

# AIDA CARES 2019





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The fulfillment of the **AIDA cares 2019** sustainability report was verified and confirmed by B.A.U.M. Consult GmbH in accordance with the indicators of the Global Reporting Initiative (GRI).



# Sustainability is an integral part of our success

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**Dear readers, dear friends of AIDA,**

I am delighted to present to you our sustainability report for the financial year 2018. This is the 12th edition of AIDA cares, with which we aim to give you the opportunity to understand how we as a market leader in the German cruise sector are dealing with current and future ecological and social challenges and actively take responsibility for them. Transparency creates trust within our own company, among our guests and in the focus of the general public.

In 2018 we continued our successful development. For this we also have to thank the more than one million guests who traveled with AIDA, to our 14,000 employees from more than 50 countries on board our 13 cruise ships and on shore in Rostock and Hamburg, and to our partners with whom we enjoy trusting collaborations around the world.

After ten years of research and development work, in December 2018 we completed a technological leap with the launch of AIDAnova, the first cruise ship in the world that can be operated solely on low-emission liquefied natural gas. Two more of these innovative ships will set off on cruises by 2023. We are also continuously retrofitting our existing fleet with the latest environmental technology. The use of shore power from regenerative energy sources is an important aspect of this because it allows us to make a further contribution to improving the air quality in port cities. However, together with our partners we are already looking into how the cruise industry may be able to use fuel cells, batteries and liquefied natural

gas from renewable sources. We are also tackling other urgent issues such as reducing or cutting out entirely our use of plastic and disposable products. Our long-term goal is clear: to offer carbon-neutral cruises.

We at AIDA believe it is important to share success with others. We pool our social projects under the umbrella of AIDA Cruise & Help. One particular focus of our work is on opening up opportunities for the future for children and teenagers in emerging and developing countries by improving access to education. In May 2019 we opened the first AIDA School in Cebu in the Philippines. More will follow.

In all our efforts we always keep an eye on the Sustainable Development Goals of the United Nations as well as the Paris Climate Agreement and the climate goals of the International Maritime Organisation (IMO), because AIDA Cruises can only grow sustainably if we respect and protect our natural surroundings and the rich cultural heritage of our planet.

With warm regards,



Felix Eichhorn,  
President of AIDA Cruises



## The three pillars of our sustainability strategy

### 1

#### **We are committed to the environment**

In practice, this means acting with foresight, investing in modern, efficient technology and working in close cooperation with science and research partners. It is our aim to reduce emissions everywhere, use resources effectively and, where possible, restore technical and biological cycles. We already take into account the eco-friendliness and potential for recycling of an item when acquiring our products.

### 2

#### **We assume social responsibility**

Our values are based on tolerance, mutual appreciation and respect for cultural diversity. Our employees are the bedrock of our corporate philosophy, and we continually invest in their basic and advanced training. We are mindful of acting sustainably and ensuring fair working conditions for our contractual partners and suppliers. We share our success with the community.

### 3

#### **We focus on responsible growth**

We want to be pioneers - in an economic, social and ecological sense. As we continue to grow, we also develop and intensify the dialogue and interaction with our guests, partners, friends and critics.

## Sustainability philosophy and targets

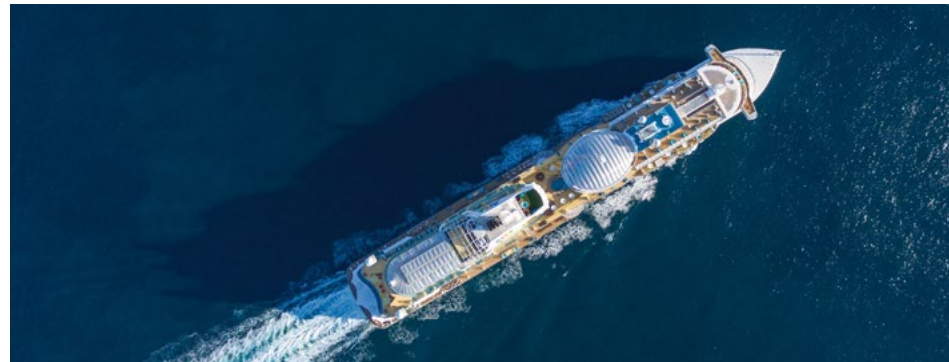
For us, sustainability means ensuring we are prepared for the future by protecting the environment and using resources sparingly. We are committed to preserving biological and cultural diversity both on board our ships and on land. In accordance with the UN's Sustainable Development Goals (SDGs) we utilize our capacity for innovation to generate economic, environmental and social benefits for every person at every level of our business activity.

#### **Our sustainability philosophy**

We do not merely do lip service to sustainability here at AIDA Cruises: we consciously take responsibility for preventing damage to the environment and creating a just society. Acting sustainably is the fundamental requirement that will allow us to offer cruises in the future, which simultaneously safeguards the jobs of our employees and ensures positive holiday experiences for our guests.

#### **Sustainability – a process of all-round quality**

We bring ecological and social responsibility into harmony with our corporate goals. This is why we have embedded our sustainability programme with its wide-ranging and interwoven processes and standards into every level of our company. These are managed centrally, but the operative measures are implemented on a local basis. They are put into practice using specific targets and performance indicators along the entire length of the value chain. These targets and indicators are based on clearly defined responsibilities and require adherence with all rules and standards.





# In line with UN objectives for sustainable development

In September 2015, the United Nations drew up 17 objectives under the title of Agenda 2030 which aim to ensure sustainable development all over the world. The so-called Sustainable Development Goals (SDGs) are intended to make a contribution to solving global challenges such as poverty, hunger, inequality, education, health,

water, energy, climate change, peace and employment.

We unequivocally endorse the comprehensive approach of the SDGs and support their implementation. All of our short, medium and long-term measures are oriented towards these SDGs

and play a part in achieving them. As a company that operates worldwide, our innovations, packages and services allow us to contribute to overcoming global challenges by integrating sustainable measures into our business model, promoting good health in our guests and our employees on land and at sea, protecting the

biodiversity of ecosystems, reducing the burden on the environment, respecting the diversity of different peoples and preserving and promoting unique cultural characteristics.



End poverty in all its forms everywhere



End hunger, achieve food security and improved nutrition and promote sustainable agriculture



Ensure healthy lives and promote well-being for all at all ages



Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all



Achieve gender equality and empower all women and girls



Ensure availability and sustainable management of water and sanitation for all



Ensure access to affordable, reliable, sustainable and modern energy for all



Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all



Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation



Reduce inequality within and among countries



Make cities and human settlements inclusive, safe, resilient and sustainable



Ensure sustainable consumption and production patterns



Take urgent action to combat climate change and its impacts



Conserve and sustainably use the oceans, seas and marine resources for sustainable development



Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss



Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels



Strengthen the means of implementation and revitalize the global partnership for sustainable development



# Sustainability targets of AIDA Cruises\*



More information

> Carnival Corporation & plc



## Conserving water (SDG 6)

- Further reductions in the average consumption per person on board thanks to cutting-edge technology in the hotel and restaurant areas, e.g. on board of AIDAnova



## Reducing waste (SDG 12)

- Further optimization of procurement and preparation processes to minimize waste in the hotels and restaurants and overall ship's operations
- Further increase in the recycling rate and avoidance of plastic and disposable items



## Responsible business relations (SDGs 5, 8, 10)

- Adherence with code of ethics and conduct
- Incorporation of new destinations
- Consolidation of sustainable excursions
- Expansion of the partner network and strengthening existing business relationships



## Commitment to society (SDGs 1-17)

- Supporting cultural, social and environmental protection projects as well as promoting research and science



## Health and safety (SDG 3)

- Optimum medical care for guests and crew
- The protection of the health and safety of our guests, employees and all those who work for us as well as the best possible prevention is our top priority



## AIDA as an attractive employer (SDGs 1, 4, 8)

- Positioning and strengthening as an employer to boost employee recruitment
- Creating new job opportunities



## Reducing emissions (SDGs 3, 7, 9, 13)

- LNG: After AIDAnova, two more LNG cruise ships will join our fleet by 2023, using entirely low-emission LNG in port and at sea.
- Shore power: Ten of the thirteen ships in the AIDA fleet already have shore power connections or are technically prepared for them. We have set ourselves the goal of retrofitting all ships with a shore power connection in the coming years.
- Advanced Air Quality Systems (AAQS) will be retrofitted on all AIDA ships built in 2000 or later that cannot be operated entirely with LNG.
- Research on new methods for carbon-free production of liquefied natural gas from regenerative sources and the use of batteries and fuel cells.
- Continuous reductions of energy and fuel consumption through the use of energy efficient technologies and energy management systems



## Dialogue and networks (SDG 17)

- Intensifying of dialogue with our guests, other stakeholders, and existing networks



## Waste water treatment (SDG 14)

- Installation of state-of-the-art wastewater treatment systems on new ships and further technical optimization of the waste water treatment plants on the ships of the existing fleet to meet the HELCOM standards in the Baltic Sea.
- Use of state-of-the-art bilge water treatment systems

\* Selected examples





# Company and Market







AIDAnova in Lisbon

## Growing with responsibility



Continuous growth, business success and a pioneering spirit in the use of innovative and sustainable technologies are what make AIDA Cruises unique. As one of Germany's leading tourism companies, as of 2019 we employ around 14,000 members of staff from more than 50 countries, of which 12,500 work on board our ships and 1,500 of them on shore.

### The driving force in the cruise industry

Cruises have been one of the most popular types of holiday in Germany for a number of years now. The demand for them is growing steadily, and not just in Germany, but around the world too. In 2018, Germans set off on a total of 70.1 million holidays. Around 2.23 million of those spent their holiday on a cruise liner. That is around three per cent more than in 2017. AIDA Cruises alone welcomed more than a million guests on board its ships in 2018.

77 per cent of all cruises travelled to European destinations. The most popular destinations were once again Northern Europe (28%) and the western Mediterranean (23%). Cruises in the Baltic Sea region are enjoying increasing popularity among German holidaymakers. 8.4% of all guests travelled to these regions in 2018, whereas in 2017 that figure was 7.6%. Even though the

proportion of the overall German travel market made up by cruises is currently only around 3.2 per cent, the results of a report issued by the Cruise Lines International Association (CLIA) shows that Germany has one of the strongest growing markets for cruises in the world. In a worldwide comparison, Germany came third in 2018 after the USA and China.

The demand for cruises is incessant and is steadily growing as the variety of cruise packages increases. Guest surveys performed by the CLIA show that three in every four cruise holidaymakers plan to go on another cruise in the next two years. Experts believe that the market will continue to grow and should bring about a significant upturn in the tourism industry. AIDA Cruises will remain the most important driver of growth in Germany going forward and, with the launch of AIDAnova in 2018 - the world's first cruise ship to run solely

on low-emission liquefied natural gas (LNG) - gave the market the impetus to shape its growth in a sustainable manner.

*With the commissioning of AIDAnova on December 12, 2018, we completed another technological leap and set a milestone in the preservation of the environment and resources.*

The launch of AIDAnova, a ship in the latest generation of AIDA ships, allows us to fill new target groups with enthusiasm and initiate a new surge in growth on the German cruise market. In 2019, we will welcome AIDAmira as the newest member of our fleet and expand our range of cruises to southern Africa as part of the AIDA Selection programme. By 2023, the AIDA fleet will have grown to comprise 16 ships.





## Leading innovator in protecting maritime environments

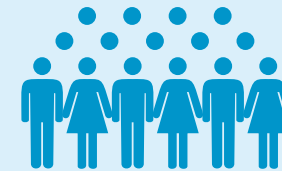
AIDA's positive development shows that courage and an innovative spirit really pay off. The success and growth of the entire cruise sector goes hand in hand with increasing responsibility for us - towards our guests and employees, our business partners, the environment and society. We have our sights set firmly on societal and ecological challenges going forward and will tackle them head on.

By 2023, AIDA will invest a further two billion euros in the next two cruise ships of the "Made in Germany" LNG generation, which will be built in Rostock and Papenburg. We placed the first billion-euro order for two of these innovative ships, which could be powered with low-emission liquefied natural gas (LNG), with the MEYER WERFT in Papenburg, Lower Saxony, back in 2015. We welcomed the first ship in this series into our fleet in December 2018. It is the first cruise ship worldwide that can be powered in port and at sea with low-emission liquefied natural gas (LNG). Of all the fossil fuels currently available, LNG is the most eco-friendly option for reducing emissions that is also usable in practice. There are almost no emissions of particulates and sulfur oxides at all, while emissions of nitrogen oxides and CO2 are substantially reduced. We are proud to operate what is currently most environmentally-friendly cruise ship and we will continue down this path.

# 28.5 M

Cruise passengers worldwide\*\* in 2018  
(+6.7 % on previous year)

## 1,108,676 people



were employed all over the world in the cruise industry in 2017\*



134 billion Euro economic output produced by the cruise industry in 2017\*



280 ocean cruise ships

AIDA Cruises called at

**267** destinations in  
**89** countries with  
**13** ships in 2018\*\*\*

## +3%

ON PREVIOUS YEAR

2.23 million Germans went on a cruise holiday in 2018\*\*

**+3.3%**  
ON PREVIOUS YEAR

7,17 million European cruise passengers in 2018\*\*



German cruise market:  
Number 1 in Europe and  
Number 3 worldwide\*



In 2018, 23 % of German cruise holidaymakers set off on a cruise to the Mediterranean, while 28 % headed to Northern Europe and 8.7 % to the Baltic\*\*



More than **45.6 billion euros** paid to the crew and employees of the cruise lines\*

In 2018, Germans went on a total of **70.1 million** holidays\*\*\*\*

\* CLIA Global, CLIA 2018 Passenger Numbers, CLIA 2019 State of the Industry | \*\* CLIA Germany, CLIA takes stock of the 2018 cruise market | \*\*\* AIDA in Figures | \*\*\*\* FUR Cruise analysis



### AIDA creates job opportunities on board and on shore

With the commissioning of each new ship we create more job opportunities on board our ships and at our facilities in Rostock and Hamburg, as well as indirectly in the shipbuilding and port industries, the tourism sector and in many small and medium-sized companies that play a part in our growth, in Germany, in Europe and at our destinations around the world. More than three quarters of the suppliers for AIDAnova, for example, are based in Germany or the European Union. Among the suppliers for the three ships in our LNG generation are companies from Rostock, Kiel, Hamburg and across southern Germany. The engines, for example, are developed in Kiel by Caterpillar Motoren GmbH and fitted in Warnemünde. NEPTUN WERFT, which is based in Warnemünde and belongs to the MEYER WERFT group, builds the machine modules and tanks for liquified gas. These are just a few examples of how AIDA Cruises strengthens regional cooperation and is simultaneously an important factor in both the local and regional economy.

AIDA works with more than 2,400 suppliers from a wide range of sectors, from excursion agencies to food suppliers and ports to technical service providers and suppliers. AIDA moreover collaborates with upwards of 12,000 travel agencies all over Germany. With the LNG initiative and its research into further innovative future technologies for reducing emissions in the cruise industry, AIDA Cruises will also make a significant contribution to ensuring that Germany remains innovative and competitive on the international stage in the field of maritime technologies in cruise shipping.

With each new ship that we bring into service in the coming years, we will create more than 2,000 new job opportunities on land and at sea. We are committed to developing young talent around the world and collaborate with well-known colleges, universities and training centres in Asia in order to train our future potential colleagues and prepare them for working on board a cruise ship.

In its destinations around the world, AIDA Cruises makes an important contribution to economic development and the creation of job opportunities. We work with local excursion agencies, employ numerous suppliers, procure provisions locally and make use of a wide range of services provided by local port agencies.

In all, the gross economic product of the cruise line industry was 134 billion euros in 2018, and crews and employees of the cruise line companies were paid more than 45.6 billion euros.





### An important economic factor for port cities

German ports also benefit from the ongoing growth of the cruise industry. In 2018, the Port of Hamburg maintained its top position as the number one German cruise port, recording around 915,000 cruise guests. Cruise ships docked in the port of Hamburg a total of 220 times, 86 of which were AIDA ships. According to figures released by the CLIA, in 2017 cruise guests spent 377 million euros in German cruise ports.

In 2018, the Hanseatic city of Rostock welcomed 923,000 cruise ship passengers from 206 stopovers at the Baltic coastal resort of Warnemünde, thus reaching second place in the overall German rankings. AIDA ships docked here 44 times. As part of the 800th anniversary of the city, the Hanseatic and university city of Rostock held its first ROSTOCK CRUISE FESTIVAL between September 14 and 16, 2018. AIDA supported the maritime event as its main sponsor, at which the state of Mecklenburg-Vorpommern presented itself as an ideal location for growth and investment in the shipbuilding and cruise industries. AIDA thus reaffirmed its regional commitment in Rostock, where it has its headquarters.

The Port of Kiel was ranked in third place in Germany in 2018 of all the important cruise ports, recording 600,000 cruise ship guests during 165 calls. With 63 visits by AIDA ships, the company is also the most important partner of the Kiel Fjord and contributed significantly to its positive results.

AIDA Cruises celebrated a world premiere in Bremerhaven on December 12, 2018. AIDAnova was officially handed over to AIDA Cruises by the MEYER WERFT and set course for the Canary Islands where the premier season started on December 19, 2018.

Alongside direct spending by AIDA Cruises, passengers and crew members also make a considerable contribution to value creation in every port town or city. This includes local and regional retail trades, for example, the hotel and restaurant sectors, public transport systems, taxi companies and car park management companies.



AIDAperla in Hamburg



# Sustainable Management



**F**or AIDA growth goes hand in hand with a sustainable approach to business. This approach of all-encompassing quality, in which we also incorporate our business partners, means that our economic decisions are taken with due consideration given to the environment, the wider community, our business partners and the well-being of our guests.

Any products we buy, use and offer are recyclable wherever possible. Ideally these are themselves already made of recycled products. It is our aim in the long term to create an almost complete closed-loop recycling solution, which would produce virtually no waste.

All-encompassing quality means that the products we use should be healthy and functional for the end user. If they contain reusable resources, the products benefit the environment and the economy in equal measure.

*Besides technical efficiency, this strategy of all-encompassing quality is the basis of our approach to sustainability - and the foundation of our future economic success.*

## Responsible growth is the foundation for success

We are committed to the environment and society and contribute to added value in our economic world. For this reason AIDA Cruises is one of the fastest-growing and economically most successful tourism enterprises in Germany.

With thirteen cruise ships at present, AIDA Cruises operates one of the most modern fleets in the world. The ships are run in accordance with the highest international quality, environmental and

safety standards. In the coming years we plan to expand our range of offers even further. The AIDA fleet will grow to comprise 16 ships by 2023. In 2021 and 2023 we will commission two of AIDAnova's sister ships that will also be able to run on LNG.

Regularly retrofitting the ships in our existing fleet with innovative environmental technology is also an important issue for us. By the end of 2020, all of the ships in the AIDA fleet built since 2000 will have shore power technology on board.

As well as researching possibilities for obtaining carbon-neutral liquefied gas from renewable sources (power-to-gas), we are also looking into using fuel cells (Pa-X-ell 2), for example, and the use of batteries in cruise shipping.

## Trust-based business relations

The economic success of AIDA Cruises is based on trustworthy business relations and compliance with strict ethical standards. The company is committed to the standards set out in the Code of Business Conduct and Ethics. Among the binding principles recorded are our special quality promise to our guests, a company culture characterised by respect and esteem, fairness in dealing with partners, suppliers and competitors as

well as a high degree of precision and integrity in business affairs.

In order to prevent corruption, we educate our employees and introduce them to the anti-corruption guidelines of the Carnival Group in training courses.

All business relations with third parties are conducted according to these guidelines and while taking into consideration the Foreign Corrupt Practices Act (FCPA) of the USA. No material infringements of legal regulations were recorded in the 2018 reporting season.



Construction of AIDAnova







## New offers for more sustainability



Cruises bring families together and multi-generational holidays are on the rise. AIDA Cruises is latching onto the changes in demographics and offers the perfect holiday experience for every generation. Thanks to the considerable variety, it scores highly on innovation, flexibility and customised offerings for all target and age groups. This form of travelling is therefore attractive for all generations, which also explains its long-term growth potential.

Following the success of the first AIDA world cruise, we have widened our range of routes and now offer new dream destinations in the most beautiful regions of the world. Extended land excursions at our various destinations give guests travelling aboard AIDAcara, AIDAvita and AIDAaura the opportunity to discover natural wonders and landscapes that are worthy of protection in complete tranquillity and experience cultures from an entirely different perspective.

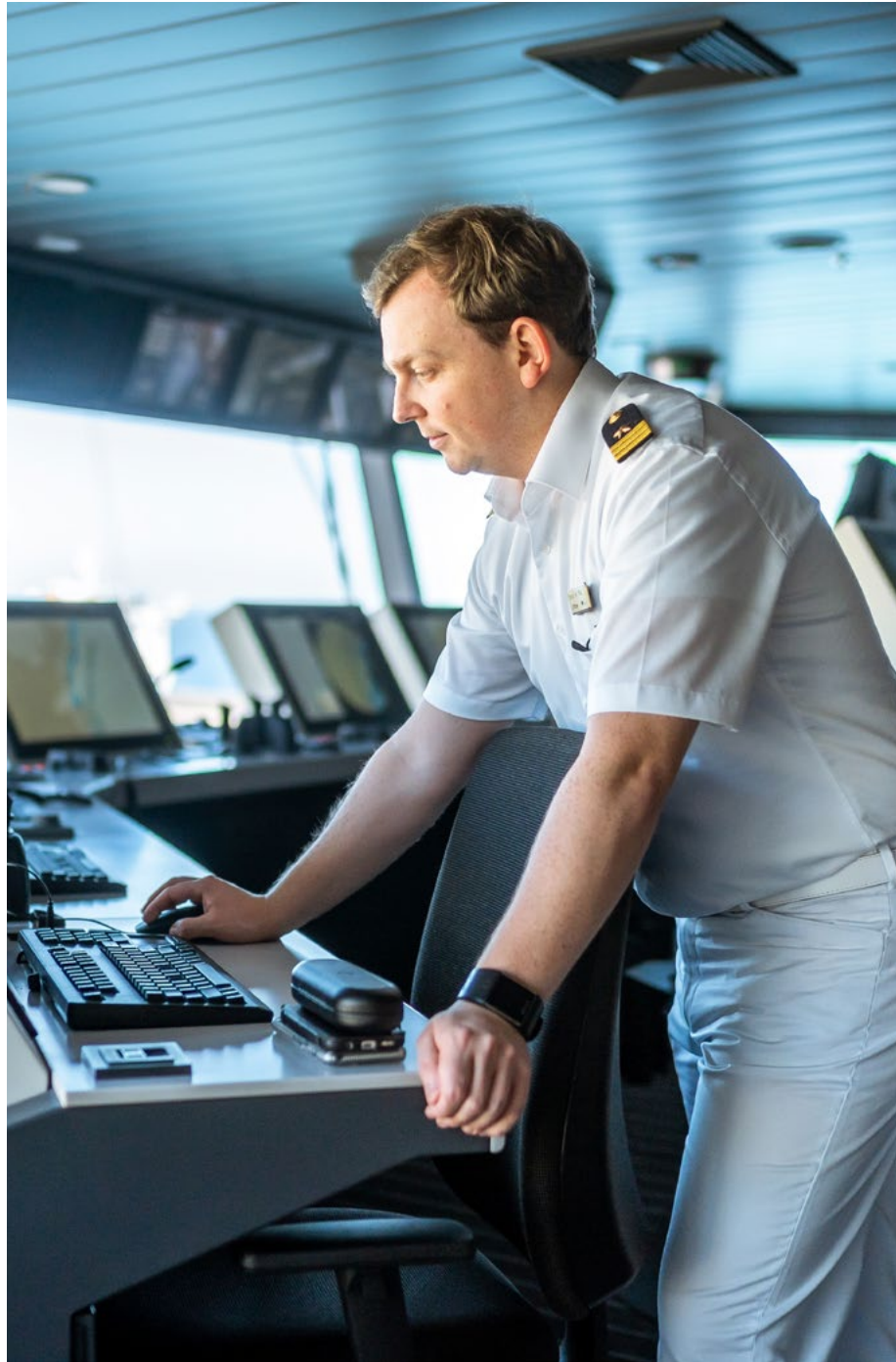
Every AIDA Selection cruise is rounded off by a personalised onboard entertainment and edutainment programme that relates directly to the particular culture and the valuable flora and fauna of the respective destination region. The AIDA Selection program is ideal for open-minded people of all ages who want to discover countries and their inhabitants in a particularly intense and unique way.

