

# AIDA CARES 2018



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The fulfillment of sustainability report **AIDA cares 2018** in accordance with the indicators of the Global Reporting Initiative (GRI) were checked and confirmed by B.A.U.M. Consult GmbH.



# SUSTAINABILITY IS AN INTEGRAL PART OF OUR SUCCESS

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**DEAR READERS,  
DEAR FRIENDS OF AIDA,**

2017 was a successful year for AIDA Cruises. We were able to welcome more than a million guests on board our twelve ships for the first time. We are extremely grateful for the trust that you placed in our company by choosing to spend your holiday with AIDA!

In the last year, 9,600 employees on land and at sea, hailing from more than 40 countries, gave their best with great dedication, passion and a high degree of professionalism day after day in order to ensure the smooth running of our ships and to exceed the expectations of our guests. Our sales partners, suppliers and service providers at our destinations all over the world once again provided us with valuable support.

We believe that success goes hand in hand with responsibility. As a market-leader in Germany, we are acutely aware of the various challenges we face and tackle them head-on. Two central tenets of our corporate activity are to conserve natural resources and to share our success with others. We support the 2°C climate targets set out in the Paris Agreement and by the IMO (International Maritime Organization) and invest year after year in the development and introduction of new forms of environmental technology. As part of our 'Green Cruising' strategy, we are investing billions of euros in a future-proof cruise market - both in the field of sustainable propulsion technology and that of onboard environmental management.

Of all the fossil fuels, LNG is currently the most eco-friendly option for reducing emissions that is also usable in practice. With the launch of AIDAPERLA in Palma de Mallorca on 30th June 2017, we added a further ship to our fleet that can be run on liquefied natural gas with minimal emissions during port layovers. We set another milestone in September of last year when the keel of AIDANOVA was laid. At the same time, our parent company, Carnival Corporation & plc, gave the starting signal for a program of construction without precedent in the cruise industry, consisting of eleven LNG-powered ships for four of the cruise lines belonging to the Carnival Corporation.

In November 2018, AIDANOVA will become the first cruise liner in the world to set off on a voyage that will be powered exclusively by low-emission LNG - both while in port and at sea. Two further next-generation AIDA ships will join the fleet by 2023, which are under construction at the Meyer Werft shipyard in Papenburg. By 2023, more than half of AIDA Cruises's guests will travel on board cruise ships that can be run either in part or entirely on low-emission LNG.

We have also set our sights on improving the ecological footprint of our existing fleet: nine of the twelve ships in the AIDA fleet are either already fitted with a shore power connection or are technically prepared to be fitted with one. After the successful completion of the test phase in 2016, since April 2017 AIDA SOL has been supplied with green power in Hamburg Altona via a shore power facility. A total of 22 stopovers in Hamburg Altona are planned for AIDA SOL in 2018. As part of a modernization partnership with the state of Schleswig-Holstein, the city of Kiel and its port, plans are in place to construct a shore power infrastructure in Kiel in 2019 so that two further ships in the AIDA fleet will be able to utilize green shore power in years to come. AIDA Cruises' declared goal is to fully equip all ships with a shore power connection by 2020.

Thanks to numerous other measures, we were also able further to improve our ecological footprint in 2017. Examples of this include having reduced water and energy consumption per person on board, having cut back on food waste and having increased our energy efficiency. We moreover support the preservation of cultural and biological diversity and are involved in a range of different projects and initiatives that focus on our employees, guests and wider society.

We attach great importance to cooperating with the ports and tourism sectors in our destinations in order to involve local people, through which they can share in our financial success and we can conserve resources. Only through such measures will we be able to safeguard our success as a cruise provider in the future.



I warmly invite you to find out more about these and many other initiatives in our latest sustainability report, 'AIDA cares 2018'.

With warm regards,

A handwritten signature in black ink that reads "Felix Eichhorn". The signature is fluid and cursive.

Felix Eichhorn,  
President of AIDA Cruises

# SUSTAINABILITY PHILOSOPHY & TARGETS

*We preserve the environment and use resources sparingly. We respect the people we work with and are committed to serving their interests both on land and at sea. Cultural and biological diversity is vitally important to us.*



## OUR SUSTAINABILITY PHILOSOPHY

Sustainability is a question of responsibility for AIDA Cruises. An intact environment, our dedication to our guests, our employees and the wider community and sustainable management are basic prerequisites for us to be able to offer successful cruises in the future.

## SUSTAINABILITY – A PROCESS OF COMPREHENSIVE QUALITY

The individual processes and standards of our sustainability program are managed centrally but implemented on a decentralized basis. It is incorporated in every level of the company and is implemented by each and every department - this helps to make sustainability a part of the company's DNA. Strict adherence to each and every regulation is measured and evaluated by means of indicators.

We set ourselves short, medium and long-term objectives to guarantee the implementation of our sustainability strategy. In doing so, we orientate ourselves towards the 'Sustainable Development Goals' set out by the United Nations. Our management system helps us to achieve this and to ensure continuous optimization.

**MORE INFORMATION**  
[> SDG by the UN](#)

## THE THREE PILLARS OF OUR SUSTAINABILITY STRATEGY

### 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 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

### 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.

### WE FOCUS ON ACHIEVING 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 targets of AIDA Cruises\*



## REDUCING EMISSIONS

- Expansion of LNG fleet: In 2023 more than half of all AIDA' guests will be traveling on cruise ships that are powered either partially or entirely with low-emission LNG.
- Use of shore power: By 2020, all AIDA ships can be supplied with shore power, where available while in port.
- By 2020, completion of retrofitting of all AIDA ships, built after 2000, which cannot be fully operated with LNG, with exhaust gas cleaning systems.
- Research on new methods for carbon-free energy production on board
- Continuous reductions of energy and fuel consumption through the use of energy efficient technologies and energy management systems
- Carbon offsets



## REDUCING WASTE

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



## CONSERVING WATER

- Further reductions in the average consumption per person on board thanks to cutting-edge technology in the hotel and restaurant areas, including on board AIDAnova (commissioning in fall 2018)



## WASTE WATER TREATMENT

- Commissioning of state-of-the-art wastewater treatment systems on AIDAnova (2018) and her following sister ships (2021/2023)
- Use of state-of-the-art bilge water treatment systems



## AIDA AS AN ATTRACTIVE EMPLOYER

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



## COMMITMENT TO SOCIETY

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



## RESPONSIBLE BUSINESS RELATIONS

- 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



## HEALTH & SAFETY

- Optimum medical care



## DIALOGUE & NETWORKS

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

\*selected examples



**MORE INFORMATION**  
> Carnival Corporation & plc



# COMPANY & MARKET



# AIDA ON A COURSE FOR GROWTH

*AIDA Cruises, one of the fastest-growing and economically most successful tourism companies in Germany, is pioneering the use of innovative, energy-efficient emission reduction technologies. In 2017, AIDA Cruises employed more than 9,500 people from over 40 nations, including around 8,300 on board and 1,200 on land.*

## AIDA: AN ECONOMIC DRIVING FORCE

Demand for ocean cruises has never been greater. The results of the 2017 edition of the annual Europe Market Report compiled by the Cruise Lines International Association Germany (CLIA) demonstrates that, in 2017, Germany's cruise market was once again one of the markets enjoying the strongest growth for cruise voyages in the world. Germany occupies third place in the global cruise market, outstripped only by the USA and China.

The volume of guests in Germany has more than tripled in the last decade. Germany's cruise industry tops the table in Europe in terms of numbers of guests. In 2017, 2.19 million Germans

embarked on a cruise. This represents a substantial increase of 8.4 percent on the previous year. Estimations for future growth are very promising, and the three million mark is expected to be reached within the next few years.

As the market leader in Germany, AIDA Cruises is the most important driver of growth. Of the roughly 2.19 million Germans who set off on a cruise in 2017, more than one million of them travelled on board an AIDA ship. According to the booking statistics of a well-known online travel portal\*, in 2017 AIDA dominated the Top Ten of most popular cruise liners with a total of five ships. AIDAprima took first place – no other ship was booked more often.



With the keel laying of AIDAnova at Sea Trade Europe 2017 in Hamburg, Carnival Corporation & plc launched a Group-wide new construction program for LNG cruise ships. LTR: Felix Eichhorn (AIDA President), Arnold Donald (President and CEO of Carnival Corporation & plc), Bernard Meyer (Meyer Werft Shipyard), Michael Thamm (CEO Costa Group & Carnival Asia), David Dingle (Chairman of Carnival UK), Neil Palomba (President Costa Cruises)

*On 30th June 2017, we welcomed the twelfth member of our fleet with the naming of AIDAprila in Palma de Mallorca*

Ever since our newest ships came into service (AIDAprima in May 2016 and AIDAprila in June 2017), we have managed to reach new target groups and triggered a new burst of growth in the German cruise market. The AIDA fleet is due to grow to 16 ships by 2023.

The success and growth of the cruise industry goes hand in hand with increased responsibility. AIDA Cruises looks at the social and ecological challenges of the present and the future, faces them and is aware of its responsibility as market leader.

In 2015, AIDA Cruises awarded the first multi-billion-euro order for two Next Generation AIDA ships to the Meyer Werft shipyard in Papenburg in Germany's Lower Saxony region. These will be the first cruise liners in the world capable to operate 100 percent on low-emission liquefied natural gas (LNG), both in port and at sea. This was followed in February 2018 by an order for a third new built of the same ship class (commissioning 2023). In doing so, the company is reaffirming its commitment to the environment and at the same time relying on "Made in Germany". AIDA Cruises is investing more than three billion euros in the expansion of its fleet over the next few years. With each new ship, AIDA also creates around 2,000 new jobs on board and on land and provides many thousands of highly qualified jobs in German and European shipbuilding as well as in the regional supply industry.

## AIDAnova IS BEING BUILT

- > Movie "Steel cut"
- > Movie "Components"
- > Movie "Combining"
- > Movie "AIDAnova LNG"

\*according to booking statistics for 2017 provided by kreuzfahrten.de

# 26.6

## MILLION

CRUISE PASSENGERS  
WORLDWIDE\* IN 2017.  
(UP 6.3 % ON PREVIOUS YEAR)



458 cruise ships all over the world in 2016, of which 260 were ocean-going cruise ships and 198 were river cruise ships\*\*



6,941,000 European  
cruise passengers in 2017\*\*



126 BILLION EURO ECONOMIC  
OUTPUT PRODUCED BY THE  
CRUISE INDUSTRY IN 2017\*

AIDA CRUISES  
CALLED WITH **12** SHIPS  
**224** DESTINATIONS  
IN **81** COUNTRIES\*\*



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

MORE THAN  
1.02 MILLION PEOPLE



WERE EMPLOYED  
ALL OVER THE WORLD  
IN THE CRUISE INDUSTRY  
IN 2017\*



In 2017, 50 % of German cruise  
passengers went on a cruise to the  
Mediterranean and to the Atlantic  
islands, while 25 % headed to Northern  
Europe and to the Baltic Sea\*\*

# +8.4%

ON PREVIOUS YEAR

2,189,000 Germans went on a  
cruise holiday in 2017\*\*

### AIDA CREATES JOB OPPORTUNITIES

Each new ship that we bring into service creates new jobs. Not only does the cruise line industry itself benefit, but also the supplier industry. Around three quarters of the suppliers for AIDAprima and AIDAperla are located in Germany or the European Union. In 2017, the gross economic product of the cruise line industry was 126 billion euros, and the crew and employees of the cruise line companies were paid more than 41.1 billion euros.

Innovative 'Made in Germany' technology is used on board AIDA's ships as they travel across the world's oceans. Companies based in the local area, e.g. Rostock, Kiel and Papenburg, are among the suppliers for the three brand-new ships. The engines, for example, are developed in Kiel by Caterpillar Motoren GmbH and fitted in Warnemünde. Neptun Werft, a shipbuilding company based in Warnemünde and part of the Meyer Neptun Group, builds the machine modules and liquid gas tanks. In this way, AIDA Cruises is both strengthening regional cooperation and at the same time acting as an important driver of the local economy.

Cruise line companies also contribute significantly to the creation of value in their destination regions. AIDA Cruises, for example, collaborates with local agencies regarding shore excursions, engages numerous suppliers, makes purchases in the destination regions and makes use of the services of the local port agencies and ports.

German ports also benefit from the ongoing growth of the cruise line industry and are able to record increasing guest numbers. Take the example of the Port of Hamburg: In 2017 it maintained its leading position as Germany's primary cruise port with around 810,000 cruise passengers. Cruise ships docked in the port of Hamburg a total of 197 times. The most recent study carried out by the Hamburg Chamber of Commerce focusing on the added value created by the cruise industry in 2013 put the added value generated by the cruise industry in Hamburg at 60 million euros. This is supplemented by cruise-enthusiasts who generated revenues amounting to 45 million euros in 2013.

\* CLIA, Cruise Line International Association's Annual Report 2017, State Of The Industry (2017) & Outlook (2018), Global Economic Impact Study (2016) | \*\* CLIA Germany, Brussels, 2017, CLIA Europe, 2018 | \*\*\* AIDA in figures





*OUR BUSINESS  
PARTNERS\**

**12,535**  
Partners in the tourism industry helped  
us to market our cruises,

**302**  
suppliers worked  
in the hotel, wellness and  
excursion sectors,

**178**  
suppliers in the food  
and beverage sector,

**1,300**  
suppliers and service providers  
worked in the engineering, construction  
and shipyards sectors.

**461**  
port and excursion  
agencies cooperated with us in

**224**  
ports in

**81**  
countries.

\* Selected examples





In 2017, AIDAcara set sail from Hamburg on AIDA Cruise's first ever round-the-world trip. Over the course of 116 days, it docked in 41 ports in 23 different countries across five continents.

AIDA  
SELECTION  
*Laud & Leute erleben*



In 2017 the Hanseatic city of Rostock recorded 642,000 cruise ship passengers in the Baltic coastal resort of Warnemünde, thus reaching second place in the overall German rankings. A study performed by the University of Rostock on the spending behavior of the passengers and crew members indicated that around 20 million euros were spent in the 2017 season by them, predominantly in local and regional retail shops, hotel and restaurant businesses, public transport, taxi companies and operators of car parks in Warnemünde, Rostock and the surrounding area. What's more, the cruise line industry also generated turnover for coach companies, rail transport, excursion agencies, suppliers and waste disposal companies, shipping agents, ship pilots and port operators. The Port of Kiel was ranked in third place in Germany, recording 512,906 cruise ship guests in 2017. Cruise ships docked 143 times in Kiel. The AIDA fleet docked 175 times at these three ports alone and therefore contributed considerably to the positive balance.

**NEW OFFERS FOR MORE SUSTAINABILITY**

Cruise voyages combine lifestyle with diversity and comfort, while also offering unbeatable value for money. The trend is increasingly leaning towards multi-generational holidays. No other sector of the tourism industry adapts to demographic transformation as effectively as the cruising industry. It scores highly on innovation, higher flexibility and individual offers for all target groups and age brackets. This form of travelling is therefore attractive for all generations, which also explains its long-term growth potential. The positive feedback from our guests and the high demand for our AIDA Selection Program in 2017 have prompted us to expand our range of routes and offer new dream destinations in the most beautiful regions of the world. Relaxed land excursions in the various destinations give guests of our Selection ships AIDAcara, AIDAvita and AIDAaura the opportunity to discover natural wonders and landscapes that are worthy of protection in complete tranquility and experience cultures from an entirely

different perspective. Every voyage with an AIDA Selection package is rounded off by a personalized onboard entertainment and edutainment program that relates directly to the particular culture, flora and fauna of the respective destination region. On 10th February, AIDAcara successfully concluded its first round-the-world trip. In October 2018, AIDAaura sets sail for the second AIDA world cruise. In December 2019, AIDAmira will join the Selection fleet and will offer cruises to Southern Africa for the first time in the company's history.

**MORE INFORMATION**  
➤ [The AIDA Cruises company](#)



In November 2018 we will welcome AIDAnova as a new member of our AIDA fleet

## SUSTAINABLE MANAGEMENT

*Growth for AIDA is always seen in conjunction with sustainable operations and our business partners are also bound to these principles. The basis is our strategy of achieving comprehensive quality. Consequently, 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 also made of recycled materials. It is our aim in the long term to create an almost complete closed-loop recycling solution, which would produce next to no waste. Comprehensive quality demands that products used by us and our business partners should be healthy and practical for the end user. The environment and the economy benefit in equal measure when the products are made of recyclable resources. Besides technical efficiency, the strategy of comprehensive quality is the basis of our sustainability concept – and the bedrock of our future economic success. Responsible growth ensures our success in long term. We are committed to the environment and society and contribute to the addi-

tion of value in our economic world. It is because of this that AIDA Cruises is one of the fastest-growing and economically successful tourism enterprises in Germany. The AIDA Cruises fleet is made up of twelve cruise ships and is one of the most modern 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, and the AIDA fleet will grow to number 16 ships by 2023. The three AIDA ships of the next generation will be the first anywhere in the world that will be able to run on 100 percent liquefied natural gas (LNG), which is currently the cleanest fuel available in the shipping industry. AIDA Cruises is therefore once again occupying a pioneering role with regard to conserving the environment.





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. Its key binding principles are: our special quality promise to our guests, a company culture characterized 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.

We draw the attention of our employees to the anti-corruption guidelines of the Carnival Group in training courses in order to prevent corruption. The guideline states that all business relations with port authorities, suppliers and third parties are to be conducted under the mantle of the Foreign Corrupt Practices Act (FCPA) of the USA. No significant violations of legal regulations were recorded in the 2017 reporting season.





