



# AIDA Cares

2019 Sustainability Report



Message from the President	03
About this report	04
In line with UN objectives for sustainable development	05
Company profile	06
Industry and market	08

## Responsibility for our guests

We open up possibilities	19
Sustainability in guest experience and digitalization	20
Guest experience management	23
Inclusion	26
Safety on board, health, and medical care	27

## Responsibility for our employees

We're a team	46
Employee satisfaction	48
Vocational training, further education and development	55
A sound work-life balance	60
Diversity, equal opportunities, and respect of human rights	61

## Sustainability at AIDA

Our work is oriented to the future	10
Sustainable business activity and governance	12
Compliance and standards	14
Risk management	16

## Responsibility for nature and the environment

We think in terms of innovation	30
Energy and climate protection	33
Emissions and air quality	37
Management of natural resources	39
Biodiversity	44

## Partnerships and social development

We act fairly	63
Dialog with stakeholders	64
AIDA Cruise & Help	67
Sustainable destination management	69
Involvement in industry associations and initiatives	73

AIDA in figures	75
GRI content index	78
Acknowledgements and publishing details	81



# Dear reader,

GRI 102-1, 102-7, 102-8, 102-10, 102-14

Ever since our company was founded back in 1996, the key to our success has been our ability to constantly redefine cruises – with a clear vision that not only has a firm focus on our guests' wishes and expectations but also seeks to address global challenges such as climate change, the development of responsible tourism and, most recently, the coronavirus pandemic.

In mid-March of this year, we were forced to pause the current cruise season. Within the space of a few days, we were able to transport all our guests from global destinations back to their homes safe and sound. Even in the current very challenging situation, we are working as a team and jointly applying our AIDA values, which reflect our comprehensive understanding of responsible and sustainable activity. I would particularly like to thank all the employees on shore and at sea, who fill our AIDA values with

life through their renewed vigor and commitment each day.

In addition to our very high hygiene and health standards, we have implemented numerous further preventive measures for the planned resumption of our cruises, reflecting the top priority that we assign to the safety and well-being of our guests, employees, and all the people we work with at our destinations.

The renowned independent testing company SGS Institut Fresenius and the classification society DNV-GL have reviewed and confirmed our enhanced health and hygiene standards and the processes of preventive measures we have implemented.

For us, responsible growth means creating lasting values and making our business model sustainable for the future – in the interests of our employees, society, the environment,

and the economy. In fiscal year 2019, we took a further technological leap towards emission-neutral cruises when AIDAnova, the world's first LNG-fueled cruise ship and the winner of the German federal government's "Blue Angel" seal, went into service. Many other innovative projects were also launched.

Over the course of the 2019 reporting period, we welcomed more than 1.3 million people on board our cruise ships. 15,600 employees from over 60 nations working on board our ships and at our offices in Rostock and Hamburg tended to our guests' well-being.

We also always pay attention to the sustainable economic development of the destinations that we visit with our ships. Before the outbreak of the coronavirus pandemic, AIDA Cruises' economic activities generated value of around 5.3 billion euros and secured 27,000 jobs in Europe alone.

The sharing of success is also firmly entrenched in our corporate culture. In 2019, we pooled our national and international social and cultural activities under the umbrella of AIDA Cruise & Help. We particularly focus on improving the future prospects of children and young people by building schools in emerging markets and developing countries. However, we also support various regional charities and cultural projects in Germany as well.

In all our efforts, we keep our eyes firmly on the United Nations' Sustainable Development Goals, the Paris Climate Agreement, and the climate goals of the International Maritime Organization (IMO). Our long-term goal is to offer emission-neutral cruises. At this stage, the specific impact that the current suspension of

cruise activities will have on our Green Cruising Strategy is not yet foreseeable. The majority of our project partners and suppliers have also been adversely affected in their economic activities by the coronavirus pandemic. Consequently, we will be reviewing our schedules for jointly planned measures in conjunction with our project partners and suppliers.

Notwithstanding this, we will continue to constantly critically assess the ways in which we boost our energy efficiency, lower emissions, and heighten climate and resource protection in our day-to-day routine as we move forward.

Only by working together will we be able to make a tangible contribution to solving the major issues of the future. Accordingly, dialog with civil society, policymakers, and the scientific community paired with a common search for solutions is the key to success for us. We need this dialog as well as the willingness of all those who share these goals to work together if we are to overcome the challenges we currently face and to complete the step-by-step transformation of our sector on its journey to climate-neutral cruises. We warmly invite you to reach out to us.



Felix Eichhorn  
President of AIDA Cruises





# About this report

GRI 102-5, 102-45, 102-46, 102-48, 102-49, 102-50, 102-53, 102-54, 102-56

The purpose of this sustainability report is to provide all interested parties with the opportunity for obtaining detailed information on the sustainability activities of AIDA Cruises in the 2019 fiscal year. It concentrates on the concrete measures we took in the past year and the results of our efforts to achieve our long-term sustainability goals. The coronavirus pandemic and its consequences are posing unprecedented challenges for people and economies around the world. The halting of global travel forced AIDA Cruises to

pause its current cruise season in March 2020. As of the editorial deadline of this report in late May 2020, it was not yet clear when we would be able to start resuming our cruise activities step by step. Our partners at the destinations, suppliers, and shipyards are also being severely impacted by the economic fallout from the coronavirus pandemic. Accordingly, the current global crisis will also have effects on jointly planned projects. We have duly noted this in the report where we believe this could be relevant.

## Reporting period and boundaries

This report relates to the 2019 fiscal year (December 1, 2018 through November 30, 2019). All relevant departments of the company were involved in the preparation of this report. It is supplemented by information on relevant activities and events that arose either before or after the reporting period up until the editorial deadline of the end of May 2020. The report encompasses AIDA Cruises with its locations in Rostock and Hamburg as well as the ships of the AIDA fleet. Founded in 1996, AIDA Cruises

has been a member of the Carnival Corporation & plc, one of the world's largest providers of vacation travel, since 2003. Together with Costa Cruises and Costa Asia, AIDA Cruises has been part of the Costa Group within the Carnival Corporation since 2004.

Activities relating to social and environmental responsibility that are managed centrally by Carnival Corporation & plc are duly indicated in the relevant sections of the report.

## Contents and reporting standards

The topics addressed have been selected in accordance with the principle of materiality. A materiality analysis conducted prior to the outbreak of the coronavirus pandemic evaluated the relevant sustainability issues in the light of three criteria: stakeholder relevance, our impact on people and the environment, and the relevance for our business. The chapter entitled Sustainability at AIDA includes a detailed process description as well as a list of the sustainability issues assessed as being material. The chapters Responsibility for our guests, Responsibility for nature and the environment, Responsibility for our employees, and Partnerships and social development outline the relevant challenges in each area and the measures taken in 2019 to address them. The annex appended to the end of the report summarizes all the main performance indicators for the years 2017 through 2019.

The report has been prepared based on the guidelines of the internationally recognized Global Reporting Initiative (GRI). The AIDA Sus-

tainability Report 2019 applies the "core" option of the GRI Standards. This has been confirmed in an external audit conducted by the GRI Materiality Disclosures Service. The content index and table of GRI indicators can also be found in the annex to this report.

## Format and contact

This report is available for downloading by all interested parties in German and English at the AIDA Cruises website. Any questions or comments relating to the sustainability report should be addressed to Hansjörg Kunze, Vice President Communication & Sustainability, at [aidacares@aida.de](mailto:aidacares@aida.de).

# In line with UN objectives for sustainable development

GRI 102-12

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

We unequivocally endorse the comprehensive approach of the SDGs and support their implementation. All of our short, medium and long-term measures are oriented towards these SDGs and play a part in achieving them. As a company that operates worldwide, our innovations, vacation offers and services allow us to contribute to overcoming global challenges by integrating sustainable measures into our

business model, promoting good health in our guests and our employees on land and at sea, protecting the biodiversity of ecosystems, reducing the burden on the environment, respecting the diversity of different peoples and preserving and promoting unique cultural characteristics



 <p><b>1 NO POVERTY</b> End poverty in all its forms everywhere</p>	 <p><b>6 CLEAN WATER AND SANITATION</b> Ensure availability and sustainable management of water and sanitation for all</p>	 <p><b>11 SUSTAINABLE CITIES AND COMMUNITIES</b> Make cities and human settlements inclusive, safe, resilient and sustainable</p>	 <p><b>15 LIFE ON LAND</b> Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss</p>
 <p><b>2 ZERO HUNGER</b> End hunger, achieve food security and improved nutrition and promote sustainable agriculture</p>	 <p><b>7 AFFORDABLE AND CLEAN ENERGY</b> Ensure access to affordable, reliable, sustainable and modern energy for all</p>	 <p><b>12 RESPONSIBLE CONSUMPTION AND PRODUCTION</b> Ensure sustainable consumption and production patterns</p>	 <p><b>16 PEACE, JUSTICE AND STRONG INSTITUTIONS</b> Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels</p>
 <p><b>3 GOOD HEALTH AND WELL-BEING</b> Ensure healthy lives and promote well-being for all at all ages</p>	 <p><b>8 DECENT WORK AND ECONOMIC GROWTH</b> Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all</p>	 <p><b>13 CLIMATE ACTION</b> Take urgent action to combat climate change and its impacts</p>	 <p><b>17 PARTNERSHIPS FOR THE GOALS</b> Strengthen the means of implementation and revitalize the global partnership for sustainable development</p>
 <p><b>4 QUALITY EDUCATION</b> Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all</p>	 <p><b>9 INDUSTRY, INNOVATION AND INFRASTRUCTURE</b> Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation</p>	 <p><b>14 LIFE BELOW WATER</b> Conserve and sustainably use the oceans, seas and marine resources for sustainable development</p>	
 <p><b>5 GENDER EQUALITY</b> Achieve gender equality and empower all women and girls</p>	 <p><b>10 REDUCED INEQUALITIES</b> Reduce inequality within and among countries</p>		

# Company profile

GRI 102-1, 102-2, 102-3, 102-4, 102-5, 102-6, 102-7, 102-8, 102-9, 102-10, 102-45, 203-2

AIDA's first cruise ship went into service in 1996. This was AIDAcara, as it is known today. Since then, the Rostock-based company has continuously expanded its fleet and now has a modern line of currently 14 cruise ships. Some 1.3 million guests placed their trust in AIDA in 2019, visiting 289 destinations around the world on vacation trips.