AIDAaura started the second AIDA world cruise on October 8, 2018, which came to an end on February 2, 2019 in Hamburg. In October 2019, it will be time to cast off on the third world cruise for the guests of AIDAaura. Our guests' positive feedback and the high demand for our AIDA Selection program continues to encourage us to expand our range of routes and to visit new destinations in the most beautiful parts of the world. In December 2019, we will welcome the fourth Selecti-

on ship into our fleet with AIDAmira. AIDAmira's route will also be a new addition to the AIDA programme. From December 2019, guests will for the first time also have the opportunity to discover the natural wonders of southern Africa with AIDAmira. The 14-day cruise "South Africa and Namibia", will set out from and return to Cape Town. Other ports include Durban, East London and Lüderitz, the last of these being situated on the edge of the Namib Desert. The absolute highlight of the cruises will be the several-day stops in Cape Town, giving the guests plenty of time to discover the attractions such as Table Mountain and the Lion's Head. AIDAmira will also spend a night in Walvis Bay in Namibia. Here guests will be able to observe exotic animals in the large lagoon between the desert and the sea.

*On October 8, 2018, AIDAaura departed Hamburg on AIDA's second round-the-world cruise. It visited 20 countries over 117 days, docking in 41 different ports.*





## Our standards: operating successfully with system

In order to meet our high quality requirements, we have introduced our own management systems which cover areas beyond international conventions and wide-ranging national legislation. We work continuously to develop these further. The uncompromising compliance with all internal and external standards guarantees the safety of our guests and crew and expresses our sustainable approach. Internal and external audits are performed regularly to ensure they are abided by.



More information  
about our standards

> Sustainability report  
of the Carnival  
Corporation & plc





# The most important international conventions and standards



Compliance with international conventions and standards is checked and certified regularly on board AIDA ships. AIDA exceeds these requirements in many areas.

## ISO 14001

All of our ships are certified in accordance with environmental standard 14001 (ISO 14001) as set out by the International Organisation for Standardisation (ISO) in order to support our implemented Environmental Management System (EMS). An independent third-party organisation regularly checks the compliance of our EMS with ISO 14001.

## OHSAS 18001

All of our onboard occupational health and safety management systems are based on OHSAS 18001:2007, the globally recognised and cross-industry occupational health and safety management standard. Compliance with this standard is regularly examined both by us and by external organisations.

## SOLAS

SOLAS (Safety of Life at Sea) governs the safety requirements for the design, construction, equipment and running of ships as well as safety management.

## ISM Code

The ISM Code (International Safety Management Code) is an international framework of regulations that sets down binding measures regarding the safe running of ships and the prevention of maritime pollution. The ISM Code is part of the International Convention for the Safety of Life at Sea (SOLAS).

## ISPS Code

The 'International Ship and Port Facility Security Code' defines safety standards, requirements and processes for preventing hazards on ships, in ports and in governments by requiring, for example, the development of safety plans, evaluations of

safety risks and threats and the implementation of preventative safety measures.

## MARPOL

MARPOL (International Convention for the Prevention of Marine Pollution from Ships) is the principal international convention that aims to prevent ships from polluting the marine environment. Compliance with this convention is checked and certified regularly on AIDA ships and by the competent flag state.



## IMO Ballast Water Convention

The aim of the Ballast Water Convention is to prevent microorganisms from spreading into areas where they are not wanted via ballast water and thereby threatening the biodiversity of the affected area.

## STCW

The International Convention on Standards of Training, Certification and Watchkeeping for Seafarers 1978 (STCW) is a UN convention that was adopted by the International Maritime Organisation (IMO) in 1978.



## MLC

The Maritime Labour Convention (MLC) is an International Labour Organisation convention (the ILO is a subsidiary of the UN), which forms the international basis for labour law on cruise ships. The standards of the MLC, which apply uniformly around the world, cover basic working conditions including health, safety,

minimum age, recruiting, working hours, accommodation on board and social security, and guarantee appropriate working and living conditions on board. The flag state and/or the competent classification company regularly checks and certifies compliance with these demanding maritime social standards.

## VSP

The American Center for Disease Control and Prevention (CDC) introduced the Vessel Sanitation Program (VSP) in the 1970s in order to support the shipping industry in developing and implementing a comprehensive hygiene programme. All ships that can carry more than 13 passengers and which travel in international waters are inspected unannounced twice a year and more times if necessary.

*100 points for AIDAvita*

*During an unannounced VSP inspection on 22.06.2018 in New York, AIDAvita scored 100 points out of a possible 100.*

**i** More information

- > SOLAS
- > IMO
- > MARPOL
- > MLC



# Our internal standards



The management system in force within the Carnival Group, which meets and in some cases exceeds the ISO requirements in relation to safety and health in particular, incorporates more than 400 individual processes. Other internal standards include:



Safety around the clock: the Fleet Operations Center (FOC) at our Hamburg facility supervises and advises the nautical officers and captains in our fleet 24 hours a day, seven days a week.

## Environmental Compliance Plan

The Environmental Compliance Plan (ECP) was implemented across the Carnival Corporation in 2017, the measures of which go far beyond fulfilling the internationally applicable legal requirements. They ensure consistent monitoring of and adherence with environmental indicators on all AIDA ships. Adherence with the standards in the plan will be checked regularly by external auditors, which will also help to contain environmental risk factors. The ECP also contains a binding, extensive environmental training system for all land-based and ship-based employees.

## Global HESS

The Carnival Corporation's global HESS management system governs our management of processes with regard to the environment, health and safety both at sea and on land. In many areas, these HESS standards go beyond the regulations that apply on land and particularly take into account the requirements of the cruise industry. These standards and processes are continually checked by means of internal and external audits.

## Code of Business Conduct and Ethics

With our Code of Business Conduct and Ethics, we undertake to interact fairly with business partners, suppliers and competitors, and to maintain the accuracy and integrity of business transactions.

## Donation guidelines

These define transparently the uniform criteria according to which our company hands out donations. They also set out the responsibilities for managing the donations budget.

## Customer Experience Management

We keep a systematic record of our guests' feedback and derive measures from it to increase our guest satisfaction.

## Training management

We provide our employees with support to help them develop their own potential and expertise on a regular basis with diverse basic and advanced training opportunities, some of which even cover areas beyond the cruise industry itself.

## Service standards

We encourage our employees to act proactively so that we can surpass our guests' expectations in regard to service, quality and the diversity of their experience. As part of our internal service initiative, we train all of our employees and reward outstanding performance.

## Performance and talent management

Our performance management system helps us to recognise the skills and accomplishments of our employees, to promote their strengths and to agree on long-term target-oriented development measures. Various criteria for success and the employee's performance are discussed in annual performance reviews as part of an established, transparent process. Individual recommendations for development and support programs, such as taking part in training courses, can then be derived from these discussions. Employees who demonstrate pronounced interdisciplinary skills and who excel at their work are supported through a company-wide talent management program, while we also offer individual development prospects as preparation for management roles.



# Safety in any situation and at all levels



At AIDA, safety is our highest priority at all times. Our entire crew is trained in accordance with our HESS standards (Hess = Health, Environment, Safety, and Security). Our crew, our guests and the local authorities take part in the internationally stipulated safety exercises, which are conducted before a ship leaves port.

Our new electronic muster point system was successfully introduced across the fleet in 2018. It can be used to record guest and crew cards electronically in almost real-time during rescue exercises, for example.



## STANDARDISED SAFETY

Complying with national and international laws and guidelines is a natural part of our business activity. New regulations are adopted as early as possible - often beyond the required standard. (See Chapter “The most important international conventions and standards”)

## TECHNICAL SAFETY OF SHIPS

So that they are able to react appropriately in hazardous situations, every one of our employees is trained in safety procedures even before their first day of work, and then at every stage of their career - before, during and between assignments on board our ships. All of our standards and processes are continuously developed further and compliance with those standards is checked both internally and externally by means of audits.





# Maritime Simulation and Training Center



The Arison Maritime Center CSMART for maritime training in the Dutch town of Almere is the most modern training center of its kind in the world and was certified by the DNV GL as the world's first Center of Safety Excellence in the maritime industry. The Carnival Group invested around 75 million euros in its construction in 2016, including the latest simulation technology and its own hotel to accommodate the more than 7,000 nautical and technical officers of the ten cruise lines of the Carnival Group as they undergo their training.

At the heart of the 10,000m<sup>2</sup> Arison Maritime Center, situated a stone's throw from Amsterdam, is the CSMART Academy with four Full Mission Bridge Simulators including NOC Operator's Stands, four Full Mission Engine Simulators, eight Part Task Bridge Simulators, 16 Part Task Engine Simulators for courses fo-

cluding on handling liquefied natural gas (LNG) and numerous discussion rooms for innovative training sessions. These workshops and assessments go far beyond the requirements set out by the international STCW Convention (Standards for Training, Certification and Watchkeeping).

The training courses that make use of the Full Mission Bridge simulators are able to simulate manoeuvres in real time while under the effects of factors such as swell, wind, current, various visibility conditions or precipitation. Training is provided for all of the destinations and ports visited by AIDA Cruises. The operation of machinery and emergency scenarios are simulated in the Engine Room Simulator and both team and individual exercises practised under timed conditions.



**i**  
**More information**  
> Arison Maritime Center CSMART  
> Almere:  
Watch video





# Risk management

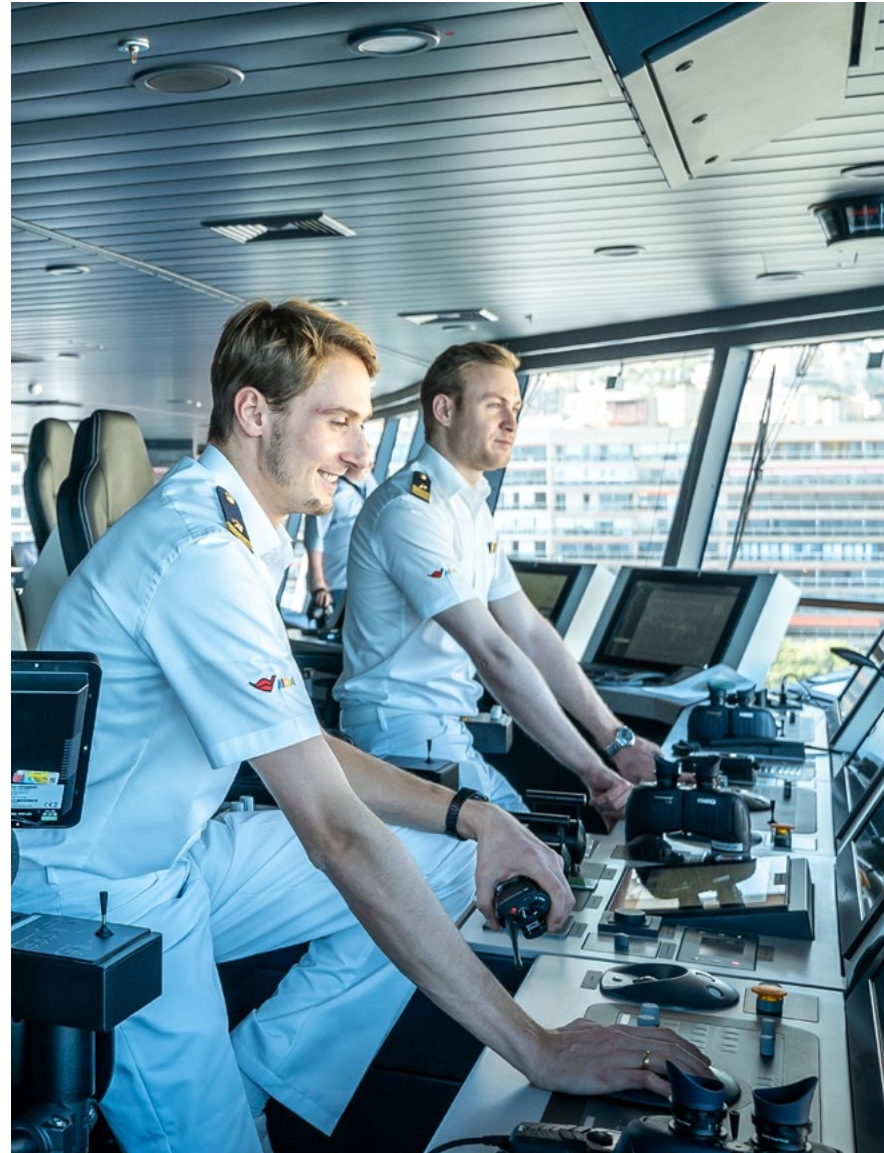


**R**isk management is anchored firmly in our corporate culture. Effective strategies allow us to identify potential risks and their consequences. This gives us the opportunity proactively to minimise risks while implementing our corporate strategy.

Our risk prevention and management policy is based on a model developed by the Carnival Corporation & plc and takes into account the international standards of Enterprise Risk Management (ERM). They are incorporated in every part of the company, and comprise such segments as organisational structure, review processes, standards and codes of conduct.

Every level of our organisation is assessed for potential risks and these are openly discussed with the management. This also guarantees compliance with our demanding health, environment, safety and sustainability standards (HESS).

To this end, the Risk Advisory & Assurance Services Department (RAAS) works closely with the management in the conduct of regular audits, identification of potential risks and checking control mechanisms. This means we can check for and ensure compliance with our corporate guidelines and processes as well as laws and regulations, on a regular basis. The management examines these assessments and updates them together with the Audit Committee. The aim of this is to minimise as much as possible the impacts of both foreseeable and unexpected events.



# Environmental Management





# Technical innovations and the latest technology



We continuously reduce emissions and our consumption of resources through the research and use of innovative environmental and efficiency technologies. As a market leader, in the future we will also be expanding our pioneering role in the cruise industry.

AIDA Cruises consistently pursues the aims of organizing sustainable cruises, conserving resources and continuously reducing the emissions of its ships. With our research into and use of innovative and efficient technologies, we occupy a pioneering role in the German cruise industry and perform pioneering work in the use of low-emission liquefied natural gas (LNG) as well as the use of green shore power.

## AIDA Cruises: a pioneer in protecting the environment

The issue of protecting the environment is an increasingly important factor for many people when booking a holiday. It is our aim - and this is nothing new - to offer cruises that are as low-emission and as resource-efficient as possible. We have put several years of continuous work and millions of euros each year into researching sustainable technologies and fitting them onto our ships. On the path to carbon-neutral cruises we have been performing pioneering work in developing alternative forms of energy production.



AIDAnova – LNG bunkering in Barcelona



A new partnership for sustainable cruise tourism was launched in Kiel on board AIDAluna, on April 26, 2018. The goal: The first shore power supply for an AIDA ship in Kiel by 2020.

Daniel Günther



# Using low-emission liquefied natural gas (LNG)



Together with partners from the science and business sectors, for the last 10 years and more we have focused on researching and using low-emission liquefied natural gas (LNG) in the cruise industry. Using LNG means emissions of particulates and sulfur oxides can be avoided almost entirely, while emissions of nitrogen oxides and CO<sub>2</sub> are substantially reduced.

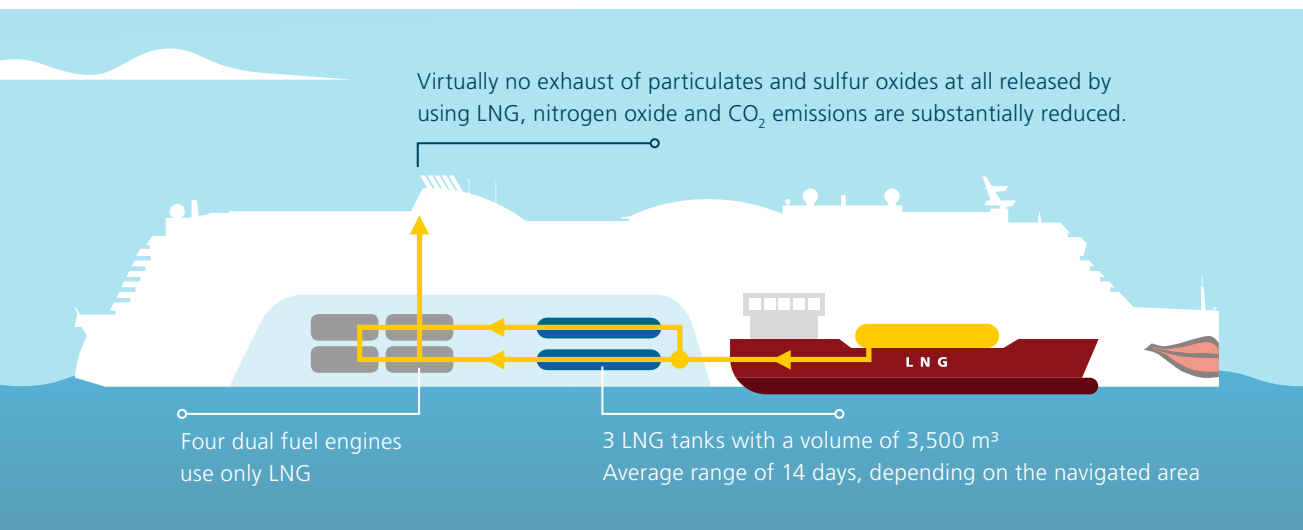
Back when the first two ships to be equipped with dual fuel engines, allowing them to be supplied with low-emission LNG in ports, were ordered in 2011, we took the most innovative technology available at the time into account in order to build cruise ships that would meet the highest requirements of energy-efficiency and eco-friendly ship operation.

AIDAprima and AIDAprera were commissioned in 2016 and 2017. We were able to test in practice the use of LNG on board a cruise ship during a layover for the first time. As part of this pilot project, over the last two years we have gathered

valuable experience in dealing with this new drive technology, which was then incorporated into the design of AIDAnova - the world's first cruise ship that can run one hundred percent on LNG.

On December 12, 2018, its time had come: AIDAnova was brought into service, thus becoming the first cruise ship in the world capable of running solely on LNG, representing another technological leap for our company. Right from day one, the energy required to power AIDAnova was produced from liquefied natural gas. Thanks to a worldwide partnership with Shell, we have also been able to secure LNG supplies for future destinations. During its debut tour around the Canary Islands, AIDAnova was filled up every 14 days in the port of Tenerife by the bunker vessel Coral Methane, which is likewise run on LNG. Since switching to the western Mediterranean on April 26, 2019, AIDAnova now refuels on a 14-day cycle in the port of Barcelona.

The wealth of experience of our LNG experts is also flowing into the design of ten further LNG cruise ships ordered by the Carnival Corporation, which will be built by 2025 for the various cruise lines in the group at the MEYER WERFT in Papenburg (Germany) and Turku (Finland). AIDA Cruises alone will bring two more of these innovative cruise ships into service by 2023.





# Shore power: a clean alternative during port operations



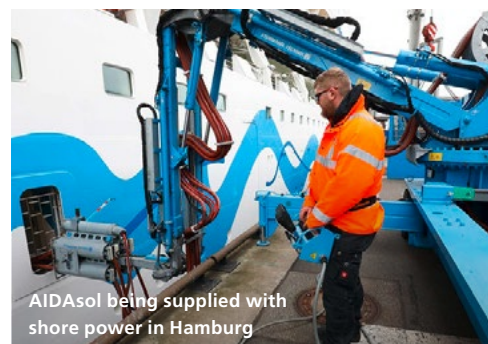
On average, a cruise ship in the AIDA fleet spends around 40 percent of its operational life in ports. The use of shore power to supply our fleet with energy is therefore a second important aspect in which AIDA Cruises has assumed a pioneering role over the last several years.

As far back as 2004, when AIDAdiva was ordered and constructed, shore power was an important issue for us regarding the use of environmental technology on board our ships. Ten of the ships in the AIDA fleet are either already fitted with a shore-power connection or are technically prepared to be fitted with one.

Following the successful completion of the test phase, since 2017 we have been making regular use of shore power with AIDA Sol in Hamburg Altona. In order to be able to make more extensive use of our eco-friendly shore power technology on board our ships in the future, port infrastructure must first be expanded further. This is why in 2018 we launched partnerships focusing on environmentally-friendly cruise tourism with the regional governments of Schleswig-Holstein and Mecklenburg-Western Pomerania, one of the aims of which is to build a shore power facility in the ports of Kiel and Rostock by 2020. With the development of a shore power infrastructure for cruise ships in these ports, in the years to come we will also be able to retrofit more ships in the AIDA fleet with a shore power connection. By the end of 2020, all our ships built after 2000 (twelve ships) will be able to draw on green shore power.