## OUR STANDARDS: OPERATING SUCCESSFULLY WITH SYSTEMS

*In order to meet our demanding quality standards, we have introduced our own management systems which cover areas beyond international conventions and various national laws, and we develop these continuously. Consistent compliance with our standards allows us to guarantee the safety of our guests and crew, and to ensure that we act in a sustainable manner. Adherence is regularly ensured through both internal and external audits.*

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**FURTHER INFORMATION  
TO OUR STANDARDS**

> Sustainability report of  
Carnival Corporation & plc

# THE MOST IMPORTANT INTERNATIONAL CONVENTIONS AND STANDARDS

*Compliance with conventions and standards is checked and certified regularly on AIDA ships. In many areas, AIDA exceeds these requirements.*

## 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 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 Organization (IMO) in 1978.



## MLC

The Maritime Labour Convention (MLC) is an International Labor Organization convention (the ILO is a subsidiary of the UN), which forms the international basis for labor 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

## ISO 14001

All of our ships are certified in accordance with environmental standard 14001 (ISO 14001) as set out by the International Organization for Standardization (ISO) in order to support our implemented Environmental Management System (EMS). An independent third-party organization 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 most widely recognized occupational health and safety management system in the world. Compliance with this standard is regularly examined both by us and by external organizations.

on board. The flag state and/or the competent classification company regularly checks and certifies compliance with these demanding maritime social standards.

## USPHS

The United States Public Health Service (U.S.P.H.S.) was founded in 1798 and is an authority within the Department of Health in the United States. The U.S.P.H.S. sets the highest standards of hygiene anywhere in the world. These apply to ships carrying more than 13 passengers which travel in international waters and call at US ports.



### MORE INFORMATION

- > SOLAS
- > ISM-CODE
- > IMO



# OUR INTERNAL STANDARDS

*In order to meet our demanding quality standards, we have introduced our own management systems which cover areas beyond international conventions and which are continuously developed. The management system in operation 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 are:*



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

## ENVIRONMENTAL COMPLIANCE PLAN

In 2017, the Environmental Compliance Plan was implemented across the Carnival Corporation, the measures of which go far beyond fulfilling the internationally applicable legal requirements and ensure consistent monitoring of environmental indicators on all AIDA ships. Adherence with the standards are checked regularly by external auditors, which will also help to contain environmental risk factors. The ECP contains an obligation for all land-based and ship-based employees to undergo comprehensive environmental awareness training.

## HESS MS

The HESS management system of Carnival Corporation & plc regulates our management of processes concerning 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 provide transparent, uniform criteria according to which our company makes donations, and assigns responsibility for managing the company's donations budget.

## CUSTOMER EXPERIENCE MANAGEMENT

We keep a systematic record of our guests' feedback and derive measures from this feedback 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 recognize the skills and accomplishments of our employees, to promote their strengths and to arrive at 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

## SHIP SAFETY

At AIDA, safety is our highest priority. 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.

Furthermore, in 2017 a new electronic Muster Control System

was introduced across the entire AIDA fleet. This system allows precise and confidential treated data to be gathered in real time about AIDA's passengers and crew in order better to manage evacuations and gathering points.

## MARITIME SIMULATION AND TRAINING CENTRE

On 14th July 2016, the ceremonial opening of the new Arison Maritime Center CSMART for maritime training took place in Almere in the Netherlands. It is the most up-to-date maritime training center of its kind and was certified by DNV GL as the first "Center of Excellence in Safety" in the global maritime industry. Around 75 million Euros were invested by the Carnival Group in the most cutting-edge simulation technology and accompanying hotel to educate and train the 7,000 nautical and technical officers of the ten cruise lines of the Carnival Group.

At the heart of the 10,000 square meter sized Arison Maritime Center, situated a stone's throw from Amsterdam, is the CSMART Academy with four Full Mission Bridge Simulators including bridge control consoles, four Full Mission Engine Simulators, eight Part Task Bridge Simulators, 16 Part Task Engine Simulators and 15 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 maneuvers in real time while under the effects of swell, wind, current, various visibility conditions or precipitation. Training is offered for AIDA Cruises destinations all over the world, including up to 60 ports and well-travelled sea regions. The operation of machinery and emergency scenarios are simulated in the Engine Room Simulator and both team and individual exercises are practiced under timed conditions.

Our crew began learning how to operate AIDAnova in mid-2017, while the ship itself will be launched in November 2018.

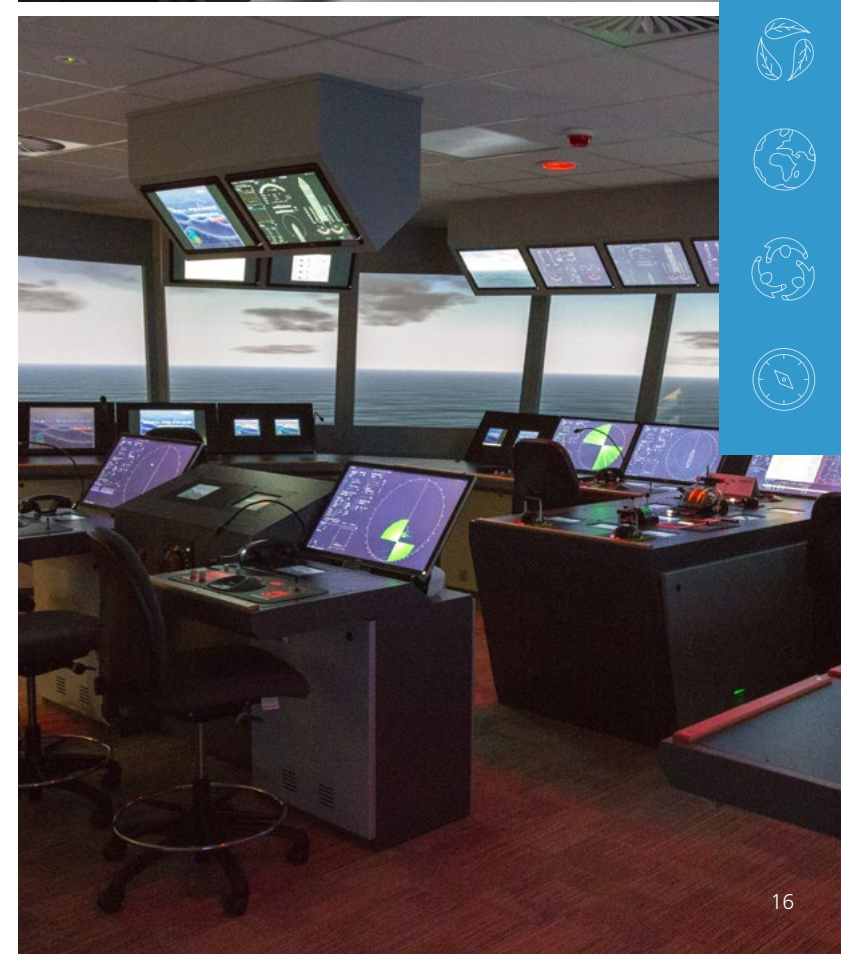
## STANDARDIZED SAFETY

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 procedures are part of an on-going process of development and compliance with those standards is checked both internally and externally by means of audits.



### MORE INFORMATION

> [Arison Maritime Center CSMART](#)

[ALMERE](#)

> [Watch movie](#)





## RISK MANAGEMENT

*Risk management is anchored firmly in our corporate culture. Effective risk management strategies allow us to identify potential risks and their consequences, and give us the chance proactively to minimize risks while implementing our corporate strategy.*

Our risk prevention and management policy is based on a model developed by the Carnival Corporation & plc and take into account the most important international standards of Enterprise Risk Management (ERM). It is incorporated in every department of the company, and comprises such segments as organizational structure, review processes, standards and codes of conduct.

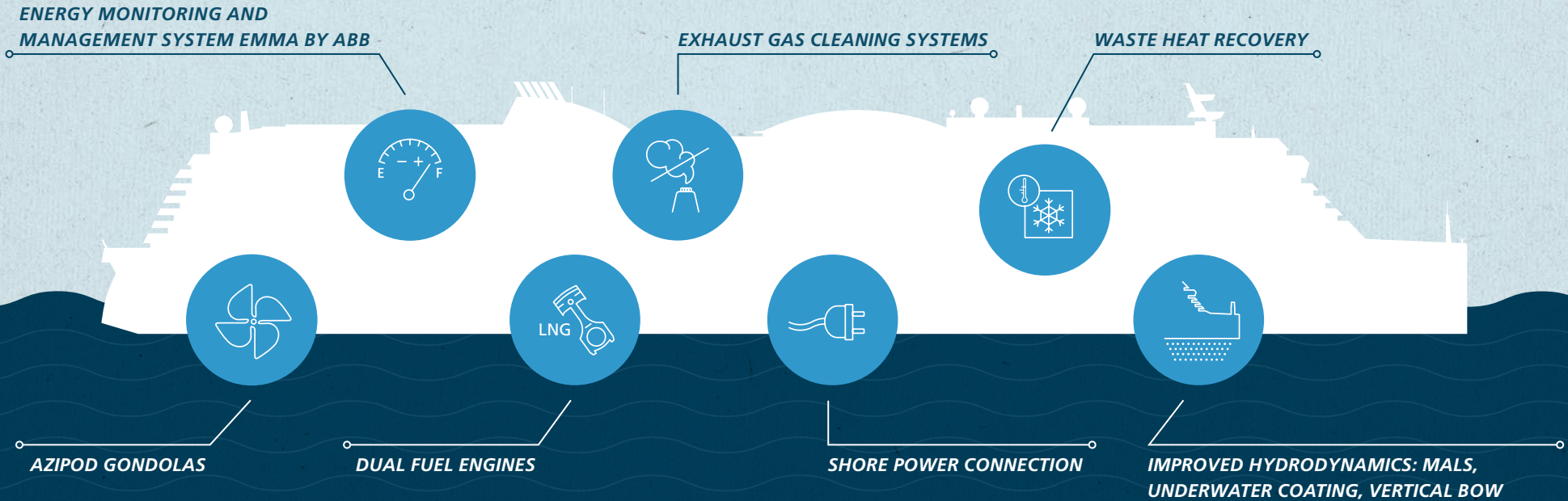
Potential risks are examined on every level of the organization and openly discussed with the management. This also guarantees compliance with our demanding health, environment, safety and sustainability standards (HESS). To this end, the Risk Advisory & Assurance Services Department (RAAS) works closely with the management to conduct regular audits, identify potential risks and inspect control mechanisms. This means we can check for and ensure compliance with corporate policy and processes as well as laws and regulations, on a regular basis. The overall aim of this process is to minimize the impact of both foreseeable and unforeseeable events.



# ENVIRONMENTAL MANAGEMENT



## The latest environmental technology on board AIDAprima & AIDAperla



## INNOVATIVE TECHNOLOGY

*We are a driving force behind the use of innovative environmental and efficiency technologies. As a market leader in Germany, we feel that we have an obligation to act as both a role model and a pioneer.*

### FURTHER ENERGY AND EMISSION MANAGEMENT MEASURES

#### FLEET

##### Optimized route management

Reduced speeds while travelling between destinations

Route optimization, adjustments to schedules and layovers

##### Optimized light management system

The use of energy-saving LED light bulbs and hotel card switches (which control the lights and air conditioning in the cabins) means that around 30 percent less energy is required for lighting.

#### LAND

##### Environmentally-friendly fleet of vehicles

Company vehicles with CO<sub>2</sub> emissions of 125 g 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 and much more.



# AIDA CRUISES SETS STANDARDS IN ENVIRONMENTAL PROTECTION

Following the commissioning of AIDAprima (March 2016) and AIDAperla (April 2017), as well as AIDAnova (November 2018), AIDA Cruises is a pioneer in the cruise industry where protecting the climate and environment is concerned.

Back when both ships 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 AIDAperla are the first cruise ships in the world to be fitted with a dual fuel engine and can therefore be run on low-emission liquefied natural gas (LNG) while docked in ports which accounts for around 40 percent of the overall running time. The striking vertical bow and optimized hull shape improve the hydrodynamic characteristics of the vessels. Other new features

that contribute to improving energy efficiency and therefore to reducing fuel consumption are the latest pod drives and innovative MALS technology (Mitsubishi Air Lubrication System). These allow AIDAprima and AIDAperla to glide over the water on a carpet of air bubbles with minimal resistance. State-of-the-art technologies such as absorption refrigeration machines and extensive use of waste heat ensure our hotel and restaurant facilities are extremely energy-efficient.

They are moreover equipped for shore power and with a multi-stage exhaust gas cleaning system, which reduces particulate matter, sulphur oxide and nitrogen oxide emissions by up to 99 percent. AIDAprima and AIDAperla are therefore fully equipped to make use of every kind of low-emission onboard energy production technology currently available.

With AIDAnova, constructed at Meyer Werft shipyard in Papenburg, we take the next step. In November 2018 we will take the worldwide first cruise ship into service, capable of running 100 percent on LNG thanks to dual-fuel engines. AIDAnova will also be fitted for shore power. Two additional sister ships will join the fleet in spring 2021 and 2023.

We run also the other ships in our fleet in accordance with the highest environmental standards, and retrofit them wherever possible with the latest technology as part of our efforts continually to improve our environmental footprint. For example, AIDAcara was fitted with a state-of-the-art drinking water treatment plant in 2017, and AIDAbly was retrofitted with a modern exhaust gas treatment system during its last dry-dock time last year.

*75 percent of all AIDA calls in Hamburg 2017: Supply by green shore power or low-emission liquefied natural gas (LNG)*





## ENERGY- AND EMISSIONS MANAGEMENT

### REDUCING EMISSIONS, CONSERVING RESOURCES

One of the greatest challenges in protecting the environment both on land and at sea is reducing emissions. In order to continue to reduce the levels of these emissions, we are committed to developing alternative options for electricity generation and usage in shipping traffic. We believe the key question is not so much what kind of fuel we use, but how we can best and most effectively reduce our emissions.

We are supporting the phased plan developed by the IMO (International Maritime Organization) aimed at reducing ships' emissions and even implement measures that go beyond this initiative. Essentially, the use of low-sulphur fuels in important travel areas of AIDA has already been a reality for several years. In the North Sea, the Baltic Sea, off the coast of America and in a

number of other Sulphur Emission Control Areas (SECA), we exclusively use low-sulphur fuel with a maximum sulphur content of 0.1 percent. Our engines have run exclusively on marine diesel oil with a maximum sulphur content of 0.1 percent in all of the European ports since 2010.

AIDA has done this voluntarily in the port of Hamburg since 2007. Together with Hamburg representatives, in the last few years a pioneering project has been implemented that focusses on using alternative energy sources in the Port of Hamburg.

The overall savings in the cruise industry have positive effects: a study carried out by the University of Delft in April 2016, which was commissioned by the 'Nature And Biodiversity Conservation Union' (NABU), confirmed the significant decline in emissions in

the North Sea and Baltic regions thanks to the use of low-sulphur fuels.

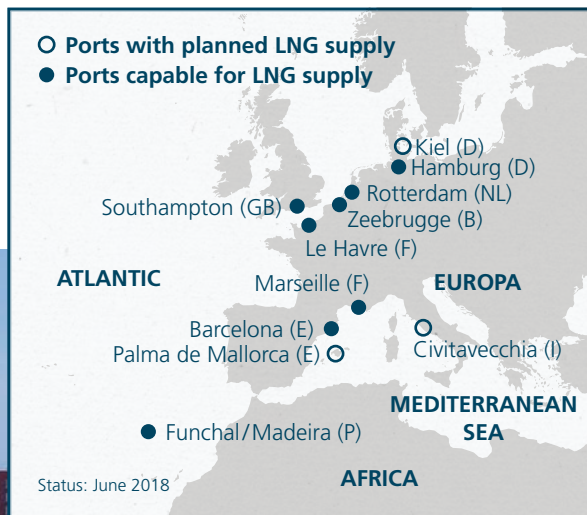
Ships are the most efficient means of transport, with emission levels as measured by transport capacity that are several times less than those of other modes of transport (lorry, train, aircraft). In addition to offering a means of transport, cruise ships also offer hotel accommodation, restaurants and leisure activities. These additional services also leave their mark on our energy balance. With regard to CO<sub>2</sub> emissions, cruise ships have been demonstrated to be one of the most efficient means of transport. We have put in place various steps to reduce our energy consumption. As a result, we have been able to lower the total on board energy consumption per person per day again in comparison with the previous year.

 MORE INFORMATION IN CHAPTER  
> AIDA in figures



# LNG – AIDA'S FUEL FOR THE FUTURE

*We are pioneers in the use of LNG in cruise shipping because we are convinced that, based on the current state of science and technology, the most eco-friendly method of powering future generations of cruise ships will be with LNG.*



Of all of the fossil fuels currently available, LNG (liquefied natural gas) is the most environmentally-friendly fuel that produces the least emissions. In comparison with conventional marine gas oil (MGO) with 0.1 percent sulphur content, the emissions from using LNG are drastically lower. Emissions of sulphur oxide and particulate matter are reduced to almost zero. Nitrogen oxide emission levels are reduced by up to 80 percent and CO<sub>2</sub> emissions are lessened by around 20 percent.

We have been pioneers in the use of LNG in cruise shipping for more than 10 years now. In 2011, we commissioned the world's first cruise ships that can be operated on LNG while stay in port – AIDAprima and AIDAperla. Together with the Hamburg-based company Becker Marine Systems, in 2014 we developed the pilot project for the first LNG Hybrid Barge (a floating liquefied gas power station) for the energy supply of cruise ships in ports. The LNG Hybrid Barge was successfully used for the first time to supply an AIDA ship in 2015 in Hamburg's Hafencity.

