quickly adopted measures in response to the emergency situation decreed due to the pandemic and lockdown. One of the company's main objectives was to protect stability and encourage the commitment of all its employees.

Teleworking was facilitated, and this has been partially maintained post-lockdown. The company implemented lay-offs (full or temporary, depending on the case) and supplemented the salaries of all employees affected by the Temporary Layoff Scheme (Expediente de Regulación Temporal de Empleo; ERTE).

	Person	Person	Person
● Full time	1,131	370	1,501
● Part-time	5	18	23

99% Full time

	Person	Person	Person
● Permanent	345	194	539
● Temporary	790	195	985

	Building	Ship	Building
● Permanent	390	149	539
● Temporary	287	698	985

65% OF THE WORKFORCE IS STABLE\* +12%

57% Fleet staff  
89% Land staff

\*Average of permanent staff and temporary staff with more than one year of service with Baleària.

New recruitment

24 Fleet 90 Land

### TRAINEES

50 people

Person	Person	Building	Ship
35	15	37	13

After the training, 8 people were incorporated into the workforce.

### FLEET EXCELLENCE FUND

This is a fund that allocates 9.8% of the fleet staff's wage bill to the individual and collective improvement of the workforce in this area, linked to productivity.

### ON-BOARDING PLAN

The goal is to help new employees integrate into the work environment through training and mentoring.

166 people

# BALEÀRIA BUSINESS SCHOOL

SDG 8

The Baleària Business Academy (EdEB) provides training in specialised subjects, oriented to the needs of the staff and adapted to the company's strategy and context.

In 2020, the special context arising from the health alert meant that more *online training* was offered (28% more than the previous year) and there was a reduction in face-to-face courses.

### New e-learning platform

Together with the Data department, EdEB developed an *e-learning platform* with Moodle, which makes it possible to create and internally manage *online courses* adapted to the specific needs of the company's functional areas and departments. This has made it possible to expand the catalogue of *online courses*, providing unlimited access to all employees, as well as complementing on-site training courses. Particularly notable are courses on coronavirus prevention, human rights, and gender equality, among others.

**54 online courses in the catalogue (19 internal and 35 external)**

1,237  
EMPLOYEES TRAINED

81% of the staff

-7%

393,000  
INVESTMENT IN TRAINING

-50%

30,000  
HOURS OF TRAINING

-16%

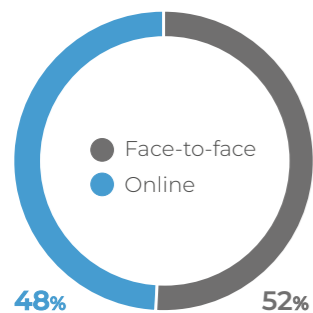
436 training actions

3.7  
average rating  
training actions



## TRAINING HOURS

### By modality



### Average per employee



Trainees	91
Administrators/operators	18
Technicians	28
Middle management	17
Directors	24

20 hours average

### By main theme

Company-specific training	8,377 hours
Maritime	5,182 hours
Food safety	4,064 hours
Prevention of occupational hazards	3,195 hours
Other subjects	2,914 hours

## KEY TRAINING PROGRAMMES

### People Who Lead People

In-house higher education programme on leadership and team management, recognised by the Escuela de Empresarios, which takes two years to complete. The 2019-2020 edition was forced to reduce face-to-face sessions due to the pandemic.

42 attendees  
3 sessions

### Captains' Meetings

The first Captains' Meetings were held, aimed at establishing a new management model for ships, though the sharing of solutions and projects for these. Experiences were exchanged, new technological tools were discussed, and security incidents were analysed.

18 attendees  
22 hours/person

### Maritime training

Baleària collaborates with several maritime training centres in Spain, mainly in Algeciras and Barcelona, to enable their students to carry out rescue boat training drills on Baleària's ships.

121 students

### Vocational Training Students Morocco

SDG 10

Baleària held the closing ceremony of the programme aimed at improving the employability and integration into the workplace of 100 young people from Morocco, during the trade mission to this country of the President of the Valencian government. This is a public-private partnership between Spanish organisations and the Moroccan government. The health crisis prevented the first 15 students from the Baleària employment exchange to join the fleet.

### Natural gas

Training for the crews of natural gas-fuelled vessels to ensure safety in LNG-specific operations, as well as risk and pollution prevention, and emergency response. The highlight was a training session on Wärtsilä engines in Finland.



Photo 1. Closing ceremony of the employability and integration into the workplace programme in Morocco (February 2020).  
Photo 2. Working day for Baleària captains (February 2020).



### On-board services

Theoretical and practical training for crew members in the On-Board Services area on on-board processes and operations, as well as languages, to improve customer service. During lockdown, the *Regina Baltica* ferry became a training ship, hosting employees who could not return to their home countries, fostering their professional development.

103 attendees  
50 hours/person

## TALENT MANAGEMENT

For Baleària, it is essential to identify the best talent and provide the staff with the tools they need to develop and enhance their knowledge, skills, and individual targets.

### PERFORMANCE MANAGEMENT SYSTEM

Baleària considers the management of internal talent to be of fundamental importance. The performance evaluation system is a management tool used to evaluate the skills of employees and their individual contributions to achieving the company's objectives. This system includes an interview between the employee and their manager, and an action plan aimed at encouraging communication and furthering the employee's professional development.

The information gathered through the performance evaluation tool is analysed to enable objective decision-making in line with the company's strategic plan.

## INTERNAL COMMUNICATION

Baleària is committed to dialogue and the two-way flow of information to improve communication between all the people who form part of the company.

Baleària's long-term internal communication objectives are to increase the motivation, cohesion and pride of belonging of all employees, who must be aligned with the company's values and culture. To achieve these objectives, in 2020 the company drew up an internal communication plan, the main component of which is a new tool that can be accessed via a mobile phone and which allows two-way communication with the entire workforce. A pilot plan was launched at the end of 2020 with a small group of workers. This app is similar to an internal social network and is in line with the company's digitisation process. This new app will replace the current intranet, where the company's main news is published each day.

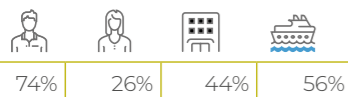
958 intranet users (monthly average)

265 news items published

During the state of alarm, in a period of uncertainty, Baleària opted to maintain direct and constant communication with all its employees by publishing news on the intranet, as well as communiqués and videos from the company's president detailing the situation at all times.



84%  
EMPLOYEES  
EVALUATED



The percentage of employees with scores in the highest range went up 24%

30 internal promotions  
(16 on Land and 14 in Fleet)

\*The performance management system covers the entire Baleària group. Calculated based on the average workforce for the calendar year 2020.

### SOCIAL BENEFITS

#### FLEET SOCIAL FUND

According to the collective agreements reached with the fleet workers' representatives, 1.3% of the wage bill is allocated to social improvements provided by the company and managed by these representatives.