AIDA Sol in Hamburg-Altona



AIDA Sol being supplied with shore power in Hamburg

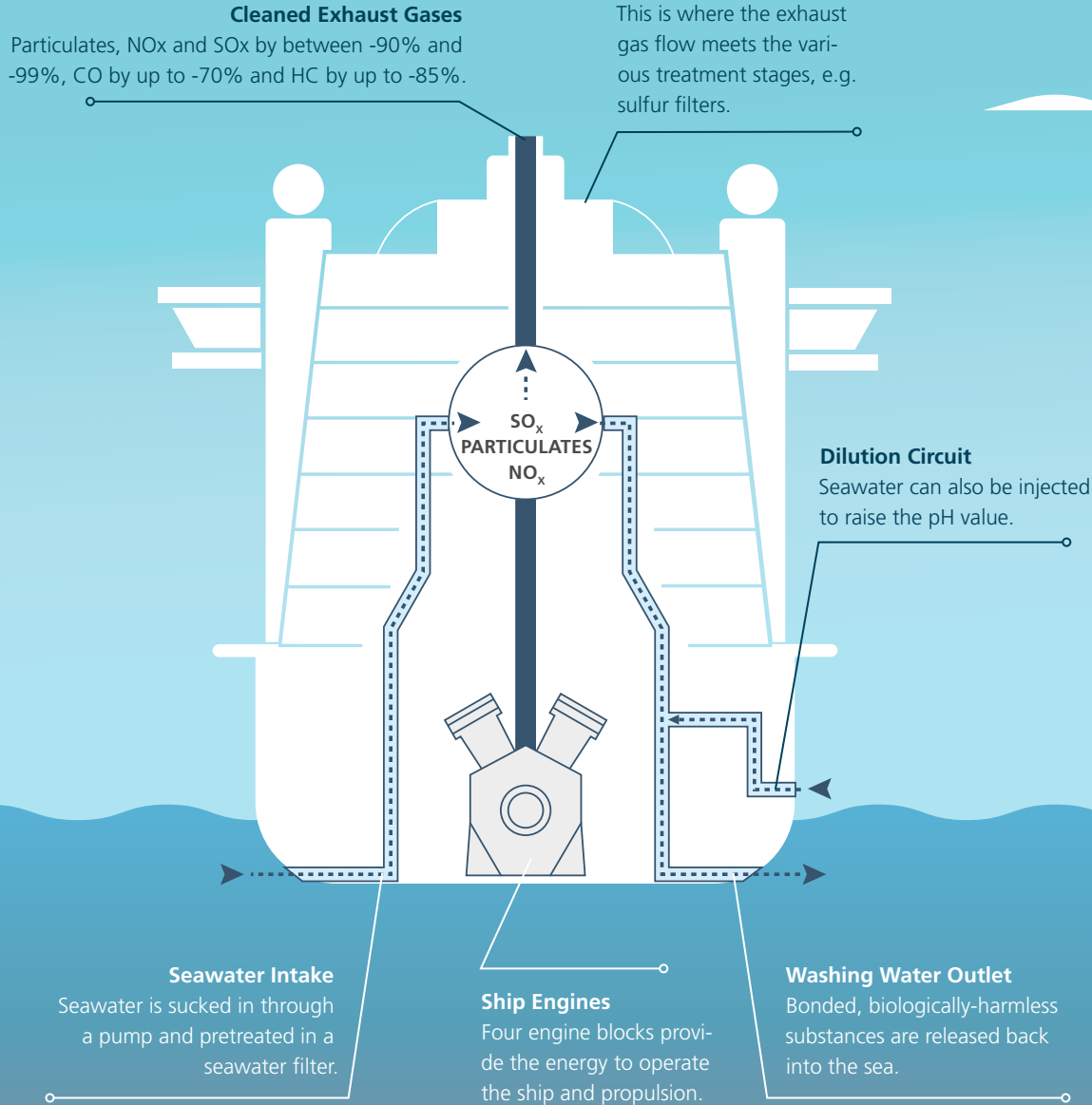


Shore power at AIDA

> Watch video



## Advanced Air Quality Systems (AAQS)\*



\* Highly simplified representation

## Advanced Air Quality Systems (AAQS)



For all the AIDA ships that cannot be run solely on LNG, the Advanced Air Quality System (AAQS) developed by the Carnival Group itself is currently the most eco-friendly alternative that can be used at sea to reduce ship emissions.

We began to retrofit the ships of the existing fleet with this exhaust gas cleaning system as far back as 2013. Eight of our AIDA ships were already fitted with it in 2018: AIDAprima, AIDAperla, AIDAdiva, AIDAluna, AIDamar, AIDAvita, AIDAblu and AIDAbella.

It is our aim to equip all of the ships in the existing fleet built after the year 2000 that cannot be run solely on LNG with these modern systems with a view to improving air quality.

These systems can significantly reduce emissions of particulates, nitrogen oxide and sulfur oxide. Emissions of carbon monoxide can be reduced by up to 70 percent and unburned hydrocarbons by 85 percent. These systems are also used successfully at destinations and ports around the world where AIDA Cruises has been granted the relevant permissions.



Retrofitting of an AIDA ship with a AAQS (Advanced Air Quality System)





## FURTHER ENERGY AND EMISSION MANAGEMENT MEASURES\*

### Fleet

#### Optimized route management

Significantly reduced speeds while travelling between destinations  
Route optimization, adjustments to schedules and layovers

#### Optimized light management system

Our HVAC system (heating, ventilation and air conditioning) and our use of energy-saving LED lights enable us to save energy. LED light bulbs moreover produce less heat, which then does not have to be compensated for by the air conditioning. Hotel card switches control the lights and air conditioning in the cabin.

### On land

#### Environmentally-friendly vehicle fleet

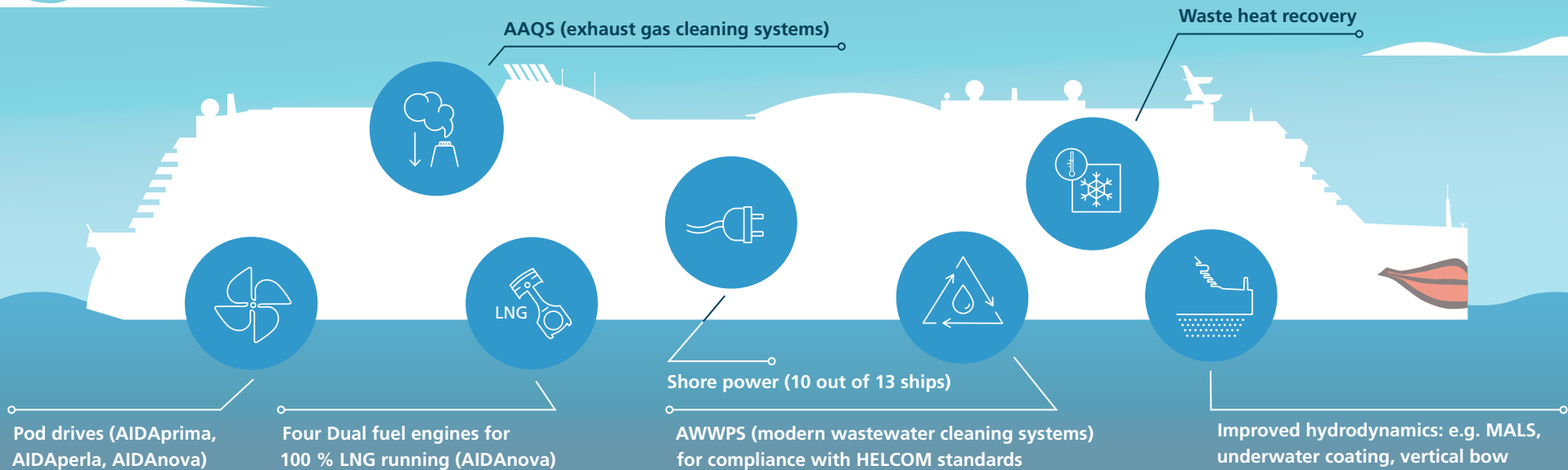
Company vehicles with limited CO2 emissions per km, car pool vehicles and company bicycles can also be used by all employees in their leisure time

#### AIDA Home - an eco-friendly office building

Certified with the gold quality seal by the German Society for Sustainable Construction (DGNB) for full accessibility, heat and sound insulation, geothermal power, hybrid façades, motion-sensor-controlled LED lights and much more.

\* Selected examples

## The latest environmental technology on board the AIDA fleet



# Energy and resource management



## Saving energy, conserving resources

Protecting the environment both on land and at sea for us means, alongside reducing emissions, conserving resources and minimizing our energy consumption as much as possible. Our long-term goal is to offer carbon-neutral cruises. As a result we are committed to developing alternative technologies for producing and harnessing energy.

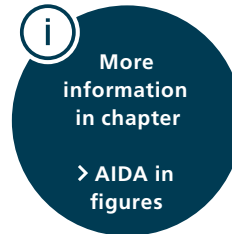
As far as reducing emissions and conserving resources is concerned, we believe that the best ton of fuel is the one that was never used in the first place. Thanks to a wide range of measures, in 2018 we managed once again to reduce the total energy consumption on board per person per day by a further 1.7 percent on the previous year (not including AIDAnova).

We are supporting the phased plan developed by the IMO (International Maritime Organization) aimed at reducing ships' emissions and even go beyond this initiative in many areas.

AIDA has already been using low-sulfur fuels for many of its destinations for a number of years. We exclusively use low-sulfur fuel with a maximum sulfur content of 0.1 percent in the North and Baltic Sea as well as off the coast of North America and in all Emission Control Areas (ECAs). Our engines have been run exclusively on marine diesel oil with a maximum sulfur content of 0.1 percent in every European port for the best

part of a decade. We are proud that we were able to make using only low-emission LNG a reality in the cruise industry for the first time with AIDAnova in late 2018.

*AIDAnova entered service on 12th December 2018 as the most eco-friendly cruise ship in the world*



LNG delivery for AIDAnova in Barcelona







# Reducing fuel consumption



We have reduced our fuel consumption per guest and per day travelled by more than a third since 2007. An AIDA ship now consumes an average of just three liters of fuel per person for every 100 kilometers travelled. We have been able further to reduce the fuel consumption of AIDAprima, AIDAPERLA and AIDANOVA by implementing numerous measures aimed at improving energy efficiency and hydrodynamics.



Modern light management at AIDA

> Watch video



### Route planning

One possibility for saving fuel is to develop optimized speed profiles for the individual legs of the cruises navigated by the ships of the AIDA fleet. Other measures include effective route management and optimized timetables and layovers.



### Ship design

An innovative hull and propeller design can save significant amounts of drive power. All AIDA ships are moreover painted with an underwater coating, which is replenished on a regular basis in order to prevent fouling of the underside of the ship, which would increase friction during the cruise. This reduces the ship's fuel consumption and thereby its emissions.



### Lighting

We conserve around 30 percent of the energy required for lighting in the hotel areas on our ships by, for example, switching to LED bulbs and using a comprehensive light management system.



### Air conditioning

Air conditioning systems are, alongside the engines, the biggest energy consumers on board. Absorption refrigeration machines are used to convert waste heat into cool air for the air conditioning units. Most of our ships are fitted with a hotel card switch enabling our guests to switch the electricity to power the lights in their cabin on and off by inserting or removing their room key to prevent lights and air conditioning units being left on unnecessarily.



### Optimally efficient motors

The standard electric motors on board AIDAprima, AIDAPERLA and AIDANOVA are classified in the highest energy efficiency class. Braking energy generated by the on-board lifts is fed back into the electrical system. Frequency-controlled engines and speed-controlled pumps and fans ensure that only the power that is genuinely needed by any particular consumer is retrieved.



### Air circulation system

All of the cabins on of our ships that have entered service since 2010 are equipped with a modern air circulation system with integrated heat recovery, which means the temperature in each cabin can be controlled separately (HVAC Control System). This reduces energy consumption in the cabins by up to 20 percent. We only use cooling agents that do not harm the earth's ozone layer on board all our ships in order to power our air conditioning systems. This allowed us to reduce our emissions of ozone depleting cooling agents to zero.



### Process optimization

Instead of changing bedding and hand towels on a daily basis, for cruises on our ships lasting one week or less they are only changed intermittently during the voyage when this is specifically requested or required by a guest. This not only saves around 50 percent of the water and washing powder, but also half the amount of energy that would be needed to wash and dry the bed sheets. Our innovative tunnel washers on board AIDAprima, AIDAPERLA and AIDANOVA moreover make the washing process even more energy-efficient.





Pod drive units of AIDAprima



Energy monitoring

# Hydrodynamic and Energy Monitoring



## Hydrodynamics and MALS Technology

Alongside reducing emissions, increasing energy efficiency is another vital criteria for running a ship in an environmentally friendly manner. With every new ship we develop the design further in order to save more drive energy by improving the hydrodynamics. AIDAprima and AIDAperla are additionally equipped with innovative MALS technology (MALS = Mitsubishi Air Lubrication System). The special thing about the MALS is that it allows the ship to glide along on a carpet of air bubbles, which considerably reduces friction and conserves drive power.

AIDAprima, AIDAperla and AIDAnova are also fitted with so-called pod drives. These are located in a streamlined gondola and can rotate 360 degrees around their vertical axis, which makes the ships extremely maneuverable.

## Innovative energy management and monitoring

All our ships are equipped with an integrated energy management system, which are connected to the corporation-wide data platform called “Neptune”. More than 1,500 different types of data are collected in it, some of which include drive power, trim, power supply, waste heat recovery, air-conditioning output or fuel consumption. These are continuously monitored and assessed, and help us to make the running of our ships and their systems even more efficient.

Neptune is one of the most innovative platforms in the maritime industry. It supports our ship crews in every aspect of safety and environmental management and helps them to save energy and increase efficiency.

All the relevant information is sent via satellite to our shore-based facilities. Our shore-based navigators and engineers can analyze this data almost in real-time and, if necessary, support our ships quickly and effectively around the clock. As well as our crews on board, at present more than 500 employees of the Carnival Corporation use Neptune across the group’s three Fleet Operation Centers in Hamburg, Seattle and Miami.

 **How does the MALS technology work?**

[> Watch video](#)





# Waste heat recovery and absorption refrigeration machines

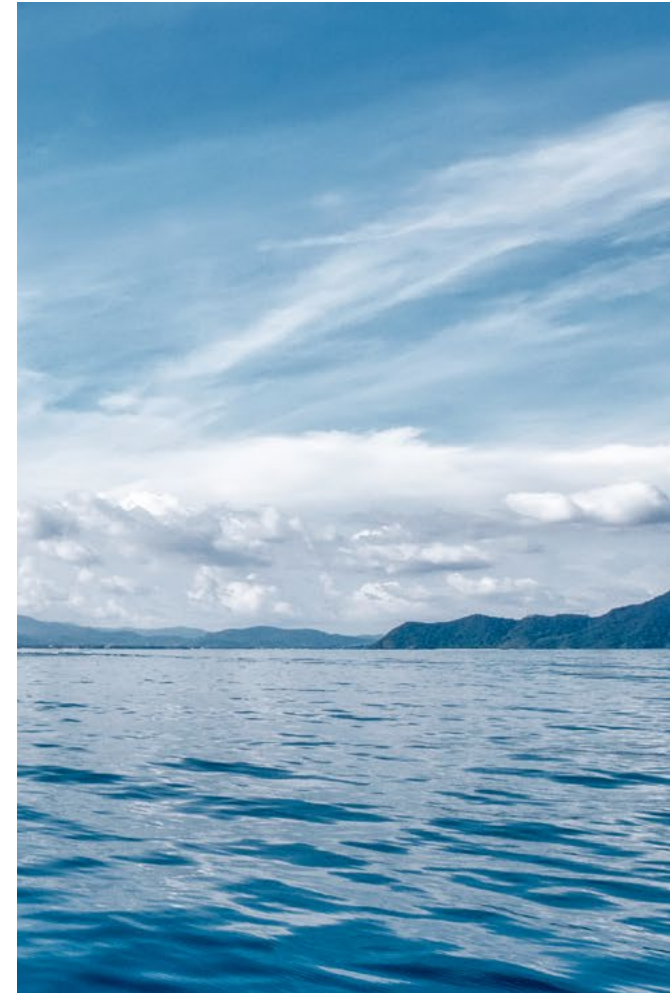


## Waste heat recovery

We put emphasis on heat recovery technology and the intelligent distribution and usage of waste heat. Thanks to this technology, all of our ships that have entered service since 2008 have no need to use oil-fired auxiliary boilers. The entire waste heat, including that from the engine coolant, is fed into a centralized waste heat distributing system and forwarded to whichever consumers on board have the highest energy requirements at any given moment.

## Absorption refrigeration machines

Modern absorption refrigeration machines are used on board AIDAprima and AIDAprera. These convert excess waste heat into cold air for the air conditioning systems and thereby reduce the demand for electrical energy. The air conditioning systems are among the largest consumers of energy on board. The cold air is produced efficiently either via the absorption refrigeration machines from waste heat or directly by cooling down sea water. As a result, the onboard air conditioning compressors need only be switched on when air and water temperatures reach their peak in summer. The air conditioning units in the cabins and communal spaces are controlled intelligently and locally by fan coils.



# Waste Management



Systematic waste management in line with the international MARPOL requirements and our own internal standards as part of the Environmental Compliance Plan, the avoidance of plastic and single-use products and the continuous reduction of our use of resources such as paper and water and of food waste are common practice at AIDA.

Disposal facilities in the individual ports are thoroughly investigated as early as the route planning stage. The waste management process for each voyage is planned in such a way that we make use of the most environmentally friendly disposal methods available.

## Waste prevention

Our aim is continuously to reduce our consumption of resources and waste generation. We have proved that even seemingly small measures can have a significant impact.

## Preventing food waste

A wide array of culinary offers to choose from is an important component of any cruise vacation. Meals are freshly and sustainably prepared on board each AIDA ship, not just for our guests but for our crews as well. AIDA goes to considerable lengths to ensure that, wherever possible, only unprocessed foodstuffs are used in the kitchens and no endangered species find their way onto the menus. Another reason why we prefer fresh and unprocessed foodstuffs over convenience is that it allows us to avoid a huge quantity of packaging waste. We handle all our foodstuffs responsibly and in line with the strictest hygiene regulations laid out in the American VSP Standards, and employ a wide range of measures in order to avoid unnecessary food waste.

We manage to reduce the amount of food waste on board every year thanks to many initiatives both large and small. Many of the dishes offered in the buffet restaurants are prepared freshly and to order in the so-called live cooking stations in sight of the guests.

The “cook and chill” system has been used in AIDA’s kitchens ever since the first AIDA ship entered service more than 20 years ago. This means that only the prepared dishes that are actually required at the buffets are delivered to them. All of the rest are kept in the refrigerators. For this to work, AIDA’s chefs continuously monitor what is on offer at the buffets. A complex repeat ordering system that has been refined over the years guarantees that every guest can enjoy the full range of culinary offerings whenever the restaurants are open.

In 2016 we introduced the so-called “buffet runner system” across the entire fleet. Our staff working in the buffet restaurants use their mobile devices to send a repeat order to the main kitchen. Only the required dishes are then prepared in the main kitchen and sent out to the buffet. The same system is also used in our crew restaurants.

Our chefs prepare many of the dishes offered at the buffets in small individual portions. If the guest enjoys a dish, they can help themselves to another one instead of letting food go to waste. Drinks at the tables are served not in bottles, but in glass carafes. Right up until the restaurants close, we do not reduce the variety of dishes offered but instead downsize the serving plates at the buffet stations in which the various dishes, fresh salads or fruit are presented. These are further effective measures that avoid unnecessary food wastage.

All waste generated on board, including food wastage, is regularly measured on the AIDA ships and measures are continuously developed and implemented to reduce these amounts.

A few years ago, together with our partner Futouris e.V. and several other companies AIDA Cruises also launched a project that focusses on the sustainable procurement and use of foodstuffs on board cruise ships. In 2016, analyses were carried out on board the AIDA fleet that looked into ways of preventing food wastage. The results were summarized in a set of guidelines that further helps the employees on board maintain a sustainable approach to using foodstuffs.



The buffet runner system onboard of the AIDA ships

The following video explains what other measures we make use of in order to prevent food wastage:





## Avoidance of disposable and plastic items on board\*



**No plastic: AIDA offers only paper carrier bags**



**No plastic around tea and coffee accompaniments**



**Laundry delivered without plastic**



**Only reusable cups and lids**



**Only reusable metal and/or compostable wooden cutlery**



**All bath and body products free of microplastics**



**Guest cabin and bathroom bins without plastic bags**



**All sticks and straws are biodegradable and compostable**

\* selected examples

### Avoiding the use of plastics

Using resources carefully and sparingly has been a key pillar of our environmental management strategy all along. Reducing and, wherever possible, entirely avoiding the use of plastics is an important component of our sustainability strategy.

Wherever possible, as a matter of principle we prefer to use reusable rather than single-use products and place emphasis on waste sorting. We continuously perform fleet-wide assessments with a view to swapping single-use and plastic products for biodegradable items or reusable ones wherever possible.

Many drinks are produced directly on board AIDA's ships, meaning they are not purchased in bottles but in special drink containers with a large volume.

There are no plastic drinking straws on board – instead we offer biodegradable straws made from starch. These are moreover only provided with cocktails or when a guest specifically asks for one, and not offered as standard with every drink.

Where it is otherwise unavoidable, disposable cutlery or wooden cocktail sticks are used. Coffee accompaniments such as biscuits are served without packaging, and instead of disposable plastic cups specialty coffees can be enjoyed from reusable takeaway cups.

There are no bin liners in the bins located in the cabins and the bathrooms. The laundry bags in the cupboards in the cabins are made from com-

postable starch and our guests' freshly cleaned laundry is of course delivered to the cabins without any plastic wrapping. We switched from plastic bags to paper ones in our onboard shops back in 2013, and it goes without saying that none of our spa and cosmetic products contain any microplastics.

Furthermore, over the last few years we have replaced numerous disposable products in the kitchen area, such as tasting spoons, disposable aprons and disposable bottles, with reusable products or make do without them entirely.

For the remaining disposable products on board, such as paper napkins, we ensure that they are biodegradable wherever possible. The pulp, in other words the raw material, is made in Poland according to strict EU regulations. The material has been awarded the NORDIC SWAN LABEL (ISO 14024), which is one of the strictest environmental certificates in Europe. The napkin raw material is 100 percent compostable.



### Cutting down on paper

Our paper-saving measures make a further significant contribution to conserving resources, which include reducing the number of printed publications and using digital means of communication. In our company headquarters in Rostock, we only use printers that serve an entire floor, rather than individual printers. An employee must first of all confirm the print order at the machine itself in order to print a document.

AIDA supports the 'CEOs pro Recycling Paper' initiative. Each type of paper that we use is certified accordingly and have even been awarded the Silver 'Cradle to Cradle' seal.

Since 2013, we have been only been printing bills on board when they are specifically requested. On each voyage, only between 20 and 50 guests have their bills printed on board. This allows us to save on average 4,400 sheets of paper and 1,100 envelopes per voyage. This does not result in any disadvantages for our guests. They are able to view their bill at their convenience through the onboard portal and through MyAIDA or in their inbox once their voyage has come to an end. We print our cruise catalogue on PEFC-certified paper that is sourced from sustainably managed forests.

Using SignPads at check-in and when booking and organizing excursions presents the opportunity to make use of electronic signatures. This allows AIDA to reduce the number of receipts printed each year by a million.

On board all of our AIDA ships there are now digital photo stations, at which our guests can view their favorite holiday snaps, then order their desired photos on the screen. There is therefore no longer any need to develop all photos upfront, which saves around 50 percent in paper and chemicals.