On the day of her christening in Hamburg – 7th May 2016 – AIDAprima became the first cruise ship in the world to be supplied with LNG while docked in port. Immediately follow-

ing this premiere we were able to supply our ships with LNG in the ports of Southampton (UK), Le Havre (France), Zeebrugge (Belgium) and Rotterdam (The Netherlands). In the last months we were also able to start the LNG operations in Funchal/Madeira (Portugal) and Barcelona (Spain). Plans are in place to commence LNG operations in the Mediterranean ports of Barcelona (Spain), Marseille (France) and Civitavecchia (Italy) later in 2018. We are also holding discussions with Palma de Mallorca (Spain) and Kiel (Germany). When AIDA Cruises commissioned the first two cruise ships capable of being powered solely with LNG in the summer of 2015, the company gave a clear signal of its intent to reduce its emissions even further. The first steel cut in the construction of AIDAnova was made on 21st February 2017, and the ship is due to be launched in November 2018. Two sister ships will follow in 2021 and 2023. In February 2018 AIDA Cruises announced the construction of a third new-generation ship that will be built at shipyard Meyer Werft in Papenburg. In five years, more than half of all AIDA guests will spend their holidays on ships that are able to utilize low-emission LNG.

On 30th June, the twelfth member of our fleet was christened in Palma de Mallorca – AIDAperla. She is our second ship that can be run on low-emission liquefied natural gas during port stays, and is currently serving the "Metropolises from Hamburg 1" route.



### WHAT IS LNG?

LNG (liquefied natural gas) is obtained from natural gas, a carbon compound that principally consists of methane (but also of ethane, propane, butane, ethene and pentane). Aside from being obtained from fossil fuel deposits, LNG can also be produced from renewable energy sources, albeit currently in small quantities. At temperatures below  $-163^{\circ}$  Celsius, under atmospheric pressure natural gas becomes a liquid, and is therefore more transportable and storable. LNG is stored in thermally insulated tank containers, which can be transported by lorry, train or tanker.

### THE SAFETY OF USING LNG TO POWER A SHIP

The use of LNG in shipping is regulated by the International Code of Safety for Ship Using Gases or Other Low-flashpoint Fuels, or the IGF Code. The code contains mandatory stipulations for the design, assembly, control and monitoring of machines, equipment and systems in which fuels with a low flash point (such as LNG) are used. LNG has an excellent safety profile: it is a high-energy fuel which dissipates very slowly in air. At  $580^{\circ}\text{C}$ , the auto ignition temperature of LNG is much higher than that of diesel fuel at  $250^{\circ}\text{C}$ .



The dual-fuel engine on AIDAprima. LNG flows through the yellow pipes to the cylinders.

December 2017: AIDAprima is supplied with LNG supply in Funchal (Madeira) for the first time.



**THE DIFFERENCES BETWEEN LNG AND MARINE GAS OIL:**  
Reduction of particulate matter and sulphur dioxide by  $-100\%$ , nitrogen oxide by  $-80\%$  and  $\text{CO}_2$  by  $-20\%$

 **HOW DOES THE LNG SUPPLY WORK?**  
[> Watch movie](#)



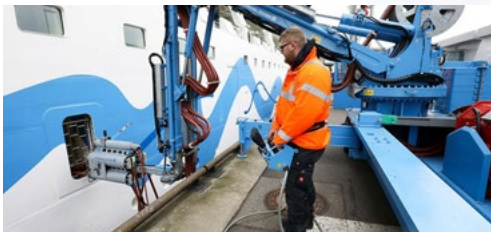
# SHORE POWER

*On average, AIDA ships spend around 40 percent of their operational life in a port. Even while moored, they are supplied with energy to ensure that onboard systems continue to operate.*

A decisive factor in our choice to use shore power on AIDA ships is that electricity is produced in a more eco-friendly manner on land than it can be using modern equipment on the ships themselves. However, shore power only contributes to conserving the environment if it uses green electricity (generated using renewable sources).

Of the twelve ships currently in the AIDA fleet, three ships – AIDAprima, AIDAprera and AIDAsol – are already fitted with shore power connections, two ships (AIDAbella and AIDAluna) will be retrofitted in 2018 and a further four ships are prepared to use shore power.

Following the completion of the test phase in 2016, together with our partners in Hamburg AIDA Cruises took a further step in 2017 towards conserving the environment and improving air quality in Hamburg. Since late April 2017, AIDAsol has been supplied with 100 percent green electricity by means of a shore power system while moored during a total of twelve calls in Hamburg Altona. In 2018, AIDAsol will stay in Hamburg-Altona 22 times and will then be supplied with shore power. It is the declared goal of AIDA Cruises to equip all ships by 2020 with a shore power connection.



AIDAsol being supplied with shore power in Hamburg.



**HOW DOES THE SHORE POWER SUPPLY IN HAMBURG WORK?**

[> Watch movie](#)





## Exhaust gas cleaning\* on AIDAprima and AIDAperla

### CLEANED EXHAUST GASES

Particulate matter, NO<sub>x</sub> and SO<sub>x</sub> reduced by -90 % to -99 %, CO by -70 % and hydrocarbons by -85 %

This is where the exhaust gas flow meets the various treatment stages, e.g. sulphur filters.

### DILUTION CIRCUIT

Seawater can also be injected to raise the pH value.

### SEAWATER INLET

Seawater is sucked in through a pump and pretreated in a seawater filter.

### SHIP'S ENGINE

Four engine blocks provide the energy to operate the ship and for onboard requirements.

### WASHING WATER OUTLET

Bonded, biologically-harmless substances are released back into the sea.

SO<sub>x</sub>  
PARTICULATE  
MATTER  
NO<sub>x</sub>

## EXHAUST GAS CLEANING

Years worth of research work within the Carnival Group on the so-called EGCS (Exhaust Gas Cleaning System), a complex and multi-stage system that treats exhaust gases, has resulted in the design of the components that reduce emissions of particulates and sulphur and nitrogen oxides being sufficiently compact that they can be combined in such a way that means they fit inside a cruise ship.

Nitrogen oxides are broken down into oxygen and nitrogen in a catalytic converter, and particulates and fuel residues are sieved out by a filter. Sulphur dioxide (SO<sub>2</sub> and SO<sub>3</sub>) is moreover converted into sulphite (SO<sub>3</sub><sup>2-</sup>) through the addition of sea water and then released back into the sea with the washing water. It is sulphate (SO<sub>4</sub><sup>2-</sup>) that is formed from sulphite through this process, which is one of the most common and natural compounds in the earth's oceans.

With this technology, we are able to reduce emissions of particulates, nitrogen oxide and sulphur oxides by between 90 and 99 percent. Furthermore, emissions of carbon monoxide are reduced by 70 percent and unburned hydrocarbons by 85 percent.

We have already retrofitted seven of the ships in our fleet with EGCS. Most recently, AIDAbly was fitted with an exhaust gas cleaning system in November 2017.

We have set ourselves the goal of equipping all our ships in the existing fleet that were built after 2000 and cannot be run entirely on LNG with exhaust gas cleaning systems by 2020.



**MORE INFORMATION**  
> Sustainability report of  
Carnival Corporation & plc

# REDUCING CONSUMPTION OF FUEL

*The best ton of fuel is the one that we never used in the first place. In comparison with levels in 2007, we have been able to reduce our fuel consumption per guest and per day of travel by more than a third. An AIDA ship now consumes an average of just three liters of fuel per person for every 100 kilometers travelled. By implementing numerous measures aimed at improving energy efficiency and hydrodynamics, we have been able further to reduce the fuel consumption of AIDAprima and AIDAperla.*



## ROUTE PLANNING

A further possibility for making fuel savings is to create optimal speed profiles corresponding to the various legs of the voyages undertaken by AIDA's ships. In this way, and through effective route management and optimized timetables and layovers, we are able to save even more fuel.



## SHIP DESIGN

An improved hull and propeller design likewise helps us to conserve operating power. All AIDA ships are moreover painted with an underwater coating, which is replenished on a regular basis and which prevents fouling of the underside of the ship. This coating reduces friction while the ship is in motion, thus also reducing fuel consumption and emissions.



## LIGHTING

We conserve around 30 percent of the energy required for lighting in the hotel areas on our ships by, for example, changing spotlights to LED bulbs and using a comprehensive light management system. This has already been introduced on nine of our twelve ships.



## AIR CONDITIONING

In order to conserve even more energy, we naturally need the assistance of our employees and our guests. All our ships that have been launched since 2010 are fitted with a hotel card switch that enables 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.



## OPTIMUM ELECTRICAL EFFICIENCY

The standard electric motors on board AIDAprima and AIDAperla are classified in the IE3 Premium Efficiency 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

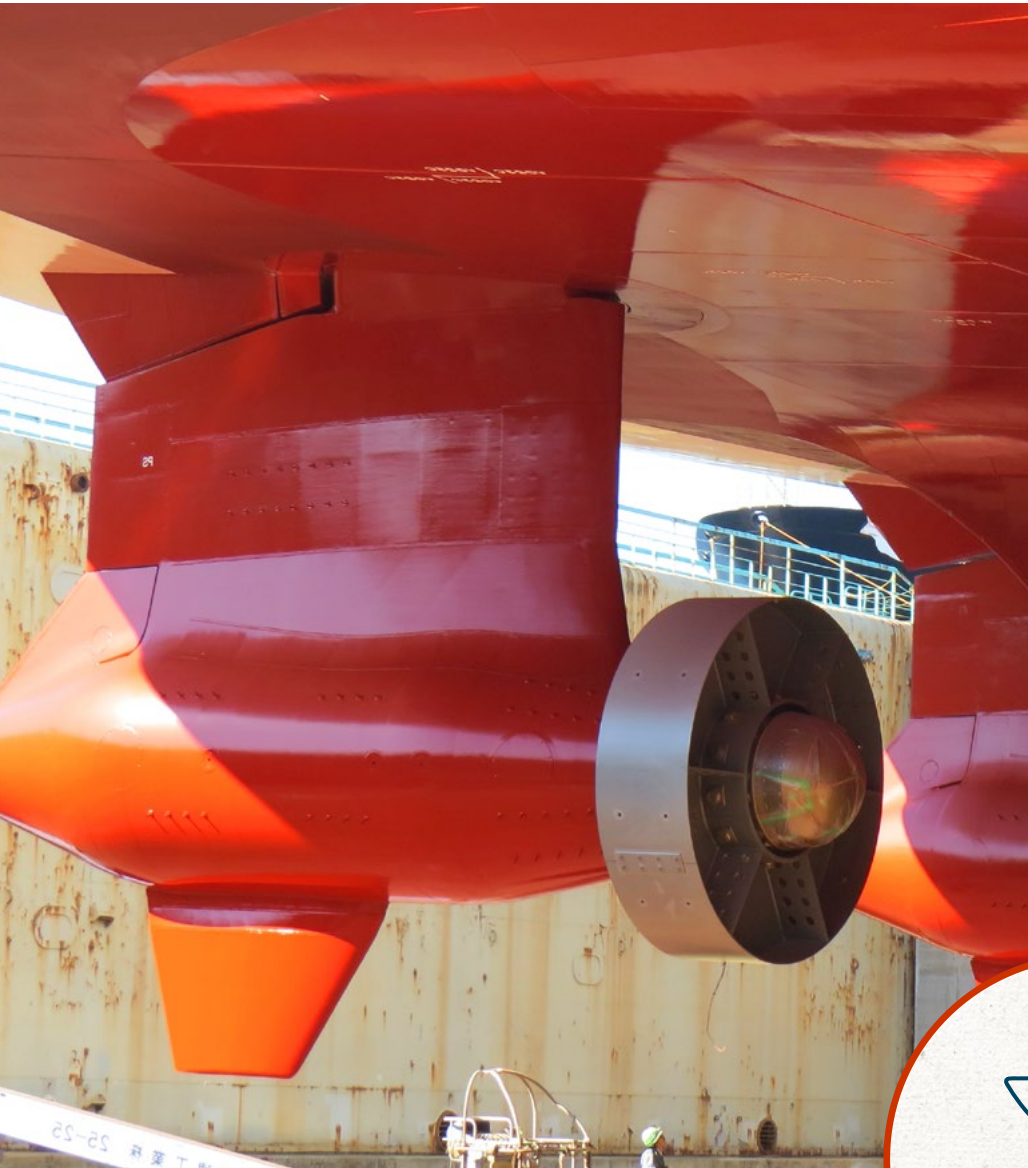
On all of our ships that have entered service since 2010, the cabins have been equipped with a modern air circulation system which incorporates a heat recovery option, which means the temperature in each cabin can be controlled separately (HVAC Control System). This reduces energy consumption in the cabins by up to 20 percent. We only use cooling agents that do not harm the earth's ozone layer in order to power our air conditioning systems. Taking this step 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 during the voyage when this is specifically requested or required by a guest. This not only saves 50 percent of the water and washing powder that would otherwise be required, but also half the amount of energy that would be needed to wash and dry the bed sheets. Our tunnel washers on board AIDAprima and AIDAperla moreover make the washing process even more energy-efficient.





# HYDRODYNAMICS & 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. Considerable energy savings can be made on AIDAprima and AIDAprera thanks to the optimized hydrodynamic design of their hulls. These two cruise ships are additionally equipped with innovative MALS technology (MALS = Mitsubishi Air Lubrication System). This allows the ship to glide along on a carpet of air bubbles, which considerably reduces friction and conserves drive power. The drive is installed in a streamlined nacelle and is able to rotate 360° around its vertical axis, which makes the ship extremely maneuverable.



The latest pod drives likewise make a significant contribution to reducing fuel consumption.

## INNOVATIVE ENERGY MANAGEMENT AND MONITORING

All of our ships are equipped with the integrated energy management system "EMMA", developed by ABB. Our ships are moreover all connected to the corporation-wide "Neptune" data platform. In addition to constructing a comprehensive database of operational and technical information, the key benefit of the system is its ability to provide decision-making support in real time in order to optimize the running of the ship and its systems.

The seven most important categories that can be monitored with EMMA are drive power, propulsion efficiency, trimming, energy supply, waste heat utilization, air conditioning, specific and general fuel consumption. The systems and individual nominal values on board can thus be adjusted if necessary with the aim of ensuring that the ship is running efficiently.



 **HOW DOES THE MALS TECHNOLOGY WORK?**  
[> Watch movie](#)



## WASTE HEAT RECOVERY AND ABSORPTION CHILLERS

### WASTE HEAT RECOVERY

We put considerable emphasis on heat recovery technology and the intelligent distribution and usage of heat generated by machinery. Thanks to a retrofitted system, all of our ships launched since 2007 make highly efficient use of waste heat, which means oil-fired auxiliary boilers very seldom need to be used. The entire waste heat, including that given off by the engine coolant, is fed into a centralized waste heat distributing system and forwarded to the individual consumer parts that have the highest energy requirements at any given moment.

### ABSORPTION CHILLERS

AIDAprima and AIDAperla are furthermore both equipped with absorption chillers. These convert excess waste heat into cold air for the air conditioning systems and thereby reduce the demand for electrical energy. Air conditioning systems are the next largest consumer of energy on board after the main engines. The cold air is produced efficiently either via the absorption chillers from the waste heat given off by the machinery, or directly by cooling from sea water. This means that onboard air conditioning compressors need only be switched on when air and water temperatures reach their peak in the height of summer. The air conditioning units in the cabins and communal spaces are controlled locally and intelligently via fan coils.



# WASTE MANAGEMENT



Systematic waste management on board is standard at AIDA and is regulated in accordance with the provisions set down by MARPOL. Disposal facilities in the ports where our ships dock are thoroughly investigated as early as the route planning stage. On that basis, 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.

## FOOD WASTE

We continually reduce our resource consumption and waste generation by means of regular new initiatives. We often target large impacts with relatively small measures.

Virtually all of the dishes in our restaurants and bars on board are prepared using fresh ingredients. The fewer convenience products we offer, the less food waste and packaging waste is generated. Every individual stage of preparation with the 2,000 ingredients on board rests in the hands of specially trained crew members, and each one of them can be adjusted to meet the requests of our guests or to suit the stock on board. For our onboard buffet restaurants alone we can prepare more than 7,000 dishes and snacks using raw ingredients. To this end we can consult more than 17,500 recipes and cooking methods.

—  
***We bake our own bread rolls and loaves on board so that we have no need to buy frozen bread products or even store them on board.***  
—

This not only saves space and reduces weight but also fuel, which preserves the environment by lowering CO<sub>2</sub> emissions.

An optimized re-order system has been introduced on board AIDAprima and AIDAprima. We also go to great lengths to avoid food waste in the buffet restaurants. With this so-



called “runner system”, front of house staff send orders to the kitchen using mobile devices, on the basis of which only the food actually required is prepared. The re-order system accesses comparative data, interprets inventory data by means of an automatic stock management and provides quick and effective assistance for menu suggestions, which can then be sent to the onboard kitchens.

## OTHER WASTE

Many drinks on board are no longer purchased in bottles, but instead in special drink

containers with a large volume. The roughly 4 million liters of wine supplied to our ships each year are now delivered in reusable 1,045 liter containers rather than in conventional bottles. This allows us to cut down our usage by the equivalent of 4.2 million 750 ml wine bottles. In the same way, we can also cut down on the following packaging waste: six million 330 ml soft drink cans, 5.75 million 330 ml beer bottles and 800,000 1 liter fruit juice extract tetra packs.

—  
***We were able to cut down our consumption by the equivalent of 13.7 million glass bottles in 2017.***  
—

By switching to a ten centimeter narrower plastic wrap, we were able to reduce our plastic wastage in the kitchens. Furthermore, we have replaced numerous disposable products, such as tasting spoons in the kitchens, disposable aprons and disposable bottles, with reusable products. We ensure that any disposable products still in use on board, such as paper napkins, are biodegradable wherever possible. Our paper-saving measures make a further significant contribution to conserving resources, two of which are to reduce the number of printed publications and to process data electronically. 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. To save paper, we have set the printing presets on all of our devices to double-sided.