AIDA employed approximately 15,600 people from more than 60 different nations – including 1,500 on shore in Rostock and Hamburg – in 2019. The company works with renowned universities, colleges, and training centers in Asia to educate and qualify its staff for their work on board cruise ships to optimum effect.

In 2003, AIDA joined Carnival Corporation & plc, the world's largest leisure company with nine cruise line brands in its portfolio. Together with Costa Cruises and Costa Asia, AIDA has been part of the Costa Group within the Carnival Group since 2004. With a fleet of 29 ships and more than 31,500 employees worldwide, the Costa Group is the market leader in the cruise industry in Europe and China.

In addition to its headquarters in Rostock, AIDA has four other locations. Hamburg is home to AIDA Entertainment and Carnival Maritime GmbH, while further sites are operated in Zurich in Switzerland and in Vienna in Austria.

AIDA assigns the utmost priority to the safety of its guests and crews at all times. In keeping with this, the company is committed to uncompromisingly adhering to all external and internal standards and ensures compliance and responsible activity in all areas of its operations.

AIDA Cruises took an important technological step forward by placing AIDAnova, the world's first cruise ship fueled solely with low-emission liquefied natural gas (LNG), in service in 2018. In 2019, AIDAnova was the first cruise ship to be awarded the German federal government's "Blue Angel" seal in recognition of its environmentally friendly ship design. 2019 also saw the keel laying for AIDAcosma at the NEPTUN WERFT shipyard in Rostock-Warnemünde – this ship will be the company's second LNG-powered vessel. It will be followed over the next few years by a third LNG-generation ship made in Germany.

By that time, 94 percent of all AIDA guests will be traveling on board ships which are fueled entirely with low-emission LNG or, if available at the port, can be operated with green shore power. AIDAmira also went into

service for the first time in December 2019. The 14th member of the AIDA fleet, it set sail for southern Africa in its premiere season. Cape Town was the port of departure and return on these 14-day cruises.

## Our economic contribution

In 2019, we asked Deloitte & Touche to conduct a study to determine the economic contribution made by AIDA Cruises in Europe. Professors from the universities of Hamburg and Genoa were also involved in this study, which showed that in 2018 alone AIDA Cruises generated value creation of 5.3 billion euros and created 27,000 full-time jobs across Europe.

Our home in Germany is where we made the largest contribution (3.4 billion euros) to the national economy in 2018, including 1.6 billion euros in northern Germany alone. Our activities secured more than 15,600 direct, indirect, and induced full-time jobs in Germany in 2018.

We don't just build our ships here, however. Over the past years, we have also contributed to sustained regional economic growth through long-term partnerships and promoted the development of maritime centers of innovation by enabling the transfer of expertise and investing in modern technologies. In 2018, AIDA Cruises worked with 3,340 suppliers (not including shipyards) from a wide range of sectors across Europe, including more than 2,600 based in Germany. On top of this, we have a sales network comprising more than 12,000 travel agencies throughout Germany.

We are one of the largest private-sector employers and an important growth driver in the state of Mecklenburg-Western Pomerania.

In 2018, AIDA Cruises contributed roughly 209 million euros to the state's economy, providing 1,792 full-time jobs. Around 350 of our service providers are based in Germany's northeastern-most state.

Hamburg is the city in which we generate the greatest economic contribution. In 2018, we contributed 595 million euros to the city's economy, originating important effects on employment through 2,600 direct, indirect, and induced jobs. Almost 30 percent of our German suppliers are based in Hamburg. As well as this, the local economy benefits from spending by our guests and crews, which totaled 92.2 million euros in 2018.

With 175 calls by cruise ships and 803,000 passengers, Kiel was the third largest cruise port in Germany in 2019 after Hamburg and Rostock. 60 calls by four AIDA ships made AIDA Cruises the largest cruise operator at this port as well. AIDA Cruises has likewise been contributing to sustained economic growth in Kiel for many years.

Alongside Germany, key countries in which AIDA contributes to value creation include Spain, Italy, Norway, and France. Looking forward, AIDA wants to remain a source of economic impetus in Europe and generate value-added.



# Our worldwide activities in 2019

GRI 102-3, 102-4, 102-6, 413-1

Market leader in Germany  
and strong position in Europe

**Our source markets:**  
94.9% Germany  
1.8% Austria  
1.1% Switzerland  
2.2% Other



# Industry and market

In 2019, Germans went on a total of 70.8 million vacation trips. For many years now, cruises have been one of the most popular types of vacation in Germany. Some 2.58 million Germans embarked on a cruise of the high seas in 2019, marking an increase of around 15 percent over 2018. AIDA alone welcomed more than one million guests on board its ships in 2019. Although cruises account for only 3.2 percent of the total German travel market, the results of a report\*\* by the Cruise Lines International Association (CLIA) show that the German cruise market was the largest in Europe in 2019 and achieved the greatest growth.

Cruise vacationers from Germany primarily sought European destinations in 2019. Nearly one quarter of all passengers traveled to the central and western Mediterranean and northern Europe, making these regions the most popular destinations, followed by the Canary Islands and the Baltic Sea. Cruises had an average duration of 9.1 days. The average age of the passengers was 49 years, although passenger numbers were up across all age groups in 2019.

**According to the Cruise Lines International Association (CLIA), the main trends to emerge in 2019 included a sector-wide commitment to responsible tourism - with a particular emphasis on ecological sustainability and responsible destination management.**

Where travel trends in Germany for 2020 are concerned, it is not possible for an assessment to be made at this time. All the forecasts made last year have been rendered void by the coronavirus pandemic as global travel came to a standstill in March. All cruise line brands worldwide were forced to pause their travel season. The United Nations World Tourism Organization (UNWTO) expects the coronavirus crisis to trigger the worst slump in international travel since the 1950s and assumes that international visitor flows will drop by 70 percent this year.

Accordingly, the tourism sector welcomes all the more the decision taken by the German federal government as well as other European countries in early June 2020 to lift many of the restrictions on inner-European travel. This is a positive signal. Cruises will soon be possible again, albeit under new conditions. Regardless of the gradual easing of restrictions within Europe, conditions at many of our other global destinations are not yet sufficiently positive so as to allow travel there. As of the time of writing of this report, it was not possible to state when international travel would resume without any restrictions.

For AIDA, the safety of its guests and crews has utmost priority at all times. As such, we are planning to recommence our cruise activities step by step subject to the observance of the highest possible health standards. The company has developed comprehensive health and hygiene concepts - in addition to its existing very high hygiene standards - and taken numerous further precautions to ensure that all AIDA guests are able to enjoy their vacation safely and free of any concerns under the current conditions.



## Cruises as economic impetus\*\*

With average annual growth of seven percent over the last 30 years, the cruise industry is one of the fastest-growing segments within global tourism. According to preliminary projections, it generated revenues of 41.6 billion US dollars, created 1.1 million jobs, and thus made a direct and indirect contribution of 135 billion US dollars to global value creation in 2019.

Europe is the world's third largest cruise market after North America and China. In 2017 alone, the cruise industry contributed 47.9 billion euros to the European economy. Activities in this sector created 403,621 direct jobs at shipping and cruise-related companies.

Germany is Europe's largest cruise market. Direct spending by the cruise industry came to 3.14 billion euros in 2017, 6.6 percent more than in 2015. Over 48,000 people were employed in the cruise sector and related industries.

\*\*Q3 Europe Overview Report, CLIA (2019)  
<https://www.cliadeutschland.de/CLIA-Q-2019-Q3-Europe-Overview-Report.pdf>



green cruising



Sustainability at AIDA

# Our work is oriented to the future

Our work is oriented to the future	10
Sustainable business activity and governance	12
Compliance and standards	14
Risk management	16



# Our work is oriented to the future



GRI 102-11

**Ever since AIDA was founded, sustainability has been an integral part of the way we define ourselves.**

We act responsibly and take current and future ecological and social challenges seriously. AIDA is committed to the United Nations' sustainable development goals, the Paris climate goals, and the emission reduction pathway defined by the International Maritime Organization (IMO). The IMO is a specialized agency of the United Nations with 174 member countries that pursues the goal of safe, protected, and economical shipping in clean oceans.