In collaboration with the online portal iKiosk, we offer our guests an exclusive selection of digital newspapers and a range of different magazines on board. We print our own onboard media, such as port information and the onboard magazine "AIDA HEUTE", in small print runs and have

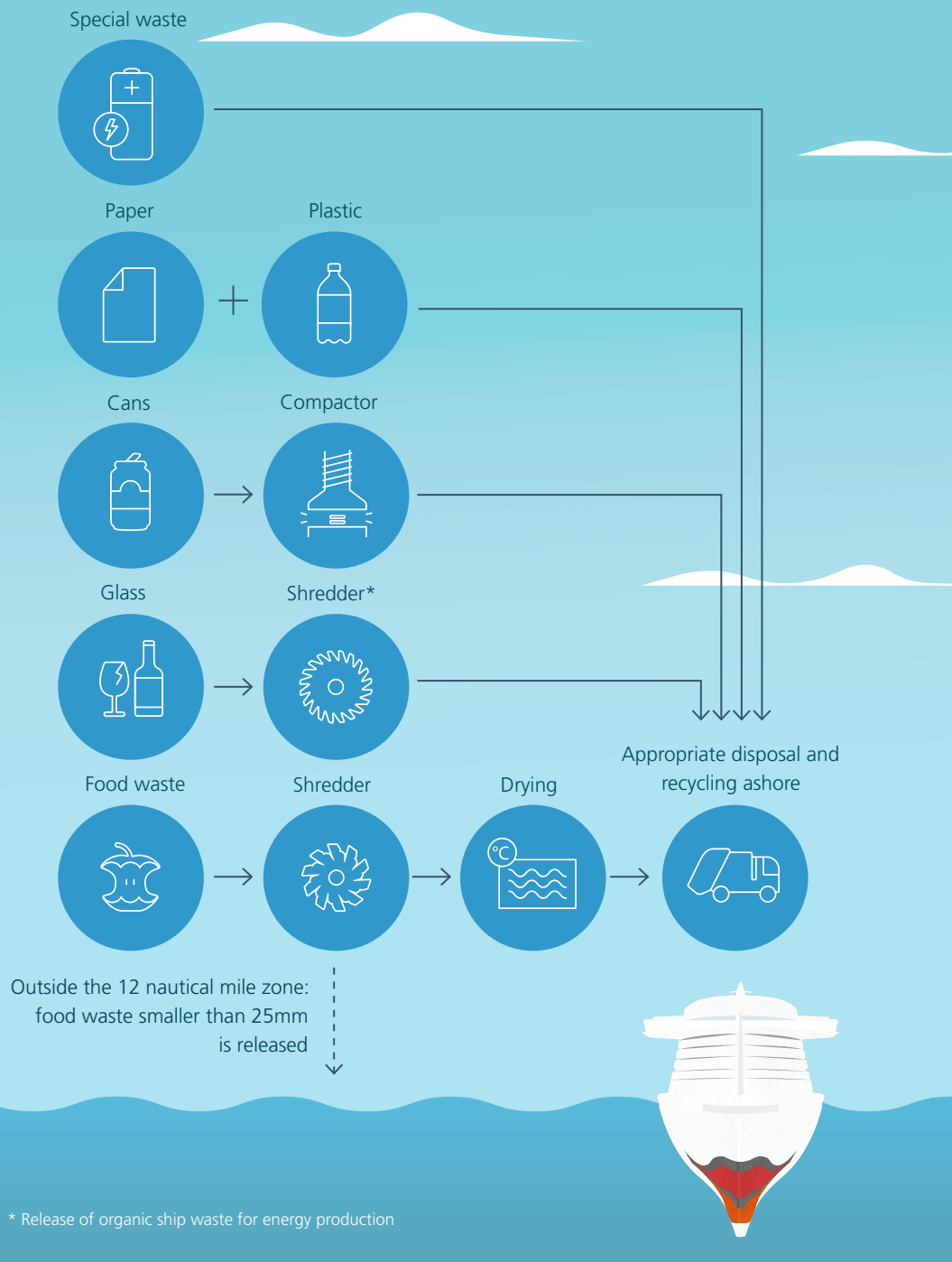
instead expanded the range of digital information that our guests can access. As part of the relaunch of AIDA HEUTE, port information for our guests was incorporated into the daily onboard newspaper. This enables us to cut down further on printed products. On AIDAnova, instead of a printout in their cabin each guest can access through MyAIDA a summary of the services they have booked, such as shore excursions or spa visits, in a digital experiences overview. We are currently working to implement this system on our other ships.



Digital photostation on AIDAnova







## Waste sorting and treatment

Systematic waste management is a permanent feature of the Carnival Group's Environmental Compliance Plan, with which we go far beyond fulfilling the internationally enforced legal requirements of the MARPOL Convention in many areas. Our consistent compliance with all external and internal environmental standards is both the guarantee and expression of our sustainable approach.

Waste sorting on board all of the ships in the AIDA fleet has long been common practice. Metal is compressed to save space and glass is crushed. Aluminum and other metals are collected in separate containers and then sent ashore for recycling along with PET packaging and paper. Food waste is compressed and drained. The resulting substance is fully biodegradable.

We work with the best disposal companies in all of our destinations. Wherever possible, we make use of the services of certified disposal companies. This is the case in every European port. For other destinations which have not yet developed the equivalent standards, we choose the best available alternative in each case. In order to ensure waste disposal is carried out correctly, we particularly make sure we choose local waste disposal companies that are inspected by the authorities. No matter how well our disposal system functions, it would be even better to produce as little waste as possible. This is why we consistently work to reduce our waste accumulation per person and per day and to optimize our processes.

It is our aim in the long term to create an almost complete closed-loop recycling solution, which would produce next to no waste.



# Water management: every drop counts!



We have further intensified our measures for the economical and resource-conserving use of water last year.

## Minimizing the use of fresh water

Conserving water, one of our planet's most important resources, is a vital issue for AIDA. Our main priority is to reduce our water consumption as much as possible, to increase the amount of water we can produce and to avoid needing to use fresh water from land wherever possible in order to conserve drinking water supplies on land. Through the use of water-saving devices, we have been able to continuously reduce the daily on-board consumption of fresh water per person per day in recent years.

Our information suggests that AIDA currently has the lowest per-capita consumption of fresh water in the entire cruise industry. The toilet flushes on board our ships, for example, function using a water-saving vacuum system that consumes just one liter of water per flush cycle. Compared to 2012, we were able to reduce freshwater consumption per person per day by more than 11 percent.

We use modern reverse osmosis systems to turn seawater into top-quality drinking water on board our ships. Only on rare occasions when this is not possible do we fill the onboard tanks with clean drinking water while docked in a port. In order to do so, we are mindful to check the availability of water on land during the route

planning stage. This is because we understand the importance of conserving reservoirs of drinking water at our destinations. In the course of its AIDA Selection cruises, AIDAcara spends more time at sea and in regions where it is not always possible to guarantee a reliable supply of water on land. In order to conserve drinking water resources at our destinations, we can produce up to 600,000 liters of high-quality drinking water per day for both passengers and crew with our highly-efficient desalination systems. The drinking water production systems on AIDAsol and AIDAAluna were also improved and made more efficient in 2018. They can now, for example, produce drinking water even when the sea temperature is low.

Ten of our thirteen ships are fitted with an innovative vacuum food waste system, which uses considerably less water than conventional systems. Instead of waste being flushed away with water through pipes, it is routed to the designated storage tank via a vacuum suction system.

Hand towels, bed sheets, tablecloths, clothes and much more are laundered on board every day. By using the latest laundry technology, over the past ten years AIDA Cruises has managed to reduce its water consumption per kilogram of laundry by up to 50 percent, which is also in part thanks to the use of innovative tunnel washers on board AIDAprima and AIDAPERLA.

**Fresh water production on AIDAcara**  
[> Watch video](#)



## TOILET FLUSHES

Vacuum system with one liter of water per flush



## COMMUNAL BATHROOMS

Timer switches and infrared control



## SHOWERS

Flow limiter on wash basins and showers



## LAUNDRY

Latest washing technology on board, e.g. tunnel washers, has helped us to halve the water consumption rate per kilogram of laundry since 2008



## VACUUM-PACKED FOOD

Vacuum technology in the hotel and restaurant sectors



## CLEANING MEASURES

"Advanced Waste Water Purification System" for purifying the various kinds of wastewater on board, for example membrane treatment systems and oil separators.



## Bilge water treatment

Separators isolate oil residues in the water which collects in the engine room



# Wastewater treatment



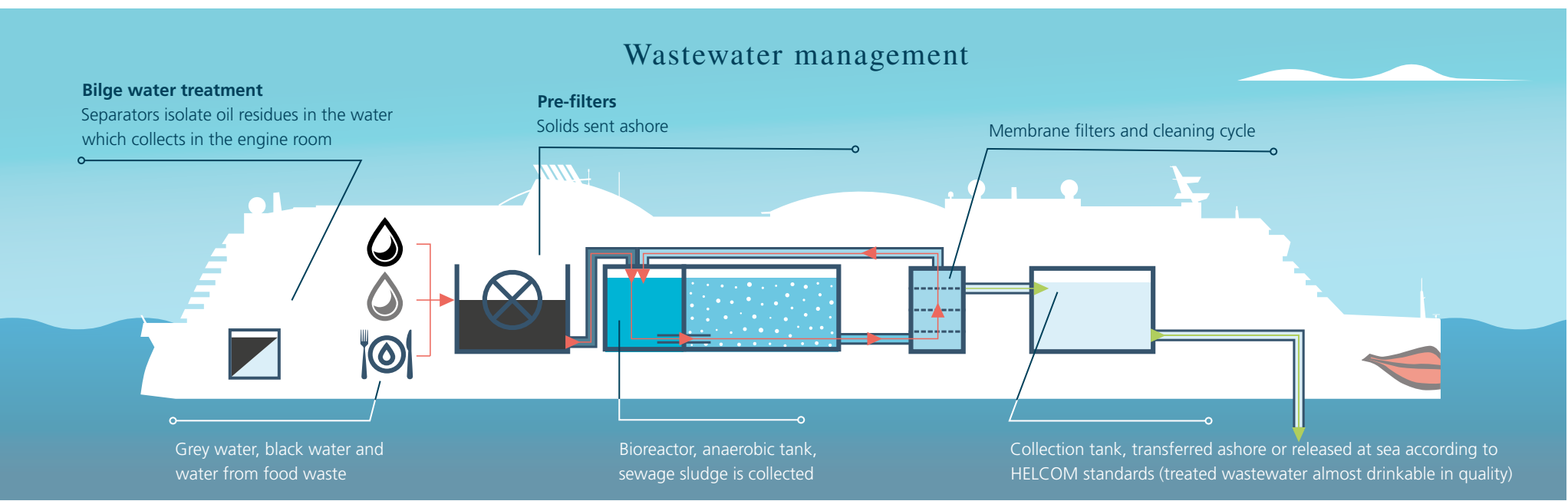
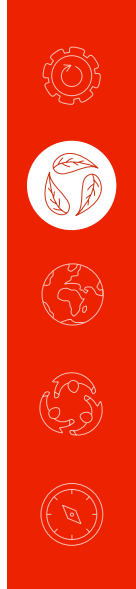
AIDA Cruises exceeds in many areas the high international environmental standards for the processing and disposal of wastewater in the maritime industry (MARPOL). For example, on board all of our ships that have been brought into service since 2007, wastewater is processed in biological membrane purification systems to almost drinking water quality. With these "Advanced Waste Water Purification Systems" (AWWPS), we reach a degree of water purity which is not achieved by many treatment and purification plants on land. Furthermore, as early as the route planning stage, we take into account the ports where it will be possible to hand over our wastewater to carefully selected and certified disposal specialists.

In order to improve the quality of our treatment systems even further, we collaborate with, among other bodies, the Testing

Institute for Wastewater Technology in Aachen. Together we seek out technical solutions that can further enhance the efficiency of the cleaning process.

Each of our ships has two oil separators on board. These separators divide the water that accumulates in the bilge (i.e. bilge water) from any potential oil residues. We moreover examine the oil content of the wastewater by additionally using a second sensor system called a 'white box'. Before the international threshold value of 15 parts per million is reached, the white box issues a warning and the discharge of the bilge water is suspended. Without exception, we hand over the filtered oily residues from the oil separators to land-based disposal companies and use the port's unloading facility to do this wherever possible.

AIDA Cruises signed a declaration of commitment back in 2008 not to release any wastewater anywhere in the Baltic Sea, but to unload it in ports. AIDA now goes one step further. We only unload wastewater from our ships in the Baltic in ports that have sufficient capacity and can guarantee that the wastewater will be treated appropriately. In the years to come, AIDA will further improve the wastewater treatment systems on its ships as part of a modernization project. We comply with the strict HELCOM limit values and are prepared for requirements in the future, e.g. in the Norwegian fjords.





# Preserving biological diversity



We are committed to animal and species conservation all over the world and show our guests how they can help to preserve fauna and flora.

## Protecting the diversity of species and ecosystems is one of our principal goals

We continuously expand our range of sustainable excursions and, for the last several years, have also been offering our guests excursions on which they can observe whales, dolphins and other species in their natural habitats. In offering these trips, we work together with selected providers who ensure that the animals are not disturbed by the tourists. Trained rangers inform our guests about species conservation during land excursions into natural environments. Visiting dolphinariums or riding elephants are not part of our excursion program, as we have come to the conclusion that in most establishments the animals are not kept in suitable conditions.

We moreover support the ban on trading illegal wildlife products, including those derived from endangered animal and plant species. There is consequently no place for threatened species in our culinary offerings.

Our parent company, the Carnival Corporation & plc, supports further projects and events that aim to preserve and promote the biodiversity of the world's oceans. One such

project is "Mapping Ocean Wealth" (MOW), which was launched in collaboration with The Nature Conservancy.

## Ballast water treatment

Ballast water serves to stabilize a ship. But at the same time, various organisms such as plankton and other microorganisms can also be picked up and subsequently released in other parts of the world where they can threaten native biodiversity. Since so-called permeate (treated wastewater) is generally used as ballast water on board AIDA ships, it is only rarely necessary to use sea water. Should we ever need to use sea water, we prevent these organisms from being deposited into other ecosystems by using a modern ballast water management system. This allows us to meet the standards of the IMO Ballast Water Convention. All of the new ships that have come into service since 2013 are moreover equipped with a modern system that can treat ballast water taken from the sea without using any chemicals.

## Underwater coating

Various different kinds of organisms settle on a ship's hull. All AIDA ships are painted with an underwater coating which minimizes the growth of

organisms on the underside of the ship. Furthermore, the hulls of our ships are cleaned on a regular basis. This not only reduces friction and fuel consumption, but also prevents foreign organisms from being deposited in the ocean. As part of a research project, in 2018 AIDAcara received an innovative underwater coating that is designed to prevent almost completely the build-up of organisms. A special measuring device was installed on AIDAbella to record the thrust power and a detailed analysis of the degree of fouling. The aim is to set the cleaning intervals more concisely based on these results.







## Commitment to Society





# AIDA in dialogue



The intensive exchange of knowledge, ideas and different perspectives is indispensable. This is the only way we can develop ourselves and always arrive at the best possible decisions.

## In dialogue with all stakeholders

An open culture of dialogue has always been a defining element of AIDA's corporate philosophy. We therefore value and seek out dialogue with various interest groups and a lively exchange on topics that affect not just us, but also our employees, guests and partners. We believe it is paramount that all communication is carried out transparently and fairly.

We accept the challenges that go hand in hand with preserving the environment and also confront our critics in this regard. We are always open to constructive dialogue, in which we concentrate on developing common solutions.

What's more, in 2018 we expanded our dialogue on issues particularly concerning environmental

protection. In the past year, many politicians, environmental organizations and scientists have taken the opportunity to get an idea on board our ships of the latest progress of our measures aimed at reducing emissions through the use of liquefied natural gas (LNG) and shore power, as well as many other initiatives that are intended to reduce energy consumption and conserve resources.

On June 13, 2018, representatives of the CEO climate protection initiative 2°, of which AIDA Cruises has been a member since 2015, met Svenja Schulze, Federal Minister for the Environment, Nature Conservation and Nuclear Safety. The aim of the meeting was to give the federal government the required impetus for it to realize its ambitious climate protection goals.

On October 30, 2018, guests from the University of Rostock attended the 23rd Service Providers Evening. As part of this event cycle, students enrolled in the Service Provision Management Master's course were given insights through presentations into the structure and important processes of regional service providers. High-ranking business representatives regularly give talks at these events on current topics. Senior Vice President and CFO Dr Ali Arnaout spoke on the topic of "A commitment to sustainability and commercial success - how do they fit together?"

Experts from the tourism industry met in the Technik Salon of the University of Leipzig to discuss how measures to protect the environment can be developed further on board ships. At this meeting, AIDA Cruises presented its research project "CLEAN", in which organic waste generated on board (e.g. food waste or sewage) can be converted into energy in biogas plants. Urea produced on board could likewise be used in the future in the form of "Ad Blue" to help in cleaning exhaust gases.

On September 15, 2018, AIDA supported a symposium held in the Warnemünde Technology Center, close by to the concurrent Rostock Cruise Festival, on the topic of "New Environmental Technologies to Reduce Pollutants in the Shipping Industry". The symposium, which was initiated by the Rostock-based port development company "Rostock Port", shone light on the forward-looking issue of the reduction of noise and pollutant emissions in the maritime industry. Experts demonstrated the available technological options from the perspective of shipping companies, shipyards and the science and technology industries.

On October 19, 2018, 30 representatives from the Spanish media, regional authorities' scientists

and industry representatives, such as CLIA Spain, gathered in Barcelona on board AIDAprima to find out more about AIDA Cruises' commitment to protecting the environment. The focus of the Spanish representatives was fixed on the use of low-emission liquefied natural gas (LNG), of shore power and innovative efficiency measures on board cruise ships.

On November 22, 2018, AIDA Cruises presented its pioneering course on the use of LNG to interested colleagues and experts from the hospitality industry as part of the "Future Workshop: Natural Gas - the Marketplace of Innovations" organized by Zukunft ERDGAS e.V. On this day, AIDA received the "Innovation Prize of the German Gas Industry" for AIDAnova and the innovative "Green Cruising" concept.

Hamburg Cruise Net e.V. is a collaborative network of tourism companies in the hanseatic city. As part of the working group Nachhaltigkeit (Sustainability), AIDA Cruises and representatives from regional authorities, suppliers, unions and shipping companies are engaged in an intensive exchange concerning processes of development for promoting sustainability in the cruise line hub of Hamburg.





# Our stakeholders



## Talking to each other - learning from each other:

We use a wide range of communication channels to ensure an easy and direct exchange of information with our business partners, guests and other stakeholders. Our presence on social media, i.e. Facebook, Twitter, YouTube, Instagram and Pinterest as well as the AIDA Lounge offers our guests interactive opportunities to exchange views both with and about AIDA. In this way we receive open feedback on a daily basis, give answers to current questions and can contact our guests and other interested individuals just as easily and simply.



An AIDA "EXPIsessions" roadshow in southern Germany, October 2018



**i** More information

> FAQ  
> [aidacares@aida.de](mailto:aidacares@aida.de)





Award ceremony of the AIDA SMILING STAR Travel Agency Award in 2018

## AIDA Social Media



>Facebook



>Twitter



>YouTube



>Instagram



>Pinterest

### *In 2018, 1.2 million Facebook fans engaged with and discussed our topics.*

Besides the latest daily news, video clips and information about our company, through Facebook we offer a modern platform for dialogue and simple interaction. Furthermore, the impressions and reports shared by our guests with other users provide a personal insight into the AIDA world. Another important component in online dialogue is our new AIDA Lounge, which replaced the AIDA Weblounge at the beginning of 2019. The new and technologically and conceptually improved AIDA Lounge makes it even easier to exchange personal travel experiences, stories and images within the AIDA Community. So far, more than 68,000 users have already signed up to the AIDA Lounge.

AIDA Cruises regularly publishes newsletters for its internal and external stakeholders on various topics such as product diversity, innovations and the environment. A further example of external dialogue is our involvement in research projects aiming to develop new technologies in the cruise industry. Together with our partners, we examine how we can further expand on our sustainable approaches in our destination areas.

AIDA Cruises holds the opinions of its employees in the highest regard. Exchanging views, posing questions at any time and expressing concerns are all part of our corporate culture. This can be done, for example, in one-on-one discussions, in regular Town Hall Meetings (information events for staff members on a wide range of issues), through the intranet and other internal networks, such as after work parties organized by employees or sports events. Our invitations to discuss various issues relating to sustainability are likewise met with considerable interest.

On average, our sustainability report at [www.aida.de/aidacares](http://www.aida.de/aidacares) is read by roughly 6,700 interested individuals each month. That is eleven percent more than in the previous year.

### **Sales partner and travel agency award**

The issue of protecting the environment is an important factor for many people even when booking a holiday. At AIDA Cruises, we inform our travel agency partners in a transparent manner about our commitment. Alongside online teaching formats such as webinars and E-learning sessions on sustainability, we also answer the queries of our partners and internal and external sales teams at travel agency events, trade fairs or in personal discussions so that they can provide their customers with comprehensive advice. In fall 2018 we launched our Season Check, a webinar for travel agencies focusing on sustainability. Within four months, more than 1,200 travel agents had already passed this test. More than 2,600 travel agency employees have downloaded the detailed information on matters relating to sustainability.

In 2018, AIDA Cruises once again conferred the AIDA SMILING STAR travel agency award. This recognizes the best sales teams in the travel agency sector in five different categories. In addition to turnover and booking numbers in the current financial year, creative marketing approaches, enduring commitment and team spirit also play an important role. AIDA Cruises also conferred the "Tour Operator Service Award" for the first time. Our guests filled out a survey in which they identified which excursions they had enjoyed most in the 2018 summer season. Thousands of them gave ratings to packages of 50 partner agencies. Atlas Travel from Croatia was awarded first place, followed by Iceland Travel (Akureyri, Isafjörður, Seydisfjörður, Reykjavik) and Estonian Holidays from Tallinn, Estonia.





# Sustainable guest experiences



Unforgettable holiday experiences and acting sustainably are inseparably linked. We therefore continuously develop our cruise packages with a view to even better environmental sustainability. We inform our travel agency partners about these developments openly and transparently.

In compiling our cruise packages, we pay particular attention to animal and species conservation, as well as to protecting our oceans. Sustainable land excursions not only offer our guests unforgettable experiences, but also contribute to regional economic development, to protecting and promoting the environment, to maintaining cultural heritage and also to improving the livelihoods of local populations.

## Our sustainable shore excursions

47 percent of guests on cruise ships want to have green destinations with beautiful landscapes and unspoiled natural surroundings. This is one of the results of the 35th German Tourism Analysis 2019 which examined holiday requirements. In 1998 this figure was 40 percent. In light of this, we are continuously expanding our range of sustainable shore excursions at our destinations around the world. At present, more than 1,100 excursion packages offered by AIDA Cruises (including bicycle, pedelec and Scuddy tours) bear the Tree Seal, which we have used to denote our sustainable excursions for a number of years now. Back in 2012 we launched a joint project with the sustainability initiative Futouris e.V. and the state chancellery of Mecklenburg-Western Pomerania that sought to develop standardized criteria for sustainable shore excursions. The aim was to create a transparent comparative basis for the sustainability of excursion packages with the assessment of measurable

and scientific criteria at its heart. The criteria were developed in collaboration with academics at the University of Lüneburg and were oriented toward ISO 26000 (guidance on the social responsibility of companies). All AIDA excursions that meet our social, ecological and cultural criteria are specially marked with this Tree symbol and can be booked before the start of the cruise on MyAIDA or directly on board.

Transport services, the content or focus of the excursion (e.g. culture, nature, and social engagement), local eating opportunities and the commitment to sustainability of the local partner agency are the four main criteria against which the individual excursion packages are assessed. There are additionally numerous subsidiary items that also influence the assessment. The avoidance of CO2 emissions has priority where transportation is concerned.