Since 2012, AIDA has supported the initiative ‘CEOs pro Recycling Paper’. 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.

Using SignPads at check-in and when booking and organizing excursions presents the opportunity to make use of electronic signatures. AIDA is thus able to cut down the number of printed receipts by around a million each year. All in all, we have been able to reduce our consumption of printer paper per head by 58.5 percent since 2012.

On board all of our AIDA ships there are now digital photo stations, at which our guests can view their favorite holiday snaps, then select 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 press and media-related material on board. Our own onboard media, such as port information and our onboard magazine ‘AIDA Today’ (AIDA Heute), allows us to provide our guests with information in digital format. These are only some measures to reduce paper consumption on board.



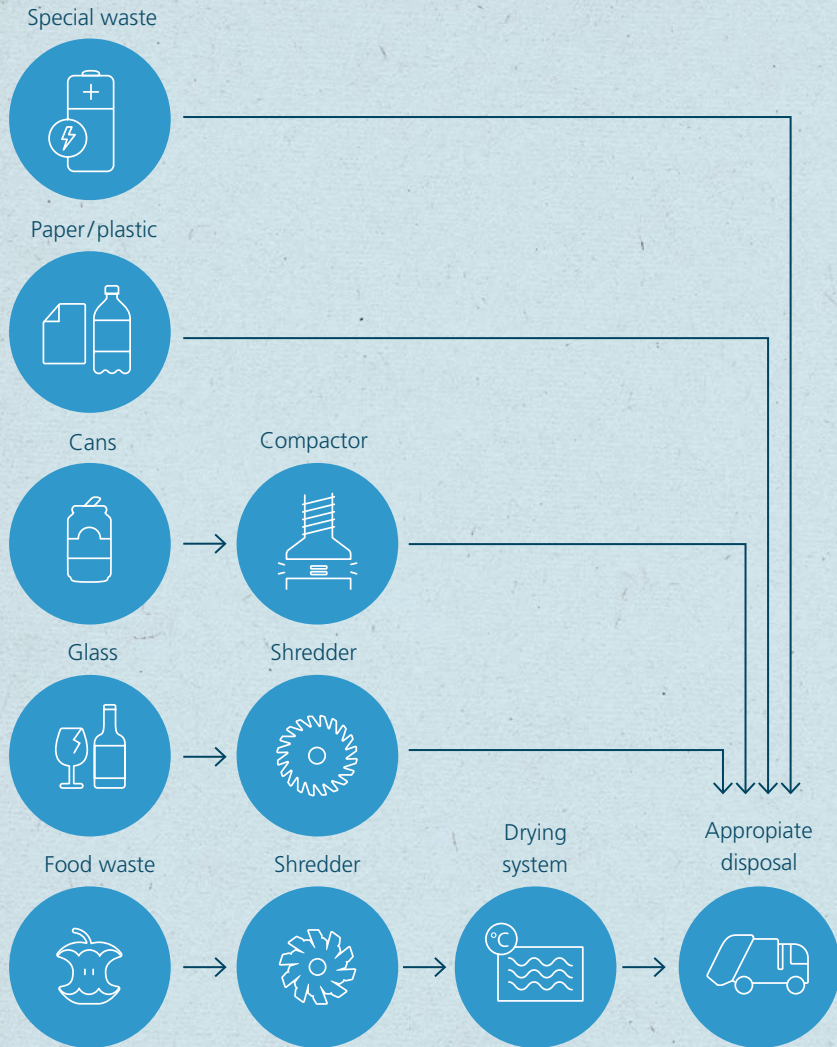
## WASTE SORTING AND TREATMENT

Waste sorting on board our ships has long been common practice. Metal is compressed to save space and glass is crushed. Aluminum and other metals are collected in separate containers. Food waste is likewise compressed and drained. The result is a fully biodegradable substance, comparable with the kind of compost briquettes that can be purchased at a DIY store. After checks to ensure the separation was completed correctly, the sorted waste is sent ashore and recycled.

AIDA works with the best waste disposal companies at all of its destinations. Wherever possible, we make use of the services

of certified disposal companies. This is certainly 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 works, it goes without saying it is better to produce as little waste as possible. This is why we work hard continually to reduce our waste accumulation per person and per day.



Outside the 12 nautical mile zone:  
discharge of food waste smaller than 25mm





*Over the last year, we have intensified our measures aimed at economizing on our usage of this most important of resources for our company.*

### CONSERVING FRESH WATER

Conserving water, one of our planet's most important resources, is an important issue for AIDA. It is our aim to reduce our water consumption, to increase the amount of water we can produce and to avoid needing to use fresh water from land. Through the use of water-saving devices, we have been able continually to reduce the daily onboard consumption of fresh water per person in recent years.

Our information suggests that AIDA currently has the lowest per person consumption of fresh water in the entire cruise industry. The toilet flushes on board our ships function using a water-saving vacuum system that consumes just one liter of water per flush cycle. In 2017, we were able to reduce our fresh water consumption from 168.6 liters per person per day to 163.3 liters in comparison with the previous year.

On board our ships, we already transform seawater into top-quality drinking water for our guests and crew through the use of reverse osmosis systems. If this is not possible, 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, as we are aware of the importance of conserving drinking water reservoirs on land. AIDA Cruises principally focuses on producing its own water on board in order to conserve water levels in land-based reservoirs, especially where less water is available.

At the end of 2017, AIDAcara was fitted with a cutting-edge freshwater production system. On its new routes, AIDAcara spends more time at sea and in regions where it is not possible to guarantee a reliable supply of water on land. In order to conserve drinking water resources in these destinations, with our highly-efficient desalination systems we can produce up to 600,000 liters of high-quality drinking water per day for both passengers and crew. Nine of our twelve ships are fitted with a state-of-the-art vacuum food waste system for food waste, which uses considerably less water than conventional systems. Instead of waste being flushed away with water through pipes, we route it 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. AIDAprima and AIDAprila are both equipped with an on board tunnel washer. This machine uses just 2.5 liters of water per kilogram of laundry. In comparison with conventional household washing machines, which consume an average of 9.9 liters of water, this represents a considerable saving in resources. This enables us to save around 46 million liters of water each year on board AIDAprima and AIDAprila. That's enough water to fill 18.4 Olympic-sized swimming pools.

# WATER MANAGEMENT: EVERY DROP COUNTS!



### TOILET FLUSHES

Vacuum system with one liter of water per flush



### PUBLIC BATHROOMS

Timer switches and infra-red controls



### SHOWERS

Flow limiter on wash basins and showers



### LAUNDRY

Tunnel washers that consume 2.5 liters of water per kilo instead of 9.9 liters



### VACUUM PACKED FOOD

Vacuum technology in the hotel and restaurant areas



### CLEANING MEASURES

'Advanced Waste Water Purification System' for purifying the various kinds of waste water onboard, for example by using membrane treatment systems and oil separators.



### BILGE WATER TREATMENT

Separators isolate oil residues in the water collected in the engine room



**FRESH WATER PRODUCTION ON AIDAcara**  
[> Watch movie](#)

## WASTE WATER TREATMENT

AIDA Cruises strictly fulfils and even exceeds the high international environmental standards for wastewater treatment 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 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 licensed 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 performance of cleaning technology.

All of our ships are already equipped with two oil separators. 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 in addition to 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. We hand over the filtered-out oily residues to licensed disposal companies on land or, if this is not possible, to the best available alternative.

AIDA Cruises signed a declaration of commitment as far back as 2008 not to release any raw sewage anywhere in the Baltic Sea. The agreement specifies that all wastewater is to be handed over in any port that has sufficient capacity and can guarantee that the wastewater will be properly treated. We comply with the strict HELCOM limit values, which apply to the Baltic Sea, and are preparing ourselves for future requirements, e.g. in the Norwegian fjords.



**MORE INFORMATION**  
[> HELCOM](#)

## Waste water management

### BILGE WATER TREATMENT

Separators divide oil from water that accumulates in the engine room

### PRE-FILTERS

Solids sent ashore

### Membrane filters & cleaning cycle

Grey water, black water and water from food waste

Bioreactor, anaerobic and aerobic tanks, sewage sludge is collected

Collection tank, transferred ashore or released at sea (treated waste water almost drinkable in quality)







# PRESERVING BIODIVERSITY

*We are committed to animal welfare and species conservation all over the world and show our guests how each of them can help to preserve fauna and flora.*

## **PROTECTING THE DIVERSITY OF SPECIES AND ECOSYSTEMS ON OUR PLANET IS ONE OF OUR PRIMARY OBJECTIVES.**

We do not offer opportunities to swim with dolphins or ride elephants, for example, as in most establishments the animals are not kept in suitable conditions.

We promote sustainable tourism, continually expand our range of excursions and, for the last several years, have consequently 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.

AIDA Cruises is also committed to protecting endangered species on land, and supported Orang-Utans in Not e.V. in 2017, which campaigns to protect orangutans living in the wild in Borneo and Sumatra.

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. This water also plays host to various organisms, however, including plankton and other micro-organisms, which are released at a different location when the ballast water is drained and can threaten local species. It is seldom necessary for us to use seawater as ballast water because "permeate", in other words purified wastewater, and fresh water can also be used on board the AIDA fleet. Should we at some point need to use sea water, our ballast water management system ensures that foreign organisms are not introduced into new ecosystems where they might threaten the local species. We therefore comply with the standards set out in the IMO Ballast Water Convention. In addition, all ships that have come into service since 2013 are 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 other parts of the ocean.



# COMMITMENT TO SOCIETY



# AIDA IN DIALOG

*We are certain that an intensive exchange of knowledge, ideas and a range of perspectives is indispensable in the interest of further development and making the best possible decisions.*

## OPEN CULTURE OF DIALOGUE

An open culture of dialogue has always been part of AIDA's corporate philosophy. We therefore value and seek out dialogue with various interest groups.

It facilitates a lively exchange concerning topics that are not only relevant to us but also to our employees, guests and partners. We believe it is paramount that all communication is carried out in a transparent and fair manner. 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.

In 2017, we once again expanded our dialogue concerning measures that serve to protect the environment. In the past year, many politicians, environment specialists 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.

1 During an international LNG trade conference in Rotterdam in January 2017, 80 leading businessmen and women, politicians, association members and scientists from six European countries were shown around AIDAprima. Among them were the Norwegian ambassador to the Netherlands, Martin Sørby, as well as his colleague Marina Helena Leonie Russell, the Norwegian Consul General in the Netherlands.

2 The guests of Professor Mojib Latif enjoyed exciting readings and talks on a 7-day cruise around the Canary Islands in March 2017. The dedicated marine and climate conservationist offered the cruise passengers fascinating insights into marine and climate conservation, such as how climate change can be limited.

3 In mid-August 2017, 16 representatives of the CDU/CSU's Energy Commission of the Association for Medium-Sized Enterprises and Business (MIT) were guests on board AIDAprima. These specialists from the political sphere were shown first hand, among other things, how the ship is supplied with alternative fuels, especially with liquefied natural gas (LNG) during port layovers. According to these experts, AIDA is a pioneer in the field of eco-friendly energy provision for cruise ships.

4 In September 2017, Dr Monika Griefahn – the Director for Environment and Society at AIDA Cruises – attended the 26th Baltic Sea Parliamentary Conference in Hamburg, where she held discussions with European parliamentarians on the subjects of tourism and sustainability at AIDA Cruises. At the conference, around 145 parliamentarians and association representatives from more than eleven European countries, as well as representatives of the European Union, discussed a range of transnational issues.

5 In late November 2017, AIDA was involved in discussions in Hamburg with more than 60 representatives from German ports, political parties, authorities, NGOs, businesses and scientific institutions as part of a NABU conference. Among them was the CDU/CSU's Commissioner for the Maritime Industry, Rüdiger Kruse. The dialogue focused on future possibilities for reducing emissions on the world's oceans and in ports, such as through AIDA's use of LNG as fuel for its ships.

6 In November 2017 the President of AIDA Cruises, Felix Eichhorn, met with leading German business representatives at the annual gathering of Stiftung 2°, of which AIDA is a member, in Berlin in order to discuss eco-friendly mobility, building design and production, as well as digitalization.



Left to right: Captain Volker Baumgart, Dr. Monika Griefahn, Prof. Mojib Latif, Entertainment Manager Janine Drynda.



# OUR STAKEHOLDERS

## COMMUNICATING WITH EACH OTHER – PROFITING FROM EACH OTHER:

We have set up various contact options to ensure we have access to easy channels of communication with business partners, guests and the various interest groups with whom we work. Our presence on social media, i. e. Facebook, Twitter, YouTube and Google+ as well as the AIDA Weblounge offers our guests an interactive opportunity to exchange views both with and about AIDA. We receive open feedback through these channels on a daily basis, which means we can contact our guests as easily and straightforwardly as they can contact us. This benefits not only the dialogue between communities, but the company as a whole too.



*You can find answers to the most frequently asked questions in our FAQs, or alternatively you can send us an email. However you contact us – we are happy to hear from you!!*

**i** **MORE INFORMATION**  
 > [FAQ](#)  
 > [E-mail: aidacares@aida.de](mailto:aidacares@aida.de)



## AIDA SOCIAL MEDIA



> Facebook



> YouTube



> Instagram



> Pinterest



> Google+



> Twitter

—  
**In 2017 the number of our Facebook fans rose from 1.1 million to 1.2 million.**  
 —

Besides the latest daily news, video clips and information about our company, we have set up a Facebook platform for direct dialogue and uncomplicated 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 the AIDA Weblounge which recorded an increase to 120,000 members in 2017.

AIDA's employees are also encouraged to ask questions and express their concerns. This vital interaction is ensured by means of personal discussions, town hall meetings involving all employees, the intranet or other internal networks and our round table discussions on sustainability.

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.

Transparency is one of the most important considerations in responsible corporate governance. We consequently cultivate an open, respectful interaction with our business partners, our guests and with diverse interest groups.

The homepage of our sustainability report, [www.aida.de/aidacares](http://www.aida.de/aidacares), is read on average by more than 5,300 interested people every month.

### TRAVEL AGENCY AWARD AND SALES PARTNERS

More and more people are indicating that the environmental sustainability of their planned voyage is nowadays just as important a criteria when it comes to making a booking as the holiday experience itself. At AIDA Cruises, we inform our travel agency partners in a transparent manner about our commitment to sustainability, which we also examine through an online test. We answer any questions they may have so as to enable them to provide their customers with detailed advice.

2017 was the first year in which AIDA Cruises awarded the AIDA SMILING STAR. This travel agency award recognizes the best travel agency sales teams in five different categories. Two further prizes are awarded for not only good turnovers and booking numbers in the current financial year, but also for team spirit, the implementation of creative marketing ideas, lifetime achievements and social engagement.



# SUSTAINABLE GUEST EXPERIENCES

*AIDA believes that acting sustainably and unforgettable holiday experiences are closely linked. We inform our travel agency partners and guests about our commitment and continually develop our range of cruise packages to improve sustainability.*

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



## OUR SUSTAINABLE SHORE EXCURSIONS

In September 2012, we launched a joint project with the sustainability initiative Futouris e.V. and the State Chancellery of Mecklenburg-Vorpommern to develop standardized criteria for sustainable land excursions. The aim was to create a transparent basis of comparison for the sustainability of excursion packages and to base the assessment on measurable and scientific criteria. The criteria were developed in collaboration with scientists from the University of Lüneburg and it is based on the ISO 26000 (Guidelines for Corporate Social Responsibility). As a model region, the Baltic Sea Region was evaluated

on the basis of the new catalog of criteria and the first excursion packages were developed together with AIDA and local partners. As a result: In April 2014, the first 18 AIDA excursions around the Baltic Sea already were labeled with the tree symbol.

We continuously expand our range of sustainable land excursions in our destinations all over the world. There are currently 700 land excursions (including bicycle and pedelec tours) that have been certified with the Tree Seal.

Together with Fathom, a brand of Carnival Corporation & plc, we furthermore offer our guests the opportunity to be actively involved in social projects as part of selected excursions in the Caribbean.

All AIDA excursions that meet our social, ecological and cultural criteria are designated by a special tree symbol. Our guests are able to distinguish which offers are especially sustainable before booking the excursion on MyAIDA.

Transport services, the content or focus of the excursion (e.g. culture, nature, and social commitment), 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 CO<sub>2</sub> emissions has priority where transportation is concerned.

## SUSTAINABLE MANAGEMENT LEADS TO SUSTAINABLE SUCCESS



**New jobs**



**Innovative company**



**Sustainable land excursions**



**Economic success**



**Healthy exercise**



**Satisfied guests**



**Intercultural encounters**



**Active climate protection**



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 500 AIDA bicycle and pedelec tours, no matter whether it's a relaxed exploratory tour or a more active sporting adventure, are accompanied by professional AIDA biking guides. Each AIDA ship stocks up to 130 bicycles, including e-bikes. We also offer special bicycle packages such as our mountain bike and road bike weeks with professional cyclists. An alternative environmentally-friendly means of getting around are our tours on Scuddys, which are three-wheeled electric power scooters

### ANIMAL AND SPECIES CONSERVATION

We are committed to animal and species conservation. AIDA Cruises therefore only recommends 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 culture and the environment. We want to use our offerings 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.

AIDA is a member of a working group run by the Futouris e.V. initiative, which, working together with environmental organizations and researchers, aims to check and further develop the regulation of and compliance with animal welfare standards. In 2017, as part of this collaboration two further attractions on the Canary Islands were successfully audited. Further audits are scheduled to take place in 2018 in the Mediterranean, Southeast Asia, America and on the Canary Islands.