We published our first sustainability report in 2007. Since then we have been reporting on our sustainability performance every year. We maintain dialog with a wide variety of different stakeholders such as guests, industry associations, policymakers, the scientific community, and non-governmental organizations.

Honest and transparent exchange with these stakeholders helps us to understand the areas and ways in which we can best make a contribution towards ensuring a sustainable future. In 2019 we conducted a comprehensive materiality analysis.

Even in the wake of the coronavirus pandemic, a situation which is proving to be very challenging for our company, we are continuing to systematically pursue our long-term goal, namely to operate emission-neutral cruises. As explained in this report, we will need to adjust some of the planned measures and projects as well as their respective time lines in conjunction with our project partners. Nevertheless, despite all the challenges we face, we remain committed to achieving the goals we have set ourselves and to continuing with all our strength on the course that we embarked upon many years ago.





# Sustainability: a principle underlying everything we do

GRI 102-11, 102-16

For AIDA, sustainable business activity is a decisive factor for ensuring that, as we move forward, we can continue to successfully offer cruises – and in this way create jobs and help generate wealth at our destinations. Responsibility for sustainability is assigned to AIDA’s top management, forming a principle that underlies everything we do: we take the responsibility for people, the environment, and society.

**Specifically, we understand sustainability as a process of all-encompassing quality that we continuously develop and improve.**

We constantly review and optimize our own actions in the light of our own expectations, new legislative requirements, and technological progress. The basis for this ongoing self-review is formed by an internal exchange inside our own company and the dialog with our partners.

### Reducing our ecological footprint

In terms of ecology, safeguarding our future viability means protecting the environment, making sparing use of resources, and promoting biodiversity. Thus, for many years now, we have been pursuing the goal of reducing the ecological footprint of the entire fleet as far as possible. Year for year, we invest millions of euros in sustainable technologies with the aim of being able to offer emission-neutral cruises. We have already passed important milestones on this road, such as the use of low-emission liquefied natural gas (LNG) and shore power derived from renewable energies. As we move forward

over the next few years we want to achieve a situation in which 94 percent of all AIDA guests travel on board ships that are fueled entirely with low-emission LNG or, where possible, can be operated with green shore power. Another key issue that we are addressing concerns a further reduction in or the complete elimination of plastic or single-use products. For the long term, we are pursuing a goal of creating a nearly completely recycling economy in which hardly any waste is produced. This, too, is an aspect of our commitment to all-encompassing quality. Products that include recyclable resources benefit the environment and the economy alike.

### Contributing to value creation and development

We create social and economic benefits by maintaining jobs and making an economic contribution in Europe as well as at our destinations around the world. In 2018, AIDA Cruises’ economic contribution in Europe was valued at 5.3 billion euros. As well as this, we created around 27,000 full-time jobs across Europe. Via our AIDA Cruise & Help initiative, we are also giving something back to the communities at our destinations by funding and implementing social and cultural projects in such areas as education by building schools.

### Clear processes and structures

AIDA coordinates all aspects of sustainability within the framework of its sustainability, compliance, and risk management. Through our governance structures, sustainable business activity is integrated as a guiding principle across all parts of the company. Our centrally coordinated sustainability program always incorporates current ecological, social, and economic developments. The operational measures adopted under the program are implemented locally.

## AIDA sustainability goals

### Responsibility for our guests

#### Goal 1:

Further expand the range of sustainable offerings and improve customer satisfaction

#### Goal 2:

Practice authentic inclusion and ensure maximum safety and health

#### Goal 3:

Intensify dialog with guests and expand networks

### Responsibility for nature and the environment

#### Goal 1:

Continuously reduce emissions towards ultimate goal of offering emission-neutral cruises

#### Goal 2:

Preserve resources, continuously expand recycling economy

#### Goal 3:

Protect the oceans and preserve biodiversity

### Responsibility for our employees

#### Goal 1:

Promote diversity and equal opportunities

#### Goal 2:

Increase employee satisfaction

#### Goal 3:

Open up career opportunities, step up vocational training and further education

### Partnerships and social responsibility

#### Goal 1:

Expand and intensify dialog with all stakeholders

#### Goal 2:

Practice social commitment worldwide – help people and create new prospects

#### Goal 3:

Expand sustainable destination management





# Sustainable business activity and governance



GRI 102-11, 201-2

## Acting with foresight, growing responsibly

For AIDA, growth always goes hand in hand with sustainable business activity. This principle of all-encompassing quality, in which we also integrate our business partners, means that:

**We factor in the environment, society, our business partners, and the well-being of our guests and employees in all our economic decisions.**

Alongside technical efficiency, this definition of quality forms the basis of our sustainability strategy as well as providing the foundations for our future economic success.

AIDA's sustainability strategy rests on three pillars that are underpinned by this basic definition.

## We are committed to the environment

The Green Cruising Strategy provides the umbrella for climate and resource protection at AIDA. Its goals are anchored at all levels of our strategic and operational corporate planning. On the basis of the Green Cruising Strategy, we invest in efficient technologies and work closely with the scientific and research community to lower emissions, to use resources as efficiently as possible, and, wherever practicable, to return them to technical and biological recycling systems. As early as our sourcing activities, we pay particular attention to procuring environmentally friendly and recyclable products.

## We take social responsibility seriously

Tolerance, mutual respect, and authentic cultural diversity are the values on which AIDA's corporate culture rests. Our employees come from more than 60 different nations. They are the ones to whom we owe our success as they carry the AIDA spirit out to our guests. Consequently, we encourage our employees' development by means of vocational training and further education. We also expect fair working conditions and sustainable operations on the part of our business partners and suppliers. Moreover, we see it as our duty to give something back to society, in particular at our destinations.

This is because the local people make a material contribution to our guests' vacation experiences and, thus, to our success. Under the AIDA Cruise & Help initiative, we support social and cultural projects at our destinations.

## We focus on responsible growth

We are convinced that only responsible growth is healthy growth, thus providing the foundations for long-term success. Accordingly, AIDA brings ecological and social responsibility into balance with its business objectives.

**We see ourselves as trailblazers and as a source of momentum within our industry and expect to be judged by our actions.**

We continually enhance our dialog with guests, partners, friends, and critics so as to review our activities and to become even better at what we do.





## Focus on relevance: materiality analysis

GRI 102-44, 102-47, 102-49

At the beginning of 2020, before the outbreak of the coronavirus pandemic, we performed another materiality analysis to evaluate the sustainability of our activities. In doing so, we wanted to find out what economic, ecological, and social issues are of particular relevance for our business activities.

To this end, we drew up a list of sustainability-related matters. In addition to questions specifically relating to AIDA, we also considered sector-wide issues and sustainability standards. The result was a cluster of 31 sustainability aspects of a comparable level of detail. All 31 issues were examined in terms of three different dimensions: their impact on people and the environment, their relevance for AIDA's business activities, and their relevance for our stakeholders.

The stakeholder groups were selected on the basis of a stakeholder map. How relevant do which stakeholders consider what issue to be? During the analysis, answers to this question were indirectly gained via representatives of the central contact departments that maintain close relations with the individual stakeholder groups. We identified the impact on people and the environment and the relevance of these issues for AIDA's business activities in a workshop. This workshop was attended by management staff from all specialist departments of the company, at the initiative and under the leadership of Corporate Communication & Sustainability.

The issues were evaluated using a semi-quantitative procedure. Among other things, the results were corroborated and validated by evaluating external studies and in a consumer survey that AIDA itself conducted of its guests and sales partners at the beginning of 2020 regarding sustainability on board its cruise ships. Sustainability, risk, and compliance management were excluded from the cluster and

the evaluation. These matters are subject to defined, firmly embedded regulations and have therefore been a part of AIDA's reporting for many years.

# 10

### MATERIAL SUSTAINABILITY ASPECTS WERE IDENTIFIED

Ultimately, the materiality analysis identified ten key (material) sustainability aspects:

#### AIDA's material sustainability aspects

- Guest experience
- Safety on board
- Energy and climate protection
- Raw materials and waste
- Emissions and air quality
- Vocational training and employment
- Further education and development
- A sound work-life balance
- Economic development of the destinations
- Social issues at the destinations

#### Overarching management approaches

- Sustainability management
- Compliance management
- Risk management

Our plans for the prioritized areas of action are described in detail in the chapters which follow. These activities are paving AIDA's course into the future.

## Structured and implemented: sustainability governance

GRI 102-18

We attach high priority to corporate responsibility, which is why we assign it to the Executive Team. Central coordination of all sustainability-related matters lies in the hands of the AIDA President and the Vice President Communication & Sustainability. Accordingly, regular reporting and strategic consultations take place at the highest management level, thus underscoring the strong relevance that sustainability has for AIDA. All company units work together to implement our sustainability strategy and to put management decisions into practice.