193  
BENEFICIARIES

78,480€ 2020 contribution  
472,161€ Accumulated fund

#### DISCOUNTED TICKETS

Baleària offers its employees and their families special conditions for travel on the routes it operates.

167 employees benefited

#### EMPLOYEE CLUB

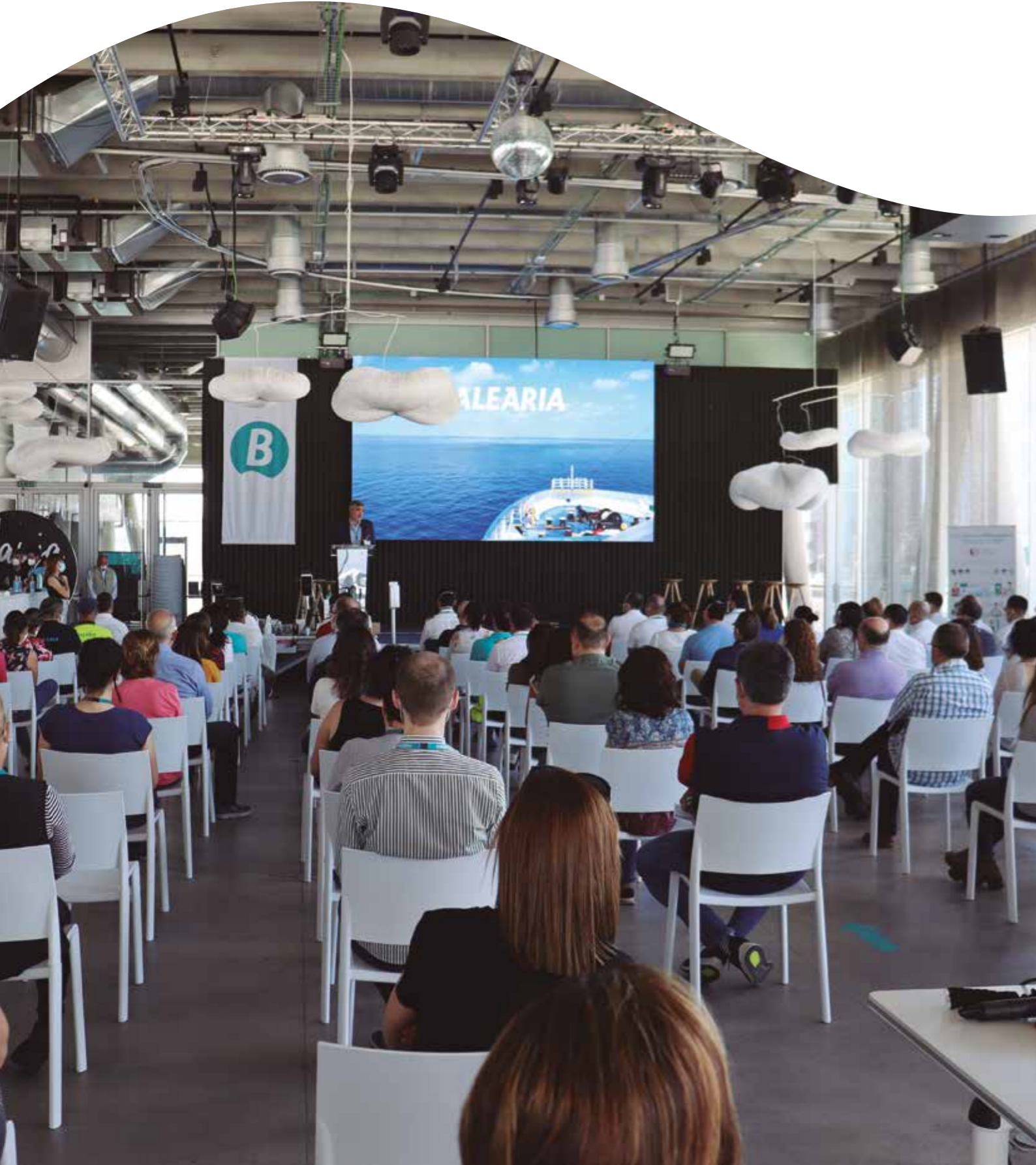
Discounts for employees in partner companies.

#### FAMILY PLAN

Programme intended for employees who care for a disabled relative, in conjunction with the Adecco Foundation.

3 employees benefited

# SOCIAL COMMITMENT



## SOCIAL CASH FLOW

€530,981,000  
SOCIAL CASH FLOW

-15%

Baleària's social cash flow is the value generated by the company and how this is distributed among its stakeholders (employees, shareholders, public authorities, investment partners and suppliers of goods and services).

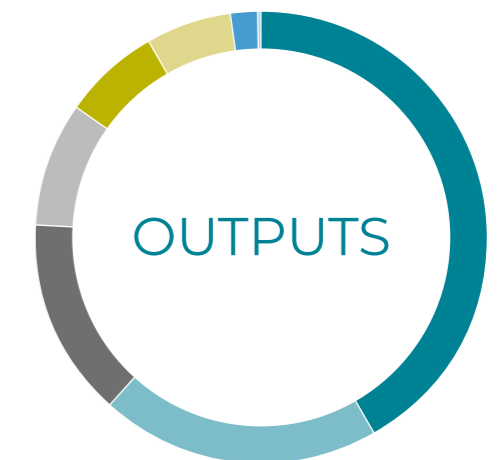
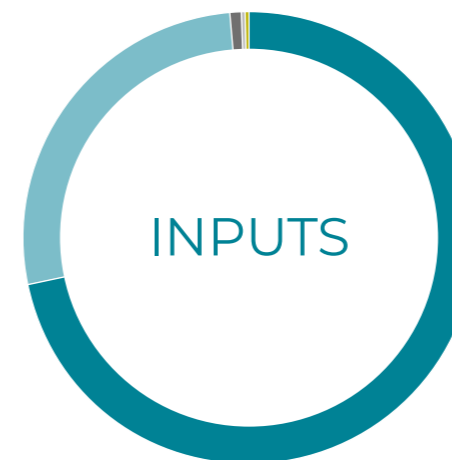
Baleària makes a significant contribution to the economic and social development of the communities where it operates. The turnover generated and resources raised in 2020 allowed the company to transfer more than 530 million euros to its stakeholders, both public and private.

### INPUTS (value generated)

Clients through sale of products and services	●	€379,356,000
New financial resources	●	€142,108,000
Customers received for sales of assets	●	€3,857,000
Subsidies	●	€2,535,000
Other charges	●	€2,813,000
Interest collected	●	€312,000

### OUTPUTS (value distributed)

Suppliers of goods and services	●	€-222,098,000
New investments and innovation	●	€-105,479,000
Debt repayment	●	€-76,018,000
Employees	●	€-46,886,000
Subsequent years takings	●	€-37,091,000
Public entities (fees, taxes and charges)	●	€-32,480,000
Financial institutions	●	€-10,512,000
Investment in social programmes	●	€-417,000
Shareholders		€-0



# BALEÀRIA FOUNDATION

€527,000  
BUDGET

276  
ACTIONS  
AND COLLABORATIONS

153  
COLLABORATING  
ORGANISATIONS

43 agreements  
110 sponsorships

*In 2020, the Baleària Foundation reaffirmed its commitment to the United Nations Sustainable Development Goals by prioritising actions and sponsorships with organisations that incorporate the SDGs or whose values coincide with those of Baleària.*

It should be remembered that the Baleària Foundation has been a signatory of the Spanish Global Compact Network since 2012, and is guided by the SDGs. It also offers help to the organisations with which it collaborates so that they can incorporate the SDGs into their activities (in 2020 it organised a conference with organisations in Menorca).