### CLEAN OCEANS

In our view, maintaining and protecting the integrity of the environment and keeping oceans clean are part of an unforgettable holiday experience. AIDA Cruises aims to enthuse as many people as possible about our fascinating oceans, and in so doing raise the long-term levels of protection for our seas and coastal regions. This happens not only as a result of education and public relations activities, but also through practical nature conservation projects.

AIDA Cruises has been committed to eliminating the use of microplastics for many years. None of the cosmetics and cleaning products in spas on board AIDA contain any microplastics. These particles are not biodegradable. They endanger not only the environment but also bird and fish life, which can mistake these plastics for plankton and attempt to eat them. Microplastics can also enter our food chain if we consume contaminated fish.

### CLIMATE PROTECTION – CO<sub>2</sub> OFFSETS FOR GUESTS

In 2014, AIDA and the climate protection organization atmosfair launched a joint climate protection program. The scheme encompasses, among other aspects, directly reducing the CO<sub>2</sub> emissions released by our ships as well as voluntary CO<sub>2</sub> offsets for cruises and inbound and outbound flights. More information can be found in the MyAIDA section of [www.aida.de](http://www.aida.de).

AIDA moreover offsets the CO<sub>2</sub> emissions of all business-related journeys made by its employees by plane or hire car via atmosfair climate protection projects. In 2017, we were able to offset 2,735 tons of CO<sub>2</sub> in this way.

The GoGreen project, run by the Deutsche Post DHL Group, also focusses on offsetting CO<sub>2</sub> emissions. Greenhouse gases are often emitted in the process of transporting letters and parcels, and these emissions are offset by GoGreen through internationally recognized climate protection projects, e.g. in China, India or Africa. In 2017, AIDA offset around 110 tons of CO<sub>2</sub> as a partner of the GoGreen initiative.



### UNWTO GLOBAL CODE OF ETHICS FOR TOURISM

AIDA signed to the Global Code of Ethics for Tourism, promulgated by the UNWTO, as far back as November 2012. In doing so 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 its adherence to and the development of its measures aiming to promote sustainable tourism.



**MORE INFORMATION**  
> E-mail: [biking@aida.de](mailto:biking@aida.de)  
> Climate conscious cruises



## POINTS OF CONTACT ON BOARD

Guests can access information about our ecological and social commitments on board at any time via various channels e.g. via our onboard magazine 'AIDA heute' or our digital information systems.

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***Our officers or captains can provide interested guests with further information during the 'Nautical hour' question and answer session.***  
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Our environment officers moreover ensure compliance with all legal requirements and company standards relating to climate protection on board. They are responsible for supervising waste management and educating employees in environmental issues. We follow local, national and international guidelines, for example those set down by the International Maritime Organization (IMO), a specialized agency of the United Nations. An overview of our most important standards is available in the 'International conventions and standards' chapter, and more detailed descriptions are contained in the sustainability reports released by the Carnival Corporation & plc.



**MORE INFORMATION**  
➤ [Sustainability report of Carnival Corporation & plc](#)



# GUEST SATISFACTION

*Guest satisfaction is our top priority. At AIDA every effort every day is made to ensure our guests feel at ease and competently cared for both on board and on land at all times.*



## COMPREHENSIVE AND COMPETENT SERVICE

Customer management is our most important instrument for implementing the requests of our guests. We conduct a dialogue with our guests on various topics, for example travel information and our loyalty program AIDA Club. The Customer Experience Management section is where all information to do with quality assurance is recorded, and where a wide range of measures aimed at satisfying our guests at coordinated and implemented. Customer management represents the interests of our guests in the company and actively incorporates proposals and requests in the development of new products.

In 2017 AIDA again received numerous distinctions for exceptional service (find out more in the Awards chapter), which motivate us to improve our service even further.

## MEASURABLE SATISFACTION

We record the satisfaction of our guests by means of a detailed guest questionnaire which is filled out at the end of a voyage. We are happy to follow up on suggestions and requests, but we also value criticisms that our guests make too.

We have improved our methods for evaluating guest satisfaction in order to ensure that our products and processes can be tailored even more towards our customers. If AIDA guests

recommend our offer, their measured satisfaction increases. In 2017, we were able to increase guest satisfaction by another three percent over the previous year. The onboard "I Feedback" system has enabled us to become the first cruise line to be able to record guest satisfaction immediately. Our guests can rate individual offerings directly and give our onboard employees the opportunity to react straight away. Direct points of contact are easily accessible both on land and aboard our fleet. Processing feedback takes up five working days maximum, depending on the means of communication.

Experts from the hotel and catering trade regularly travel incognito on board our ships and as such experience an authentic cruise experience on board an AIDA ship. The testers make their assessments on every component part of the journey using clearly defined quality and service standards, and give us valuable feedback that assists us in boosting the satisfaction of our guests even more.

## AIDA CUSTOMER CENTER

The AIDA Customer Center should be the first port of call for anyone seeking expert advice and guidance with booking a cruise. Whether by telephone, by email or via our online chat feature, our employees are available around the clock.



## AIDA CLUB

The AIDA Club allows us to offer our guests special advantages. Depending on their club level, our members can benefit from a welcoming present when they step on board, club meetings, separate check-in 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. Every member can view their status and the associated benefits in the club portal. Our onboard club meetings provide an opportunity to converse with the crew outside the normal daily business. Another benefit comes in the form of invitations to events on land and maritime festivals, such as the "Hafengeburtstag" in Hamburg.

Since 2016, up to five club ambassadors, who are selected in a live voting procedure, have been representing hundreds of thousands of AIDA fans and have been reporting through texts, videos and photos in online blogs on news, interesting updates and original topics from the AIDA holiday world and on the wide range of AIDA events.



**i** **MORE INFORMATION**  
[> AIDA Customer Center](#)  
[> AIDA Club](#)



#### MORE INFORMATION

- > E-mail: [barrierefreiheit@aida.de](mailto:barrierefreiheit@aida.de)
- > Individual nutrition
- > Barrier-free traveling

## GUESTS WITH PARTICULAR REQUIREMENTS

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We strive to ensure that our guests with allergies or other specific impairments are able to enjoy their holiday as independently and with as much accessibility as possible. Naturally we provide support with pleasure for our guests and their accompanying persons whenever needed. In our opinion every guest should be able to experience an AIDA journey without difficulties. We therefore assume, for example, any additional costs incurred for special transfer arrangements (on booking an AIDA inbound and outbound package).

We indicate the tours that are best suited for persons with individual impairments in our excursion brochures. We always take into account the local circumstances while planning onshore excursions and actively incorporate our partners at the destination into the process in order to provide suitable barrier-free conditions. At AIDA Cruises, we cater to the needs of our guests with food allergies or intolerances. Our buffet restaurants, for example, always offer gluten and lactose free dishes. Furthermore, any guests who suffer from specific food intolerances can inform the AIDA Customer Center of any such requirements before setting out on their voyage. Our AIDA ships also feature a 'light diet bar'. Should our guests have any queries, our trained staff is happy to assist. Our onboard chefs

receive regular training on land concerning healthy and palatable food. Our specially trained staff can moreover offer assistance at any time:

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

On our AIDA website we give detailed information about offers for allergy sufferers, accessibility on board and for trips with AIDA as well as for offers with limited hearing and sightedness or agility.



## MEDICAL CARE ON BOARD

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The on-board hospitals of our ships are equipped with state-of-the-art technology not only offer outpatient care but also beds for inpatient and intensive care. The modern equipment such as X-ray machines, ultrasounds, laboratory equipment, ECGs and ventilators support our ship's doctors and qualified nursing staff in making safe diagnoses and prescribing therapies. Our onboard doctors can easily contact land-based specialists thanks to our new telemedicine system if they have any dermatological and cardiologic questions. There are also defibrillators 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 on land. If necessary, we are able to arrange a local interpreter and carer. We also provide detailed information about vaccinations and health care measures for the relevant destination and can advise about the possibilities for 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, e.g. physiotherapy, Kinesio taping and more.



# RESPONSIBILITY AND COMMITMENT TO SOCIETY

*“AIDA cares” is not only the name of the sustainability program but also an expression of our corporate culture. We accept responsibility through our social commitment and contribute to sustainable development both locally and internationally.*

## OUR CORPORATE CULTURE: SHARING ACHIEVEMENTS

We naturally want to give a part of our success back to society. These donations are distributed in accordance with our donation guidelines. This means that decisions made in accordance with the established criteria are always transparent. In 2017, we donated €386,000 to support various projects.

AIDA Cruises is continuing its long-term commitment to projects run by SOS Children’s Villages e.V. and at the beginning of 2017 gave a donation to the children’s charity of €102,450, supplemented by a further €8,000 over the course of the year. The donations will benefit the SOS Children’s Village at Iloilo in the Philippines and the SOS Children’s Village in Los Mina (Santo Domingo) in the Dominican Republic. Since 2005, AIDA Cruises has donated more than one million euros to various SOS Children’s Village projects in Germany, Africa, Asia and now also in the Caribbean.

Our parent company, the Carnival Corporation, and therefore AIDA Cruises as well, donated more than 10 million US dollars to the victims of Hurricane Irma and 2 million US dollars to those affected by Hurricane Harvey, a Category 4 hurricane that hit the coast of Texas in the autumn of last year and devastated a huge region of coastline.

In the spring of 2017, the Costa Group - to which AIDA Cruises belongs - donated €100,000 to Mercy Ships to initiate a mutual development collaboration. Mercy Ships is an international NGO that aims to improve access to basic medical care in developing countries, to which end it 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 2017, engineers Tomislav Zubovic and Robert Schulz became the first AIDA volunteers to support the crew of the

Africa Mercy in Western Africa.

AIDA also supports rebuilding projects in other regions, such as in the Philippines and the Caribbean. We donated €42,265 to the Reiner Meusch Stiftung FLY & HELP to assist with the reconstruction of a primary school in Dinagat in the Philippines. Severe flooding in December 2017 destroyed a number of schools in the region.

In 2017, AIDA began to support organizations working to investigate cancers and supported the German Cancer Aid, Kinder Rostock e.V. and Hanse-Tour Sonnenschein e.V.

We gave a donation of €10,000 to the Stiftung - Chancen für Kinder in 2017, which facilitates drinking water treatment projects for children in emerging and developing countries. Yet there are also various establishments much closer to home that benefit from our support, such as the “Kalis Kinderwelten” and Haus Sonnenblume day nurseries.

In 2017 AIDA Cruises hosted the award ceremony for Europe’s largest women’s magazine, at which six women were awarded the “Goldene Bild der Frau” for their volunteer work and moral courage. To show its special appreciation, Felix Eichhorn, President of AIDA Cruises, also awarded the prize winners a further €10,000 each for charitable purposes in the

ceremony on board AIDAprima.

Since the end of 2017 we have been collaborating with the Wismar University of Applied Sciences to offer a maritime degree course, special qualifications and to support students in the cruise industry. We further support the Marine Electronics course by providing an endowed professorship.

In 2017, AIDA launched a sponsorship program as part of the GAME project run by the GEOMAR Helmholtz Centre for Ocean Research in Kiel. The international team of students researches subjects concerning ocean protection and climate change.

In 2017 we extended our sponsorship of a green sea turtle called “Frieda” in the German Oceanographic Museum in Stralsund by five years in order to draw attention to the threat that waste in the oceans poses to this species. We also supported the “One Earth – One Ocean e.V.” organization, which

gathers up waste from the world’s oceans with its catamaran, the “SEEKUH”. In 2017, AIDA Cruises was also active in promoting sporting activities. To this end we sponsored the rowing world champion Hannes Ocik, the stroke of the German Men’s Eight. We also gave our backing to sports clubs in the local region, such as Rostocker Segelverein Citybootshafen e.V., Polizeisportverein Schwerin



e.V. and sporting activities run by AIDA's staff teams. These staff activities include, among others, beach volleyball, football, the Stadtradeln campaign (city cycling) and dragon boat races. Cultural diversity is a vital element of the AIDA Cruises corporate culture as the company employs staff from over 40 nations.

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

That's why in 2017 AIDA supported the democratic initiative "Bunt statt braun e.V." and the "MIGRO" migrant's council, a communal body run by the citizens of Rostock that champions the interests of the city's foreign-born residents. AIDA also acts as a promoter of cultural events. AIDA Cruises has been the main sponsor of the "Festspiele Mecklenburg-Vorpommern" for more than 15 years, which is the most important classic music festival in Germany. AIDA Cruises promoted young musical talent by sponsoring the Teens Concert at the Rostock People's Theatre during the 2017 season.



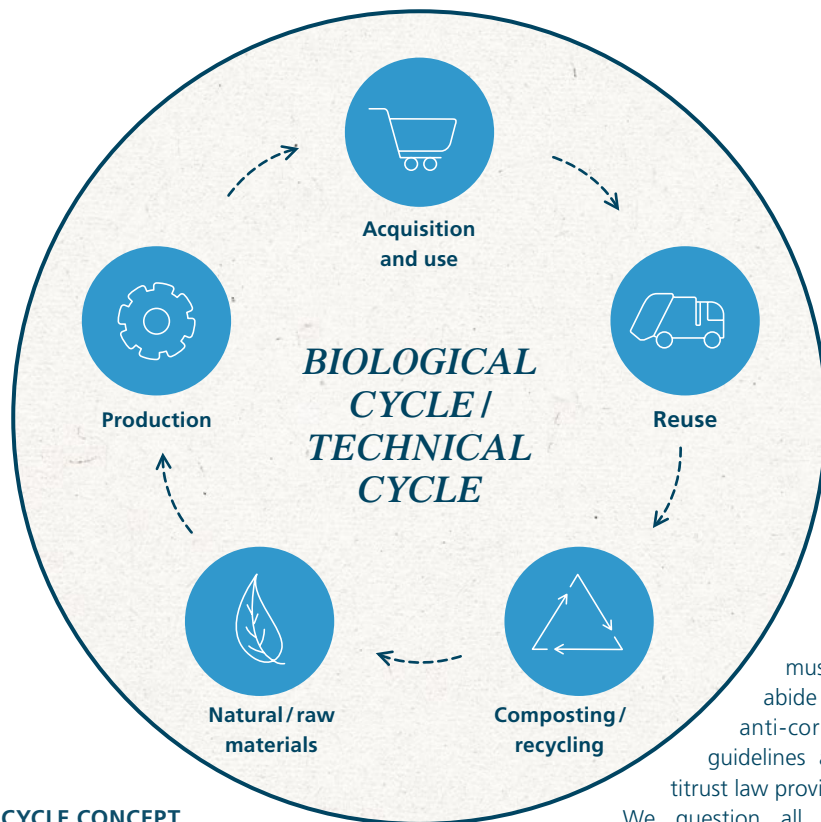


# RESEARCH PROJECTS: A PARTNERSHIP FOR THE FUTURE

*AIDA Cruises is involved in various research projects that aim to drive forward the development of new technologies that aim to protect the environment.*

- 1** AIDA Cruises is aware of its responsibility and has been a pioneer in developing alternative drive systems for many years. We have been involved in a project called 'Toplaterne' since 2009, which is part of the e4ships flagship project and is concerned with assessing the ecological, technical and economic impacts of the use of 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, we embarked on a new phase of the e4ships project in the form of Pa-X-ell 2, which focusses on carrying out practical tests. The plan is to test the use of fuel cells on board our newly-built ships, the first of which will be commissioned this year.
- 2** In collaboration with the Testing Institute for Wastewater Technology in Aachen, we are exploring the technical possibilities that would facilitate continuous improvements in cleaning performance on our ships.
- 3** The NAUTEK project, which was supported by AIDA Cruises, was successfully completed in 2016. NAUTEK, which focused on possibilities for treating, cleaning and reusing wastewater on cruise ships, delivered promising results and entered the next stage of research in the form of the CLEAN follow-up project. CLEAN focuses on utilizing food waste and wastewater produced by ships in order to harness its organic components directly on board for the purposes of producing biogas and recovering energy.
- 4** We have launched a project with our partner Futouris e.V. and several other companies that is centered on the sustainable procurement and recovery of foodstuffs on board cruise ships. Analyses were carried out on board our fleet which looked into possibilities for further reducing food wastage. One of the results to emerge from these tests is a guideline that informs employees who select, prepare and present foodstuffs about the sustainability of those foodstuffs.





## COMPREHENSIVE QUALITY

stuffs 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. Our bars and restaurants offer organic lemonades, teas and coffees. The menu in the Buffalo Steakhouse includes fair trade pork meat. 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 barn eggs.

We also offer fair trade chocolate made by Original Beans. 3,438 kilograms of this chocolate was consumed on board in 2017 alone. This guaranteed the livelihoods of six cocoa farmers and their families, protected 56,000 trees, financed the planting of 12,000 new trees and saved 6 tons of CO<sub>2</sub>.

Most of the cosmetics and cleaning products on board the AIDA fleet are free of microplastics. In the Body & Soul Spa, we offer our guests premium-quality grooming with purely natural ingredients bearing the "EcoControl" and "Icada" seals. A completely organic spa awaits our guests aboard AIDAprima and AIDAprera, which was designed entirely using natural materials. In early 2017, the Organic Body & Soul Spa on board AIDAprima was awarded the Green Spa Award 2017 by the German Wellness Association e.V.

In 2017 we replaced a total of 7,800 premium mattresses on board our fleet, which are

produced in Germany and comply with the highest environmental standards. The uniforms worn by our crews are for the most part crafted by German manufacturers whose production and supply chains are completely transparent.

Since 2012, AIDA has supported the initiative 'CEOs pro Recycling Paper'. That's why the printer paper in our offices both on land and on board our ships consists of 100 percent recycled paper, which has been awarded the Silver Cradle to Cradle label. Our existing range of office equipment will be replaced with sustainable items where possible, or sustainable products will be added to the collection. We also make use of economical and recyclable packaging. The material of our paper napkins, which bear the Nordic Swan Ecolabel, is 100 percent compostable.