#### Measures implemented locally

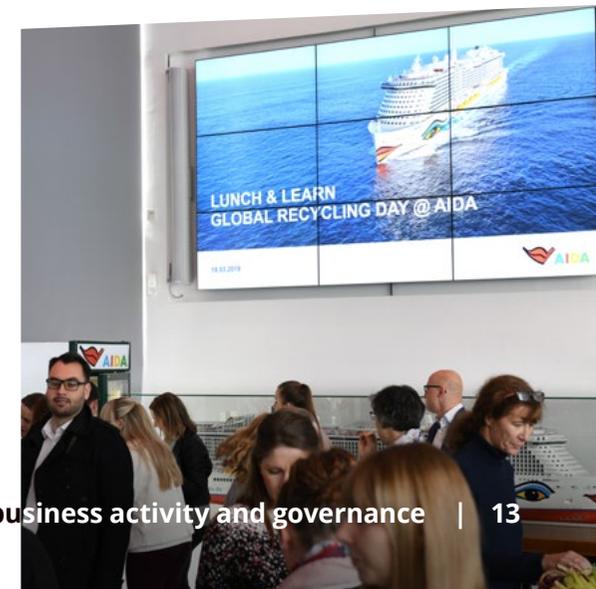
The sustainability program with its diverse and interdependent processes and standards is anchored at all levels and in all parts of our company. Although it is coordinated centrally, the specific measures are operationalized locally along the entire value chain on the basis of specific goals and performance indicators. Underlying this is the definition of clear responsibilities together with the uncompromising observance of all external and internal standards via our compliance management system.

#### Engaging our employees

We remain committed to setting standards in sustainability in the cruise industry. This is reflected in the close collaboration between the individual departments of our company in order to implement sustainability matters in all areas.

For instance, the specialist departments regularly hold open discussions, e.g. in the form of round tables or "lunch & learn" sessions, on a wide variety of sustainability-related questions.

These give our employees an opportunity to learn more about the projects initiated by other departments, to share information, and to provide their own input. We offer our employees a variety of channels, e.g. a dedicated email address or personal contact, for sharing their ideas and suggestions for greater sustainability on board our ships and on land.





# Compliance and standards



GRI 102-12, 102-16

## Setting standards, observing rules

For us, compliance is all about accepting responsibility in all business processes. We have established own management systems that provide the necessary framework for meeting all statutory and company-internal rules. The internal standards that we and the Carnival Corporation have implemented go beyond international conventions and national legislation in many areas.

The safety of our guests and employees hinges on the uncompromising observance of all external and internal standards and is thus directly tied to our business success. This is because we can only gain and maintain trust in our brand if we act with integrity and in compliance with rules and standards. Accordingly, observance of international conventions and standards is reviewed and certified by means of external and internal audits.

## International standards and conventions

### ISO 14001

All our ships are certified according to environmental standard 14001 (ISO 14001) issued by the International Organization for Standardization to support our environmental management system (EMS). An independent third-party organization regularly reviews our EMS in accordance with ISO 14001.

### OHSAS 18001

All our occupational health and safety management systems on board our ships are based on OHSAS 18001:2007, the internationally recognized cross-sector occupational health and safety management standard. Compliance with this standard is reviewed regularly by means of internal audits and by external organizations.

### SOLAS

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

### ISM Code

The ISM Code (International Safety Management Code) is an international set of rules defining mandatory requirements for the organization of safe ship operations and the prevention of marine pollution. It forms part of the International Convention for the Safety of Life at Sea (SOLAS).

### ISPS Code

The International Ship and Port Facility Security Code defines the security standards, requirements, and processes for preventing threats to ships, ports, and governments, e.g. for the development of security plans, the evaluation of security risks and threats, and precautionary safety measures.

### MARPOL

MARPOL (International Convention for the

Prevention of Pollution from Ships) is the most important international convention for avoiding marine pollution. Observance of the convention is checked regularly and certified on board all AIDA ships and by the competent flag state.

### Polar Code

The international IMO Code for ships that sail in polar waters ("Polar Code") came into effect in 2017 and defines mandatory standards for the construction, outfitting, and operation of ships as well as for safety, search and rescue activities, training, and environmental protection. The Polar Code is also integrated in the SOLAS, MARPOL, and STCW standards.

### IMO International Maritime Organization

The purpose of the Ballast Water Management Convention is to prevent microorganisms from being accidentally released into non-native regions, where they could pose a threat to local biodiversity.

### STCW

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

### MLC

The international basis for employment law requirements on board cruise ships is the Mar-

itime Labour Convention (MLC) of the International Labour Organization (ILO), which is an agency of the United Nations. The uniform international standards defined by the MLC address basic working conditions including health, safety, minimum age, recruitment, working hours, onboard accommodation, and social security, and guarantee appropriate living and working conditions on board ships. The flag state and/or the relevant classification societies regularly inspect and certify ships in respect of compliance with these high maritime social standards.

### VSP

The US Centers for Disease Control and Prevention (CDC) introduced the Vessel Sanitation Program (VSP) in the 1970s to support the shipping industry in developing and implementing a comprehensive hygiene program. All ships carrying more than 13 passengers and sailing in international waters are checked twice a year without prior notice and re-inspected if necessary.

### UNWTO Tourism Code

AIDA signed the Global Code of Ethics of the United Nations World Tourism Organization (UNWTO) seven years ago. Under this Code, we undertake to engage in responsible and sustainable tourism. As a signatory to this Code, AIDA Cruises is required to report regularly to the UNWTO on the maintenance and enhancement of the measures that it takes to promote sustainable tourism.





## Internal standards

The Carnival Group’s mandatory internal management system, which meets the ISO requirements particularly with respect to health and safety, exceeding them in many areas, encompasses more than 400 individual processes. The internal standards include:

### Environmental Compliance Plan

The Environmental Compliance Plan (ECP), which defines measures going far beyond international legal requirements, was rolled out across Carnival Corporation & plc in 2017. It ensures continuous monitoring of and compliance with environmental performance indicators on board all AIDA ships. External audits are regularly conducted to safeguard observance of the standards, which also help to lower environmental risk factors. The ECP additionally entails a mandatory comprehensive environmental training system for all employees on shore and on board the ships.

### Code of Conduct and Ethics for employees

The Code is binding on all AIDA employees as we want to do full justice to the trust placed in our company and act in accordance with the highest ethical standards. Our Code of Conduct and Ethics serves as a guideline for all our employees, helping them to internalize, comply with, and even exceed our high standards. It describes our

company’s expectations, illustrates key principles by way of examples, and includes guidance for dealing with difficult situations.

### Code of Business Conduct and Ethics

AIDA’s business success hinges on business relationships founded in a spirit of mutual trust and the observance of strict ethical standards. This duty has been codified by the company in the Code of Business Conduct and Ethics. The binding principles that it enshrines include the special promise of quality that we make to our guests, a corporate culture characterized by mutual respect and appreciation, fairness in our dealings with partners, suppliers, and competitors as well as a high degree of exactness and integrity in our business transactions.

### Anti-corruption rules

In order to prevent corruption, we raise our employees’ awareness and familiarize them with the Carnival Group’s anti-corruption rules in regular training. These rules are based on the anti-corruption principles issued by the Cruise Lines International Association (CLIA) and cover such aspects as bribery, corruption, and payments for facilitating trade. Under the Carnival Group’s anti-corruption rules, all business relationships with third parties must comply with the US Foreign Corrupt Practices Act (FCPA) and

are screened regularly using IT-based tools to ensure observance of these and other rules (e.g. trade embargoes).

### Donation policy

This policy transparently defines the uniform criteria under which our company makes donations. It also defines the responsibilities for managing our donation budget.

### Customer experience management

We systematically record our guests’ feedback as a basis for defining further measures for boosting guest satisfaction.

### Training management

We support our employees in their efforts to continuously enhance their own potential and to broaden their knowledge. To this end, we offer a wide range of training and further education opportunities including in areas not directly related to cruises.

### Service standards

We encourage our employees to adopt a proactive approach in order to exceed our guests’ expectations with regard to service, quality, and the diversity of experiences available to them.

**Under an internal service initiative, we train all employees and reward outstanding achievements.**

### Performance and talent management

Our performance management helps us to identify skills and capabilities in our employees, to develop their strengths, and to agree on long-term, goal-oriented development measures. Criteria relevant for performance and our employees’ achievements are discussed in a defined, transparent process in the annual employee performance reviews. These provide the basis for individual recommendations for further development and support programs, e.g. participation in training. Employees who possess pronounced interdisciplinary skills and boast outstanding achievements are nurtured in a Group-wide talent management system that offers individual development opportunities to prepare for a management career.





# Risk management



GRI 201-2

## Managing opportunities and risks

Risk management forms a firm and indispensable part of AIDA's corporate culture. Effective processes and strategies that are proven in practice identify potential risks and opportunities as well as possible consequences arising from these in good time. This information can be subsequently taken into account in the implementation of the corporate strategy early on. In other words, opportunities can be seized and risks minimized.

Risk prevention as well as management policies at AIDA are based on a model developed by the parent company, Carnival Corporation & plc. This model follows the international enterprise risk management (ERM) standards. Implemented in all AIDA units, they comprise the segments' organizational structure, auditing processes, standards, and the Code of Conduct. The standards are reviewed at all company levels to identify potential opportunities and risks, and the results discussed openly with the

company's management. At the same time, this approach ensures that AIDA is able to comply with the stringent health, environmental, safety, and security (HESS) standards.