The Foundation's activity focuses on improving the quality of life of the citizens in the communities where it is present, in collaboration with public or private entities in various fields. The aim of the Baleària Foundation is to carry out activities that improve social cohesion, culture and environmental sustainability in the territories where the shipping company operates.

SDG  
8

## BALEÀRIA CULTURAL

### Llonges de la Cultura and Llonges de la Música

These are spaces, most in partnership with third parties, which facilitate the exchange of cultural expression between the different regions in which the company operates.

#### Spaces

Baleària Port (Dénia) ● Torre dels Ducs de Medinaceli (El Verger) ● Sala de Exposicions del Museu de (Pego) ● Taller Turia de Els Magazinos (Dénia) ● Casa de la Cultura (Pedreguer) ● Antigues Escoles de Mira-rosa (Els Poblets)\* ● Espai Cultural de Sa Nostra (Palma) ● Espai Cultural Sant Josep (Ciutadella) ● Obra Cultural Balear (Formentera)\* Can Gelabert (Binissal) ● Can Gelabert (Binissalem)

\* New spaces 2020

#### Key exhibitions: Balearic Islands SDG

A collective of 18 artists (from the Balearic Islands, Valencia, and one Algerian) that aims to highlight the UN Sustainable Development Goals and the 2030 Agenda. Organised in conjunction with the Balearic Islands government. At Christmas, Baleària showed its commitment to the SDGs by presenting its stakeholders with copies of the main works in the exhibition.

63

ACTIVITIES

194 artists  
10,000 attendees

## BALEÀRICS 2.0

In the spring, the Foundation organised the Baleàrics 2.0 cycle, which made it possible, despite the lockdown, to continue showcasing the culture of the areas where Baleària operates, through events broadcast on social networks. Five musical events were organised (groups and singer-songwriters, bands, orchestras and folk music) as well as a meeting of poets.

6 online events  
71 artists  
28,000 people reached



Video  
Baleàrics 2.0





## ECO BALEÀRIA

The Foundation promotes activities to raise awareness, preserve the environment and combat climate change

### Microplastics study

The Foundation continued to sponsor a study on marine pollution by microplastics on beaches in the Balearic Islands, performed by GEN-GOB and CSIC.

### Marine fauna

The organisation runs a spotting and monitoring programme for cetaceans and other marine species from the ships, in collaboration with various entities, both in the Mediterranean and in the Strait of Gibraltar. The health context of the year meant that only two trips could be made with the Pelagicus association in the Balearic Islands, and four with the Nereide association in the Strait of Gibraltar.

It also collaborated with the Biodibal project of the University of the Balearic Islands (which studies the biodiversity of the islands) and renewed its agreement with the Palma Aquarium marine fauna recovery centre, coordinated by COFIB and the Balearic Islands government, through which it transferred more than 20 turtles. It also participated in the 25<sup>th</sup> Setmana de la Mar (Sea Week) celebrations of the Es Nàutic de Sant Antoni sailing club (Ibiza), running school trips to Formentera.



## HEALTHY BALEÀRIA

The Consell Insular d'Eivissa honoured the Baleària Foundation as the best sponsoring organisation in Ibiza.

..... See page 65

The Foundation supports local clubs in many of the regions where Baleària operates so that they can take part in national events, as well as sponsoring several teams.

..... See page 45

The organisation sponsored the new women's jerseys for the Volta Ciclista a la Marina and the Volta Ciclista a la Comunitat Valenciana.

### Sustainable sport

In 2020 an agreement was signed with the Circuit a Peu per la Marina Alta, so that the 12 races that make it up (of which only 3 could be run) would be plastic-free thanks to the Foundation supplying biodegradable cups and Agua enCaja Mejor (water in tetrabriks).

### Healthy Trips

Due to the health situation in 2020, only two of these employee trips could be held.



## BALEÀRIA SOLIDARITY

The Foundation promotes initiatives to improve the quality of life of groups at risk of social exclusion.

### SolidarizARTE

This programme was organised by the Foundation's corporate volunteers, who sold various artistic and solidarity products, the proceeds of which went to social entities. The artist Joan Pascual Roca designed T-shirts for the Spanish Alzheimer's Confederation, while the Ibizan painter Diana Bustamante donated three serigraphs and designed solidarity masks to raise funds for social organisations in Dénia.

### Donations of humanitarian material

During the state of alarm, the Foundation collaborated with more than 20 social entities, involving contributions of material, finance, and transport, including the Red Cross, the White Cross, Marina Alta Solidària, Extiende tu Mano (Dénia), Save The Children, Angelus Luna (Algeciras), and the Sant Joan de Déu Hospital (Barcelona). In addition, at Christmas, local offices in each region collected food for social entities, and 100 solidarity dolls were delivered to the Betania Initiative for the "Three Wise Men" campaign.

## SUPPLIERS

Baleària has a positive impact on the economy of the regions in which it operates, mainly through its commitment to local suppliers, who share the same values as the shipping company.

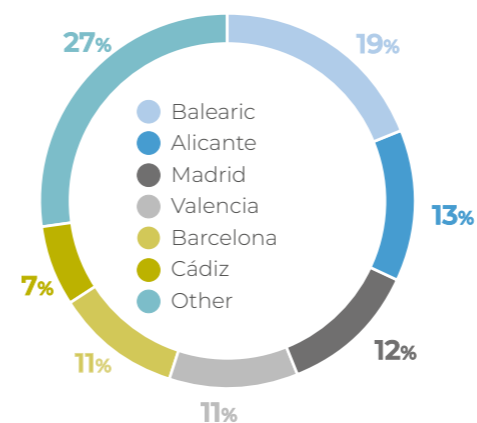
### SUPPLY CHAIN

Requests for the purchase of a product or service under 1,000€ must be authorised by the technical inspector, the hotel manager or the head of the department or office, as appropriate. Quotes for higher quantities must be studied and approved by the Purchasing Commission.

Once a request has been authorised, the Purchasing Department compares delivery times and terms from various suppliers (which must be approved) and the order is placed with the most suitable one. Orders are received at one of the warehouses (Dénia, Algeciras or USA), and are distributed to the work centre that has requested them (if possible via the company's ships).