On AIDAprima and AIDAprera, the entire passenger and crew areas – a total surface area of 64,000m<sup>2</sup> – have been fitted with eco-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 working life on board, they will be given back to the manufacturer as part of an exclusive Take Back program.

must also abide by our anti-corruption guidelines and antitrust law provisions.

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 SELECTIONS DURING PROCUREMENT

Each year we place around 70,000 orders for products. When purchasing products, we make sure that, wherever possible, they are reusable and can be reintroduced into biological or technical life cycles. Our goal 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 and food-

### OUR CYCLE CONCEPT

Alongside technical efficiency, our sustainability ethos includes striving for comprehensive quality, which means that all of our products and services not only consume less resources, but even exert a positive influence on the wider community and the environment. For every decision we make, we are therefore mindful to consider the broader context and the consequences of that decision. 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 better 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 with which our partners must be familiar. They



# OUR EMPLOYEES



## NICOLE LANGOSCH

Nicole Langosch (34) is the commanding officer on board AIDA Sol. She is the first woman to hold the rank of Captain in the AIDA fleet and the highest-ranking woman on a German cruise ship.

Nicole Langosch  
Kapitän





# PEOPLE ARE THE KEY TO SUCCESS

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*Our employees are the bedrock of our success. They are the ambassadors of AIDA's esprit.*

*Our team delights our guests with their well-honed skills, warm hospitality and excellent service. We are convinced that only a satisfied employee can greet our guests with the legendary AIDA smile. Ensuring this contentment involves providing attractive work surroundings on the one hand, and generating confidence in their own abilities on the other.*

*We promote the dedication and satisfaction of our employees by offering comprehensive basic and advanced training opportunities, individual development opportunities, diverse staff benefits and attractive work surroundings with excellent prospects for the future.*



# AIDA AS AN EMPLOYER

*Both on land and on board our fleet, AIDA Cruises offers attractive job opportunities for qualified and motivated staff members and managers. There are also numerous opportunities at AIDA for people starting out or changing a career, as well as for young people seeking to enter the job market.*

In addition to the individual job profiles, working in an international team, excellent career prospects and the opportunity to travel the world while you work are all vital components of our attractiveness as an employer. We offer an exceptionally broad range of roles, ranging from navigation and marine engineering to hotel work, gastronomy, entertainment and guest hospitality on board the AIDA ships, as well as IT, personnel management, sales,

marketing and finance at our onshore facilities. In 2017, we employed around 9,600 members of staff from more than 40 countries, 8,350 of which work on board our twelve ships and 1,250 of which were based at our onshore offices in Rostock and Hamburg. The majority of the crew hails from Germany and the European Union (36.6 percent) and the Philippines (37.2 percent), followed by India (11.8 percent) and Indonesia (8.8 percent). All of our employees work towards achieving a common goal: preparing our guests on board the AIDA fleet for the most enjoyable part of the year – their holiday.

## THE PROSPECTS WE OFFER

We offer both our trained staff and new recruits attractive working conditions as well as exciting professional challenges and careers. As a result, in 2017 we welcomed a total of 515 new employees on land and 3,122 on board our fleet. Our onboard staff undergo a comprehensive training program. This is how we are able to offer even novices excellent jobs and varied career opportunities. AIDA provides each and every one of them with specific expertise and allows them to gain extensive experience. One of the vital requirements



**AIDA CAREERS**  
> Job offers  
> Career news

for a career at AIDA is the ability 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. At our exclusive AIDA career days, interested applicants can thus get a good idea of the world of work on board the AIDA fleet and discover it firsthand. These events provide the opportunity to prove one's theoretical knowledge and practical skills in cooking, operating a restaurant or running a bar.

As an employer, we of course also have a social network presence in the form of Facebook, XING and LinkedIn. In 2017, the number of fans of our Facebook careers page 'AIDA Jobs' rose to around 20,000. This is where we post, in addition to our vacant positions on land and at sea, daily news about life and work at AIDA.

We think our employees are best qualified to tell you why they enjoy working at AIDA so much and why they would recommend our company as an employer.



#### HOW WE TRAIN OUR EMPLOYEES

AIDA places great value on employing well-trained and highly-qualified members of staff. Our company is active worldwide, which is why we are committed to developing our employees all over the world: we currently work in collaboration with selected training centers in the Philippines, in India, Vietnam and Indonesia.



In 2017 alone, a total of 2,600 of our employees took part in 196 training courses (both 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.

Since 2005, AIDA has been supporting the work of SOS Children's Villages in the Philippines and elsewhere, the former being the home of many AIDA employees. In order to offer former residents of SOS Children's Villages career prospects, in 2017 we organized our first ever recruitment day in Manila in collaboration with the Magsaysay Maritime Corporation. The first of those applicants began their career on board our AIDA fleet at the beginning of 2018.

#### WHAT WE DO FOR OUR EMPLOYEES

We offer our employees an attractive working environment in an atmosphere of mutual trust and respect, as well as a sound work-life balance. Both on land and at sea, our employees can take advantage of the diverse leisure options and numerous discounts that AIDA provides.

A healthy work-life balance is vital in promoting and maintaining high levels of motivation and good health among our employees. We therefore provide our employees with targeted support in the form of wide-ranging offers that aim to balance an employee's job with their family and leisure time. Our employees can make use of a large number of offerings both on land and at sea in order to find a balance to their everyday working life.

We have also put together the AIDA 4me package with 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 AIDA4me package are an occupational employer-funded pension scheme and employee bonuses.



# BENEFITS FOR EMPLOYEES

*For the last ten years we have been organizing AIDA crew days as well as other events for employees on board. Crew members on board are presented with awards in recognition of exceptional performance within the scope of our 'Employee of the Month' program. This recognition is connected with a financial reward.*

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 the guest areas, which includes free access to the onboard entertainment and fitness program. There is a dedicated restaurant for the crew, a crew bar, a crew sun deck, a crew sauna and a crew 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.

What's more, our ships sail exclusively under a European flag. One of the world's leading classification societies – DNV GL – regularly checks and certifies that we abide by the highest 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 acclimatization period
- Extensive range of options for advanced training and 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

### ENJOY THE ADVANTAGES

**Our employees have access to, among other things:**

- Bonuses for outstanding achievements, e.g. employee of the month or long-serving employees, e.g. Seniority Award on board our ships
- Discounts for private holiday trips
- Reductions with various partner companies
- Company bicycles and vehicles for private use
- Discounts on crew excursions and for purchases made in the guest area
- Opportunity to make use of on board internet (at reduced rates), TV, telephones and a selection of books and films

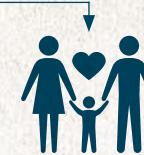


## HEALTH

### 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 onboard guest fitness area
- Various team sports activities (e.g. AIDA volleyball team, AIDA dragon boat team etc.)
- Annual health days, occupational medical check-ups and flu vaccinations



## FAMILY AND FRIENDS

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

- Support with helpful information on starting a family
- Partnerships with nurseries and daycare centers
- 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 – THE VALUES THAT CARRY US FORWARD

*The AIDA Values are the keystone of our business culture, which is based on mutual trust, passion for AIDA, respect for one another and the diversity of our employees.*

Our values are common practice in our company and connect us in our day-to-day work on land and at sea with the aim of giving new life to our AIDA Values every single day. We have extrapolated behavioral standards based on the AIDA values, which is binding for all AIDA employees. The AIDA values are moreover a permanent fixture of our recruiting processes,

annual performance assessments, beginner programs and all of our management training courses.

## PUTTING AIDA VALUES INTO PRACTICE

In order to enshrine our values on a permanent basis, they are incorporated into existing mechanisms. The following measures

aimed at actively implementing AIDA 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 fixture in special management workshops, the objective of which is to educate our managers in value-oriented conduct and leadership in everyday workplace and stressful situations.

## TRAINING MANAGERS ON BOARD THE FLEET

Since 2014, Training Managers on board the AIDA fleet have been expanding the opportunities for our employees to undertake advanced training at sea. Their portfolio includes service and sales training, management and soft skill seminars as well as language courses in German and English.

## EQUALITY PROGRAM

As part of our Equality-Program, we develop training courses focusing around issues such as inter-cultural cooperation, diversity and respectful interaction with each other, which are put into practice by Training Managers on board our ships.

## 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 are also able to post their own content and exciting news for the benefit of colleagues and other departments.

## BUSINESS TRAINING COURSES

The AIDA Expert employee online tool gives all of our staff access to an extensive catalogue of free basic and advanced training options. The training courses assist all of our employees with their development. In line with its guiding principle of 'Gather new input, interact with colleagues and incorporate what you've learned into your daily work', all of these training courses are developed especially for the AIDA world of work and the needs of our colleagues.

## SENIORITY AWARD & EMPLOYEE OF THE MONTH AWARD

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

## SHIP OF THE YEAR AWARD

Furthermore, once a year the 'Ship of the Year Award' is presented to the entire crew of a ship for their excellent performance in the three categories of HESS (Health, Environment, Safety & Security), RAAS (Risk Advisory & Assurance Services) and guest satisfaction.



*United – for a safe and successful future.*

<p><b>I PROMOTE DIVERSITY BY ...</b></p> <ul style="list-style-type: none"> <li>... being happy to work with different kinds of people.</li> <li>... being communicative and sociable.</li> <li>... being curious and liberal-minded.</li> </ul>	<p><b>I SHOW RESPECT BY ...</b></p> <ul style="list-style-type: none"> <li>... recognizing and appreciating everyone.</li> <li>... treating everybody in the same, friendly manner.</li> <li>... taking the time to listen to others.</li> </ul>
<p><b>I BUILD TRUST BY ...</b></p> <ul style="list-style-type: none"> <li>... placing safety as my highest priority.</li> <li>... communicating clearly.</li> <li>... working in a responsible, reliable and professional manner.</li> <li>... continually learning how I can develop and giving others the opportunity to do the same.</li> </ul>	<p><b>I AM PASSIONATE BECAUSE I ...</b></p> <ul style="list-style-type: none"> <li>... take the initiative and bring new ideas to the table.</li> <li>... work determinedly towards success.</li> <li>... demand the highest quality and best possible service.</li> <li>... contribute to a good atmosphere with my enthusiasm and energy.</li> </ul>



# HOW WE RECOGNIZE 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 the I LOVE TO SEE YOU SMILE initiative, which was launched successfully in 2016, they can share these beautiful experiences and guests' motivating praise with one another.*

We invite our guests and employees to share their SMILING MOMENTS with us by nominating a member of staff. The employee who receives the most nominations or contributes the most moving SMILING MOMENT is given a SMILING STAR award at the end of the voyage in the presence of all the guests. The aim of the initiative is to strengthen leadership skills among the crew and to inspire their sense of individual responsibility with positive incentives.

Special SMILING MOMENTS are published in our intranet. Employees also look to their colleagues for tips on how to remain calm and cheerful in tricky situations so that we are always able to say: "smiling is in our nature".

## SMILING STAR AWARD

We also recognize the dedication of our land-based employees. The Special SMILING STAR Award is given by our employees to their colleagues. In 2017, for example, the Award was conferred upon the entire 24h OPS team by way of thanks for the rapid and uncomplicated round-the-clock support they provide to both our guests and our employees.

**SMILING STAR**



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.

## I ♥ 2 C U :) SHIP CHALLENGE

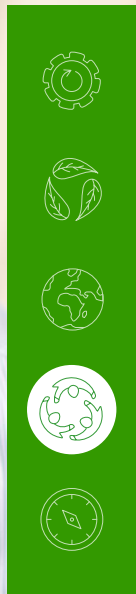
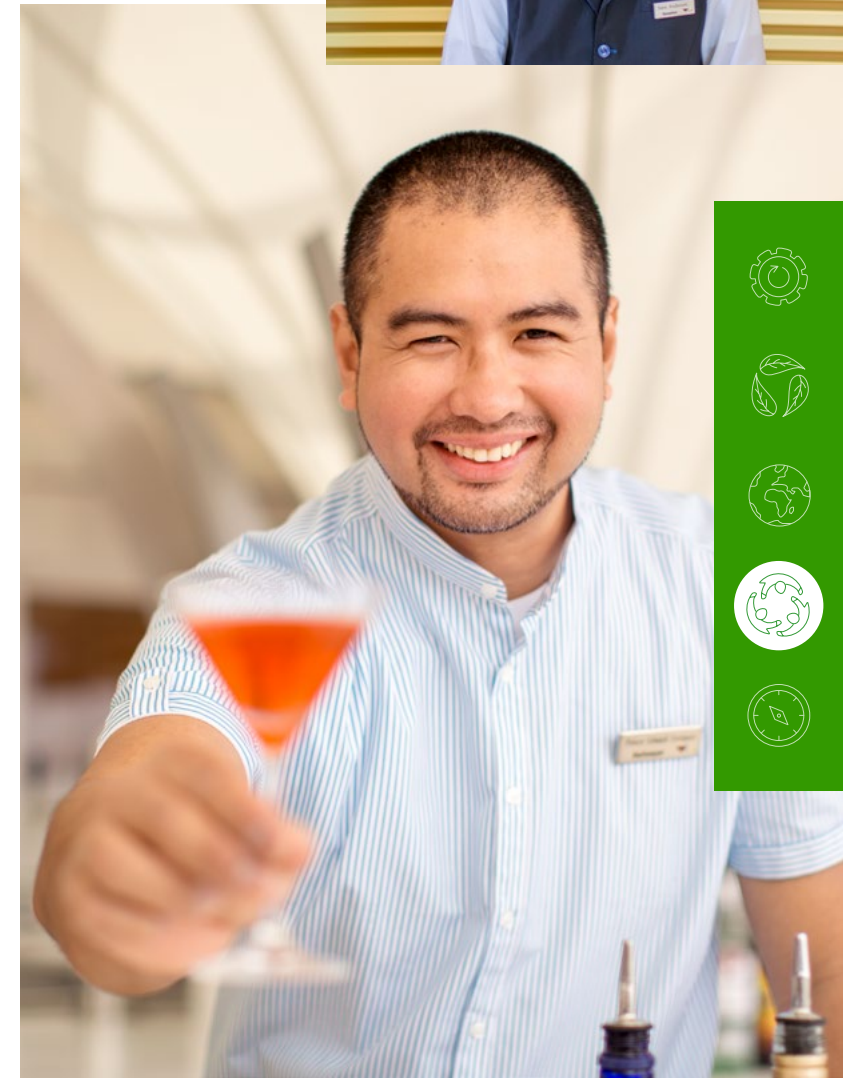
As part of the 'I LOVE TO SEE YOU SMILE Ship Challenge', we would like to find out what makes each ship's team and their ship special, and how they create special moments for our guests every day.

On 3rd May 2017, the crew of AIDAperla set off on their first long-distance voyage. Departing from Nagasaki in Japan, our newest member of the fleet set course for Europe. During the 29-day journey the crew filmed a thrilling video which emotionally depicts the various stages of the voyage and describes the attitude to life that binds AIDA's employees together. Congratulations to the crew of AIDAperla – the first winners of the I LOVE TO SEE YOU SMILE Ship Challenge!

AIDAdiva has been nominated to be the next ship to take part in the 'I ♥ 2 C U :) Ship Challenge'. After that it will be the turn of the crew of AIDAstella.



**THE JOURNEY OF AIDAperla**  
> Watch movie





# EMPLOYEE SURVEY

*We set about our daily tasks together with a focused, dedicated and results-driven attitude.*

In order better to satisfy the desires and needs of our employees and to develop further our company as an attractive employer, between 4th and 17th September 2017 all of our employees on land and at sea were once again asked to take part in a comprehensive employee survey. Under the slogan of “Your voice counts”, around 4,000 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. Both our land-based and onboard employees considered the friendly atmosphere and team culture in national and international environments to be among the company’s main strengths.

*“I am proud to work for AIDA” is a praise that we frequently receive as an employer.*

Another aspect that our employees view very positively is the ability to contribute to the success of the overall company through their own work. They understand that everybody has their part to play and that their work is appreciated. It is certainly the case that all of our employees value interdisciplinary support, cooperation and a readiness to help. The detailed evaluation and pooling of the results was completed in early 2018, which led to the creation of a list of measures, the implementation of which has already begun.



# HAND IN HAND ON A COURSE FOR SUCCESS: HOW WE SUPPORT OUR EMPLOYEES

*Professionals, managers, career changers and newcomers alike can find versatile entry-level career opportunities with our company and excellent career prospects. With our made-to-measure training courses, we moreover encourage the professional and personal development of our employees.*

## AIDA ACADEMY

The AIDA Academy, located in Rostock, is the company's very own training center. Thanks to the 'ship - land - ship' transfer of know-how, practical experience from daily life on board can be passed on in modular lectures and can be injected back into working routines on board in the form of scientific innovations. Alongside discipline-specific content, the subject areas covered in the training area include HESS topics (health, environment, safety, security) as well as language, soft skill and management training.

## STUDY AND TRAINING ON LAND AND AT SEA

In order to cover future requirements for skilled employees and to recruit the best talents, 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.

We have been training young professionals for a number of years as part of a dual commercial training program in the company's headquarters in Rostock. In 2017, four young hopefuls began their training to become a dialogue marketing salesperson in our Customer Center. Including these four, there are nine trainees at various stages of their three-year

apprenticeship for this profession currently under contract with us. Due to their diverse insights and experiences, we are usually able to guarantee our trainees a position in the company, provided they perform well during their apprenticeship.

