

Press release



AIDA Cruises: Michael Ungerer and Dr. Monika Griefahn receive 2014 B.A.U.M. Environmental Award
Jury honors successful commitment between ecology and economy

On Monday, September 29, 2014, AIDA President Michael Ungerer and Dr. Monika Griefahn, Chief Sustainability Officer for AIDA Cruises, received the renowned B.A.U.M. Environmental Award in the category "large companies." The ceremony took place in Hamburg as part of the annual conference for the 30th anniversary of B.A.U.M. e.V.

B.A.U.M. co-founder and chairman, Prof. Dr. Maximilian Gege, remarks, "With our award, we honor those who master the balancing act between economy and ecology. Thanks to their commitment, they create an even stronger bridge between the environment and business, sustainably interlinking the two. While we first and foremost recognize the individuals behind these efforts, we simultaneously honor the institutions in which they take influence."

"What counts for me personally: Environmental protection and business success are not a contradiction. On the contrary! Intact nature and clean oceans are part of a perfect vacation experience. That's the basis of our business and the focus of our commitment", says Michael Ungerer on the occasion of the award ceremony. "We are pleased to receive the B.A.U.M. Environmental Award and view it as a further incentive."

As Chief Sustainability Officer, Dr. Monika Griefahn has taken on principal responsibility for successful implementation of the sustainability strategy at AIDA Cruises since 2012. The co-founder of Greenpeace Germany and former Environment Minister for the state of Lower Saxony has supported sustainability and harmony between people and nature for over 30 years. "Receiving the B.A.U.M. Environmental Award is a great pleasure for me. It is recognition and, at the same time, motivation to continue with the same energy and passion", says Dr. Monika Griefahn.

Further award winners included Jane Goodall, ECE Projektmanagement (subsidiary of the Otto Group), Miele & Cie. KG, Tchibo GmbH, Faber-Castell Aktiengesellschaft and Söhne Mannheims.

As a cruise line and tour operator, AIDA Cruises operates and markets one of the most modern and environmentally friendly fleets in the world with 10 state-of-the-art cruise ships. The ships are operated in compliance with the highest international quality, environmental, and safety standards. By 2016, the AIDA fleet – one of the most modern cruise fleets in the world – will grow to twelve ships. Since 2007, the company has annually published its sustainability report, which complies with the international GRI standard. More information can be found at www.aida.de/aidacares.

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