### Suppliers by area



### Supplier evaluation

The Purchasing Department evaluates new suppliers to determine whether these are approved, and annually re-evaluates them according to any possible incidents (punctuality, product or service quality, incidents, etc.) as well as improvements in commercial dealings.

202 new suppliers  
95% approved suppliers



## AGREEMENTS WITH ORGANISATIONS

SDG 17

### OTHER COMPONENT ENTITIES

- Business Association for Progress in Management (APD Levante)
- AINE (Association of Naval and Oceanic Engineers)
- Spanish Shipping Line Association (ANAVE)
- Valencian Business Association (AVE)
- Alicante Chamber of Commerce
- ADEIT Chair of Enterprise Culture
- Marina Alta Business Federation (CEDMA)
- Bureau Veritas Naval Committee
- Climate Community
- Enterprise Confederation of Valencia (CEV)
- Social Council of the University of Alicante
- Valencia Tourism Code of Ethics
- Exceltur
- Conexus Foundation
- EDEM Foundation
- Conexus Foundation
- Gasnam
- National Tourism Board
- Spanish Royal Academy of the Sea
- Spanish Royal Navy League
- 'Sana+Mente Responsables' Business Network
- Integrated Destination

Since 2017, Baleària has been a member of the Spanish Global Compact Network, having signed the agreement back in 2011. This is the world's largest corporate sustainability initiative, promoted by the United Nations. The Baleària Foundation has also been a signatory of this network since 2012.

### INCORPORATION TO ENTITIES

#### Fundación Empresa y Clima

Baleària became a Gold member of this foundation, which is the sustainability benchmark for companies with regard to climate change, as well as its direct and indirect effects.

#### Instituto Tecnológico de la Energía

Baleària became a partner in one of the main national and international organisations working to promote renewable energy projects, promoted by the Valencian government and the Polytechnic University of Valencia (UPV).

#### BatteryPlat

The shipping company joined this platform that promotes energy storage initiatives, which are essential for reducing the consumption of energy from non-renewable sources.

### Climate company

Baleària was one of the 101 companies selected by the Comunidad por el Clima as a commercial example of organisations that our outstanding in their strong environmental commitment.

#### UN Global Compact - Principles for a Sustainable Ocean

Baleària signed these principles, which are included in the 2030 Agenda and the Sustainable Development Goals.

#### Valencian Green Hydrogen Strategy

Baleària became a signatory of this initiative by the Valencian government to decarbonise the energy-intensive industry.



#### Adolfo Utor, Chairman of Baleària

- 5G Technology Forum (Vodafone)
- Forum on Energy Sustainability (X Semana Naval de Madrid de la Armada)
- Forum on Tourism Creating Value, Building the Future (Exceltur)
- Virtual Conference on the Social Contribution of the Tourism Sector to the Challenges of the Pandemic (Exceltur)
- XX Benidorm International Tourism Forum, round table 'SDG 13: Climate Action'
- Maritime Law Meetings in times of pandemic (AEDM-Spanish Maritime Law Association)
- Round table 'Business and mobility' (Cadena SER)

## CONFERENCES, CONGRESSES, AND AWARDS

### Other participation

- II International Workshop on marine planning in the Strait (University of Cadiz).
- Global LNG Bunkering Summit 2020 (Oil & Gas IQ)
- E-commerce and Customer Experience (IDG)
- Round table 'Sustainable Shipping: benefits of LNG on ferries and Ro-Ro vessels' by Green Gas Mobility (Gasnam)
- World Environment Day Forum (Valencia Pot Authority)
- Technical Breakfasts (Valencian Community Energy Cluster)
- Online E-commerce and Customer Experience conference (IDG)
- Meeting on Transparency in the private and public sectors (DirCom Valencia)
- II International Seminar on Marine Spatial Planning (University of Cadiz)
- Meeting 'Web personalisation in the new normal' (AB Tasty)

### AWARDS

#### 'Shippax' Environmental Management Award

This specialist media channel highlighted the company's commitment to natural gas as fuel.

#### Best Sponsor Award

The Consell Insular d'Eivissa honoured the Baleària Foundation as the best sponsoring organisation for its promotion of and assistance given to various sports clubs on the island of Ibiza.

#### Traveller's Choice Award from TripAdvisor

The Ibiza-Formentera route received this recognition, which the travel review company gives to companies that consistently receive excellent feedback from travellers.



### EU Committee on Transport and Tourism

Baleària explained its strategic commitment to the use of natural gas as a fuel to a delegation of MEPs from the European Parliament's Committee on Transport and Tourism, who visited Mallorca in February to learn about the situation of transport infrastructures and tourist services.

# TRANSPARENCY



## COMMUNICATION WITH STAKEHOLDER GROUPS

### REPUTATION

*The aspect that is most highly perceived is the generation of economic impact in the areas in which the company operates.*

*Baleària once again appeared in the Merco report as one of the five companies with the best reputation in Spain in the passenger transport sector.*

Stakeholder participation is especially important in order to establish social responsibility objectives and design strategies for each of these. In this sense, Baleària has clearly identified its stakeholders, who are the people who may affect, or be affected, by the company's activity. They are prioritised so that mechanisms for dialogue and mutual understanding can be created and their needs taken into account in the strategic and operational development of the company.

### Materiality Analysis

Baleària analysed the most relevant issues (in the economic, social, cultural and environmental spheres) through stakeholder surveys. The results show the level of perception and desire for each of the topics, as well as the Corporate Reputation Index (CRI), an indicator developed by the organisation itself.

STAKEHOLDERS	MEDIA	TOP RATED TOPICS
Customers (Passengers)	<ul style="list-style-type: none"> <li>● Ticket offices, Customer Service, Contact Centre, social networks, EntreOlas blog, satisfaction surveys, newsletters and website</li> <li>● <b>Entreolas magazine</b></li> <li>● <b>CSR Report</b></li> </ul>	Environmental impact management, respect for the environment and innovation in the use of less-polluting alternative energies.
Customers (Cargo)	<ul style="list-style-type: none"> <li>● Sales visits, telephone and email assistance</li> <li>● <b>CSR Report</b></li> </ul>	Recycling encouraged in every aspect.   Service innovations to achieve technological modernisation.
Employees	<ul style="list-style-type: none"> <li>● On-boarding plan</li> <li>● Intranet and internal communications</li> <li>● <b>CSR Report</b></li> </ul>	Environmental impact management, respect for the environment and innovation in the use of less-polluting alternative energies.   Creation of direct and indirect jobs, maintenance of a quality workforce, retention of talent and employee training.
Travel agencies	<ul style="list-style-type: none"> <li>● Satisfaction surveys</li> <li>● Contact Centre, newsletters and agency websites</li> <li>● <b>CSR Report</b></li> </ul>	Education, awareness-raising, and respect for the environment.   Recycling encouraged in every aspect.   Creation of direct and indirect jobs, maintaining a quality workforce, retaining talent and training employees.
Suppliers	<ul style="list-style-type: none"> <li>● Purchasing policy and standardisation questionnaire</li> <li>● <b>CSR Report</b></li> </ul>	Recycling encouraged in every aspect.   Generation of a positive impact in the areas where it operates.   Service innovations to achieve technological modernisation.   Creation of direct and indirect jobs, maintaining a quality workforce, retaining talent and training employees.
Society	<ul style="list-style-type: none"> <li>● Events, conventions, agreements and website</li> <li>● News in the media</li> <li>● <b>CSR Report</b></li> </ul>	Environmental impact management, respect for the environment and innovation in the use of less-polluting alternative energies.   Education, awareness-raising, and respect for the environment.   Recycling encouraged in every aspect.   Implementation of socio-cultural actions and commitment to the regions where it operates.
Communications	<ul style="list-style-type: none"> <li>● Press releases</li> <li>● Press conferences, presentations, social networks and website</li> <li>● <b>CSR Report</b></li> </ul>	Creation of direct and indirect jobs, maintaining a quality workforce, retaining talent and training employees.   Transparency and communication.
Public authorities	<ul style="list-style-type: none"> <li>● Email and website</li> <li>● <b>CSR Report</b></li> </ul>	Environmental impact management, respect for the environment and innovation in the use of less-polluting alternative energies.   Creation of direct and indirect jobs, maintaining a quality workforce, retaining talent and training employees.   Transparency and communication.
Shareholders	<ul style="list-style-type: none"> <li>● Shareholders' meeting and CSR report</li> </ul>	No analysis performed.