The best trainees are recognized by the IHK in Rostock each year. In recent years, our trainees have ranked among the best time and again. The same applies for the AIDA Customer Center, it was awarded as "TOP Training Company". In collaboration with the Hamburg School of Business Administration, promising school leavers are able to undertake a three-year Bachelor's degree in Business Administration with a focus on Sales and Marketing with AIDA as part of a dual study program.

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 watchkeeping certification for our growing fleet.

Our training strategy is holistic and international in its approach, thereby providing 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 experts and lecturers. 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 2017, ten students embarked on a course in Navigation, a further seven in Marine Engineering and four in Marine Electronics, six of these students were young women.

## SMART ALMERE: TRAINING FOR SAFETY

Between 2012 and 2016, AIDA Cruises operated Germany's first Center for Maritime Simulation Training in the cruise industry - the SMART Rostock, a subsidiary of the Carnival Corporation & plc. Since 1st January 2017, AIDA Cruises has been benefiting from the bundled expertise of the new Arison Maritime Centre opened by the Carnival Corporation & plc in Almere in the Netherlands.

All of the nautical and technical managers in the AIDA fleet now complete advanced training courses at the world's leading maritime training center. The innovative training oppor-

tunities for 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 among others are oriented towards the airline industry.

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. We place great emphasis on alternative thinking.

Our safety officers ensure the strict compliance with HESS regulations on all our ships. The crew is obliged to prove through 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 exercises and drills are clearly set out in the HESS Management System.



### MORE INFORMATION

- > [AIDA Academy](#)
- > [CSMART Almere](#)
- > [Our standards](#)





In the course of 2017, 65,014 participants took part in a total of 5,942 training courses (not including online courses).

Schulung im maritimen Trainingszentrum CSMART in Almere, mehr unter [www.csmartalmere.com](http://www.csmartalmere.com).

At present, 607 AIDA officers across our twelve ships are undergoing regular training. In mid-2017, basic and advanced training packages for Environment Officers were also incorporated in the CSMART training program

#### E-LEARNING AND TRAINING COURSES

Digitalization also offers us many new opportunities for basic and advanced training. With our own E-learning management system, AIDA Expert, our employees can develop their skills from anywhere in the world. The program was launched back in 2012 and has been steadily expanded since then. More than 138 computer-based training courses are currently incorporated in the system. Where this system is concerned, AIDA also benefits from being part of the Carnival Group. Successful programs run by other cruise brands can quickly be offered to the employees of all nine subsidiary companies that make up the corporation. All AIDA employees are moreover familiarized

with the Code of Business Conduct and Ethics and receive extensive training in how to abide by it. As part of the E-learning training program, it is possible for every AIDA employee, whether they are based on land or at sea, to run through the training course at any time and in any place. The content of the training covers subject areas such as codes of conduct and ethics, anti-corruption, antitrust, insider trading and how to deal with employee grievances. Each employee is required to renew their own certificate on a regular basis, which usually equates to every two to five years depending on the subject matter.

#### CAREER ENTRY AND ORIENTATION

Onboarding training sessions 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 we offer, our corporate philosophy, our organizational structure as well as the relevant systems and

processes. In all, 268 new land-based and 3,122 sea-based employees took part in the onboarding training.

#### INTRODUCTION TO ENVIRONMENTAL CONSERVATION

From the day they start work, we teach our colleagues about their responsibilities regarding their use of natural resources. Every new crew member must complete a special environmental training course, which focuses on using resources, wastewater and waste as well as environmental management. Our officers additionally provide job-specific training, in which they prepare officers, engineers or managers on board for the specific environmental requirements of their daily work on deck or in the engine room.

It is vital that this process is suitably transparent, to which end we inform our employees immediately of any changes in daily working processes brought about by legal or internal reforms, and the reasons behind them. It is vi-

tal 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.

#### EMPLOYEE DEVELOPMENT IN THE AIDA COMPETENCY MODEL

We have extrapolated a Code of Conduct based on the AIDA values, which is binding for all AIDA employees. Our managers act as role models in this Code of Conduct and are also responsible for creating an atmosphere in which these norms become established. 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.



 **MORE INFORMATION**  
[> Code of Conduct and Ethics](#)

## ENTREPRENEURIAL THINKING

The employee, or more specifically the manager ...

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

## RESULT ORIENTATION

The employee, or more specifically the manager ...

- ... feels responsible for results.
- ... thinks and acts proactively.
- ... makes their own, autonomous decisions.
- ... plans their work and ensures that the best possible results are achieved.

## EMPLOYEE MANAGEMENT AND DEVELOPMENT

The employee, or more specifically the manager ...

- ... leads their employees 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.

# OUR COMPETENCY MODEL

*The most important requirements that we ask our employees and managers to meet 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.*

## INNOVATION

The employee, or more specifically the manager ...

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

## 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.

## 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.

## 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.

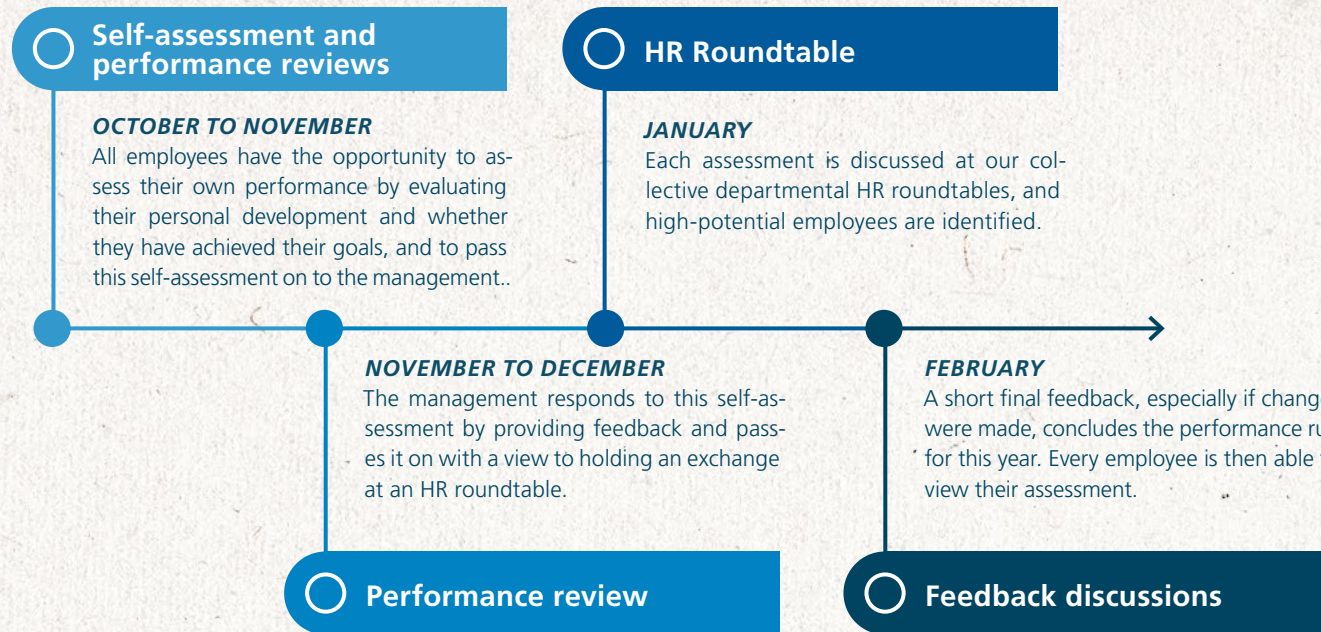
## ETHICS

The employee, or more specifically the manager ...

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



# Performance Management 2017 Timeline



## AIDA INDIVIDUAL PERFORMANCE REVIEWS

Good dialogue provides the foundation for open, trusting and focused cooperation. It is therefore important that all of our employees and managers interact with each other in regular discussions about strategies, objectives and individual performance and development. Furthermore, at AIDA our yearly performance reviews follow a transparent procedure.

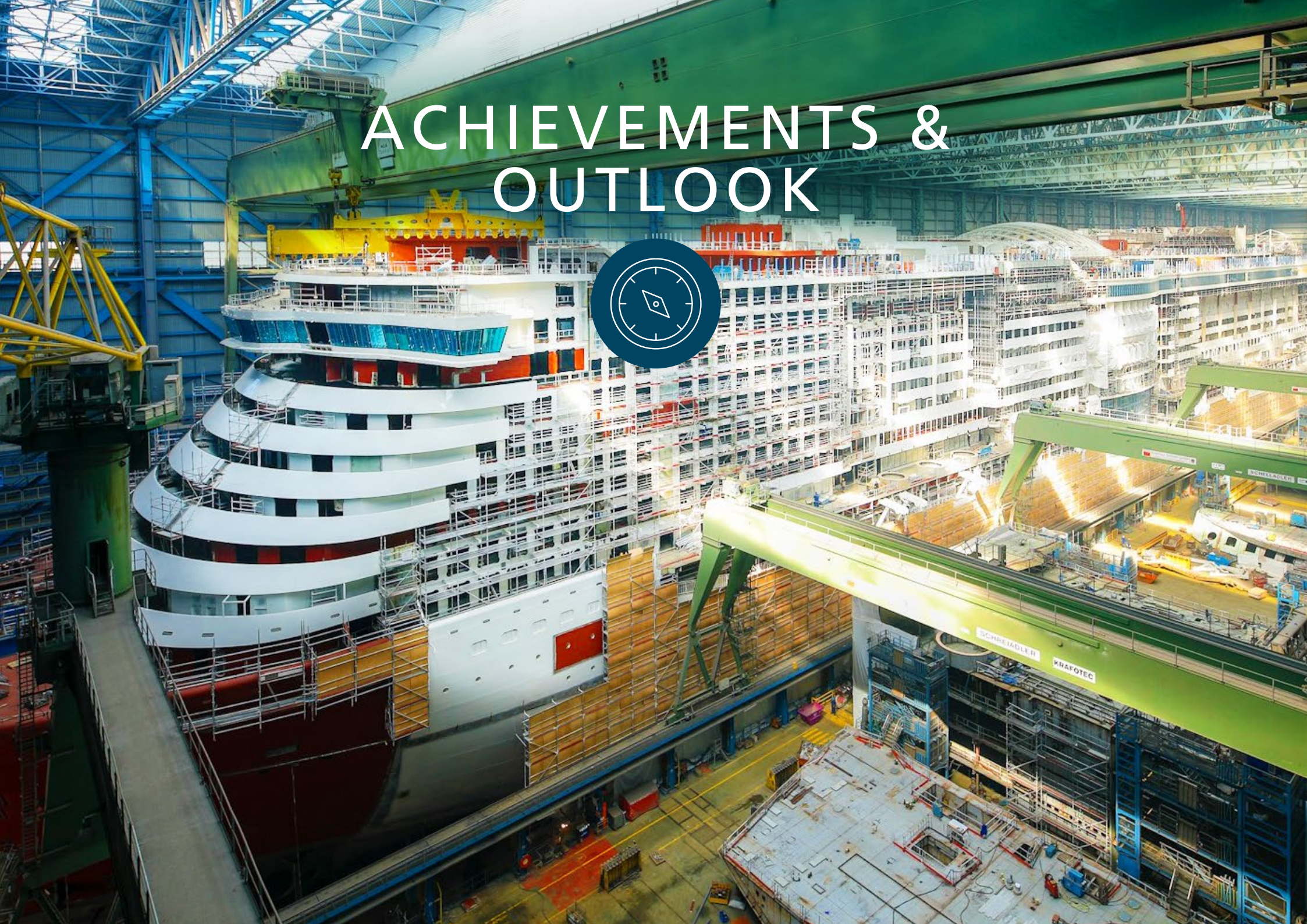
Suggestions for development are derived on the basis of each employee's individual performance and key players are identified within a talent pool. For us, recognizing talent goes hand in hand with developing talent, and mentoring is a key part of that. New managers, as well as key players and employees 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.

# Leadership Programm

"Acquire the leadership skills you need the most"



# ACHIEVEMENTS & OUTLOOK



# AWARDS

*Over the past two decades, we have turned cruises into one of the most modern, innovative and varied types of holiday in Germany. One of our ambitions is to make cruise holidays even more sustainable.*

Act responsibly - operate effectively. Our efforts in providing our guests with unforgettable experiences, protecting the environment and promoting regional collaboration were recognized on numerous occasions in 2017.

## SERVICES AND PRODUCTS

**German Fairness Prize:** The German Institute for Service Quality conducted a wide-ranging consumer survey of roughly 45,000 customers from more than 500 companies in collaboration with the n-tv news channel. With 75.8 points, AIDA Cruises once again ranked first, making it the best company in the cruise industry as rated by customers. Furthermore, in the same survey AIDA was also ranked in first place as offering the best value for money.



**Service champion:** We were awarded the title "Service Champion" for the seventh time. In Germany's most extensive service ranking with a total of more than 1.5 million customer assessments, AIDA Cruises ranked third from 2,895 companies

analyzed with 75.4 percent and was therefore able to raise its profile even further. AIDA was thus awarded the Golden Seal for service quality. When compared with nine other cruise lines, AIDA had the highest rating for experienced customer service and was therefore ranked in first place in the cruise industry.

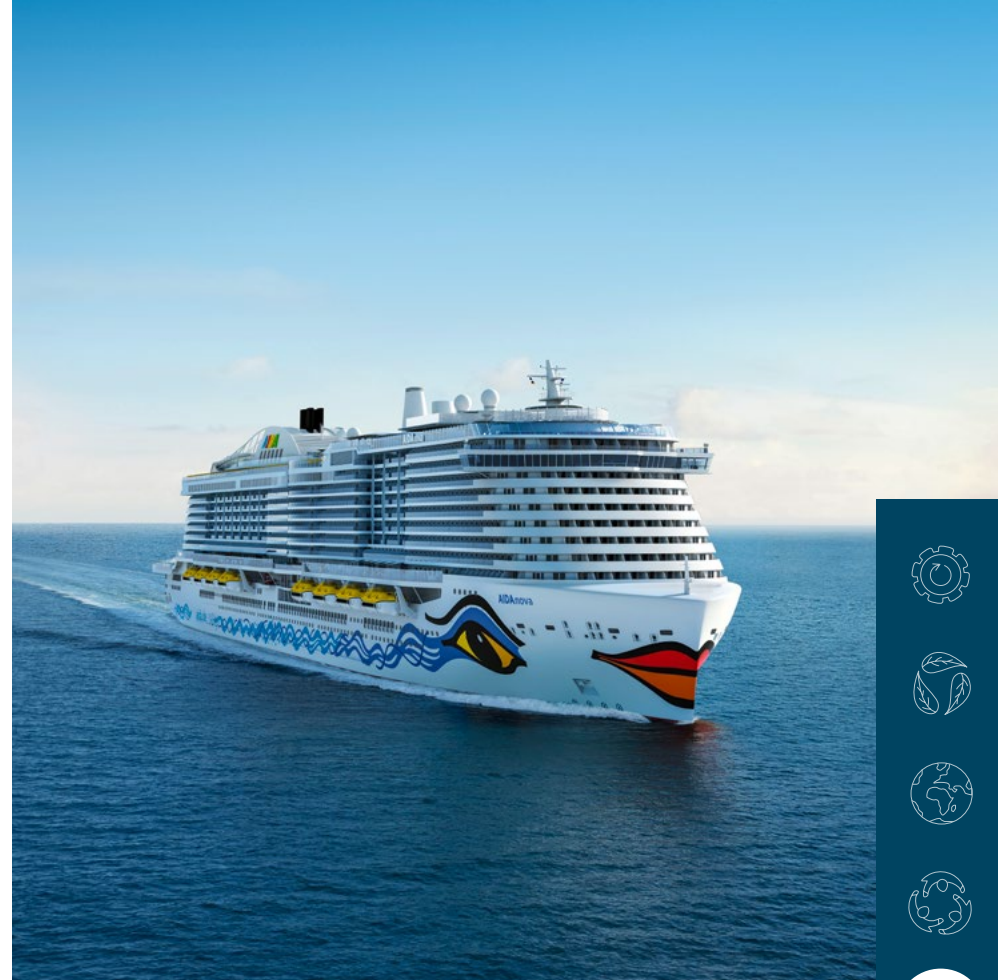
## Gold Ranking as a family-friendly company:

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. AIDA was able to climb to ninth place within the overall rankings with 83.4 percent.

**German Cruise Prize:** A collaboration with the "Hamburger Morgenpost" sought to ascertain the favorite ship of the newspaper's readership. AIDAprima prevailed against five other nominated ships in the Public's Choice Award category.

**Atlantic Alliance Award:** AIDA Cruises' special commitment to developing the region all-year-round as a cruise destination with AIDAprima and its good collaboration with the ports along the Atlantic west coast was acknowledged by the Atlantic Alliance port federation.

**Cruise Guide Award:** AIDAprima was decorated with the "Best Ship for Families" award in the "Family Friendliness" category.





Nachhaltiges Gebäude  
DGNB Zertifikat in Gold



#### AWARD-WINNING EMPLOYER

**Top Employer 2017:** AIDA is ranked in first place in the tourism category. This ranking is based on a survey of 18,000 young professionals with a university degree and up to ten years of professional experience that asked them about their employers of choice and career plans, and was carried out by the independent market research and consulting firm trendence.

—  
*More than 50,000 students, university graduates and young professionals chose AIDA Cruises as their employer of choice in Germany.*  
—

In February 2017, during the well-known Didacta education trade fair, we were recognized with the eLearning Award in the 'Learning Management System' category for our fully-automated training course for novices.

In 2017 we were moreover once again awarded the title of "TOP Training Company" for our Customer Center by the Rostock Chamber of Industry and Commerce.

We have completed the 'Fair Company' initiative run by karriere.de and have borne the corresponding certification since 2010.

