



# Sustainability milestones

## AIDA 2006 to 2012

### 2006/2007:

Development and implementation of an Integrated Management System (IMS)

- AIDA holds the following certification: Environmental Management ISO 14001; Quality Management 9001; Occupational Health and Safety Assessment Series OHSAS 18001, Ship Safety ISM/ISPS Codes; Social Responsibility (GLC Maritime Social Responsibility)
- GL 5 Stars Excellence Award
- Silicone paint used on the fleet for the first time to reduce fuel waste due to friction
- Establishment of sustainability as a strategic goal
- Opening of a training center for personnel development in Manila in the Philippines
- Introduction of the Code of Business Conduct and Ethics
- Family-friendly company (establishment of the AIDA kindergarten and the AIDA nursery, member of the network "Erfolgsfaktor Familie")

### 2008/2009:

- Development of the "Ten golden rules for shoreside excursions" – thinking ecologically ashore and at sea
- GL Environmental Passport
- Kuoni Green Planet Award
- Establishment of the European Cruise Academy

### 2010:

- Implementation of new, effective route management: AIDA Power Monitor as an instrument for analysis
- Introduction of detailed environmental reporting
- Approval of anti-corruption guidelines
- Process implementation for the strictest of data protection requirements





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### 2011:

- Regular environmental training courses for crew
- Participation in the German government e4ships project
- Heat recovery system on AIDAmär
- All ships in the fleet now have a silicone coating
- Introduction of the online guest questionnaire
- Customer satisfaction rated "very good"

### 2012:

- Most of the fleet now has:
  - Diesel-electric drive system
  - Environmentally friendly lighting management and key card light switches
  - Possibility of using air, recirculating air and waste heat
- Inauguration of the AIDA Academy in Rostock
- Opening of the AIDA Cruises center for maritime simulation training
- ADAC Safety cruise test: tested AIDA ships were the only ones to receive the "very good" rating.