During shore excursions we ensure that any waste produced by our excursion groups is disposed of appropriately or taken back on board. On our dives, we make a point of ensuring our guests can marvel at the wonders of the underwater world but not touch it, since underwater ecosystems are incredibly sensitive.

All AIDA bicycle, Scuddy and pedelec excursions, whether they are a relaxed discovery tour or an

## Sustainable actions lead to sustainable success



New jobs



Innovative company



Sustainable land excursions



Regional value creation



Healthy exercise



Satisfied guests



Intercultural encounters



Active climate protection







### More information

- > [biking@aida.de](mailto:biking@aida.de)
- > Crew-Video AIDAvita
- > Operation Oceans Alive

active sports tour, are accompanied by professional AIDA Biking Guides. Each AIDA ship is equipped with up to 130 bicycles, including e-bikes or Scuddies. Since October 2018, guests on AIDA ships have also had the opportunity to hire an E-scooter and to use it to discover the destinations in a very personal and eco-friendly way. An alternative and trendy means of getting around with minimal environmental impact are our Scuddy tours, which are three-wheeled electric power scooters.

In order to expand this offering from AIDA further, we inform our excursion agencies around the world about our commitment to sustainability and invite them to actively develop further sustainable packages with us.

#### Conservation of animals and species

We are committed to animal and species conservation. AIDA Cruises therefore only offers tours that involve observing whales, dolphins and other species in their natural habitats to its guests. In offering these trips, we work together with selected providers who ensure that the animals are not disturbed by the tourists.

Our desire is that our guests are conscious of experiencing the many facets of sustainability - during a normal day on board as



well as excursions ashore or during informative events on cultural and environmental topics. We want to use this offering to motivate our guests to travel more conscientiously, and to open their eyes both to the beauty of the natural world and to the dangers that threaten it.

We moreover support the ban on trading illegal wildlife products, including those derived from endangered animal and plant species. There is consequently no place for threatened species (Red List), such as sharks, whales or songbirds, in our culinary offerings. We also inform our guests that it is not permitted to bring products bought during shore excursions on board that were made using threatened animal or plant species.

AIDA has been a member of a working group run by the Futouris e.V. initiative for a number of years, which, working together with environmental organizations and researchers, aims to check and further develop the regulation of and compliance with animal welfare standards. More information about the work of Futouris e.V. is available at <https://www.futouris.org>

#### Clean oceans

An unspoiled environment and clean oceans are crucial in our view because they are also part of an unforgettable holiday experience for our guests. AIDA Cruises aims to enthuse as many people as possible about the fascinating world within our oceans in the hope that they will support us in our efforts to protect the oceans and coastal landscapes. We do this through educational and public relations work as well as through practical nature conservation projects.

AIDA Cruises has been committed to eliminating the use of microplastics for many years, since these tiny particles are not biodegradable. Microplastics endanger not only the environment but also bird and fish life, which can accidentally eat these tiny particles. Eating fish can also introduce microplastics into the human food chain. Therefore, all of the spa products used on board AIDA ships are free of microplastics. We also make sure that any cleaning agents used on board are free of microplastics wherever the strict hygiene regulations allow.



#### Operation Oceans Alive

Together with all of the cruise lines of the Carnival Corporation, on June 8, 2018 – the United Nations' World Oceans Day – AIDA Cruises launched the "Operation Oceans Alive – Our Home – Our Future" initiative. The global campaign aims to educate our guests and employees continuously about issues relating to environmental protection. We want to inform them and actively involve them in order to support the UN's sustainability objectives. We do this, for example, through regular employee training sessions on avoiding the use of plastics and disposable tableware or by explaining to them how simple methods can conserve resources effectively in our daily lives and avoid generating waste.

The AIDAvita crew demonstrated a very special commitment to clean the oceans on March 7, 2019 with a beach clean up campaign in NhaTrang, Vietnam. This outstanding environmental campaign was recorded in a crew video.

#### Environmental Excellence Award 2019

The AIDAvita crew received the Environmental Excellence Award 2019 for the second time in a row for their special environmental awareness and commitment in 2018 and 2019. The award was presented to the captain on May 24, 2019 by Felix Eichhorn, President of AIDA Cruises, aboard AIDAvita.



#### UNWTO Code of Ethics for Tourism

AIDA subscribed to the UNWTO's Global Code of Ethics for Tourism seven years ago. By signing up to this code, we were making a commitment to responsible and sustainable tourism. As a signatory of this code, AIDA Cruises gives regular accounts to the UNWTO regarding the adherence to and development of its measures aiming to promote sustainable tourism.



### Points of contact on board

We inform our guests on board about our ecological and social engagement at any time through various channels, for example in the onboard magazine AIDA Heute or via our digital information systems.

*Our officers and captains can answer questions posed by interested guests during the 'Nautical hour' question and answer session.*

Our environment officers moreover ensure compliance with all national and international requirements as well as the company's own standards that go even further with regard to environmental protection on board. They are responsible for, for example, supervising waste management and training employees in environmental issues.

An overview of our most important standards is available in the "International Conventions and Standards" chapter, and more detailed descriptions are located in the sustainability report released by the Carnival Corporation & plc. A decisive factor in the success of our sustainability strategy is the active involvement of all of our employees.



# Guest satisfaction



Ensuring the satisfaction of our guests is one of our most important goals. Here at AIDA, every effort is made each day to ensure our guests always feel at ease and competently cared for both on board and ashore.

## Comprehensive and competent service

Realizing the desires of our guests in the best way possible is a task that we tackle with passion and dedication. In order to make the dialogue with our guests as comprehensive and detailed as possible, we make use of, for example, cruise information, newsletters, guest questionnaires and our AIDA Club loyalty program. AIDA Cruises' Customer Management Department represents the interests of our guests in the company and actively incorporates their proposals and requests in the development of existing packages and the creation of new products. In 2018 AIDA again received numerous distinctions for exceptional service (find out more in the "Awards" chapter), which motivate us continuously to improve our service even further.

## Measurable satisfaction

One way in which we record the satisfaction of our guests is with our detailed guest questionnaires, which can be filled out after the cruise. We receive a wide range of suggestions and requests at the same time, which we are happy to adopt. We also value constructive criticism.

In order to make our products and processes even more customer-oriented each year, we have developed our own assessment technique for guest satisfaction. In 2018, we

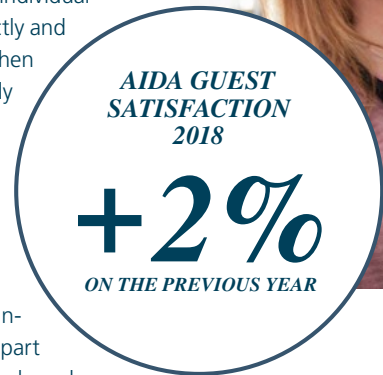
managed to increase satisfaction levels by a further two percent on the previous year.

We can record guest satisfaction on board almost in real time by means of an "iFeedback" system. This allows our guests to rate individual elements of our holiday packages directly and at any time. Our employees on board then have the opportunity to act immediately on suggestions and instructions. Direct points of contact are also available on land. The "iFeedback" system additionally helps us to develop our entire product portfolio further.

Experts from the hotel and catering industries regularly travel incognito as part of the so-called mystery shopping on board our ships. The testers assess every element of the holiday experience during their cruise using clearly defined quality and service standards. In this way we receive valuable feedback that helps us to increase the satisfaction of our guests even further or to develop new, tailor-made packages.

## AIDA Customer Center

The AIDA Customer Center is the primary point of contact both for our guests and our sales partners when it comes to giving expert advice and booking our holiday packages. Our employees can be reached around the clock by telephone, email or interactive chat.



**AIDA Club**  
The AIDA Club gives our guests some special benefits: depending on their club level, AIDA Club members can enjoy a welcoming present when they step on board, club meetings, separate check-in procedures or credit to be spent on board. The five club classes of blue, red, yellow, green and gold show our most loyal guests aged 16 and over our special appreciation. Our regular onboard club meetings provide an opportunity to converse with the crew outside the normal daily business. We offer our most loyal guests a special experience

on their cruise in the form of a privileged hour with the General Manager. Signing up to the AIDA Club is free and can be completed online at [www.aida.de/club](http://www.aida.de/club).

**More information**  
> AIDA Customer Center  
> AIDA Club  
> AIDA Awards





# Guests with particular requirements



We are passionate in our hospitality. That is why we ensure that guests with allergies or other impairments are also able to enjoy their holiday with AIDA to the full both on land and at sea as independently and with as much accessibility as possible. Our guiding principle is that every guest should be able to enjoy an AIDA cruise without difficulty. This is why we assume, for example, any additional costs incurred for special transfer arrangements when booking AIDA inbound and outbound packages.

We indicate the tours that are best suited for individuals with impairments in our excursion brochures. We work closely with our partners at our destinations to create suitable accessible conditions on land as well in order to allow every AIDA guest, wherever possible, to discover the most beautiful destinations around the world.

We of course also support our guests with their food allergies or intolerances. In our restaurants, for example, we always also offer gluten and lactose free dishes. We recommend that any guests who suffer from specific food intolerances inform the AIDA Customer Center accordingly before the start of their cruise. This gives us the opportunity in special cases to obtain food that is not part of our regular offering on board for guests with food intolerances. Our AIDA ships also feature a "Schonkostbar" ('light diet bar'). Should our guests have any queries, our trained staff are happy to assist. Our on-

board chefs receive regular training on land in how to prepare healthy and palatable food.

Our specially trained members of staff are also happy to assist with:

- Expert advice from the accessibility team in the AIDA Customer Center before booking the cruise
- Special check-in for guests with impairments
- Providing guests with preliminary information and assistance in response to questions concerning orientation and assistance on board
- Installation, explanation and maintenance of technical devices
- Invitation to the Accessibility Meeting, providing individual advice on suitable excursions and how to plan a holiday on board
- Contact persons for all questions relating to orientation and assistance on board
- Assistance in reading food and beverage menus as well as other printed material

On our AIDA website there is extensive information about what is available for allergy sufferers, accessibility on board and during excursions with AIDA as well as advice for guests with limited sight, hearing or mobility.

One enthusiastic cruise holidaymaker, who has travelled with AIDA many times, suffers from a rare metabolic disorder that meant she could never travel alone in the past. She was dependent on the professional assistance of a carer,

which is of course expensive. On a short cruise in 2018, together with the team on AIDAluna she tested out whether in the future should be able to embark on longer sea cruises aided only by her assistance dog, Tamu. The trip was a success! There is now nothing stopping her from enjoying a longer cruise with AIDA and Tamu, for whom there is of course a life jacket on board.



## Medical care on board

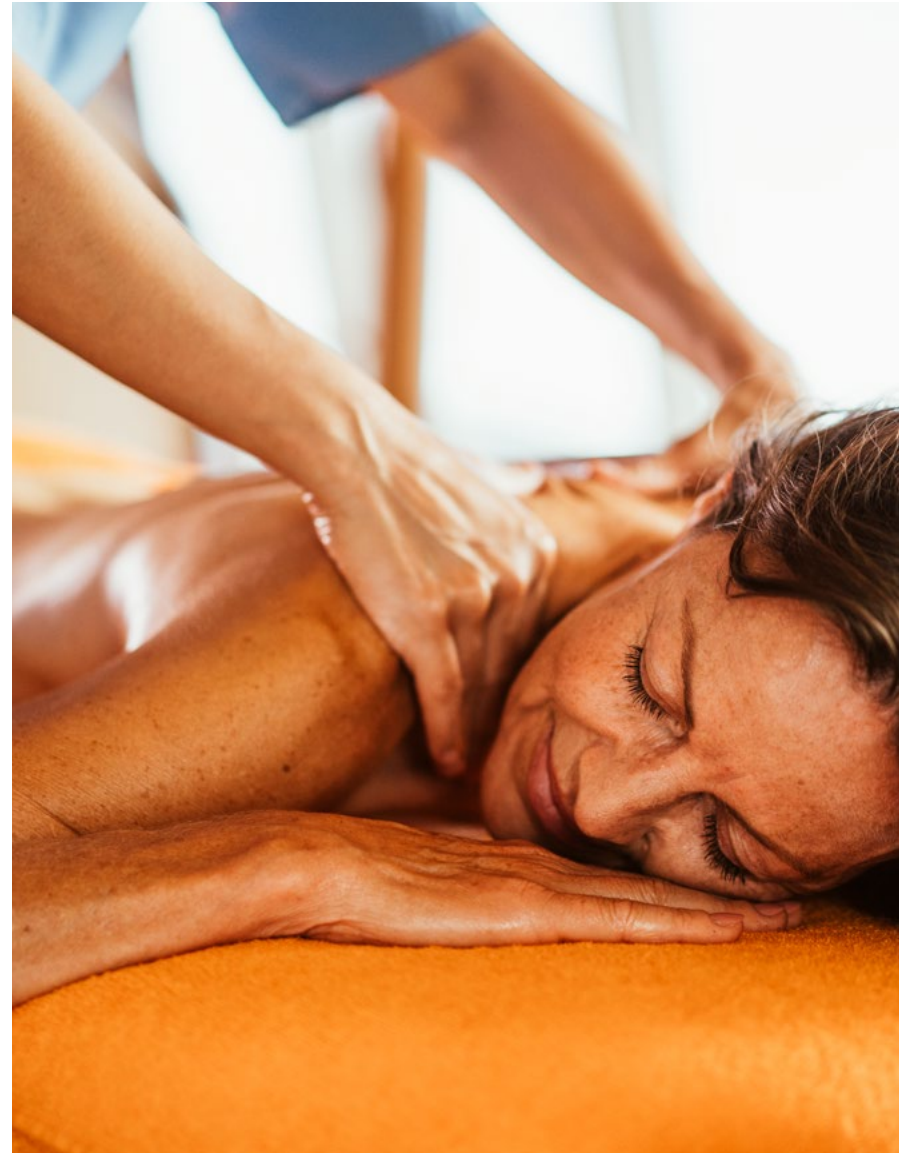


Our onboard hospitals are equipped with the latest medical technology and are able to deal with more than just outpatient care. They are also fitted with beds for in-patients and for intensive initial care in the event of an emergency. Modern roentgen and ultrasound equipment, laboratory tests, ECGs and ventilators support our ships' doctors and qualified nurses in performing diagnostics and providing therapy. Thanks to telemedicine, our onboard doctors can contact land-based specialists around the clock. Defibrillators can also be found in various areas on board. Furthermore, every crew member receives regular training in first-aid.

Should it not be possible to treat an illness adequately on board, further medical care is then provided in a medical practice or hospital ashore. If necessary, we are able to arrange a local

interpreter and carer. We also provide detailed information, in our entry and health regulations for example, about vaccinations and health care measures for the relevant destination and can advise about the extent to which it will be possible to provide the requisite individual medical care. We recommend guests undergoing medical treatment or who have particular requests address important points such as obtaining medication or the possibility of needing medical treatment on board in advance of the trip or when making the booking by referring to [barrierefreiheit@aida.de](mailto:barrierefreiheit@aida.de).

Additional services are offered on many of our ships, sometimes in collaboration with other departments, including physiotherapy, Kinesio taping and much more.



# Responsibility and commitment to society



The important thing for us is that we accept our societal responsibility and make a contribution to sustainable development both in Germany and abroad. 'AIDA cares' is therefore not only the name of our sustainability program but is also an expression of our self-perception in our interactions with others.

## Our corporate culture: sharing achievements

Success without other people is inconceivable for us, which is why we give part of our success back to society in a range of ways. In 2018, we supported a wide range of social and cultural projects with more than €435,000. Our donations were distributed in accordance with our donation guidelines. This means that our donations committee reached its decisions transparently and in accordance with specified criteria.

AIDA also supports rebuilding projects in regions that have been devastated by natural catastrophes, such as in the Philippines and the Caribbean. As part of a corporation-wide aid program, AIDA Cruises donated €100,000 to UNICEF in order to launch joint projects that would assist with reconstruction after natural catastrophes on Caribbean islands. In total, the Carnival Foundation, the Miami HEAT Charitable Fund and the Micky and Madeleine Arison Foundation put forward 10 million US dollars.



## AIDA Cruise & Help

Launched in May 2019, AIDA Cruise & Help forms the umbrella for all our charitable projects. The focus is particularly on achieving long-term improvements in the future prospects of children and adolescents in emerging and developing countries, as well as on social and cultural projects on a regional and international scale.

There is a strong connection with many of these regions. For one thing, these areas are the homes of many AIDA crew members, and on the other hand, they are also destinations for our ships. This

is why AIDA chose Cebu City, in the north-east of the island of the same name, as the location for its first school. Its partner in this aid project is the Reiner Meutsch Stiftung FLY & HELP.

In 2018 we donated €42,265 to the FLY & HELP foundation to assist with the construction of a new primary school in the Philippines. The first AIDA school was opened on May 9, 2019 in Cebu, an eastern region of the Philippines that was devastated by flooding and typhoons.

Plans are in progress for further schools. In the course of various charity events on board our ships and on land, we managed to raise more than €200,000 for the project within a few months. Regular campaigns in support of AIDA Cruise & Help will follow both on land and at sea. 100 percent of donations received will be passed on to charitable organizations.

Over the past year we have also continued our long-standing commitment to SOS Children's Villages and were able to give the organization a donation of €12,500 for their work. Since 2005, AIDA Cruises has supported various SOS Children's Village projects in Germany, Africa, Asia and in the Caribbean with donations amounting to more than one million euros.

Putting a smile on children's faces is simply a must for us. As a partner of the RTL Donation Marathon, AIDA donated €100,000 to the charity "Stiftung RTL - Wir helfen Kindern e.V.". As part of this campaign, children from the RTL Children's Home

Bremen were invited to be guests on AIDAPERLA in November 2018.

The Costa Group, to which AIDA Cruises belongs, has been involved with Mercy Ships since 2017. This international NGO aims to improve access to basic medical care in developing countries and operates the largest non-military hospital ship in the world - the Africa Mercy - with a crew of over 400 volunteer helpers from 40 different countries. In 2018, several AIDA crew members once again worked as volunteers on board in order to support the crew of the Africa Mercy in West Africa. Volunteers from the Africa Mercy also came on board our ships in order to renew their seamanship qualifications, for example, or to take part in training programs.



On May 9, 2019 AIDA President Felix Eichhorn opened the first AIDA school in Cebu (Philippines)

**i** More information  
 > School opening in the Philippines  
 > Donations





The crew demonstrated that AIDA cares with many other initiatives. For example, team members from AIDAvita visited a day care center in Praia on the Cape Verde Islands in early 2018 in order to bring joy to disadvantaged children with gifts. We also supported various institutions closer to home, such as the Kalis Kinderwelten nursery and the booster club of St Michael's School in Rostock.

In late 2017 AIDA Cruises hosted the "Goldene Bild der Frau" Award ceremony, at which six women were distinguished for their volunteer work and moral courage by Europe's largest women's magazine. AIDA president Felix Eichhorn also stepped on board AIDAprima to give each of the prize winners further appreciation in form of an additional donation of €10,000 to support their projects. In 2018 these donations benefited six charitable projects: Orang-Utans in Not e.V., SchaKI e.V., Madamfo Ghana e.V., Nana - Recover your Smile e.V., Über den Tellerrand e.V. and Sylke Hoss/Carpe Diem e.V..

In 2018 we supported five students at the University of Rostock and the Universities of Applied Sciences in Wismar and Stralsund as part of the so-called Deutschlandstipendien (German scholarship) program. After completing his studies, last year one of the scholars from 2017 began his career at AIDA Cruises. We likewise continued our collaboration with the Wismar University of Applied Sciences with regard to maritime degree courses, special qualifications and supporting students in the cruise industry. We further support the Marine Electronics course by providing an endowed professorship.

In 2018 we extended our sponsorship of a green sea turtle called Frieda in the Deutsches Meeresmuseum (German ocean's museum) in Stralsund in order to draw attention to the threats that this species and others face in our oceans.

AIDA Cruises was also active in promoting sporting activities. To this end we sponsored the two-time rowing world champion Hannes Ocik, the stroke of the German Men's Eight and an Olympic silver medalist at the Rio games in 2016. We also gave our backing to other sports clubs in the local region, such as Rostocker Segelverein Citybootshafen e.V., the Polzeisportverein Schwerin e.V. and sporting activities run by AIDA's staff teams, such as beach volleyball, soccer and dragon boat racing.

### Cultural diversity

Cultural diversity is a key component in the DNA of AIDA Cruises. We work in an international team from more than 50 nations.

*Open-mindedness, respect, tolerance and teamwork between people of different nationalities are deep-seated principles in our company.*

These values are common practice in AIDA and are one of the reasons why AIDA continued its support of the "MIGRO" migrant's council, a communal body run by the Rostock township that stands up for the interests of the city's foreign-born residents.

Last year, the hanseatic city of Rostock celebrated the 800th anniversary of its founding. Open-mindedness and tolerance are among the Hanseatic League's oldest traditions. In keeping with this principle, we supported an initiative run by Rostock Art Museum to bring the "Ship of Tolerance", a global art project set up by the artists Ilya and Emilia Kabakov, to Germany for the first time. The Ship of Tolerance lay at anchor for several months' last summer right in front of AIDA Cruises' headquarters.

AIDA Cruises has been the main sponsor of the Mecklenburg-Western Pomerania Festival for more than 16 years, which is one of the most important classic music festivals in Germany. AIDA likewise supported the

organization of the 94th "Bachfest", which took place in May 2019 with many prestigious artists at more than 50 events in Rostock.



# Innovation is the key to success



In 2018, AIDA Cruises was once again involved in various research projects aimed at driving forward the development of new technologies that will help to protect the environment.

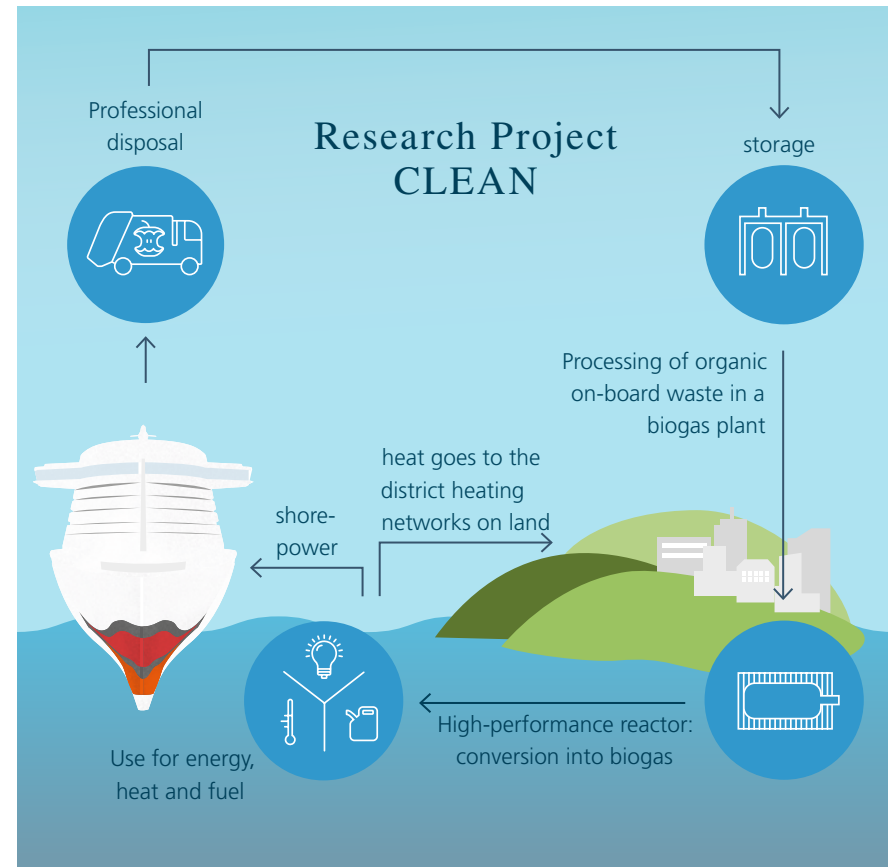
Together with partners from the research, science and business sectors, we have been performing pioneering work for many years in researching and implementing alternative propulsion technologies and modern environmental technology. We will be consistently continuing down this path.