### Adopting a constructive and critical view

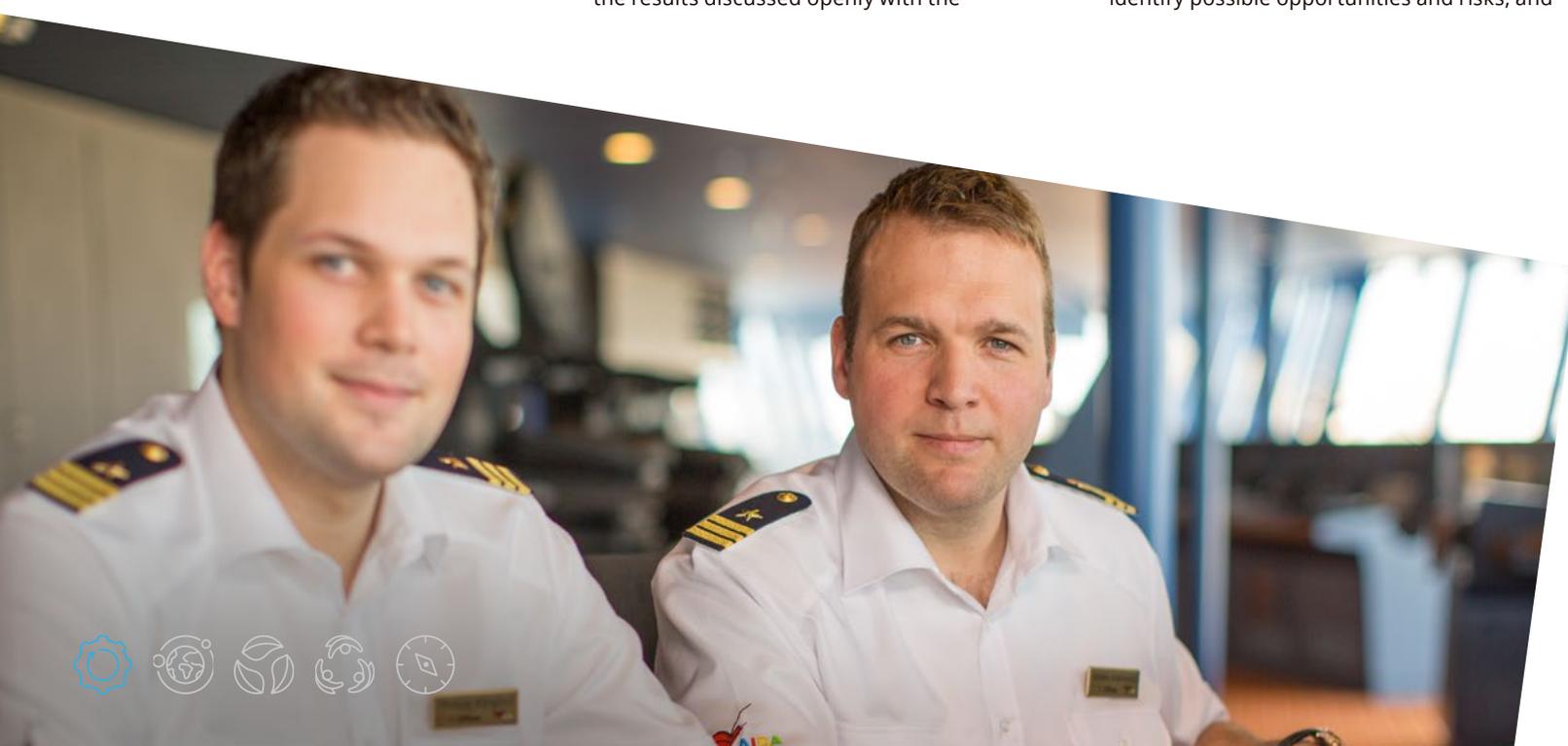
The Risk Advisory & Assurance Services Department (RAAS) holds the reins and manages resources for identifying potential risks as well as opportunities. Working closely with management, the RAAS teams regularly perform audits, identify possible opportunities and risks, and

review existing control mechanisms. As well as this, they oversee the implementation of corporate policies and processes as well as ensuring due compliance with statutory requirements and rules. AIDA management discusses and updates the RAAS evaluations derived from these checks and reviews with the members of the various audit committees.

**The joint goal is to incorporate the impact of foreseeable and unforeseeable events as early as possible into the company's corporate planning and strategy.**

### Deliberately exceeding requirements

AIDA uses the HESS (health, environment, safety, and security) management system adopted by the parent company Carnival Corporation & plc to manage processes in these areas at sea and on shore. These standards exceed the requirements applicable on land in many areas and take particular account of the special requirements of the cruise industry. The standards and processes are constantly reviewed in external and internal audits.





## Supply chain management: suitable partners

GRI 102-9

AIDA attaches particular importance to the production standards, reliability, and trustworthiness of its suppliers. Accordingly, strict supply chain management is a core function.

**In order to ensure that our suppliers understand and are able to comply with our legal and ethical requirements, we have developed the Group-wide Business Partner Code of Conduct and Ethics.**

This Code describes the requirements that our suppliers must fulfill with respect to environmental protection, employee rights, and human rights as well as health and safety aspects. The suppliers commit themselves to observing all these requirements. Our business partners also agree to observe our binding anti-trust and anti-corruption standards. We use tools like supplier questionnaires to regularly check that our high standards for quality assurance, environmental protection, hygiene, work safety, health protection, and social responsibility are being duly observed.

Trust in our business partners' integrity is crucial particularly when it comes to procuring goods and services. After all, we must uphold the trust that our guests have in the promise that AIDA makes to them. In all areas – be it health and safety, the treatment of freshwater, or the procurement of foodstuffs.

**We must constantly work to justify our guests' confidence in us and to protect the reputation that we have earned over many years of being an environmentally conscious cruise operator dedicated to the principles of sustainability.**

### Sustainable and environmentally conscious sourcing

Year for year AIDA places orders for some 70,000 products, ranging from postcards for the onboard shops, flowers for decoration purposes, or buses including guides for the shore excursions all the way to technical equipment

or supplies for the onboard restaurants. To ensure that all the products we source meet our standards, we make sure during the procurement phase that they are recyclable as far as possible. In addition, it should be possible for them to be returned to biological or technical recycling processes.

### Human rights in the supply chain

Our Code of Conduct and Ethics for Employees and Business Partners prohibits all forms of exploitation of minors and the use of forced labor and documents our commitment to complying with all legislation and other regulations related to slave labor and human trafficking. We expect our business partners to likewise observe and respect these rules and regulations and to make ethical decisions in all areas of their activities. Our Code of Conduct and Ethics expressly prohibits the use of slave labor and human trafficking anywhere along our supply chain.

This is also mirrored in the declaration that we have given together with the Carnival Corporation under the UK's Modern Slavery Act, which imposes on companies the duty to ensure greater transparency along the supply chain. The Carnival Group regularly discloses the steps it takes to combat slave labor and human trafficking within its own companies as well as on the part of suppliers, vendors, and other partners. As part of the Carnival Group, AIDA fully supports all efforts to eliminate risks to human rights in its own business activities and along its supply chains as far as possible.



! More information  
> Code of Conduct and Ethics





Responsibility for our guests

# We open up possibilities

We open up possibilities	19
Sustainability in the guest experience and digitalization	20
Guest experience management	23
Inclusion	26
Safety on board, health, and medical care	27



Responsibility for our guests

# We open up possibilities



GRI 102-2

In 2019, some 55.2 million Germans embarked on a trip lasting more than five days. This figure includes 2.58 million people who opted for a vacation on board an ocean cruise liner, roughly 15 percent more than in the previous year.\*

The proportion of cruises in the total travel market thus widened again in 2019. Cruise vacationers particularly appreciated the wide range of different destinations visited. Further advantages compared with a vacation on land include the high comfort and the wide range of leisure and cultural offerings available on board – as a survey published in December 2019 that was conducted by market research company forsa for the Cruise Lines International Association (CLIA) shows.

**After placing AIDAnova in service in December 2018, AIDA has additionally expanded its range of products and welcomed more than 1.3 million guests on board its ships in 2019.**

With tailored offerings that are as diverse as the interests of each individual family member, we were able to delight our long-standing customers as well as many first-time guests on board AIDA ships.

In March 2020, the coronavirus pandemic brought global travel to a standstill. Experts at the United Nations World Tourism Organization (UNWTO) assume that bookings for vacations at foreign destinations could slump by up to 70 percent. This unforeseeable situation poses unprecedented challenges not only for us but for the entire vacation travel industry. We are using all our innovative prowess to develop plans for a resumption of cruise operations. In doing so, we are placing our guests' health and safety at the core of these activities.

## Focus on guest satisfaction

No matter what destinations around the world our cruise ships travel to, we always want our guests to enjoy an unforgettable vacation experience on board AIDA. Our goal is not merely for them to be satisfied during their journey but to thrill them with our first-class service, our high quality standards, the numerous offerings available on board, the scenery that we travel to



and the shore excursions that we offer at the destinations. Day for day, our staff give their best with passion and joy to ensure that our guests feel comfortable and safe. One key aspect of this involves ensuring the greatest possible hygiene and safety standards as well as providing good medical care on board the ship.