#### DISTINCTION FOR COMMITMENT TO THE ENVIRONMENT

**German Cruise Prize:** AIDA received this prize for its commitment to the environment, specifically for the development and implementation of new environmental technologies on board its ships. AIDA Cruises has carried out pioneering work in the use of low-emission liquefied natural gas (LNG) and of shore power, which also made the company a trailblazer in this sector.

**DGNB Gold Seal:** The new 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. An important part of this is the conservative use of natural building materials, of renewable primary energy and low drinking water consumption. All of our office buildings in Rostock and Hamburg are moreover supplied exclusively using electricity from 100 percent renewable energy sources.

**Green Spa Certificate:** AIDA Cruises is the first cruise line to be accredited for its commitment to sustainability with the highest quality category of Level 3 by the German Wellness Association e.V. The Organic Body & Soul Spa on board AIDAprima was the recipient of this accreditation.





# OBJECTIVES ACHIEVED IN 2017\*



## REDUCING EMISSIONS

### REDUCTION OF CO<sub>2</sub> EMISSIONS

- 61.3 kg per person per day on board (down -0.48 % on the previous year)

### REDUCTION OF ENERGY AND FUEL CONSUMPTION THROUGH THE USE OF ENERGY-EFFICIENT TECHNOLOGIES

- 0.770 GJ per person per day on board (down -1.10 % on the previous year)
- Installation of MALS technology on AIDAperla
- Successful launch of EMMA system on AIDAperla
- Optimization of onboard heat recovery, e.g. through installation of absorption refrigeration machines on AIDAperla

### DUAL FUEL ENGINES: LOW-EMISSION POWER SUPPLY WITH LNG

- Start of operation of dual-fuel engines on AIDAperla
- Supplying AIDAprima and AIDAperla with LNG power now possible in six ports, including most recently: Funchal (Madeira)
- Installation of a dual-fuel engine on AIDAnova

### CO<sub>2</sub> OFFSETS

- Offsetting 2,735 tons of CO<sub>2</sub> of AIDA business trips and business flights
- Possibility for guests to offset the CO<sub>2</sub> emissions of their cruise and flights

### USING SHORE POWER

- AIDAsol supplied with shore power 12 times in 2017

### EXHAUST GAS CLEANING SYSTEMS

- 7 out of 12 ships equipped, beginning of operation on AIDAperla, retrofitting of AIDAbly



## WASTE WATER TREATMENT

- 9 of 12 ships fitted with AWWPS, most recently installed on AIDAperla



## CONSERVING WATER

- Reduction of water consumption onboard by -2.32 % compared to the previous year



## REDUCING WASTE

### DECREASE IN WASTE GENERATION

- 6.9 liter per person per day on board (same level as previous year)

### OPTIMIZATION OF FOOD USE

- Introduction of the digital Buffet Runner System (also on AIDAperla)



## HEALTH & SAFETY

### OPTIMUM MEDICAL CARE

- Successful use of telemedicine, supporting medical diagnoses



 **MORE INFORMATION**  
[> Carnival Sustainability Goals 2020](#)



# OBJECTIVES ACHIEVED IN 2017\*



## AIDA AS AN ATTRACTIVE EMPLOYER

### POSITIONING AND STRENGTHENING AS AN EMPLOYER TO BOOST EMPLOYEE RECRUITMENT

- Four prestigious awards including Top 1 Employer, eLearning Award, TOP Training Company
- Expansion of the "I LOVE TO SEE YOU SMILE" initiative with I LOVE TO SEE YOU SMILE ship challenge
- Company-wide employee survey with participation of 4,000 employees

### CREATION OF NEW JOB OPPORTUNITIES

- 2017: +1,240 employees on board and on land



## COMMITMENT TO SOCIETY

### SUPPORTING CULTURAL, SOCIAL AND ENVIRONMENTAL PROTECTION PROJECTS AND PROMOTING RESEARCH

- A total of €386,000 in donations were given to support various projects, for example, SOS Children's Villages, FLY&HELP, Mercy Ships, Reiner Meutsch foundation, democratic initiatives, sports and culture initiatives

### RESPONSIBILITY TO SOCIETY THROUGH INCREASED USE OF SUSTAINABLE PRODUCTS

- Organic and fair trade tea, coffee, pork and chocolate, recyclable carpets, purchase of regional fruits and vegetables or barn eggs and more



## RESPONSIBLE BUSINESS RELATIONS

### INCORPORATION OF NEW DESTINATIONS

- 24 new destinations in 5 new countries added to the range of travel packages
- Expansion of AIDA Selection program with first round-the-world trip on AIDAcara

### CONSOLIDATION OF SUSTAINABLE EXCURSIONS

- 700 sustainable excursions, 500 of which involve bicycles, pedelecs or scuddys
- Two excursion attractions were audited for compliance with animal welfare guidelines

### EXPANSION OF THE PARTNER NETWORK AND STRENGTHENING EXISTING BUSINESS RELATIONSHIPS

- 14,856 partners, 224 ports in 81 countries
- Beginning of construction of AIDAnova at the Meyer Werft shipyard in Papenburg, further strengthening the local economy

### ADHERENCE WITH CODE OF CONDUCT AND ETHICS

- No significant violations in 2017



## DIALOGUE & NETWORKS

### EXTENSIVE PRESENCE ON WIDE-RANGING 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 120,000 members in the AIDA Weblounge





COMING SOON

2018  
CHRISTENING OF  
AIDAnova IN PAPENBURG  
ON 31ST AUGUST 2018



2019  
AIDAmira



2021  
NEWBUILD



2023  
NEWBUILD



## OUTLOOK



### REDUCING EMISSIONS

#### REDUCTION OF CO<sub>2</sub> EMISSIONS

- Further reduction of emissions per person on board e.g. by expanding the use of LNG and shore power and retrofitting with exhaust gas cleaning systems onboard

#### DUAL FUEL ENGINES: LOW-EMISSION POWER SUPPLY WITH LNG

- Expansion of LNG supply in further ports of Mediterranean and Baltic Sea
- Nov 2018: Launch of AIDAnova, the world's first cruise ship, that can be operated 100 percent with LNG
- In 2023, 50 percent of all AIDA guests will travel on ships that can be operated either completely or in ports with low-emission LNG thanks to the construction of two further sister ships from AIDAnova (commissioning 2021/2023)

#### USING SHORE POWER

- Regular shore-power operation of AIDA Sol in Hamburg with green energy; tests beginning in 2019 to supply green energy supply of AIDAluna and AIDAbella in Kiel
- By 2020, all AIDA ships can be supplied with shore power, where available while in port.

#### EXHAUST GAS CLEANING SYSTEMS

- By 2020, completion of retrofitting of all AIDA ships, built after 2000, which cannot be fully operated with LNG, with exhaust gas cleaning systems.

#### REDUCTION OF ENERGY AND FUEL CONSUMPTION BY MEANS OF ENERGY-EFFICIENT TECHNOLOGIES

- Further reduction thanks to various measures to improve energy efficiency
- Optimization of MALS technology on AIDAprima and AIDAPERLA
- Energy management and monitoring system EMMA on AIDAnova
- Continuous optimization of, for example, waste heat recovery and fresh water production, waste water treatment and onboard lighting

### RESEARCH AND DEVELOPMENT

- Research on new methods for carbon-free energy production on board
- In 2022 AIDA Cruises plans to test the use of batteries as an energy source in ship operation for the first time on a ship in its fleet

### CO<sub>2</sub> OFFSETS

- Offsetting AIDA business trips and official flights
- Expanding the options for guests to offset their CO<sub>2</sub> emissions



### WASTE WATER TREATMENT

- Start of operation of cutting-edge AWWPS system on AIDAnova and other ships



### CONSERVING WATER

- Continuous reductions in water consumption



### REDUCING WASTE

#### DECREASE IN WASTE GENERATION

- Continuous process



### HEALTH & SAFETY

#### OPTIMUM MEDICAL CARE

- Continuous development





# OUTLOOK



## AIDA AS AN ATTRACTIVE EMPLOYER

### POSITIONING AND STRENGTHENING AS AN EMPLOYER TO BOOST EMPLOYEE RECRUITMENT

- Start of new international Employer Branding campaign and intensifying of network involvement
- Stepping up the I LOVE TO SEE YOU SMILE initiative
- Increasing cooperation with universities and collages

### CREATION OF NEW JOB OPPORTUNITIES

- Requirement for more than 2,000 new employees on board and on land with commissioning of each new ship
- Creation of indirect jobs in German ship building, in the maritime supplier industry and with regional partners



## COMMITMENT TO SOCIETY

### SUPPORTING CULTURAL, SOCIAL AND ENVIRONMENTAL PROTECTION PROJECTS AND PROMOTING RESEARCH

- Continued and enhanced commitment e.g. with Mercy Ships, FLY&HELP, SOS Children's Villages

### RESPONSIBILITY TO SOCIETY THROUGH INCREASED USE OF SUSTAINABLE PRODUCTS

- Continuous process, use of new sustainable materials for new ships due for launch in 2018/2021/2023



## RESPONSIBLE BUSINESS RELATIONS

### INCORPORATION OF NEW DESTINATIONS

- Widening the diversity of our worldwide holiday packages as a result of entry into service of new ships and expansion of the AIDA Selection program (AIDAmira, the 4th ship in the Selection class, will join the fleet in 2019)

### CONSOLIDATION OF SUSTAINABLE EXCURSIONS

- Expanding the range of sustainable excursions on offer
- Auditing of further excursion attractions for compliance with animal welfare guidelines
- Continuous process

### EXPANSION OF THE PARTNER NETWORK AND STRENGTHENING EXISTING BUSINESS RELATIONSHIPS

- Continuous process
- new travel destinations, commissioning of three newbuilds by 2023 (Made in Germany), intensification of collaborations with research and science partners

### ADHERENCE WITH CODE OF CONDUCT AND ETHICS

- Continuous process



## DIALOGUE & NETWORKS

### EXTENSIVE PRESENCE ON WIDE-RANGING PLATFORMS STRENGTHENS THE ENGAGEMENT OF GUESTS AND OTHER STAKEHOLDERS

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



# AIDA IN FIGURES

The reporting period for AIDA cares 2018 is the 2017 financial year

## ENERGY [G4-EN3 & G4-EN5]

		2015	2016	2017
Total energy consumption	[GJ]	7,182,770	7,914,218	8,998,330
Energy consumption on board	[GJ]	7,175,680	7,906,504	8,990,208
Heavy fuel oil (HFO)	[GJ]*	4,307,840	4,070,400	4,088,656
Low sulphur heavy fuel oil (HFO)	[GJ]*	2,805,440	3,027,864	1,370,983
Marine fuel oil	[GJ]**	62,400	808,240	3,476,165
Shore power	[GJ]		1,390	968
Liquefied natural gas (LNG)	[GJ]***		14,268	53,436
Car pool energy consumption	[GJ]	7,090	7,714	8,122

		2015	2016	2017
Energy consumption on board per person per day	[GJ/P x Tag]	0.791	0.777	0.770

Calculation of the energy gained from fuel sources according to manufacturer specifications, 1GJ = 277.78 kWh

\* 40 gigajoules per ton of fuel

\*\* 42 gigajoules per ton of fuel

\*\*\* 48 gigajoules per ton of fuel

## INDIRECT PRIMARY ENERGY CONSUMPTION [G4-EN3 & G4-EN5]

		2015	2016	2017
Total energy procurement*	[kWh]	2,932,642	3,004,224	2,876,556
Natural gas	[kWh]	383,494	318,897	346,560
Renewable energy	[kWh]	2,549,148	2,685,327	2,529,996

		2015	2016	2017
Energy consumption per person per day	[kWh/P x day]	7.05	6.70	6.31

\* 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.

## WASTEWATER [G4-EN22]

		2015		2016		2017	
		At sea	On land	At sea	On land	At sea	On land
Total waste water	[t]	1,427,028	16,883	1,573,039	50,050	1,747,300	66,763
Untreated black water	[t]	0	50	0	1,144	0	3,687
Treated black water	[t]	48,200	1,840	48,600	5,670	52,700	3,813
Permeate (treated wastewater of almost drinkable quality)	[t]	1,054,264	10,422	1,201,030	11,570	1,320,800	11,789
Untreated grey water (incl. pool water)	[t]	294,247	775	271,957	28,990	302,460	42,529
Biomass and sewage sludge (extracted solids from the sewage process)	[t]	30,317	3,796	51,452	2,676	71,340	4,945
Total wastewater on board per person per day	[l/P x day]	159.26		159.44		155.31	

## WATER [G4-EN8]

		2015	2016	2017
Total water consumption for the fleet*	[t]	1,528,738	1,662,161	1,862,832
Water taken from onshore reservoirs	[t]	323,243	445,416	309,531
Water produced from seawater on board	[t]	1,205,495	1,216,745	1,553,301
Total water consumption on board per person per day	[l/P x day]	168.60	163.30	159.50

\* Water consumption recorded using flow meter

## CO<sub>2</sub> EMISSIONS [G4-EN15 & G4-EN16 & G4-EN17]\*

		2015	2016	2017
Total direct CO <sub>2</sub> emissions	[t]*	583,956	627,132	715,980
Fuel on board	[t]*	565,078	610,929	694,760
Refrigerant releases on board	[t]*	18,441	15,730	20,819
Company car fleet	[t]*	437	473	401

		2015	2016	2017
Direct CO <sub>2</sub> emissions on board per person per day	[kg/P x day]	64.4	61.6	61.0

		2015	2016	2017
Total indirect CO <sub>2</sub> emissions	[t]	219	1,071	169
Power consumption of office buildings	[t]	219	171	169
Amount used by LNG-Hybrid-Barge	[t]		900	

\* 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.

## WASTE [G4-EN23]

		2015	2016	2017
Total waste*	[m <sup>3</sup> ]	n. a.	70,648.86	81,241.24
Residue landfill	[m <sup>3</sup> ]	n. a.	26,281.97	31,074.54
Incinerated waste	[m <sup>3</sup> ]	n. a.	16,701.12	18,252.78
Shredded food waste	[m <sup>3</sup> ]	n. a.	9,471.22	11,635.98
Special waste	[m <sup>3</sup> ]	n. a.	1,104.96	1,047.37
Preparation for recycling	[m <sup>3</sup> ]	n. a.	17,089.59	19,230.57
Actually recycled materials	[m <sup>3</sup> ]	n. a.	5,426.84	4,301.86

		2015	2016	2017
Waste per person per day	[l/P x day]	n. a.	6.9	6.9

\* Since 2016, quantity according to MARPOL in volume (m<sup>3</sup> = 1.000 l) for a better comparability within the branch



### NOx, SOx, FINE PARTICULATES [G4-EN21]

		2015	2016	2017
NOx*	[kg/P x day]	1.286	1.240	1.226
SOx**	[kg/P x day]	0.569	0.551	0.537
Particulate matter***	[kg/P x day]	0.024	0.023	0.023

\* 1 ton of fuel corresponds to 65kg of NO<sub>x</sub>;  
 \*\* Calculation based on sulphur content of the fuel  
 \*\*\* 1 ton of fuel corresponds to 1.2 kg of fine particulates

### EMPLOYEES [G4-10]

	2016			2017		
	Total	Men	Women	Total	Men	Women
Total employees*	8,342	6,176	2,166	9,582	7,140	2,442
On board	7,177	5,734	1,443	8,340	6,680	1,660
On land	1,165	442	723	1,242	460	782
Full-time land	946	435	511	1,006	453	553
Part-time land	219	7	212	236	7	229

\* Fixed-term contracts 4.8 % (on land, of which 81 % was parental leave cover) and 82 % (on board)

### EMPLOYEES PER REGION IN % [G4-10]

	2016	2017
EU	36.6	36.0
Philippines	37.2	37.3
India	11.8	12.8
Indonesia	8.8	9.8
Other	5.6	4.1

### SICK LEAVE AND ACCIDENTS AT WORK [G4-LA6]

	2016		2017	
	on board	on land	on board	on land
Days lost (in %)*	3.0	5.3	3.1	6.6
Accidents at work**	189	17	226	32

\* Workdays from point when sick leave is taken  
 \*\* Encompasses all injuries including minor accidents. No deaths occurred during the reporting period.

### BASIC AND ADVANCED TRAINING OF EMPLOYEES [G4-LA9]

	2016		2017	
	Number*	Days**	Number*	Days**
Onboard employees	27,080	59,407	65,014	44,031
Land-based employees	1,933	4,359	2,438	2,781

Includes of employees of Carnival Maritime GmbH and the AIDA Customer Center in training measures (online courses are excluded).

\* Participants including repeat participation  
 \*\* A training day is calculated as 8 hours"

### DISTRIBUTION OF EMPLOYEES AND MANAGEMENT BODIES BY SEX, AGE GROUP [G4-LA12]\*

	2016		2017	
	Absolute	in %	Absolute	in %
Senior executives	1,340	18.67	1,491	17.88
Employees	5,837	81.33	6,849	82.12
Female	1,443	20.11	1,660	19.90
Male	5,734	79.89	6,680	80.10
< 30 years of age	2,892	40.30	3,287	39.41
30–50 years of age	3,966	55.26	4,672	56.02
> 50 years of age	319	4.44	381	4.57

\* On board the AIDA fleet

### EMPLOYEE LOYALTY [G4-LA1]

	2016		2017	
	Absolute	in %	Absolute	in %
Turnover*	606	7.3	619	6.5
New recruits	3,014	36.1	3,122	33.0
Employees on parental leave	102	90.0**	110	81.0**
Land-based	76	22.4***	79	22.0
Ship-based	26	53.9***	31	55.0

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

### GUEST SATISFACTION [G4-PR5]

	2017
Guest satisfaction to previous year	+ 3%





## PUBLICATION DETAILS

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