AIDA Cruises has been involved in the Pa-X-ell research project part of the e4ships program since 2009. This project focusses on assessing the ecological, technical and economic impacts of using fuel cells on board ships. Another essential component of this project is the formulation of rules and standards for the approval and installation of fuel cells on ships and the use of low-emission fuels. In 2017, the Pa-X-ell 2 project marked the start of a new phase of e4ships. The plan is to test the use of fuel cells on board our new generation of ships as part of the project in 2021. The first LNG cruise ship in this series, AIDAnova, was brought into service in December 2018. Two more of these innovative ships will be built at the MEYER WERFT in Papenburg, Germany, by 2023.

The NAUTEK project, which was supported by AIDA Cruises, was successfully completed in 2016. NAUTEK looked at the possibilities for processing, cleaning and reusing wastewater on cruise ships and delivered very promising

results. The next research phase was launched in 2017 in the form of the follow-up project CLEAN, in which organic waste generated on board (e.g. food waste and sewage) can be converted into energy in biogas plants. Urea produced on board could likewise be used in the future in the form of an additive Ad Blue to help in cleaning exhaust gases. After successful tests in biogas plants on land, the first onboard practical tests in the use of biological waste for energy production are planned for 2020.

So far, only around 5 percent of the seabed has been surveyed. Precise knowledge of the condition is an important requirement in supporting the UN's Goal 14 on protecting marine life and using marine resources in a sustainable manner. The international initiative "Seabed 2030", a coalition of global institutions, has set itself the aim of surveying the oceans by 2030 and making the data publicly available as a bathymetric model. AIDA Cruises supports this research project and started delivering measurement data from its cruise ships to the NOAA (National Oceanic and Atmospheric Administration) in 2018.



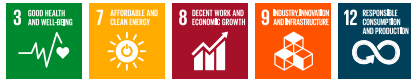
**i**

**Waste management / separation on board**

- > Pa-X-ell 2
- > CLEAN
- > Seabed



# Comprehensive quality



## Our Lifecycle Concept

One component of our approach to sustainability, alongside technical efficiency, is our all-round quality strategy. Our aim is for all our products and services to consume fewer resources and thereby have a positive effect on society and the environment. We keep this in mind at all times and with every decision made we consider the overall context and potential consequences. This applies both to our conduct and that of our partners.

## Sustainable supplier management

We have developed a corporation-wide code of conduct and ethics for business partners so that our suppliers can understand and comply with our legal and ethical requirements. The code contains requirements pertaining to preserving the environment, worker and human rights as well as health and safety measures, to which our partners must subscribe. Our anti-corruption standards and antitrust law provisions are also binding for all our business partners.

We question all of our suppliers about their compliance with the various legal and ethical standards by means of a supplier assessment questionnaire. This survey, which covers such areas as quality assurance, environmental protection, hygiene, workplace safety, health protection and social engagement, is subject to continuous development and improvement across the corporation.

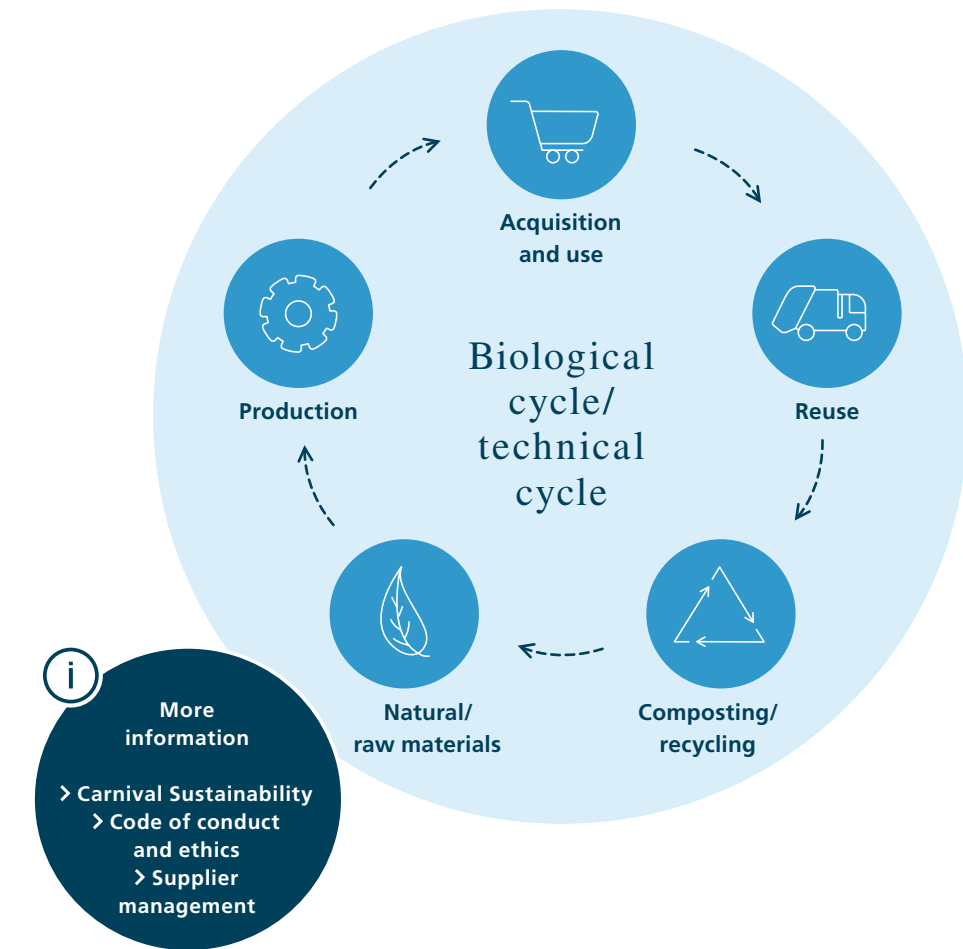
## Conscious selection at the point of purchase

Each year we place around 70,000 orders for a wide range of products. When purchasing products, we make sure that, wherever possible, they are reusable and can be reintroduced into biological or technical life cycles. Our aspiration is to reduce the accrual of actual waste products to an absolute minimum. In the long run, we aim gradually to check all existing products such as furniture, work clothes or foodstuffs in order to establish whether they can be reintroduced into biological and technical cycles, and to adapt or replace these things as necessary.

We are increasing the range of organic and fair trade foods that we offer. Organic lemonades, teas and coffees can be acquired in our bars and restaurants. In the Buffalo Steakhouse, fairtrade pork is prepared for our guests. We buy more than half of the fruit and vegetables from vendors in our destination regions, and we always ask our suppliers to provide us with cage-free eggs.

We also offer fair trade chocolate made by Original Beans. 4,472 kilograms of this chocolate were consumed on board in 2018 alone. This guaranteed the livelihoods of five cocoa farmers and their families, protected 55,200 trees, financed the planting of 18,400 new trees and capture 14.6 tons of CO2.

None of the cosmetics and very few of the cleaning products on board the AIDA fleet contain any microplastics. In the Body & Soul Spa, we of-



fer our guests premium-quality and certified organic grooming with purely natural ingredients that carry the EcoControl and Icada seals.

We have been using recyclable carpets that bear the "Cradle to Cradle" seal in crew areas on board since 2013. All of the passenger areas on AIDAprima, AIDAperla and AIDAnova are moreover fitted with environmentally friendly carpets. These are manufactured using natural and

renewable raw materials, largely being made out of lamb's wool. They also comply with the strict standards of the Green Label Plus scheme run by the Carpet and Rug Institute. As soon as the carpets reach the end of their first life cycle on board, they will be given back to the manufacturer as part of an exclusive Take Back program.







# Our Employees

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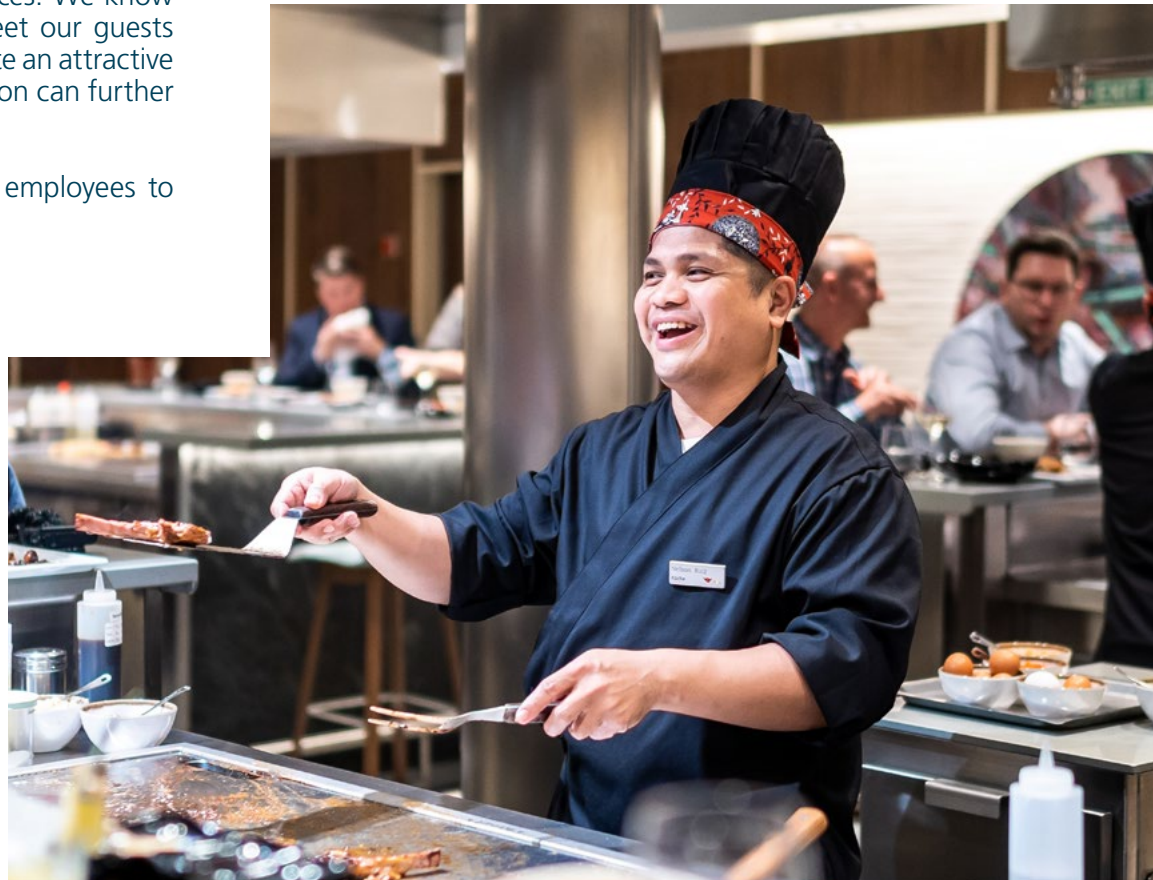
## People are the key to success

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Success would not be possible without the commitment and motivation of our employees. They help the company to make progress and are ambassadors of our special AIDA attitude to life.

Our guests are able to experience their infectious enthusiasm, high levels of expertise and fantastic quality services. We know that only a genuinely satisfied employee can greet our guests with the legendary AIDA smile. This is why we create an attractive and safe working environment in which each person can further develop their skills.

We support this commitment and motivate our employees to recognize and utilize their future prospects.





# AIDA as an employer



**A**IDA Cruises offers attractive job opportunities for qualified and motivated staff members and managers – irrespective of whether they work on board a ship or in an office on land. We open up a wide range of opportunities and prospects for both career changers and recent graduates.

Open-mindedness, respect and teamwork between people of diverse nationalities are deep-seated principles in our company. What makes AIDA so interesting as an employer is the opportunity to work in an international team and the exceptional career prospects. The roles available are as diverse as the range of responsibilities. They range, for example, from navigation and marine engineering to hotel work, gastronomy, entertainment and guest hospitality on board the AIDA ships, as well as IT, Human Resources management, sales, marketing or finance and controlling at our onshore facilities. This leaves space for a wide range of job profiles and apprenticeships.

At the end of the business year, on November 30, 2018 we employed around 11,500 members of staff from more than 50 countries, 9,800 of which work aboard our ships and 1,400 are land-based. The majority of our crew hails from Germany and the European Union (33.3 percent) and the Philippines (36.7 percent), followed by India (14.3 percent) and Indonesia (9.7 percent). We are also becoming more international on land. 90 percent of our employees come from Germany, 4.6 percent from Italy and 1.2 percent from the United Kingdom and Austria. They are all united by a common goal: to give our guests the most enjoyable time of the year during their vacation on board the AIDA fleet.

## We promote equality

AIDA supports women in STEM occupations. We would like to motivate them to discover the professional opportunities in the cruise industry because diversity and variety are an enrichment

for us. We already have 18 young female officers holding their own on the bridges of our thirteen AIDA ships. They are well on the way follow the footsteps of Germany's first female cruise ship captain, Nicole Langosch. Five of them have already reached the rank of First Officer or Staff Captain. Women also occupy management positions below deck. In spring 2019, a woman was appointed to the position of Chief Electrician Officer for the first time on an AIDA ship.

Women are making an important contribution to our company's success in many areas on board our ships and on shore, and hold senior positions. In 2011 the International Maritime Organization (IMO) and the United Nations declared June 25 as the Day of the Seafarer. In 2019, the key theme of this day was equality. We seized this opportunity to once again honor the dedication of our female employees on board with a vast range of different activities.





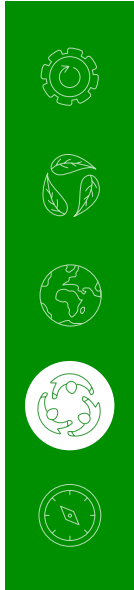
### **We are committed to diversity and inclusion**

WE ARE COLORFUL. This is one of our company's key values - both on land and at sea. In a broader sense of the word, COLORFUL stands for diversity and inclusion, without which AIDA would not be so successful.

We are open-minded, very quality-conscious and are convinced that cultural diversity enriches our company. Learning from one another is no mere lip service at AIDA, but is in fact a core component of our AIDA Values. As a multinational company with employees hailing from more than 50 countries, diversity is a natural part of our professional life - and a huge enrichment. It is for this reason that we joined the 'Charter der Vielfalt' (Diversity Charter) initiative. Through this participation, we are expressly proclaiming our commitment to respect all of our employees as equal, regardless of gender, ethnic origin, sexual orientation, ideology or age. We moreover respect

### **Fairness is of the utmost importance at AIDA**

Should an employee notice a breach of our values, he or she is able to approach their superior, their employee representative or a person of trust. The HR Manager, who is part of the ship's council, supports human resources work on board our ships and also provides advice regarding questions on labor law. Every employee can also make use of the Compliance Hotline, anonymously if desired, at all times. We examine the incidents reported to us conscientiously and enact labor law measures as required in line with our zero-tolerance policy. We have joined the "Fair Company" initiative of karriere.de and have carried the corresponding seal of quality since 2010.





# Excellent prospects for a successful career



An exciting and varied scope of responsibilities and attractive working conditions with exceptional career prospects - we offer all of this to our qualified staff members and managers. At the same time we also want to open up new prospects for recent graduates. In 2018 we were able to welcome a total of 336 new employees on land and 3,529 on board our fleet. With each new ship that AIDA Cruises brings into service, we also create around 2,000 new jobs on land and at sea. In doing so we create attractive employment and life prospects.

We place reliance on good and comprehensive training both for our prospective sales team members in the tourism management, event management and office management departments and for our onboard employees too. AIDA provides every beginner with specific expertise right from the outset and allows them to gain extensive experience. It is a vital requirement for a career at AIDA to be able to combine both of these elements responsibly, in addition to having a passion for the job.

Even during the recruitment process, AIDA Cruises attaches great importance to practical relevance. Applicants can familiarize themselves in person with the world of

work on board the AIDA fleet at our exclusive AIDA Career Days. These events provide the opportunity to prove one's theoretical knowledge and practical skills in the kitchens, restaurants and bars. Experiencing the AIDA feeling first hand is one objective of the new AIDA training initiative for young tourism employees. The "EXPI YOU - For apprentices, by apprentices" program gives trainees from all over Germany the opportunity to dive into the AIDA world and to get a glimpse behind the scenes.

As an employer, we have a presence on social networks including Instagram, Facebook, XING and LinkedIn. In 2018 we became the first company in Germany to start a reality documentary on Instagram called "Die Crew" (the crew), which has gained us a further 16,000 subscribers on this channel. This is where we post about our vacant positions on land and at sea and share regular glimpses into what it is like to work for AIDA. Many of these contributions come directly from our employees on land and at sea.



16 young adults were in vocational education at AIDA in 2018.

In the reality documentary series "Die Crew", under the motto of "Vier Wochen, sechs Jobs, ein Ziel" (Four weeks, six jobs, one goal), six employees from the shop, spa, restaurant, kitchen, sports and activities and technology departments give insights into everyday life on the high seas and their personal bucket lists with professional private dreams.

**i**

**AIDA careers**

- > Vacancies
- > Carnival Maritime
- > AIDA Careers
- > Instagram
- > Facebook
- > The Crew



# Continuous basic and advanced training



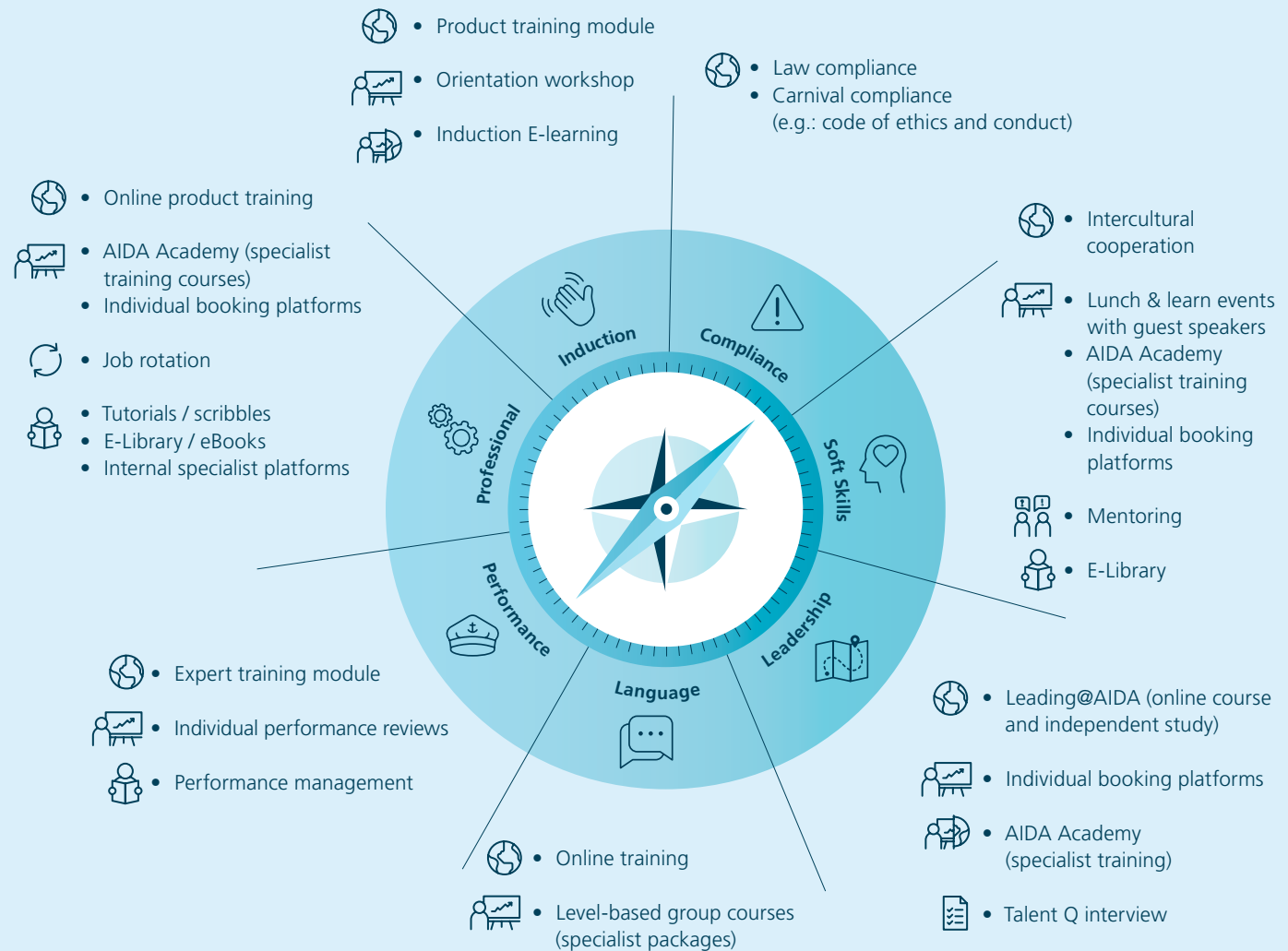
For us, well-trained, highly motivated and qualified members of staff are a guarantee for success. We work around the world to develop young talent and collaborate with renowned training centers in the Philippines, in India, Vietnam and Indonesia in order to train new colleagues.

In 2018 alone, a total of 3,200 of our employees took part in 200 training courses for recruits and established staff members, language courses and management training, some of which lasted several weeks. Furthermore, at our center for basic and advanced training, the AIDA Academy in Rostock, we combine study, training and education programs under one roof.

AIDA is a prestigious employer both in Germany and worldwide. Once their contracts come to an end, 97 percent of our employees choose to carry on working for our company. Important factors in that decision are the high level of professional education, good salaries and career opportunities. 'Earn, learn, return' is the motto of our training partner Magsaysay (Philippines) because, after a successful career at sea, many doors are open to our Asian colleagues for a second career on shore. We regularly visit our partners on-site to convince ourselves of the high quality of training, as well as the compliance with both all required international standards and our own. AIDA President Felix Eichhorn paid a visit to our longstanding partner Magsaysay in Manila as recently as May 2019. AIDA's training and development compass provides an overview of the diversity of the training opportunities.

## AIDA Cruises Training and development compass

SHAPE THE PATH OF YOUR DEVELOPMENT



Online



Classroom



Blended Learning



Coaching/  
Mentoring



Job Rotation



Assessment



Self Learning





# Our employees are part of the AIDA family



## We go the extra mile for our employees

We offer an attractive working environment in an atmosphere of mutual trust and respect, as well as a sound work-life balance. This also includes a wide range of leisure activities and numerous reductions for our shored-based and ship-based employees.