In addition, AIDA pursues the goal of offering all guests an extraordinary cruise experience – no matter whether they are traveling alone or as a family and regardless of their age. It is with this in mind that we offer journeys suitable for all generations and catering to individual vacation preferences. This applies equally to special-needs guests, who we want to make sure can move around on board as independently and with as few barriers as possible.

Customer satisfaction is the benchmark of our success, which is why it is important for us to know our guests' individual wishes so that we can incorporate them into further developing our products and services. To this end, we maintain close contact with our guests via such

channels as newsletters, social media, guest surveys, digital feedback systems, events on land, and our loyalty program, the AIDA Club.

The materiality analysis performed in 2019 identified the following main aspects of relevance for customer satisfaction at AIDA:

- Guest experience management
- Safety on board

Further key aspects are:

- Medical care and health
- Range of services for and inclusion of guests
- Sustainability in the guest experience and digitalization

\* Source: DRV, der DEUTSCHE REISEMARKT, Zahlen und Fakten 2019.





# Sustainability in guest experience and digitalization

# 12.6%



GRI 102-9, 416-1

## Putting sustainability into practice, harnessing digitalization

For AIDA, unforgettable vacation experiences and responsible operations are inseparable components. This is because an unspoiled environment, clean seas, and intact cultures materially contribute to the success of a cruise for our guests. For this reason, we continuously enhance our drive technologies and offerings on shore and on board in the interests of achieving an even lower environmental impact. Thus, AIDAnova, the world's first cruise ship fueled solely with low-emission liquefied natural gas (LNG), went into service at the end of 2018. Looking ahead over the next few years, it will be followed by two more LNG ships.

We tailor our products and services to meet our guests' individual needs, offering cruises that cater for all target groups and age levels. We are responding to demographic change and the trend towards multi-generational vacations in the development of our products and creating a perfect vacation experience for all generations.

Last year, our guests on our AIDA Selection voyages on board AIDAcara, AIDAvita, and AIDAaura

were again able to experience impressive landscapes and cultures from a completely different perspective during extended shore excursions at various destinations around the world. This is supplemented with individually designed entertainment and edutainment programs on board the ships providing information on the flora and fauna of the region being visited. New destinations such as southern Africa and the introduction of the fourth Selection ship, AIDAmira, in December 2019 reflect the success of this particular product.

Since 2017, AIDA has been offering an exclusive world voyage each year for all true globe-trotters. Taking place in the winter 2019/2020 season, the third AIDA world voyage took guests to 41 ports in 17 countries, including many destinations, such as the Cook Islands in the Pacific Ocean, Kangaroo Island and Esperance in Australia, and Maputo in Mozambique, that AIDA called at for the first time in its history.

During our cruises, we attach particular importance to sustainable shore excursions. In 2019,

### MORE SUSTAINABLE SHORE EXCURSIONS THAN LAST YEAR

we organized a total of 213,112 sustainably designed shore excursions with our local partners, an increase of 12.6 percent over the previous year. This shows us that our guests appreciate and endorse our efforts in this area.

Thanks to further digitalization, we have been able to continue enhancing our processes and workflows for our guests. This includes, for example, further optimization of the digital booking process and the roll-out of new MyAIDA applications. What is more, AIDA is one of the world's first cruise line brands to have abolished printed paper tickets for shore excursions in a bid to substantially lower paper consumption. The boarding card acts as a ticket, which is scanned prior to the commencement of the excursion. We also make use of digital channels such as the AIDA app, newsletters, and digital feedback in the interests of readily accessible and effective communications with our guests.





Responsibility  
for our guests



## Firmly anchored: strategy and management

GRI 413-1, 413-2

As a member of the Carnival Group, we are also committed to our global HESS (health, environment, safety, and security) standards in providing a responsible guest experience. These standards impose upon us the duty to protect the environment including the oceans we sail on as well as the regions that we visit. At the same time, we use resources efficiently and responsibly. As part of the global “Operation Oceans Alive – Our Home – Our Future” campaign for all the Carnival Corporation’s cruise line brands, we involved our guests in a wide variety of different activities in 2019, keeping them regularly informed of matters pertaining to environmental protection.

AIDA signed the Global Code of Ethics for Tourism of the United Nations World Tourism Organization (UNWTO) back in 2012. Under this Code, we undertake to engage in responsible and sustainable tourism.

One key aspect of responsible tourism concerns our shore excursions. As early as in 2012, we defined standardized criteria for developing and certifying sustainable shore excursions in a joint project with sustainability initiative Futouris e. V. and other partners. The four main criteria that we apply when assessing the individual shore excursions are transportation, the content or main elements of the excursion (e.g. culture, nature, social commitment),

regional culinary offerings, and the local partner agency’s commitment to sustainability. In addition, the assessment takes account of numerous other aspects. Where transportation is concerned, there is a particular focus on the avoidance of carbon emissions. All of these shore excursions are designated with a tree symbol.

### For AIDA, acting responsibly also means preserving biodiversity and keeping animal welfare in view.

AIDA has been a member of the Futouris e. V. sustainability initiative for many years. This initiative works together with environmental protection associations and scientists to define, develop, and ensure compliance with animal welfare standards. We support the ban on trade in illegal wildlife products including endangered animal and plant species. For this reason, there is no space on our menus for products derived from endangered animal species, such as “Schillerlocke” from spiny dogfish, a specialty popular in Germany, as well as eels, whales, or songbirds. Moreover, we urge our guests to refrain from buying any products made from endangered animal or plant species during the shore excursions. And during our diving excursions, for example, we attach importance to ensuring that our guests are able to enjoy the submarine world but ask them not to touch anything.

## Sustainable shore excursions

GRI 102-12, 413-1, 416-1

According to the 35th German Tourism Analysis on vacation needs, published in 2019, 47 percent of the guests on board cruise ships are interested in destinations offering beautiful and unspoiled natural surroundings. For this reason, we place a particular focus on developing offerings that meet these requirements. In 2019, 1,141 shore excursions were designated with the tree symbol, which we use to indicate responsible excursions. These also include all AIDA bike or e-bike excursions. Each AIDA ship carries up to 130 bicycles, including e-bikes. Since October 2018, some AIDA ships have also been offering guests the possibility of borrowing electric scooters.

### Bamboo bikes on board the AIDA Selection ships

In 2019, we started fitting out our AIDA Selection ships with bamboo bicycles. AIDAaura was the first ship to receive the bamboo bicycles – 70 in all. Step by step, it is being followed by AIDAmira, AIDAcara, and AIDAvita. By buying a total of 300 bamboo bicycles from myBOO in Kiel, AIDA has supported not only an innovative product but

also a social project that creates jobs and provides access to education. Made from bamboo, the bike frames are assembled by hand in Ghana. With the money that is earned it is possible for children from the region to gain access to good education.

### Examples of sustainable shore excursions in 2019

#### Life and culture of the Rastafarian movement

One sustainable shore excursion in Jamaica enables AIDA guests to experience the fascinating and colorful culture of the Rastafarian movement. During the excursion, guests are invited to tap into their own creativity – for example by designing jewelry, carving drums, or making soap. The Rastafarians provide insight into Jamaica’s powerful medicinal herbs and serve their guests delicious meals. And not least of all, the visitors can join the local musicians in a drum circle. In this way, they gain a unique understanding of the Rastafarians’ history and beliefs.





## Responsibility for our guests

### Cocoa in all its facets

We also offer our guests a choice of excursions in which they can actively become involved in local social projects directly and in person. One example is the production of chocolate in the Caribbean. Under the motto “cocoa in all its facets”, guests visit “Chocal” in the small community of Altamira. This small, yet refined organic chocolate factory is run by a group of local women. Our guests take part in planting the cocoa trees by preparing the organic soil and sowing the cocoa seeds in the local tree nursery. On top of this, they help to produce and package chocolate bars

for sale. With their involvement, they assist the women and simultaneously experience first-hand the process of making chocolate.

### Vegetables from the desert

Travelers sailing on Costa and AIDA ships to Aqaba in Jordan are able to acquaint themselves with an innovative project there aimed at regreening desert areas. The Costa Group's Costa Crociere Foundation has been working with the Sahara Forest Project Foundation since 2019 in this connection. Seawater-cooled greenhouses, solar energy modules, and various methods for regreening arid zones are combined to combat

desertification by growing vegetables and to provide a livelihood for the local population. With the support of Costa and AIDA it has been possible for the total area of the “regreening” project to be increased from three to 20 hectares. At the beginning of November 2019, AIDAprima guests had an opportunity for the first time of tasting the vegetables grown in the Jordan desert during a visit to Aqaba.



## Sustainable products

Our sustainability strategy is reflected in all the offerings provided on board our ships. Thus, we are increasingly serving organic and fair trade foods. Organic fruit sodas, tea and coffee as well as fair trade chocolate are available in our bars and restaurants. In 2019 alone, 4,434 kilograms of Original Beans chocolate were consumed on board, sufficient to secure the livelihoods of four cocoa farmers and their families. For every bar of chocolate sold on board, Original Beans planted a tree – amounting to a total of 17,248 new trees. In this way, 13.8 tons of carbon dioxide are being bound.