● Occasion ● Constant ● Annual

# ETHICS AND COMPLIANCE

SDG 16

## ETHICS AND COMPLIANCE COMMITTEE

The Ethics and Compliance Committee, which was set up at the end of 2019, is responsible for verifying that all company departments comply with current legislation, Balària's values, and the main ethical and social responsibility values, as well as with our corporate reputation and contribution to the sustainable development goals. This body also looks into the possible risks faced by the company, both legal and ethical, with a view to avoiding these or, failing that, finding a suitable response.

In 2020, the Committee reviewed the control of certain issues identified with a significant level of risk, presenting the necessary evidence and drawing up quarterly reports for the Standing Committee, where all the actions coordinated and implemented by the Committee itself are reported. At the end of the year, it also presented a report on the validity of the model, supervised by Deloitte.

The Committee worked on establishing an ethical channel through an *online* form, as well as its regulations, in anticipation of the new regulations governing the Organic Law on Data Protection coming into force in 2021.

### 2019 REPORT

Four the fourth consecutive year, the Global Compact Spanish Network classified the 2019 report as the highest level (Advanced).



The presentation of the report could not be held because of the pandemic. The report was made public through a digital mailshot to all stakeholders and a press release.

# INDICATORS

Global Reporting Initiative (GRI).  
Sustainable Development Goals (SDGs)

I. BASIC GENERAL CONTENT	
1. Profile of the organisation	
102-1	Name of the organisation   <i>Baleària</i>
102-2	Activities, brands, products and services   <i>P. 9, 16, 17</i>
102-3	Location of headquarters   <i>Dénia (Alicante)</i>
102-4	Location of operations   <i>P. 9, 13</i>
102-5	Ownership and legal status   <i>Grupo Baleària.</i>
102-6	Markets served   <i>P. 9, 13</i>
102-7	Size of the organisation   <i>P. 9</i>
102-8	Information on employees and new workers   <i>P. 51, 52</i>   SDG 5, SDG 8
102-9	Supply chain   <i>P. 63</i>
102-10	Changes in the organisation and supply chain   <i>P. 10</i>
102-11	Precautionary principle or approach   <i>Baleària has established protocols, both on land and on board its vessels, to prevent any potentially serious damage to the environment. For this purpose, it has emergency control plans in accordance with its Environmental Management System and SOPEP plans to prevent pollution at sea. In addition, Baleària conducts drills at specific times to familiarise its staff with any possible environmental emergencies that may arise.</i>
102-12	External initiatives   <i>P. 64, 65</i>   SDG 17
102-13	Affiliation to associations   <i>P. 64, 65</i>   SDG 17
2. Strategy	
102-14	Declaration by senior executives   <i>P. 4, 5</i>
102-15	Main impacts, risks and opportunities   <i>The main impacts are positive, due to the use of liquefied natural gas (LNG), which reduces economic costs compared to fossil fuel (40% less), in addition to reducing CO<sub>2</sub> emissions (30% less). The risks faced by Baleària include the rising price of LNG, while the opportunities that the conversion to LNG presents include reduced operating costs in relation to the competition, resulting in greater competitiveness. The impact of COVID-19 on maritime transport has been very negative because of the major reduction in mobility it entails and the added costs of health-related safety when journeys are made. The long-term continuity of the pandemic is the main current risk and threat to the sector.</i>
3. Ethics and integrity	
102-16	Values, principles, standards and norms of conduct   <a href="https://issuu.com/balearia/docs/codi_conducta_v2015_espanol">https://issuu.com/balearia/docs/codi_conducta_v2015_espanol</a>
102-17	Advisory Mechanisms and Ethical Concerns   <a href="https://issuu.com/balearia/docs/codi_conducta_v2015_espanol">https://issuu.com/balearia/docs/codi_conducta_v2015_espanol</a>
4. Governance	
102-18	Governance structure   <i>P. 10</i>
102-19	Delegation of authority   <i>The supreme governing body delegates authority through the Executive Committee to each person responsible for social, environmental or economic matters.</i>
102-20	Executive-level responsibility for economic, environmental and social issues   <i>The Executive Committee is responsible for coordinating the planning and implementation of the company's strategy, as well as monitoring its opportunities, risks and impacts. This body is responsible for making decisions on economic, social and environmental issues, where responsibility for these issues is held by three committee members. These people report directly to the supreme governing body, or this committee, where authority is also delegated to those persons responsible for these matters by the supreme governing body.</i>
102-21	Stakeholder consultation on economic, environmental and social issues   <i>P. 67</i>
102-22	Structure of the supreme governing body and its committees   <i>P. 10</i>
102-23	Chairman of the supreme governing body   <i>P. 10</i>
102-24	Appointment and selection of the supreme governing body   <i>Art. 26 Company Articles of Association Composition of the Board and number of directors. The Board of Directors shall be made up of at least 3 and no more than 13 members. Determination of the specific number of directors required to make up the Board at any given time, in all cases within the minimum and maximum referred to in this article, is the responsibility of the General Shareholders' Meeting. Shareholder status is not required for election to the Board. The appointment of the members of said Board shall necessarily be performed by means of the proportional system governed by Article 137 of the Public Limited Liability Companies Act and the provisions in development thereof. Art. 27. Directors shall be appointed for a term of five years. They may be re-elected by the General Meeting on one or more occasions, and for periods the same maximum duration. Consideration is given to diversity, independence and experience in economic, environmental and social matters.</i>
102-25	Conflicts of Interest   <i>The body in charge of managing conflicts of interest is the Ethics and Compliance Committee and these conflicts of interest are expressed in the Code of Conduct. The contracting of personnel or suppliers dependent on members or governing bodies is strictly forbidden, unless authorised by this committee.</i>
102-26	Function of the supreme governing body in the selection of aims, values and strategies   <i>The supreme governing body has the function of approving the mission, vision and values, as well as developing the strategies, policies and objectives connected with these matters.</i>