A healthy work-life balance and being able to take a break from day-to-day work are just as important in supporting the motivation and health of our employees. To achieve this we provide support in the form of targeted packages to help keep one's job, family and leisure time in balance.

In our AIDA4me package, employees will find offerings ranging from voyages to employee rates, on board discounts and preferential rates for sport, wellness, health and leisure activities, which also apply in companies linked to AIDA. Among the other benefits of the AIDA 4me package are an occupational employer-funded pension scheme and employee bonuses.

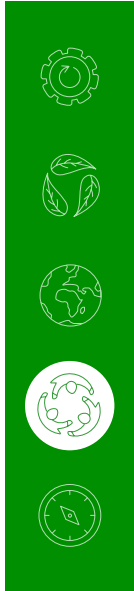
### *Motivating employees for us means recognizing achievements and honoring extraordinary commitment.*

As well as rewarding long periods of employment, at AIDA we also reward our employees' outstanding achievements. On each of our ships, one employee from the various departments is chosen as the "Employee of the Month". Individually agreed targets provide further incentives. We also reward any of our Asian crew members with a particularly good mastery of our guests' language (German) with additional pay.

Every member of the crew, just like our guests, has the opportunity to go on shore excursions in their leisure time, to discover the most beautiful holiday destinations all over the world or to frequent almost all of the guest areas, including free access to the onboard entertainment and fitness program. The crew have their own restaurant, a bar, a sun deck, a sauna and a sports area. Our crews can enjoy free breakfast, lunch and evening meals round the clock in the crew restaurants. The selection of dishes is always freshly prepared, extremely varied and takes into account the different religious and cultural habits of the different nations represented on board.

The Speaker's Committees, which are employee representatives freely elected by the crews on board our ships, are also able to make use of a budget put at their disposal by the company. This can be used for social purposes, for example, or for joint leisure activities.

All our ships sail exclusively under the European flag. One of the world's leading classification societies - DNV GL - regularly checks and certifies that we comply with the highest binding international maritime labor and social standards.





## Work

**A motivating job**

Our employees on land and at sea have access to, among others, the following benefits:

- Working in international teams
- Personal mentoring during the familiarization period
- Extensive range of options for advanced training, free access to E-Learning system
- High compulsory occupational safety and social standards
- Online business trip service
- Staff restaurant
- Invitations to corporate events
- Company and private pension schemes
- Work clothes, bed linen, towels and cabin cleaning are provided free of charge on board the ships



## Benefits

**Reaping the rewards**

Our employees have access to, among other things:

- Bonuses for outstanding achievements, e.g. "Employee of the Month" and long-serving employees, e.g. 'Seniority Awards' on board our ships
- Discounts for private holiday trips
- Reductions with various partner companies
- Discounts for the RSAG JobTicket
- Company bicycles and vehicles for private use
- Discounts on crew excursions and for purchases made in the guest area
- Free shuttles for the crew
- Hand-held devices for the crew to use for communication on board AIDAnova
- Opportunity to make use of onboard internet, TV, telephones and a selection of books and films



## Health

**Maintaining a balance**

Our employees can benefit from, among other things:

- Free medical care on board our ships
- Reductions on offerings in various fitness clubs on land
- Company health care, preventative courses
- Opportunities for sporting activities in leisure time, e.g. a fitness studio just for the crew and access to the on board guest fitness area
- Various team sports activities (e.g. AIDA volleyball team, AIDA dragon boat team)



## Family and Friends

Among other things, we offer our on-shore employees:

- Support with helpful information on starting a family
- Collaborations with crèches and kindergartens
- Family events
- Child care packages for professional and private occasions
- Holiday offers for children
- Visits on board our ships for family and friends



# AIDA Values – our values



The AIDA Values are the cornerstone of our corporate culture. They include mutual trust and respect, passionate commitment and recognizing the diversity of our employees.

## AIDA Values – our values

Our values are more than just theoretical principles. Far from it - they are common practice in our company and connect us in our day-to-day work on land and at sea. Every individual strives consistently to give new life to our AIDA Values. The AIDA values are moreover a permanent fixture of our recruiting processes, annual performance assessments for all employees, beginner programs and all of our management training courses.

## Our AIDA Values put into practice

Our values are a permanent fixture in our day-to-day business and all our corporate processes. The following measures aimed at actively implementing these values are either regularly put into practice or will be in the near future.

### MANAGEMENT WORKSHOPS

When it comes to sharing our values, our managers act as role models. That's why they are a permanent element of special management workshops concentrating on value-oriented conduct and leadership in everyday workplace and stressful situations.

### TRAINING MANAGERS ON BOARD THE FLEET

The Training Managers on board the AIDA fleet continuously expand the opportunities for our employees to undertake advanced training. The portfolio includes programs for managers (Lead

my Team), for example, soft skills seminars (e.g. Perfect Service) and language courses in German and English.

### EQUALITY PROGRAM

As part of our Equality Program, we develop workshops and training courses focusing on topics such as inter-cultural cooperation, diversity and respectful interaction with each other,

which are put into practice by our onboard personnel teams.

### THE AIDA INTRANET

All of our employees on land and on board our ships have round-the-clock access, even via private mobile devices, to important news from the various parts of the company and from on board our ships. They can share their own

content and news with all of their colleagues and the other departments and are also able to access their personalized content or even our online training program, AIDA Expert, from anywhere in the world with their personal login details.

### BUSINESS TRAINING COURSES

Our internal Learning Management System (LMS), called Expert, gives all of our employees free access to an extensive catalogue of basic and advanced training options. The training courses assist all of our employees with their development. All of these training courses were developed especially for the AIDA world of work and the needs of our colleagues. In line with its leitmotif of 'Gather new input, interact with colleagues and incorporate what you've learned into your daily work'. The learning formats vary between online packages, training courses in groups and are also available as literature for independent study.

### SENIORITY AWARD AND EMPLOYEE OF THE MONTH AWARD

Seniority Awards are our way of showing our respect and appreciation for the performance of long-serving employees on board and of thanking them for their loyalty and dedication. We reward our employees' outstanding achievements with a monthly 'Employee of the Month Award'.



**United – for a safe and successful future.**

#### I promote diversity by ...

- ... being happy to work with different kinds of people
- ... being communicative and sociable
- ... being curious and open-minded

#### I show respect by ...

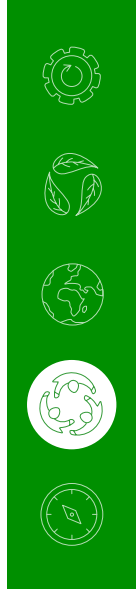
- ... recognizing and appreciating everyone
- ... treating everybody in the same, friendly manner
- ... taking the time to listen to others

#### I build trust by ...

- ... considering safety as my highest priority
- ... communicating clearly
- ... working in a responsible, reliable and professional manner
- ... constantly learning how I can develop and giving others the opportunity to do the same

#### I am passionate because I ...

- ... take the initiative and bring new ideas to the table
- ... work determinedly towards success
- ... demand the highest quality and best possible service
- ... contribute to a good atmosphere with my enthusiasm and energy







# How we reward dedication: Our “I LOVE TO SEE YOU SMILE” campaign



Our employees experience unique moments every day with both guests and colleagues. There are many situations that light up their faces with a smile. With our I LOVE TO SEE YOU SMILE initiative, they can share these beautiful experiences and guests’ motivating praise with one another.

The satisfaction of our guests is not only an indicator for the success of our efforts to offer them a special cruise experience day after day. It is also an expression of appreciation of the work put in by every single employee. This is why we invite our guests to share their SMILING MOMENTS with us by nominating a member of staff. The employee who receives the most nominations is given a SMILING STAR award at the end of the voyage in the presence of all the guests. The aim is to share with our guests the appreciation we have for the work of our crews and to strengthen their leadership qualities.



## I ♥ 2 CU :) CREW MADE

Every individual gathers experiences with guests and colleagues day after day. We place great importance on the ideas of all our crew members. With the I LOVE TO SEE YOU SMILE CREW MADE, we want to help our colleagues put this into practice. Under the motto of “Von der Crew für die Crew” (‘For the crew, by the crew’), we focus on the issues that shape life on board and let everybody in the company be part of them - this can be through collecting the best stories from the Smiling Stars, for example, (new stories uploaded to the intranet monthly) or the I LOVE TO SEE YOU SMILE newsletters for the crew.

The crew of AIDAnova expressed their excitement at the launch of the ship in an emotional crew song called ‘off we go’. More than 200 colleagues on board contributed to it.



AIDAnova  
Crew Song

> Watch video

## The three pillars of CREW MADE



HEALTH  
&  
SPORTS



DISCOVER  
&  
ENJOY



LEARN  
&  
DEVELOP



### SMILING STAR Award

We also recognize the dedication of our land-based employees. Here it is the employees themselves who award the Special Smiling Star Award to their colleagues.

The Smiling Star Travel Agency Award is conferred upon our sales partners, and is divided into five different categories ranging from marketing to innovation to newcomer of the year. Day in day out, they fulfil the desires of our mutual customers when it comes to finding the ideal tailored holiday package.





## Employee survey

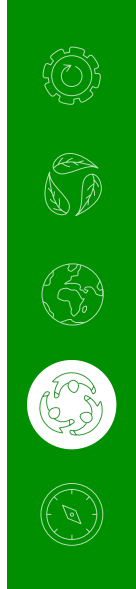


**W**e go about our daily tasks together with a focused and dedicated attitude.

In order better to satisfy the desires and needs of our employees and to develop further our company as an attractive employer, between 15th and 29th October 2018 all of our employees on land and at sea were once again asked to take part in a comprehensive staff survey. Under the motto of 'Your voice counts', around 5,500 employees took up the opportunity to give their personal feedback. Many of them went beyond simply answering the questions and also wrote comments or gave suggestions.

Just as in the previous year, both our land-based and onboard employees saw the friendly and fair atmosphere and the team culture in a national and international environment as real benefits of working at AIDA.

Our employees also rate very positively the opportunity to contribute tangibly to the success of the company through their own work. They understand that everybody has their part to play and that their work is appreciated. The interdisciplinary support and willingness to cooperate and help each other were also rated very positively. The detailed evaluation and pooling of the results were completed in early 2019. Initial suggestions and aspirations have already been drawn from the results and put into practice.



# Hand in hand on the road to success – how we support our employees



Professionals, managers, career changers and newcomers alike can find wide-ranging opportunities with our company and excellent career prospects. With our tailor-made training courses, we moreover further the professional and personal development of our employees.

## AIDA Academy

The AIDA Academy in Rostock is the company's very own training center. This is where practical experience from daily life on board can be passed on in modular lectures and can flow back into working routines on board in combination with scientific innovations. The subject areas can range from, for example, specialist content such as restaurant training, body & soul training, bar training, detailed training in food intolerances, VSP training and language lessons, and especially HESS topics (health, environment, safety and security), soft skills and management training. Many other training courses, induction programs and specialist exchanges take place in the AIDA Academy.

## Study and training on land and at sea

In order to cover the growing demand for skilled employees and to recruit the best talents for AIDA, for many years we have been providing support to young people with their schooling and studies, and helping them obtain qualifications in a wide range of fields so as selectively to prepare them for a job on land or at sea.

For many years now we have been offering a dual commercial training program in the company's headquarters in Rostock. In 2018, eight young people began their training to become

a tourism expert, an event manager or an office administrator in our Customer Center and at AIDA. 16 trainees are currently contracted with us across three different apprenticeship years. We guarantee each trainee a position in the company, provided they obtain good results.

The best trainees are recognized by the IHK in Rostock each year. In recent years, our trainees have always been among this select few. The AIDA Customer Center was once again recognized as a TOP Training Company in 2018.

In June 2018, with the support of the IHK in Rostock, AIDA trained two apprentices to become our first official training ambassadors. The aim of this new role is to inform pupils in local schools authentically about their educational profile and our company in order to interest more potential future candidates in our dual training program. Four more training ambassadors have since begun work with us.

In 2018 we once more expanded our collaborations with high schools in the local area and nationwide. This principally took the form of on-campus presentations and workshops on specialist topics, but also included off-campus events in the AIDA headquarters in Rostock as well as on board our fleet. While visiting our ships, students had the opportunity to fami-

liarize themselves both with our company and with what it is like to live and work on board and on land. The highlights of the year were the Campus Cruise on board AIDASol with 45 students from the Stralsund University of Applied Sciences and a visit by 25 students from the Cruise Tourism Management course at Bremerhaven University of Applied Sciences on board AIDAPERLA.

A further highlight was the series of lectures under the title of "Tourism Insight" at the Harz University of Applied Sciences in Wernigerode with more than 100 participants enrolled in the tourism courses there. We also performed a business case study in collaboration with the Heilbronn University of Applied Sciences. We are moreover the sponsors of a total of five "Deutschlandstipendien" (German scholarships) at the Wismar and Stralsund Universities of Applied Sciences and at the University of Rostock.

In collaboration with the Hamburg School of Business Administration, AIDA enables school leavers to take a three-year Bachelor's degree in Business Administration with a focus on Sales and Marketing as part of a dual study program. Two new students started this course in 2018. The number of dual students at Rostock who are sponsored by AIDA Cruises thus rose to five. Together with Wismar University of Applied

Sciences we currently offer three bachelor degrees in Navigation, Marine Engineering and Marine Electronics. The Marine Electronics course at Wismar University of Applied Sciences is supported by AIDA Cruises with an endowed professorship, through which we can ensure that in the future we will still be able to recruit highly-qualified electrical engineers with watch keeping certification for our growing fleet.

Our training strategy is holistic and international in its approach. It thereby provides the ideal foundation for a career at sea. The schemes we offer have a high degree of practical relevance thanks to close connections with the industry. The know-how of our students is enriched by international lecturers and experts. A network of cooperation agreements with the supply and cruise industries ensures our students have ample opportunity to gain practical experience. Studying and training with AIDA means being right in the middle of things from the very beginning, being accepted by fellow AIDA crew members and gaining experience of the work areas and team spirit within the company.

In 2018, eleven young people started the Navigation course and a further eleven across the two courses of Marine Engineering and Marine Electronics, five of whom were young women.







AIDA is committed to its employees worldwide:  
Training Center in Manila (Philippines)



AIDA is committed to its safety education worldwide:  
Training Center in Manila (Philippines)

## DID YOU KNOW?

*In total, in 2018 our employees completed 95,657 training programs and made use of 5,245 training packages and courses\*.*

\* not including online courses

As AIDA continues to grow, so does its diversity and international character. In 2018 AIDA Cruises expanded its international Cadetship program and signed a new agreement with the École Nationale Supérieure Maritime (ENSM) in Marseille, France. The content of the agreement includes the training of eight multi-purpose cadets on board. Collaborations were also launched with the Marine Academy in Varna (Bulgaria) and the Nautical College in Lisbon (Portugal).

### CSMART Almere: training for safety

All of the nautical and technical managers in the AIDA fleet complete their training courses in the world-leading CSMART maritime training center in Almere in the Netherlands. The innovative training opportunities taken up by around 7,000 nautical and technical officers each year, originating from the various cruise lines owned by the Carnival Group, are based on the highest international standards of quality and safety, which are oriented towards, among others, the airline industry. The training also includes enabling the crews to handle liquefied natural gas safely.

We particularly expect our officers to possess leadership skills and the ability to work in a team besides first class nautical and technical knowledge. Everyone must be in a position to recognize possible emergency situations in the briefest of time and to make the right decisions. Alternative thinking is essential here, for which we provide special training.

Our safety officers guarantee strict compliance with HESS standards on our ships. The crew is obliged to prove thorough exercises that they can react professionally and quickly in emergency situations and that all life-saving equipment is operational. On every ship there is a specially trained team whose purpose is to ensure the safety of our guests in the event of fire. These repeated and intensive safety exercises are clearly defined in the HESS management system.

In 2018, 545 AIDA nautical and technical officers took part in more than 800 courses at CSMART in Almere. Basic and

advanced training packages for our environmental officers were also incorporated into the training program at CSMART over the past year.

### E-learning and training courses

We harness digitalization in order to intensify our training courses. With our very own E-learning management system, AIDA Expert, our employees can develop their skills from almost anywhere in the world. Around 230 computer-based training courses are currently offered.

Where this system is concerned, AIDA also benefits from being part of the Carnival Group.

### Our security training courses

Together with the acclaimed Center for Adaptive Security Research and Applications (CASRA) in Zürich, we continuously improve and refine the quality of our security reviews. A piece of innovative software developed by CASRA and an adaptive learning approach help our security experts continuously to expand their knowledge and skills in order to be as efficient as possible at preventing incidents.

All AIDA employees are moreover familiarized with the Code of Business Conduct and Ethics and are regularly trained in how to abide by it. As part of the E-learning training program, every AIDA employee, whether they are based on land or at sea, can run through the training courses at any time and in any place, which cover such aspects as the code of conduct and ethics, anti-corruption, anti-trust, insider trading and how to deal with staff complaints. Each employee is required to renew their own certificate every two to five years, depending on the topic.

**i** More information

- > AIDA Academy
- > CSMART Almere
- > Code of conduct and ethics



### New recruits and orientation

Onboarding training sessions traditionally take place at the beginning of every month at our offices in Rostock and Hamburg. This is when all of our new employees gain their first insights into the diversity of the products that our company offers, our corporate philosophy, our organizational structure and the relevant systems and processes. In all, 336 new land-based and 3,529 sea-based employees took part in the onboarding training in 2018.

### Protecting the environment

From the day they start work, we teach our colleagues about how they can go about using natural resources responsibly and thereby preserve the environment. Every new crew member must complete a special environmental training course. This focuses particularly on reducing wastewater and waste generation, using resources correctly and sparingly, and regular training sessions about our processes and standards with regard to environmental management. Our environmental officers additionally inform officers, engineers or managers on board about the specific environmental requirements of their day-to-day work. Such targeted expertise enables them to pass on their knowledge to the employees in their teams.

It is vital that this process is suitably transparent: We inform our employees immediately of any changes resulting from legal or developments. It is important for us that our employees not only act in an eco-friendly manner in accordance with our guidelines, but also that they understand why it is necessary for them to do so.



AIDA's environmental officers regularly train our crew on environmental protection topics on board.



# Employee development with the AIDA competency model

Our code of conduct is derived from our four AIDA values. These are binding for all members of staff. Our managers act as role models in this regard. At the same time they are responsible for creating a working atmosphere in which our collective code of conduct is put into practice and can be implemented by each employee in their day-to-day work.

The most important expectations that we have of our employees and managers are defined in our competence model. It describes which skills, characteristics and attitudes we require. At the same time, the model also functions as a leitmotiv for assessment and development measures.

## Willingness to change

The employee, or more specifically the manager ...

- ... is open to new things
- ... supports changes that are important for the company
- ... reacts positively to new developments
- ... makes the most of the associated opportunities.

## Employee management and development

The employee, or more specifically the manager ...

- ... manages their team in a target-oriented manner
- ... motivates and strengthens commitment among employees
- ... recognizes talent & promotes development of employees.

## HESS

The employee, or more specifically the manager ...

- ... is responsible for his/her own actions
- ... thinks and acts in a safety-conscious manner
- ... respects the rules
- ... promotes sustainability.

## Result Orientation

The employee, or more specifically the manager ...

- ... manages their team in a target-oriented manner
- ... motivates and strengthens commitment among employees
- ... recognizes talent & promotes development of employees.

## Innovation

The employee, or more specifically the manager ...

- ... shows initiative and poses questions
- ... gets involved
- ... contributes ideas and implements them.

## Entrepreneurial thinking

The employee, or more specifically the manager ...

- ... thinks strategically
- ... employs a broad and forward-thinking approach
- ... bears financial results in mind.

## Service and quality

The employee, or more specifically the manager ...

- ... focusses on our guests and internal clients
- ... thinks and acts in a service and quality-oriented manner
- ... ensures that expectations are not only met but exceeded.

## Cooperation

The employee, or more specifically the manager ...

- ... communicates openly and effectively
- ... establishes networks
- ... works in a manner that integrates others
- ... upholds and respects diversity when interacting with others.

## Ethics

The employee, or more specifically the manager ...

- ... abides by and follows our code of ethics and the AIDA values.





# AIDA individual performance reviews



We promote open discussions because this provides the foundation for open, trusting and focused cooperation. Employees and managers discuss strategies and goals as well as individual performance and development opportunities. In order to help manage these discussions, we have developed a transparent and clearly defined process for these regular performance reviews.

Potential is identified and individual development paths are extrapolated based on the performance of each employee. This particularly strengthens the identification of new talents and the support provided to them. They are discussed in regular talent meetings and prepared for their inclusion in the Talent Management Program, and mentoring is a key part of that. New managers, as well as key players and employees with high potential, are supervised and supported by experienced managers over a fixed period as part of mentoring programs at AIDA Cruises. Working as a mentor at AIDA is a voluntary commitment and offers both the company and our employees a number of benefits.



# Achievements & Outlook





# Awards

Cruises are one of the most varied and modern types of holiday. Since our founding, we have worked continuously to ensure our cruises are at the forefront of innovation and sustainability. Even though we can already look back on many achievements, we will keep our foot on the accelerator and continue to expand our involvement.

Acting responsibly and sustainably: that is our guiding principle when it comes to giving our guests unforgettable holiday experiences, protecting the environment and promoting regional cooperation with our partners. We are delighted that our work was recognized once again in a range of ways in 2018.

## GUEST EXPERIENCE AND PRODUCT (A SELECTION)

**German Fairness Prize:** The German Institute for Service Quality conducted a wide-ranging consumer survey of roughly 50,000 customers from more than 500 companies in collaboration with the n-tv news channel. With 76 points, AIDA was again ranked first and as such was rated by customers as the best of all the companies in the Cruise Operator category (ocean cruises). In the same survey, AIDA was also ranked first in terms of dependability.

**Cruise Guide Award:** In 2018, AIDA Cruises was the recipient of two Cruise Guide Awards. AIDAperla was awarded first place in the Family Friendliness category. AIDA Cruises received the Special Prize for Innovation for the world's first LNG cruise ship, AIDAnova. The jury's justification for awarding the Family Friendliness prize was as follows: "AIDA not only offers affordable flight fares for families and children that make a family's budget stretch further, but also caters for large families with the design of its cabins."

**Fairplay Award:** The Cruise Initiative (KI), a group of travel agencies and cruise organizers, handed out its Fairplay Awards for the fourth time. AIDA received the Innovation Award for its commitment to a fair approach to sales. Service champion: We were once again awarded the title of Service Champion in 2018. In Germany's largest service ranking of 2018 with a total of more than 1.5 million customer reviews, AIDA Cruises was ranked third out of more than 3,000 companies analyzed with 77.4% and was therefore able to raise its profile even further. As a consequence, AIDA was awarded the Golden Seal for service quality. We received the highest rating among all the cruise lines and thus occupied first place.

**Customer favourite in the GERMANY TEST:** For the Customer Favorite study carried out on behalf of FOCUS Money, social media posts from more than 3,000 brands in 146 categories (i.e. industries) were analyzed in late 2018 and early 2019. AIDA emerged as the winner of the Loyalty Test in the cruise sector.