Guests can enjoy fair trade pork in the Buffalo Steakhouse. The galleys on board our ships use pure rapeseed oil rather than palm oil. In 2019, we covered more than half of our requirements for fruit and vegetables from regional sources, and we always ask for chicken eggs from cage-free farms.

**All cosmetics and most cleaning products used on board the AIDA fleet are free of microplastics.**

The Body & Soul spa offers our guests high-quality, certified organic care with purely natural ingredients that bear the EcoControl and Icada seals. All passenger areas on board AIDAprima, AIDAPERLA, and AIDANOVA are fitted with environmentally friendly carpeting that meet the strict standards of the Carpet and Rug Institute's Green Label Plus program. The carpeting fitted to crew areas of all AIDA ships is also recyclable and bears the Cradle to Cradle seal.





Responsibility for our guests

# Guest experience management



## Delighting guests, further enhancing customer orientation

In 2019, AIDA was again synonymous with unique vacation experiences, reaching a brand awareness level of 93 percent. Looking forward, we want to continue thrilling our long-standing customers as well as new groups of guests with vacations on board the AIDA fleet. In this regard, our activities are particularly targeted at

sustainability with a focus on minimizing our environmental protection, tailoring new bespoke offerings, and responding to new trends. We are committed to innovativeness and, in this way, always seek to remain one step ahead. We want to consistently exceed the expectations that our guests have of a vacation on board AIDA.

## Firmly anchored: strategy and management

We employ various instruments to record and measure our guests' feedback and use this as a basis for defining further measures for boosting customer satisfaction. To this end, AIDA Cruises customer management represents our guests' interests within the company, incorporating their suggestions and wishes in efforts to enhance existing products and to create new ones.

system. With this digital system, our guests are able to rate specific aspects of our range of vacation products and give their feedback on the current voyage at any time via terminals or the AIDA app. This allows employees to respond immediately to suggestions and comments. Direct contact partners are also available on shore. A further component of quality assurance entails digitalized monitoring of our shore excursions at a wide variety of different destinations. In 2019, we were able to consistently ensure in this way that all defined criteria meet our guests' demands.

# 91%

**SATISFACTION RATE AMONG AIDA GUESTS IN 2019**

One of the instruments that we use to gauge customer satisfaction is the questionnaire that guests are invited to complete at the end of each cruise. In addition, we measure guest satisfaction directly on board using an "iFeedback"

Specific measurement of customer satisfaction includes the individual feedback entered in the guest questionnaires. In this connection, we assess general satisfaction as well as ratings for a wide variety of different services and facilities on board the ship, such as the crew's friendliness, the quality of the meals and entertainment, cleanliness, and safety. All in all, customer satisfaction reached 91 percent in 2019. This is a figure that fills us with pride while simultaneously motivating us to continue improving our customer orientation and optimizing our product to achieve even greater levels of guest satisfaction. In this regard, we are also working on improving our presence on various platforms and expanding our dialog with our guests and other stakeholders in our network.





## Responsibility for our guests

### Sharing with our guests

We use a wide range of different communication channels – digital, telephone, and personal contact – to share information swiftly and directly with our guests. In this respect, social media channels such as Facebook, Twitter, YouTube, Instagram, and Pinterest play a crucial role. And, obviously, our website is far more than just an online business card. In addition to the online booking portal, it provides a wide range of up-to-date information covering all aspects of AIDA cruises.

On top of news, video clips, and information about our company, Facebook provides an opportunity for personal interaction. Impressions and reports which our guests share with other users once again provided exciting insights into the AIDA world in 2019. Our new AIDA Lounge is a further key component of our online dialog, permitting an even easier exchange within the AIDA community. In the AIDA Lounge, our guests share personal travel experiences, stories, and pictures, thus spreading the very special AIDA spirit. More than 175,000 users were registered as of the beginning of 2000. Since the new AIDA Lounge is fully integrated in the AIDA app, guests can use it anywhere and at any time. We have also recently started to incorporate user-generated content in the form of authentic vacation experiences.

On land, the AIDA Customer Center is the first point of contact for our guests and sales partners, whether they are seeking expert advice or wishing to book one of our cruises. Our staff are available almost around the clock by telephone, email, or callback service. A further opportunity for personal exchange was offered by the main national travel fairs and other events at which AIDA was present in 2019. More details on these can be found in the chapter entitled "Partnerships and social responsibility".

#### AIDA Club

We invite all our guests to join AIDA Club. Club members can collect nautical miles and move up a level in the club program as they gain more nautical miles. Depending on the club level reached, the benefits awarded in 2019 included welcome gifts, a separate check-in lane, and on-board credit.

Our regular onboard club meetings also offered guests an opportunity of talking to the crew in a more casual setting. AIDA also benefits from this form of dialog with guests as it is a source of direct feedback.

#### Encouraging guests to act sustainably

Together with all the Carnival Corporation's cruise line brands, we have launched the "Operation Oceans Alive – Our Home – Our Future" initiative to continuously inform our guests and staff of matters relating to environmental protection and to actively involve them in campaigns. In 2019, we again organized various activities on board our ships to mark World Oceans Day, which was initiated by the United Nations. New measures for reducing the consumption of resources on board and on shore were presented during Global Recycling Day in 2019.

On board the ships, upcycling events, for example, were held to raise awareness on the part of guests and crews of the importance of recycling. In the regular onboard "Nautical Hour" our captains and officers were available to answer a whole variety of different questions asked by our guests on matters relating to environmental protection. In addition, our sustainability report is integrated in the onboard TV offering. We also give our guests nudges at different places on board our ships, e.g. in the form of pictograms or information panels, showing them the small steps that they can take to help us to advance our sustainability efforts.

#### Experiencing AIDA – delighting new groups of guests

**Our sales partners and travel agencies are our ambassadors on land. They are the ones who inspire future guests to book a vacation with AIDA. However, if they are to do this properly, it is crucial for them to be closely acquainted with what we have to offer and ideally to have already experienced it first hand.**

Accordingly, the advice they provide also has a direct bearing on customer satisfaction. This is why we repeatedly bring our sales agents into contact with our products live on board our ships and on the land. In September 2019, it was our pleasure to welcome over 620 participants to our EXPlsessions in eleven cities. Exciting workshops presented AIDA's product highlights and discussed current sustainability issues. In addition, roughly 4,000 sales agents have experienced the new AIDAnova since it went into service. Our EXPlnotes are also an important means of communication. Published monthly, they offer all the main information in compact form on the current sales initiatives and new products as well as dealing with various special topics such as sustainability, family vacations, or AIDA Selection.

! More information  
> Become an AIDA Club member today!





**Responsibility  
for our guests**



**1<sup>st</sup>  
Place**

**IN FAMILY-  
FRIENDLINESS**

## Shore excursions: guest survey

We attach particular importance to the feedback we receive from our guests not only on board our ships but also when they join us in discovering some of the world's most beautiful regions. In 2019, we offered more than 6,000 different excursions at the destinations we call at around the world. To assess the quality of our offerings, we once again conducted a broad-based guest survey in the winter 2018/2019 season. We wanted to find out what excursions our guests liked the most. Bestowed in 2019 for the second time, the "Tour Operator Service Award" went to the organizer of the excursion attracting the highest number of votes. Using an on-board feedback system, we evaluated several thousand comments by guests on 100 agency partners to identify the winner. In addition to

quality and guest satisfaction, "likely to recommend" was a key criterion in the selection of the winner. Feedback from our crew members who accompany the excursions was also included in the evaluation. Dnata/Gulf Ventures from the United Arab Emirates and Qatar took first place, followed by Bourbon Tourisme from La Réunion, and Tui España Turismo, S.L.U. from Spain. In the 2019 summer season we again asked all AIDA guests for their opinion on the excursions offered by around 50 agencies in the western Mediterranean, on the Adriatic Sea as well as in Northern Europe and on the Baltic Sea.

## Awards received in 2019

AIDA once again received many important awards in 2019. They are incentive for us not to slacken off in our commitment to our guests.

### Here are just some of the awards received:

#### Gold ranking as a family-friendly company:

The German Institute for Service Quality conducted a survey of over 530 companies in 65 industries in conjunction with the WELT AM SONNTAG newspaper and the Goethe University Frankfurt. With a score of 83.8 percent, AIDA once again achieved first place among cruise operators in 2019.

#### Kreuzfahrt Guide Award:

AIDA received a Kreuzfahrt Guide Award in the "family-friendliness" category in 2019.

#### Germany's best service providers:

In a study on Germany's best service providers in 2019, FOCUS MONEY magazine asked Service Value GmbH to conduct an online survey of consumer opinions of companies in 48 selected categories. AIDA ranked highest in the "cruise" category.

#### German Fairness Award 2019:

Working in conjunction with news channel n-tv, the German Institute for Service Quality

conducted an extensive survey of around 50,000 consumers on more than 740 companies. In addition to fairness towards customers, satisfaction with the companies was measured in three dimensions: value for money, reliability, and transparency. AIDA ranks top in the ocean cruises segment.

#### Sustainability in Germany test:

In a study on sustainability conducted for FOCUS magazine, Service Value GmbH evaluated almost 500,000 consumer opinions on the commitment of some 1,600 companies to sustainability. AIDA came in first among the cruise operators.