102-27	Collective knowledge of the supreme governing body   <i>The supreme governing body has specific training actions that allow it to develop and enhance its knowledge.</i>
102-28	Evaluation of the performance of the supreme governing body   <i>No performance evaluation is carried out on the supreme governing body.</i>
102-29	Identification and management of economic, environmental and social impacts   <i>The Executive Committee is responsible for identifying and managing economic, environmental and social impacts.</i>
102-30	Effectiveness of the risk management processes   <i>The supreme governing body addresses the risk management processes at its monthly meetings.</i>
102-31	Evaluation of economic, environmental and social issues   <i>Monthly</i>
102-32	Role of the supreme governing body in the preparation of sustainability reports   <i>Review and final approval.</i>
102-33	Communication of critical concerns   <i>The company's concerns are expressed in its mission.   P. 9</i>
102-34	Nature and total number of critical concerns   <i>Information not available. If there are any critical concerns these are conveyed directly to the management and addressed immediately.</i>
102-35	Remuneration policies   <i>The company has no remuneration policies.</i>
102-36	Process to determine remuneration   <i>Analysis of market positioning by an external company.</i>
102-37	Stakeholder Engagement in Remuneration   <i>This is implemented through collective bargaining.</i>
102-38	Percentage total annual compensation   <i>Information not available.</i>
102-39	Percentage total annual compensation increase ratio   <i>Information not available.</i>
<b>5. Participation of stakeholder groups</b>	
102-40	List of stakeholders   <i>P. 67</i>
102-41	Collective bargaining agreements   <i>100%</i>
102-42	Identification and selection of stakeholders   <i>P. 67</i>
102-43	Stakeholder engagement approach   <i>P. 67</i>
102-44	Key issues and concerns mentioned   <i>P. 67</i>
<b>6. Report generation practices</b>	
102-45	Entities included in the consolidated financial statements   <i>Baleària Group (Cargua, Kanalion, Compañía Marítima Alborán, Canary Bridge Seaways, Gestión Naviera, Baleària Caribbean).</i>
102-46	Definition of the content of the reports and topic coverage   <i>The content of these reports is defined on the basis of the principles set out by the GRI (Inclusion of stakeholders, sustainability context, materiality and completeness). To guarantee the quality of these reports, the principles of accuracy, balance, clarity, comparability, reliability and timeliness are applied.</i>
102-47	List of material issues   <i>P. 67</i>
102-48	Restatement of information   <i>The % of stable land and fleet workforce were reversed (the correct figures being 38% on land and 62% in the fleet). The average number of training hours had been calculated according to the average number of employees trained and not according to the number of total employees.</i>
102-49	Changes in reporting   <i>There have been no changes in reporting.</i>
102-50	Reporting period   <i>2020</i>
102-51	Date of last report   <i>2019</i>
102-52	Report preparation cycle   <i>Yearly</i>
102-53	Point of contact for questions about the report   <i>rsc@balearia.com</i>
102-54	Statement on the preparation of the report in accordance with GRI standards   <i>This report has been prepared in accordance with the comprehensive option of the GRI standards. It reflects the economic, social and environmental performance (relating to workforce, miles, trips, complaints and claims, recycling and suppliers) for the 2020 fiscal year (November 1, 2019-October 31, 2020). All other data refer to the calendar year.</i>
102-55	GRI table of contents   <i>P. 69-73</i>
102-56	External verification   <i>Not performed</i>
<b>II. THEMATIC CONTENT</b>	
<b>ECONOMIC</b>	
<b>201. Economic performance</b>	
201-01	Direct economic value generated and distributed   <i>P. 12   SDG 9</i>
201-02	Financial implications and other risks and opportunities deriving from climate change   <i>IMO 2020 – MARPOL VI: As of 1<sup>st</sup> January, 2020, Annex VI of the IMO Marpol Convention came into force, regulating the sulphur content limit in fuel used on board ships, which is set at a maximum of 0.5%. P. 25 Moreover, from 31 December 2020 all ships over 500GT must comply with the IHM - EU SRR Regulation [Regulation (EU) 1257/2013], which requires shipping companies to carry on board all ships an inventory of hazardous materials, identifying at least the hazardous materials listed in Annex II of the Regulation and present in the ship's structure or equipment, their location and approximate quantities. This inventory must be properly maintained and updated throughout the life of the ship. This meant that Baleària had to contract RINA Consulting (HAZMAT experts) to carry out on-board inspections and create the IHM Part I (Inventory of Hazardous Materials) for each ship, taking the necessary samples on board and sending these to laboratories for analysis.   SDG 9</i>
201-03	Obligations of the defined benefit plan and other retirement plans   <i>This only includes medical insurance actions for fleet personnel and training actions for maritime qualifications.</i>