**Live Entertainment Award:** The naming ceremony of AIDAnova on August 31, 2018 at the MEYER WERFT in Papenburg, which was attended by around 25,000 people, received the Live Entertainment Award (LEA) for the best "Cooperation of the Year". In awarding this prize, the jury honored an exceptional event, which was held jointly with Hannover Concerts, Four Artists and the MEYER WERFT Papenburg.

**Customer Champion in Austria:** In the fall of last year, the ÖGVS (Austrian Society for Consumer Studies) looked into the customer satisfaction ratings of the 300 most popular companies from a wide range of industries in an independent study. AIDA Cruises was the top-ranking cruise line.

**Gold Ranking as a family-friendly company:** The German Institute for Service Quality conducted a survey of over 400 companies from 61 industries in partnership with the newspaper WELT AM SONNTAG and the Goethe University Frankfurt/Main. In 2018, AIDA came first in the cruise providers' category with 83.4 per cent.



AIDA was awarded the Innovation Prize of the German Gas Industry







## AN EMPLOYER WITH DISTINCTION

**Germany's best trainers:** The business magazine Capital recognized the best training organizations in Germany in collaboration with the talent platform ausbildung.de and Territory Embrace. AIDA Cruises won plaudits in the fields of dual study programs and training. This puts AIDA in the top 700 best training organizations in Germany wide.

**Top Employer 2018:** AIDA came second in the Tourism and Transport & Logistics category in the annual rankings released by the market research and consultancy firm Trendence in the fields of Graduates and Young Professionals.

**Top Training Company:** In 2018 the AIDA Customer Center was once again recognized as a "TOP Ausbildungsbetrieb" (top training organization) by the Rostock Chamber of Industry and Commerce.

## RECOGNITION OF OUR COMMITMENT TO THE ENVIRONMENT (A SELECTION)

**Cruise Guide Awards 2018:** AIDA Cruises received the special prize for AIDAnova, the first cruise ship capable of running on liquefied natural gas (LNG). In its justification, the expert jury explained that "AIDAnova is aptly named. Ordered as the first LNG ship in the world, the supply situation in ports was anything but clear, and the technology on board was also a considerable challenge. It was therefore a courageous step to take. In doing so, AIDA truly set a benchmark on the path to eco-friendly shipping."

**Most sustainable cruise line in the GERMANY TEST:** In early 2019, almost 500,000 consumer reviews were analyzed for this study carried out on behalf of FOCUS Money. AIDA was recognized as having the most dedicated approach to sustainability out of all the cruise providers.

**Ship of the year award:** HANSA, the international professional journal of the maritime industry, honored the MEYER WERFT in 2018 with its traditional award for the construction of the first LNG cruise ship, AIDAnova.

**Green-Controlling-Prize 2018:** At the 32nd Stuttgart Controlling and Management Forum, the Péter-Horváth-Stiftung awarded the Green Controlling Prize 2018 in cooperation with International Controlling Association (ICV). AIDA Cruises was recognized for the exemplary managerial implementation of its Green Cruising project.

**Innovation Prize of the German gas sector:** AIDA Cruises was awarded the Innovation Prize in the Mobility and Transport category by the German gas sector for the construction of the world's first LNG cruise ship, AIDAnova, as part of its Green Cruising strategy.

**DGNB Gold Seal:** The AIDA Home office complex in the port city of Rostock was recognized by the German Sustainable Building Council and is therefore one of the most sustainable buildings in Germany. It was built in accordance with the latest environmental standards between 2012 and 2014. A core emphasis of the design was the sparing use of natural construction materials. AIDA also focusses on using renewable primary energy sources and minimizing its drinking water consumption. This applies not only to AIDA Home, but to all of our office buildings in Rostock and Hamburg that are supplied exclusively with electricity from 100 per cent renewable energy sources.





# Objectives achieved in 2018\*



More information

> Sustainability objectives 2020



## Reducing emissions (SDGs 3, 7, 9, 11, 13, 14, 15)

### Reduction of CO<sub>2</sub> emissions

- To 59.81 kg per person per day on board (-2.38% on the previous year)\*\*

### Reduction of energy and fuel consumption through use of energy-efficient technologies

- To 0.757 GJ per person per day on board (-1.67% on the previous year)\*\*
- Successful introduction of energy management and monitoring systems on AIDAnova
- Optimization of heat recovery systems on board our ships

### Dual fuel engines: low-emission power supply with LNG

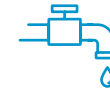
- Start-up and successful use of dual-fuel engines on AIDAnova – in port and at sea
- 18.12.2018: first successful supply of AIDAnova with LNG in the Canary Islands (Tenerife); strategic partnership with Shell ensures 14-day supply in the Mediterranean (Barcelona)

### Use of shore power

- AIDAsol supplied with shore power in Hamburg 21 times in 2018

### AAQS

- Eight ships now have operational modern exhaust gas cleaning systems (AIDabella was retrofitted in 2018)



## Conserving water (SDG 6)

- Our industry-low water consumption per person on board was maintained at virtually the same level as the previous year\*\*



## Reducing waste (SDGs 2, 12)

### Decrease in waste generation

- In 2018, 7.1 liters of waste were produced on board per person per day

### Optimization of usage of foodstuffs

- Fleet-wide introduction of electronic buffet runner system, regular training of employees on how to use foodstuffs sparingly.



## Waste water treatment (SDGs 6, 14)

- Ten ships currently equipped with AWWPS (now on AIDAnova)

Highlight  
**2018**  
 THE NAMING OF  
 AIDANOVA IN PAPANBURG  
 ON 31ST AUGUST 2018



## Health & safety (SDGs 3, 16)

### Optimum medical care

- Among other things, successful use of telemedicine to support medical diagnoses

\* selected examples, see also the sustainability objectives of the Carnival Corporation & plc  
 \*\* not taking AIDAnova into account





# Objectives achieved in 2018\*



## AIDA as an attractive employer (SDGs 1, 4, 5, 8, 10)

### Positioning and strengthening as an employer to boost employee recruitment

- Expansion of commitment as a training organization and to collaborations with colleges and universities
- Stepping up the I LOVE TO SEE YOU SMILE initiative and new offerings for our employees
- Company-wide employee survey called "Your Voice Counts"

### Creation of new job opportunities

- In the 2018 financial year, AIDA welcomed 1,885 new employees on shore and at sea



## Commitment to society (SDGs 1–17)

### Supporting cultural, social and environmental protection projects as well as promoting research and scientific studies

- € 435,000 were donated to support various projects, e. g. the Reiner Meutsch Stiftung FLY & HELP, SOS-Kinderdorf e. V., Mercy Ships and various democratic initiatives, sports clubs and cultural establishments

### Responsibility to society through increased use of sustainable products

- Further reduction or indeed complete elimination of single-use or plastic products, e.g. through switching to reusable or biodegradable items, microplastic-free cosmetic and cleaning products, organic or fair trade tea, coffee and chocolate, recyclable carpets, procurement of regional fruit and vegetables or cage-free eggs and much more.



## Responsible business relations (SDGs 5, 8, 10, 16, 17)

### Inclusion of new destinations

- 30 new destinations in eight countries added to range of cruises
- Expansion of the AIDA Selection cruise program, including round-the-world cruises on AIDAcara and AIDAaura; announcement of the cruises available on the fourth AIDA Selection ship, AIDAmira (from Dec. 2019)

### Strengthening of sustainable excursions

- 1,100 sustainable excursions with the Tree symbol, 700 of which involve bicycles, Pedelects or Scuddys

### Expansion of the partner network and strengthening existing business relationships

- 2018: 14,542 partners in 89 countries and 267 ports
- further strengthening of regional economy with the construction of AIDAnova at the MEYER WERFT in Papenburg
- 2018: Signing of agreements with the regional governments of Schleswig-Holstein and Mecklenburg-Vorpommern with the aim of creating shore power facilities in Kiel and Rostock

### Adherence with code of ethics and conduct

- There were no major breaches



## Dialogue & networks (SDGs 11, 17)

### Extensive presence on wide range of platforms strengthens the engagement of guests and other stakeholders

- Continual expansion of network of dialogue partners from right across society
- More than 1.2 million Facebook fans and 68,000 members in the new AIDA Lounge

\* selected examples, see also the sustainability objectives of the Carnival Corporation & plc







## Reducing emissions (SDGs 3, 7, 9, 11, 13, 14, 15)

### Reduction of CO2 emissions

- Further reduction of emissions per person on board by continuously reducing energy requirements and expanding the use of LNG and shore power

### Low-emission energy supply with LNG

- Expansion of LNG supply facilities at our destinations
- Reliable supply of AIDAnova with LNG in all destination areas
- Launch of two more LNG ships in 2021 and 2023

### Use of shore power

- Intensification and expansion of use of shore power, continuation of use of shore power facility in Hamburg Altona with AIDAsol in 2019
- Start of supply tests for AIDA ships in Kiel and Rostock planned for 2020
- Late 2020: every ship built since 2000 will be able to be supplied with shore power if it is available in a port

### AAQS

- Retrofitting of further Advanced Air Quality Systems on all ships in the AIDA fleet that cannot be run solely on LNG

### Reduction of energy and fuel consumption through use of energy-efficient technologies

- Further reduction by means of a range of operative measures aimed at increasing energy efficiency
- Expansion of fleet-wide implementation of innovative energy efficiency technologies focusing on air conditioning, waste heat recovery and water management
- Continuous optimization of, for example, waste heat recovery, fresh water production, wastewater treatment systems and onboard lighting management

### Research and development

- Involvement in research projects looking into carbon-neutral energy production on board: includes planned practical tests in 2021 of a fuel cell on board AIDAnova as part of Pa-X-ell 2
- Research into the possibilities of using emission-neutral LNG ("Power to Gas"): first battery tests on board an AIDA ship scheduled for 2022
- CLEAN: the first onboard practical tests in the use of biological waste for energy production on board are scheduled for 2019.



## Conserving water (SDG 6)

- Continuous reduction of water consumption



## Waste water treatment (SDGs 6, 14)

- Installation of latest AWWPS systems on more ships



## Reducing waste (SDGs 2, 12)

### Reduction of waste generation and prevention of food waste

- Continuous optimization process



# Outlook



## AIDA as an attractive employer (SDGs 1, 4, 5, 8, 10)

### Positioning and strengthening as an employer to boost employee recruitment

- Expansion of various campaigns in the field of "employer branding" with intensified involvement of social networks
- Further intensification of cooperation with national and international training institutions
- Implementation of more I LOVE TO SEE YOU SMILE initiatives

### Creation of new job opportunities

- With each new ship that we bring into service, we create more than # new jobs on land and at sea
- Further indirect jobs are created in in the German shipbuilding industry, the tourism sector, the maritime supplier industry and with regional partners



## Commitment to society (SDGs 1–17)

### Supporting cultural, social and environmental protection projects as well as promoting research and scientific studies

- Continuation and expansion of on-going commitment under the umbrella of AIDA Cruise & Help, e.g. through the construction of more schools in developing countries.

### Responsibility to society through increased use of sustainable products

- Continuous process, new initiatives seeking to prevent the creation of plastic waste and to expand the recycling economy through the use of recyclable products



## Dialogue and networks (SDGs 11–17)

### Strengthen broad presence on various platforms and promote the involvement of guests and other stakeholders

- Consolidation and expansion of networks of dialogue partners from across society



## Responsible business relations (SDGs 5, 8, 10, 16, 17)

### Inclusion of new destinations

- Widening the range of our global holiday packages through the launch of new ships and the expansion of the AIDA Selection Program (launch of AIDAmira as the fourth ship in the Selection class in 2019)

### Strengthening of sustainable excursions

- Expanding the range of sustainable excursions on offer

### Expansion of the partner network and strengthening existing business relationships

- Continuous process
- New travel destinations, launch of two LNG cruise ships, Made in Germany until 2023, involvement in various research projects, support of exchanges with partners in the research and science sectors

### Adherence with code of ethics and conduct

- Continuous process



## Health & safety (SDGs 3, 16)

### Optimum medical care

- Continuous development, e.g. through use of latest telemedicine procedures





AIDAmira

Coming Soon

**2019**  
AIDAmira



**2021**  
NEW SHIP



**2023**  
NEW SHIP





# AIDA in figures

The reporting period for AIDA cares 2019 is the 2018 financial year

## ENERGY [302-1/302-3]

		2016	2017	2018
Total energy consumption	[GJ]	7,914,218	8,998,330	9,475,775
Energy consumption on board	[GJ]	7,906,504	8,990,208	9,469,578
Heavy fuel oil (HFO)	[GJ]*	4,070,400	4,088,656	4,307,760
Low sulphur heavy fuel oil (LSFO)	[GJ]*	808,240	1,370,983	1,615,080
Ultra low sulphur fuel oil (ULSFO)	[GJ]*			304,000
Marine fuel oil	[GJ]**	3,027,864	3,476,165	3,225,222
Shore power	[GJ]***	1,390	968	2,291
Liquefied natural gas (LNG)	[GJ]***	14,268	53,436	15,226
Car pool energy consumption	[GJ]	7,714	8,122	6,196
Energy consumption on board per person per day	[GJ/P x day]	0.777	0.770	0.757

Calculation of the energy gained from fuel sources according to internal project standards, 1GJ = 277.78 kWh  
 \* 40 gigajoules per ton of fuel | \*\* 42 gigajoules per ton of fuel | \*\*\* 48 gigajoules per ton of fuel | \*\*\*\* Energy mix 52.9 % funded according to EEG and 47.1 % other renewable energy

## INDIRECT PRIMARY ENERGY CONSUMPTION [302-1/302-3]

		2016	2017	2018
Total energy procurement*	[kWh]	3,004,224	2,876,556	2,942,235
Natural gas	[kWh]	318,897	346,560	0
Renewable energy	[kWh]	2,685,327	2,529,996	2,942,235
Energy consumption per person per day	[kWh/P x day]	6.70	6.31	6.12

\* Relates to AIDA facilities in Rostock and Hamburg. No indirect energy consumption takes place on board. These figures are based on information provided by the electricity provider (energy mix 52.9 % funded according to EEG and 47.1 % other renewable energy).

## WASTEWATER [303-4]

		2016		2017		2018	
		At sea	On land	At sea	On land	At sea	On land
Total waste water	[t]	1,573,039	50,050	1,747,300	66,762	1,850,499	83,622
Untreated black water	[t]	0	1,144	0	3,687	0	876
Treated black water	[t]	48,600	5,670	52,700	3,813	117,725	16,624
Permeate (treated wastewater of almost drinkable quality)	[t]	1,201,030	11,570	1,320,800	11,789	1,336,990	11,536
Untreated grey water (incl. pool water)	[t]	271,957	28,990	302,460	42,529	319,119	48,774
Biomass and sewage sludge (extracted solids from the sewage process)	[t]	51,452	2,676	71,340	4,945	76,666	5,811
Total wastewater on board per person per day	[l/P x day]	159.4		155.3		154.6	

## WATER [303-3/303-5]

		2016	2017	2018
Total water consumption for the fleet*	[t]	1,662,161	1,862,832	2,005,353
Water taken from onshore reservoirs**	[t]	445,416	309,531	386,199
Water produced from seawater on board	[t]	1,216,745	1,553,301	1,619,154
Total water consumption on board per person per day***	[l/P x day]	163,3	159,5	160,3

\* Water consumption recorded using flow meter (1,000 t = 1 mega liter). In 2018, we were able to cover 81 percent of our drinking water needs through our own on-board production.

\*\* If drinking water cannot be produced on board in sufficient quality due to regional restrictions or environmental influences, e.g. according to the Vessel Sanitation Program and the WHO drinking water quality standards, fresh water is obtained in the ports from regional drinking water suppliers. All suppliers must be certified in advance and undergo continuous drinking water quality checks carried out by competent health authorities as well as by employees on board. | \*\*\* Due to changing travel areas, fluctuations in water consumption rate can occur.

## CO<sub>2</sub>-EMISSIONS [305-1/305-2/305-3]\*

		2016	2017	2018
Total direct CO <sub>2</sub> emissions	[t]	628,741	715,980	748,713
Fuel on board	[t]	612,538	694,760	733,646
Refrigerant releases on board	[t]	15,730	20,819	14,607
Company car fleet	[t]	473	401	460
Direct CO <sub>2</sub> emissions on board per person per day	[kg/P x day]	61,7	61,3	59,8
Total indirect CO <sub>2</sub> emissions	[t]	1,071	169	0
Power consumption of office buildings	[t]	171	169	0*
Amount used by LNG-Hybrid-Barge	[t]	900	0	0

\* AIDA Cruises' greenhouse gas emissions are calculated based on the IMO Guidelines (MEPC.1/Circ.684), the CRC Handbook of Chemistry and Physics, supplier records and internal standards, then summarized and presented for this report. The Carnival Corporation & plc moreover records all greenhouse gas emissions across the corporation in accordance with the international Greenhouse Gas Protocol.

\*\* No GHG emissions by elimination of natural gas share in provided energy mix (0.0 g CO<sub>2</sub>/kWh; Germany: 435 g CO<sub>2</sub>/kWh; same information also applies to the procurement of energy from shore power).



## NOx, SOx, FINE PARTICULATES [305-7]

		2016	2017	2018
NOx*	[t]	K.A.	17,275.37	18,287.84
SOx**	[t]	K.A.	6,277.42	6,256.15
Particulate matter***	[t]	K.A.	121.94	135.81
NOx-Rate	[kg/P x day]	1.50	1.48	1.46
SOx-Rate	[kg/P x day]	0.55	0.54	0.50
Particulate matter-Rate	[kg/P x day]	0.01	0.01	0.01

Change to Carnival Corporation & plc's conversion factors for a better comparability. Previous years were adjusted accordingly. | \* 1 ton of HFO/LSFO/ULSFO fuel corresponds to 78 kg of NOx; 1 ton of MGO fuel corresponds to 80 kg of NOx; 1 ton of LNG fuel corresponds to 7 kg of NOx | \*\* Calculation based on sulphur content of the fuel | \*\*\* 1 ton of HFO fuel corresponds to 0.82 kg of fine particulates; 1 ton of LSFO/ULSFO fuel corresponds to 0.75 kg of fine particulates; 1 ton of MGO fuel corresponds to 0.15 kg of fine particulates; emissions of fine particulates due to the use of LNG are almost zero.

## WASTE [306-2]

		2016	2017	2018
Total waste*	[m³]	70,649	81,241	88,900
Residues	[m³]	26,282	31,075	30,267
In-vessel incineration	[m³]	16,701	18,253	19,825
Shredded food waste	[m³]	9,471	11,636	12,246
Operational waste	[m³]	1,105	1,047	1,343
Thereof hazardous waste (MARPOL)	[t]	K.A.	K.A.	276,36
Preparation for recycling	[m³]	17,090	19,231	25,219
Thereof recycled ashore**	[m³]	5,427	4,302	3,055
Waste per person per day	[l/P x day]	6.9	6.9	7.1

\* Since 2016, quantity according to MARPOL in volume (m³ = 1.000 l) for a better comparability within the branch | \*\* Voluntary information from the ports. According to MARPOL, ports are not obliged to provide cruise companies with documentation about the volume of waste that is actually recycled on shore.

## EMPLOYEES [102-8]

	2017			2018		
	Total	Men	Women	Total	Men	Women
Total employees*	9,582	7,140	2,442	11,140	8,350	2,790
On board	8,340	6,680	1,660	9,733	7,806	1,927
On land	1,242	460	782	1,407	544	863
Full-time land	1,006	453	553	1,188	536	652
Part-time land	236	7	229	219	8	211

\* Fixed-term contracts 6.6% on land (of which 95% was parental leave cover) and 82% on board (includes all wage contracts typical for the industry)

## EMPLOYEES PER REGION IN % [102-8]

	On board			On land	
	2017	2018		2017	2018
EU	36.0	33.3	Germany	Nicht berichtet	89.8
Philippines	37.3	36.7	Italy	Nicht berichtet	4.6
India	12.8	14.3	Great Britain	Nicht berichtet	0.6
Indonesia	9.8	9.7	Austria	Nicht berichtet	0.6
Other	4.1	5.9	Other	Nicht berichtet	4.3

## BASIC AND ADVANCED TRAINING OF EMPLOYEES [404-1]

	2017		2018	
	Number*	Days**	Number*	Days**
Onboard employees	65,014	44,031	95,657	37,991
Land-based employees	2,438	2,781	9,800***	7,168

Includes employees of Carnival Maritime GmbH and the AIDA Customer Center in training measures (online courses are excluded). | \* Participants with repeated participation | \*\* A training day is calculated as 8 hours | \*\*\* excluding Carnival Maritime GmbH

## DISTRIBUTION OF EMPLOYEES AND MANAGEMENT BODIES BY SEX, AGE GROUP AND DIVERSITY [405-1]

	2017				2018			
	On board		On land		On board		On land	
	Absolute	In %	Absolute	In %	Absolute	In %	Absolute	In %
Senior Executives	1,491	17.9	Not released	Not released	1,577	16.2	63	4.5
Employees	6,849	82.1	Not released	Not released	8,156	83.8	1,344	95.5
Female	1,660	19.9	782	63.0	1,927	19.8	863	61.3
Male	6,680	80.1	460	37.0	7,806	80.2	544	38.7
< 30 years of age	3,287	39.4	Not released	Not released	3,896	40.0	268	19.0
30-50 years of age	4,672	56.0	Not released	Not released	5,429	55.8	988	70.2
> 50 years of age	381	4.6	Not released	Not released	408	4.2	151	10.7

## EMPLOYEE LOYALTY

	2017		2018	
	Absolute	In %	Absolute	In %
Turnover*	619	6.5	770	6.9
New recruits	3,122	32.6	3,865	34.7
Employees on parental leave	110	81.0**	124	84.0**
Land-based	79	22.0***	91	26.0
Ship-based	31	55.0***	33	76.0

End of the recording period not included | \*\* rate of return | \*\*\* proportion of male employees

## SICK LEAVE AND ACCIDENTS AT WORK [403-9/403-10]

	2017		2018	
	On board	On land	On board	On land
Days lost* (in %)	3.1	6.6	3.2	6.5
Accidents at work**	226	32	346	21

\* Workdays from point when sick leave is taken (sick days overall) of EU-Crew | \*\* Up to the end of 2017, all incidents were recorded from the first day of unfitness for work. In addition, since 2018, all incidents have been recorded which cause a crewmember to interrupt his ongoing shift for medical care.

No deaths occurred during the reporting period.

## GUEST SATISFACTION [102-43/102-44]

	2018
Guest satisfaction	+ 2 %



## Imprint

**Publisher:**

AIDA Cruises -  
German Branch of Costa Crociere S.p.A.  
Am Strande 3 d  
18055 Rostock/ Germany

**Contact:**

E-Mail: [aidacares@aida.de](mailto:aidacares@aida.de)

**WEB:**

[www.aida.de/aidacares](http://www.aida.de/aidacares)

**Editorial management:**

Hansjörg Kunze (I. P. D. P.)

**Photos**

AIDA Cruises

**Text:**

Martina Reuter and Sören Waschek  
(AIDA Cruises)

**Graphics and realization:**

Fluent AG