





► Standards – a systematic approach to success: International and internal standards at AIDA

International standards

NAME	OBJECTIVE	BENEFIT	SHORT DESCRIPTION	CERTIFICATION HELD
Environmental Management System	To protect people and the environment. To define, evaluate and continually improve our environmental achievements (e.g. reduction of energy consumption) above and beyond the standards required by law.	<ul style="list-style-type: none"> • Process transparency • Increased eco-efficiency • Increased legal security • Protection of resources • Elimination or reduction of environmental damage • Cost reduction 	Environmental protection strategies are developed based on regular environmental surveys. Measures taken to implement the strategies and ensure that the required processes function include the creation of onboard environmental officer posts and the compilation of operating procedures. Employees receive regular training on environmental issues.	DIN EN ISO 14001  GL Systems Certification since 08/17/2006
Quality management system	To improve our process quality, performance and thus the products and activities that increase guest satisfaction.	<ul style="list-style-type: none"> • An increased focus on quality among all employees • Rapid identification of any discrepancies • Transparent operating processes • Documented procedures • Continual improvements • Greater employee and guest satisfaction • Clients and business partners have greater trust in us 	Operating processes are carefully thought-out and described. We carry out internal audits to systematically evaluate our processes and find ways to improve.	DIN EN ISO 9001  GL Systems Certification since 08/17/2006
Occupational Health and Safety Assessment Series – OHSAS	To protect employees with a safe workplace . To recognize hazards, evaluate risks and take preventive and protective measures. To respect the relevant health and safety guidelines.	<ul style="list-style-type: none"> • Prevention and reduction of occupational accidents, injuries and working days lost due to accident • Motivated employees in a safe, healthy working environment • Legal security • Reduction of number of claims and a lower insurance premium 	The international OHSAS 18001 standard includes the obligation to comply with the legal requirements applicable. Steps are taken to improve occupational health and safety based on risk assessment. This includes measures such as the provision of personal safety equipment, dealing with outside companies, communication and consultation with staff and their representatives, as well as emergency response and security arrangements (e.g. First Aid).	OHSAS 18001  GL Systems Certification since 08/17/2006
ISM-Code (International Safety Management Code)	The code has the objective of preventing injury or loss of human life. It should also help avoid damage to property and to the environment. Our goal is to provide secure processes and safe working conditions, and to take precautionary measures against risks.	<ul style="list-style-type: none"> • Prevention of injury or loss of human life • Avoidance of damage to property and to the environment • All stakeholders are prepared for emergencies 	Became mandatory for all ships in the international shipping community in 1998. The code defines standards for the organization of safe ship operation and stipulates that all ship-owners and anyone else operating a ship must ensure implementation of a "Safety Management System" (SMS). This includes continually improving personnel training compliance with all laws and regulations – and paying attention to guidelines and recommendations. We guarantee ship operating safety and protection of the marine environment by means of defined processes.	ISM-Code  GL Systems Certification since 07/01/1998
ISPS-Code International Ship and Port Facility Security Code	Security arrangements in ships and ports to increase supply chain security.	To protect and supervise the port/ship interface, in other words the place where the security of the ship may be compromised by unauthorized access from the shore.	This agreement was reached on December 12 2002 under the guidance of the International Maritime Organization (IMO). Ports are assigned one of three different security levels depending on the potential hazards. Before a ship docks, we communicate what cargo it has on board, for example. The authorities of the port at which the ship docks have full inspection rights.	ISPS-Code 06/03/2004
ISO 22000 Food safety	To monitor food quality and guaranteeing it seamlessly over the entire food chain.	<ul style="list-style-type: none"> • Structured, regular and independent inspection of all relevant processes • Timely identification of potential physical, chemical or biological hazards • Minimized risk (HACCP concept) • Being able to take preventive action 	Food processes are monitored even before the products are completed. Quality inspections are defined and implemented based on the HACCP (Hazard Analysis and Critical Control Points).	ISO 22000 since 04/23/2008
Maritime Social Responsibility Standard (GLC MSR)	Common standards for working and living conditions on board sea vessels.	<ul style="list-style-type: none"> • To maintain dignified working conditions, with an emphasis on guaranteeing the rights of employees, particularly suppliers. • To prevent social dumping • To increase competitiveness 	We comply with and exceed the minimum standards, for example in terms of medical services and treatments, accommodation and leisure time, as well as in training sailors, and this is also a requirement for our business partners.	GLC MSR since 08/17/2006

Internal standards

NAME	OBJECTIVE	BENEFIT	SHORT DESCRIPTION
Code of Business Conduct and Ethics	To avoid conflicts of interest Business relations based on partnership	Prevention of corruption Minimized risk	With the Code of Business Conduct and Ethics we undertake to ensure fair business practices with our business partners, suppliers and competitors, and accuracy and integrity in business deals.
Donations management	To contribute to sustainable development	Improved systemization and transparency for donations and sponsorships	Our donation guidelines stipulate the criteria on which decisions to allocate donations are based, for example. Responsibilities are also regulated for the administration of our donations budget.
Complaints management	To ensure systematic and rapid processing of guest complaints	Increased guest satisfaction	We have implemented diverse strategies to improve dialog with our guests, including carrying out a complaints handling satisfaction survey .
Training management	To support our employees in continually developing their own potential and knowledge	Qualified, motivated employees Employee loyalty Increased guest satisfaction	We offer all of our employees diverse, practical courses for training and professional development that are focused specially on the cruise industry.
Service standards	To regulate employee conduct	Allows us to exceed guests' expectations in terms of service, quality and variety of experiences	Our service motto at AIDA is "With pleasure!" It's just two little words – but what an unbelievably positive effect!
Integrated skills management	Bringing together each individual's skills and abilities to foster long-term target-oriented development strategies – that are directly linked to current corporate objectives.	Our corporate success is based on the commitment and skills of our employees. Recognizing and making use of an overview of the potential and capabilities of our employees	Regular employee appraisals are used to discuss the criteria needed for success and to evaluate these. Agreement of individual strategies – from support from supervisors right through to coaching, mentoring and long-term development programs.
Sustainability management	To preserve an intact environment with clean seas and fresh air, as well as cultural and biological diversity. To take social responsibility seriously	A secure basis for our lives and business Positioning as an attractive employer	Enjoy the treasure trove that is our sustainability reporting!