201-04	Financial assistance received from the government   <i>In 2020 Baleària received subsidies for three projects: 262,398€ for the re-engineing to gas of the auxiliary engines of the 'Abel Matutes' (Clean Port), and 2,535,718€ for the re-engineing project of five ferries (CEF 2017 Blending Call - LNGHIVE2 Vessels Demand: Green and Smart Links LNG Solutions for Smart Maritime Links in Spanish CorePorts), and 129,590€ for the sensorisation of five ships (CEF 2018 - Green and Connected Ports).   P. 26, 34</i>
<b>202. Market presence</b>	
202-01	Ratio of standard entry level wage by sex to local minimum wage   <i>The ratio of the standard entry level wage by sex to the local minimum wage is 1.07 for both men and women.   SDG 5</i>
202-02	Proportion of senior executives recruited from the local community   <i>53% (55% 2019). A senior executive is understood as any figure with management responsibilities and membership of the company's senior management committees. Significant operations are those performed at each of the Baleària regional offices   SDG 8</i>
<b>203. Indirect economic impacts</b>	
203-01	Investment in infrastructure and supported services   <i>P. 12, 59   SDG 9, 11</i>
203-02	Significant indirect economic impacts   <i>Information not available.</i>
<b>204. Acquisition practices</b>	
204-01	Proportion of spending on local suppliers   <i>Information not available.   SDG 8</i>
<b>205. Anti-corruption</b>	
205-01	Operations evaluated for corruption-related risks   <i>The company has a Criminal Offences Prevention Manual and appointed a committee for this purpose.</i>
205-02	Communication and training on anti-corruption policies and procedures   <i>No training has been conducted on this topic.</i>
205-03	Confirmed cases of corruption Cases and action taken   <i>No cases of corruption have been detected. Baleària has an email address so that employees or suppliers can report any illicit behaviour they detect.</i>
<b>206. Unfair competition</b>	
206-01	Legal action connected with unfair competition, monopolistic and anti-trust practices   <i>There are no ongoing proceedings in this regard.</i>
<b>ENVIRONMENTAL</b>	
<b>301. Materials</b>	
301-01	Materials used by weight or volume   <i>9,665,950 ecological consumables used (cutlery, glasses, plates, toothpicks, napkins, etc.) [11,888,915 in 2019]. P. 25</i>
301-02	Recycled inputs used   <i>The organisation has no recycled inputs used.</i>
301-03	Reused products and packaging materials   <i>The organisation has no reused products and does not use packaging materials.</i>
<b>302. Energy</b>	
302-01	Energy consumption within the organisation   <i>P. 25. Electricity used: 1,292,099 KW Water used: 65,763 m<sup>3</sup></i>
302-02	Energy consumption outside the organisation   <i>Information not available.</i>
302-03	Energy intensity   <i>Reply on 305-4   SDG 13</i>
302-04	Reduction of energy consumption   <i>P. 25.</i>
302-05	Reduction of energy requirements for products and services   <i>P. 25   SDG 12</i>
<b>303. Water</b>	
303-01	Water extraction by source   <i>Baleària obtains the water that it uses from the municipal mains supply in the various locations where it operates. In 2020, the organisation consumed 27,418 m<sup>3</sup> at marine stations (19,977.36 m<sup>3</sup> in 2019 ) and 38,345 m<sup>3</sup> from ships' waterways (79,340.25 m<sup>3</sup> in 2019). In total 65,763 m<sup>3</sup> *(Not all the data is available for the reporting period).</i>
303-02	Water sources significantly affected by water extraction   <i>Mains water in the ports where Baleària operates.</i>
303-03	Recycled and reused water   <i>Baleària does not use recycled water and has no resources in place for water recycling.</i>
<b>304. Biodiversity</b>	
304-01	Operational sites owned, leased or managed, located within or adjacent to protected areas or zones of high biodiversity value outside protected areas   <i>Baleària does not have any operational sites located within or adjacent to protected areas or zones of high biodiversity value.</i>
304-02	Significant impacts of activities, products and services on biodiversity   <i>The significant impacts identified by Baleària in connection with its activities are the: emission of combustion gases from engines; generation of solid urban waste; generation of hazardous waste; and consumption of natural resources (fossil fuels and water). To reduce these impacts, Baleària implements various initiatives, including the use of natural gas, thereby reducing CO<sub>2</sub> and NO<sub>x</sub> emissions, and virtually eliminating the generation of SO<sub>x</sub> and particles.</i>
304-03	Protected or restored habitats   <i>Participation in the following initiatives: Course on aquatic birds in the Ebro Delta Natural Park. "Plàstic 0" in the Parc Natural de Ses Salines - Formentera. Whale watching in the Strait of Gibraltar. UIB: Research into entomological fauna - especially butterflies and bees - in Formentera. UIB research - Biobidial butterflies in Parc Natural s'Albufera Menorca. Cleaning of the Port of Sant Antoni, Ibiza.   SDG 14</i>
304-04	Species on the IUCN Red List and national conservation lists whose habitats are within areas affected by operations   <i>26 vulnerable and 10 endangered species.</i>
<b>305. Emissions</b>	
305-01	Direct GHG emissions (scope 1)   <i>P. 25   SDG 13</i>
305-02	Indirect GHG emissions from power generation (Scope 2)   <i>On ships, on-board electricity is produced through the use of auxiliary engines or shaft generators (through the operation of the main engines), so this indicator is directly related to the consumption of the main and auxiliary engines.   P. 25   SDG 13</i>
305-03	Other indirect GHG emissions (scope 3)   <i>Information not available. They are not measured and are not expected to be calculated in the short term.</i>

305-04	Intensity of GHG emissions   P. 25
305-05	Reduction of GHG emissions   See 305-04
305-06	Emissions of ozone-depleting substances (ODS)   Information not available. These are not measured and are not expected to be calculated in the short term.
305-07	Nitrogen oxides (NO <sub>x</sub> ), sulphur oxides (SO <sub>x</sub> ) and other significant air emissions   Information not available. As part of the Green and Connected Ports project, Baleària will install several exhaust gas analysers (CEMS), which will measure SO <sub>2</sub> , CO <sub>2</sub> , NO <sub>2</sub> , NO <sub>x</sub> and O <sub>2</sub> emissions.
<b>306. Effluent and waste</b>	
306-01	Discharge of water in accordance with quality and destination   Waste water is generated by the company's ships and handed over at the different ports via the MARPOL service. Waste water discharged by marine stations comes from human use and goes into the sewage system. Oily water (MARPOL I): 10,502 m <sup>3</sup> (In 2019 24,141 m <sup>3</sup> )
306-02	Waste by type and elimination method   MARPOL I. 721 t of fuel oil recycled (In 2019 1526 t). MARPOL V. 120 m <sup>3</sup> of plastic (In 2019 103 t). Plastic recycled: 37 t. Cardboard recycled: 11 t. Disposal is through certified companies. The average waste generation per passenger is 0.57 kg (1.43 kg for air transport). Source: IATA 2014). Comparison: Waste is reduced compared to the previous year as a result of fewer miles travelled and fewer passengers carried. The average per passenger is also up due to COVID-19 safety measures.
306-03	Significant spills   25/02/2020 on the ferry Poeta López Anglada (overflow of the auxiliary engine oil storage tank during bunkering operations. 05/06/2020 on the fast ferry Avemas Dos (pore in fuel tank in the port of Algeciras, less than 5 litres), 01/09/2020 on the ferry Marie Curie (spillage of 300 litres in the port of Huelva due to an oil container breakage during loading). 27/09/2020 on the ferry Marie Curie (spillage of 50 litres in the port of Las Palmas during bunker intake operations).
306-04	Hazardous waste transport   Baleària does not transport hazardous waste. Any hazardous waste that might be carried by Baleària is shipped as freight and transported on self-propelled vehicles operated by waste managers, without the shipping company interacting with this type of goods at any time.
306-05	Water bodies affected by water discharge and/or run-offs   Baleària does not perform water discharges or run-offs. The waste water generated by its ships is delivered to on-land treatment facilities.
<b>307. Environmental compliance</b>	
307-01	Non-compliance with environmental regulations and legislation   No proceedings have been received in this regard.
<b>308. Environmental evaluation of suppliers</b>	
308-01	New suppliers that have passed evaluation and selection filters according to the environmental criteria   12% (13% in 2019)
308-02	Negative environmental impacts in the supply chain and measures taken   The negative environmental impacts in the supply chain are those associated with CO <sub>2</sub> emissions during the transport of material to one of the company's regional offices. To avoid these emissions, priority is given to local suppliers.
<b>SOCIAL</b>	
<b>Work-life balance (material issue)</b>	
103-1 103-2 103-3	Work-life balance is an issue of particular importance for employees, who would like the company to offer measures to achieve such a balance, with the organisation playing a fundamental role through direct actions. A work-life balance plan has been drawn up for this purpose setting out measures (pending approval), in addition to others that have already been implemented, and which describes the company's current policies, commitments, objectives and goals, resources, programme and initiatives. For the purposes of assessing the cost-effectiveness and efficiency of this matter, the absenteeism rate will be evaluated, among other points.
<b>401. Employment</b>	
401-01	New recruitment and staff turnover   Information not available.
401-02	Benefits for full-time employees not given to part-time or temporary employees   All social benefits apply equally to all workers, irrespective of their working hours. All employees receive incapacity and disability cover and parental leave. Life insurance in accordance with collective agreement and special terms for medical insurance.   SDG 8
401-03	Parental leave   Information not available.   SDG 5
<b>402. Worker-company relations</b>	
402-01	Minimum notice periods for operational changes   As established by current legislation.
<b>403. Health and safety at work</b>	
403-01	Worker representation in formal worker-company health and safety committees   100% of the workers are represented by the Health and Safety Committee, which is governed by the provisions of Articles 38 and 39 of Law 31/1995 on the Prevention of Occupational Risks.
403-02	Types of accidents and accident frequency rates, occupational diseases, lost days, absenteeism and number of fatalities due to occupational accidents   In 2020 there were 29 occupational accidents, involving 18 men and 11 women: The reasons were overexertion (10), falls at the same level (5), collisions with moving objects (2), collisions with immobile objects (2), entrapment between objects (1), blows and cuts from objects or tools (1), wave break (1), being run over or hit by vehicles (1), in transit (5). With respect to accident rates, the incidence was 27.46, the frequency was 4.94, the severity was 1.23, and the average duration was 82 days. A total of 92,928 hours of absenteeism were recorded. Non-work-related illnesses accounted for 4.6% and work-related illnesses 1.2%. There were no occupational diseases or deaths from work-related accidents.
403-03	Workers with high incidence or high risk of illnesses connected with their activity   None.
403-04	Health and safety issues dealt with in formal agreements with trade unions   Within the Health and Safety Committee, 100% of the issues regarding the prevention of occupational risks are addressed, and agreements are reached on this matter.
<b>404. Training and education</b>	
404-01	Average hours of training a year per employee   P. 54   SDG 8
404-02	Programmes to improve employee skills and transition support programmes   P. 55   SDG 10
404-03	Percentage of employees receiving regular performance and professional development evaluation   P. 56
<b>405. Diversity and equal opportunities</b>	

405-01	Diversity of governance bodies and employees   P. 52   SDG 5
405-02	Ratio of basic salary and remuneration of women compared with men   Information not available.   SDG 5
<b>406. Non-discrimination</b>	
406-01	Cases of discrimination and corrective actions undertaken   Not included.   SDG 5
<b>407. Freedom of association and collective bargaining</b>	
407-01	Operations and suppliers whose right to freedom of association and collective bargaining could be at risk   The company supports the right to freedom of association and the recognition of the right to collective bargaining (the fleet has a committee comprising 5 delegates from UGT, 4 delegates from SAME and 4 from CCOO, and in the land centres that have unitary representation of the workers, all correspond to the UGT union). No centres or suppliers have been identified in this regard.
<b>408. Child labour</b>	
408-01	Operations and suppliers with significant risk of child labour   Not applicable
<b>409. Forced or bonded labour</b>	
409-01	Operations and suppliers with significant risk of forced or bonded labour   Not applicable
<b>410. Security practices</b>	
410-01	Security personnel trained in human rights policies and procedures   No personnel were trained in this regard.
<b>411. Rights of indigenous peoples</b>	
411-01	Cases of violations of the rights of indigenous peoples   Not applicable.
<b>412. Human rights assessment</b>	
412-01	Operations subject to human rights impact reviews or evaluations   None performed
412-02	Training of employees in human rights policies or procedures   Baleària developed a course on Human Rights with material offered by the Global Compact and incorporated this into the EdEB catalogue of online courses. In 2020, 20 people took the course, involving a total of 80 hours of training.
412-03	Significant investment contracts and agreements with human rights clauses or subject to human rights evaluation   None performed.
<b>413. Local communities</b>	
413-01	Operations involving the local community, impact assessments and development programmes   P. 60-62
413-02	Operations with significant real or potential negative impacts on local communities   Company activities that could generate negative impacts on local communities are those connected with the noise generated by the ships' engines when they are in port.
<b>414. Social evaluation of suppliers</b>	
414-01	New suppliers that have passed selection filters according to social criteria   Suppliers have not been evaluated based on social criteria.
414-02	Negative social impacts in the supply chain and measures taken   The negative social impacts that could occur in the supply chain are those that depend on manufacturers in Asian countries, which provide services to Baleària's suppliers, and may be involved in child or forced labour practices, etc.
<b>415. Public policies</b>	
415-01	Contributions to political parties and/or representatives   Baleària made no contributions in this regard.
<b>416. Customer health and safety (material issue)</b>	
103-1 103-2 103-3	Maritime safety is an aspect of overriding importance for Baleària, with a direct impact on the services it provides. The Safety Management System covers its entire fleet, and the company has a DPA in place for this purpose, and an area dedicated to compliance with all requirements based on this aspect. The Management System is supported by the company's maritime safety and environmental protection policy, establishing a clear commitment to the implementation of policies to eliminate and/or minimise risks to personal health, damage to the environment, equipment and ships, along with compliance with the laws and legal regulations in force at the national and international levels, thereby complying with the requirements of the ISM Code. This system is continuously reviewed by the company by conducting internal inspections and audits, and is also audited once per year by the authority in order to guarantee compliance.
416-01	Evaluation of impacts on health and safety in the product or service categories   Through its Safety Management System, safety committees, audits and management tools, Baleària continuously evaluates compliance with the applicable health and safety measures and promotes the continuous improvement of these measures on board its ships and in its facilities.   SDG 3
416-02	Cases of non-compliance related to health and safety impacts in the product and service categories   None received.   SDG 3
<b>417. Marketing and labelling</b>	
417-01	Requirements for information and labelling of products and services   Baleària uses its website to inform customers as to control and safety measures established for embarking on its ships. On board, passengers are also provided with information cards on the various methods of evacuating the ship they are sailing on, and they are informed how to use these, should they be needed, by means of a video shown when the crossing begins.
417-02	Cases of non-compliance connected with information and labelling of products   None received.
417-03	Cases of non-compliance related to marketing communications   None received in this regard.
<b>418. Client privacy</b>	
418-01	Substantiated claims regarding violations of client privacy and loss of client data   None received in this regard.
<b>419. Socioeconomic compliance</b>	
419-01	Non-compliance with laws and regulations in the social and economic spheres   None in the economic sphere. In social terms these are insignificant.

## CREDITS

### Published by

Baleària - March 2021

### Photographs

Baleària photo archive

### Printing

D-Print

This document has been printed on FSC-certified environmentally friendly paper.



**BALEARIA**