#### MedCruise Awards:

The MedCruise Awards were presented in Genoa for the first time in 2019. Various juries made up of experts from the cruise industry selected the recipients of awards in several categories. AIDA was named the cruise line with the highest investments in and commitment to the environment and sustainability.





Responsibility for our guests

# Inclusion



GRI 416-1

## Practicing inclusion, offering diversity

AIDA's "WE ARE COLORFUL" motto is a value we live by that stands equally for diversity and inclusion. This is also reflected in our wide range of offerings targeted at all types of guests and groups. We want each and every guest to experience a vacation with AIDA that meets their individual needs with the best possible service. The AIDA motto is thus also an expression of our commitment to ensuring that:

**A cruise on board an AIDA ship is possible for all guests.**

## Firmly anchored: strategy and management

AIDA's success hinges on the confidence that our guests place in us. Our Code of Conduct and Ethics imposes on us the duty to observe all legal standards as well as strict ethical principles. The promise of quality that AIDA gives to its guests and our corporate culture, which is characterized by mutual respect and appreciation, are also reflected in our values and form part of the Code of Conduct and Ethics. External and internal audits are conducted regularly to ensure observance of all standards.

## Relaxed and free of any barriers

AIDA has taken the special requirements of people with individual or health-related limitations into account throughout many areas of its ships. We are dedicated to ensuring that they too are able to enjoy the best times of the year free of any concerns while on board our ships.

Virtually all public areas on board the AIDA ships, such as bars, restaurants, elevators, outside decks, public lavatories, and cabins, offer disabled access. Signs on board the ships use embossed lettering as well as Braille. All AIDA ships offer cabins that specifically cater to the requirements of special-needs guests. The theater/theatrium includes places for wheelchair users with adjacent seats for accompanying persons.

It goes without saying that all wellness treatments and sports facilities on board AIDA ships are available to all guests. While some parts of the wellness/sports area do not offer full disabled access, the crew will still endeavor to find an individual solution to accommodate every wish. Our trainers receive special instruction on how to best support special-needs guests in their workouts. AIDAcara, AIDAstella, and AIDAprima offer coordinative endurance training on crank cycles, which are particularly

suitable for wheelchair users. On board AIDAnova, for example, wheelchair users have unhindered access to the gym's weights machines. Various types of weights machines are also available to the walking-impaired in the outdoor fitness area. Some ships are also equipped with a pool lift.

Under certain conditions, vision-impaired guests may also bring certified guide/assistance dogs along on board.

During the entire trip, specially trained employees are available to assist our special-needs guests. They provide information, answer any questions on the special facilities available on board the ship, and explain and maintain the technical aids. They help the guests to find their way around on board and invite them to a "barrier-free meeting" at the beginning of the cruise. There, the guests concerned can obtain advice on their individual vacation planning including information on suitable activities on board the ship or excursions. The excursions that are

particularly suitable for people with individual disabilities are specifically designated in our brochures. We work closely with our partners at the destinations to arrange barrier-free visits on land as well.

### Special dietary needs

Guests with a food allergy or intolerance can rely on the professionalism and inventiveness of our chefs. For example, our restaurants additionally always offer gluten- and lactose-free products. This means that guests with food allergies or intolerances do not have to forgo bread rolls, cake, or ice cream while they are with us on board. As well as this, all AIDA ships offer a varied range of bland-diet foods. Our on-board chefs undergo regular training on healthy and non-allergenic foods.





Responsibility  
for our guests

# Safety on board, health, and medical care



GRI 102-11, 416-1

## Acting responsibly, safe and healthy travel

The safety and health of our guests, the crews on board our ships, and all those we work with are of paramount importance for us. We want our guests to feel that they are in good hands because we act responsibly, offer modern medical care, and ensure observance of our strict safety requirements.

We take a variety of precautions to avoid accidents and illnesses from occurring on board our ships as best as we can. In this regard, our standards exceed the requirements applicable to hotels on land.

**Our goal is to achieve the greatest possible safety and provide the best possible medical care in our onboard medical centers for our guests and our crews at all times.**

If it is not possible to treat an illness on board the ship sufficiently, further care is provided by share-based medical practices or hospitals.

During the ongoing coronavirus pandemic, we have demonstrated our commitment once again, taking action as quickly as possible. As early as



in mid-March 2020, before the worldwide travel warning was issued, we decided to interrupt the current cruise season in the interests of the health of our guests and crews.

Within the space of just ten days, we were able to repatriate all our guests from our worldwide destinations without even a single suspected COVID-19 infection on board any of our ships.

By consulting closely with the relevant national and international authorities as well as the WHO, the Robert Koch Institute (RKI), and the Centers of Disease Control and Prevention (CDC), we were able to keep abreast of all the latest developments.

We have devised a comprehensive health and safety strategy for the planned resumption of

cruise operations. The aim is to prevent the occurrence of a COVID-19 infection on board any of our ships as effectively as possible by taking a wide range of different precautions. The protection of the health of our guests, employees, and all the people we work with at our destinations has the utmost priority for us at all times.

All measures and processes have been developed in consultation with medical experts and are based on the current standards defined by the World Health Organization (WHO) and the Robert Koch Institute (RKI) as well as the applicable national or local regulations.





## Firmly anchored: strategy and management

As in many other areas, one important instrument in our health and safety management approach is the Carnival Corporation & plc global HESS management system (HESS = health, environment, safety, and security). Accordingly, our entire crew undergoes vocational training and further education in accordance with our HESS standards. Each employee receives training on safety and first aid in response to medical emergencies right from the very first day of employment and subsequently at each career level – before, during, and between service assignments on board the ships. In this way, we ensure that they are able to act appropriately in all situations.

The crew are required to attend regular training and drills to demonstrate that they are able to react swiftly and professionally in an emergency and that all rescue equipment is fully operational. Each ship has its own specially trained fire

protection teams. The intensive safety drills are clearly defined in the HESS management system and are repeated regularly.

The safety drills with our guests required under international law are conducted together with the crew before the ship leaves port. In order to maintain the highest possible standards, the emergency processes are continuously reviewed and improved. Our new electronic mustering system has been successfully put into practice with the result that guest and crew cards, for example, can be registered electronically in close to real time. Needless to say, we keep a firm eye on technical ship safety at all times.

All relevant standards and processes are continuously reviewed and revised, with observance ensured by means of internal and external audits.

## For guests and crew: medical care on board

GRI 416-1

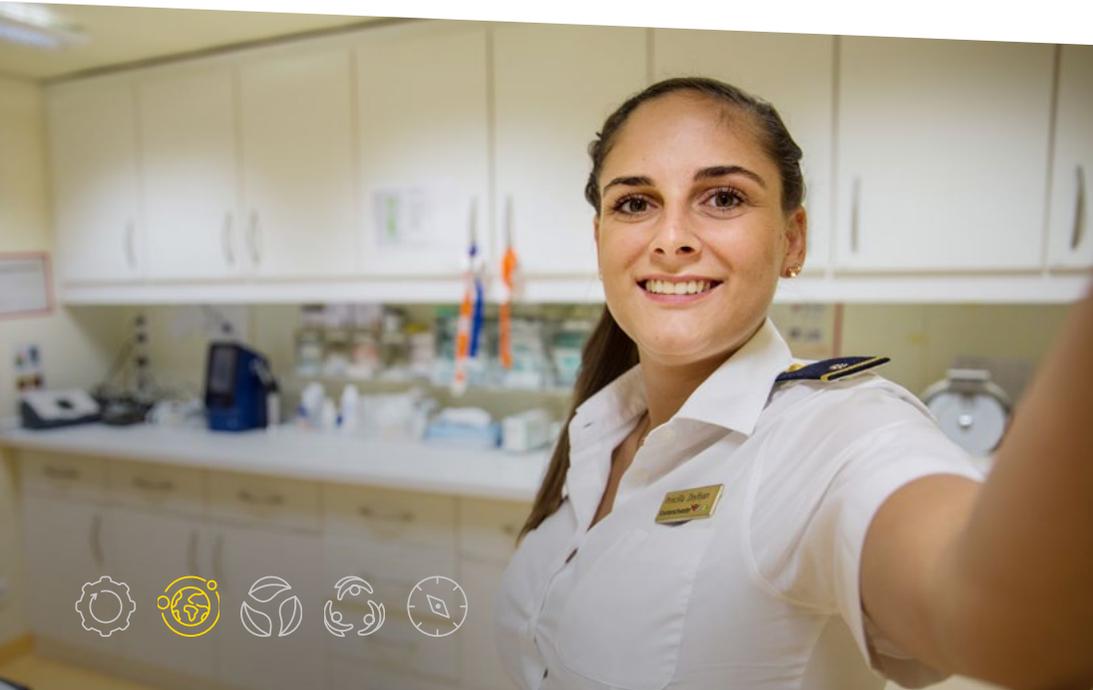
Should they fall ill, our guests can rely on receiving top medical care on board the AIDA fleet. All crew members are able to dispense first aid immediately as they receive regular training in this area. Each ship is fitted with a modern medical center equipped with the latest medical technology, where our doctors and medical practitioners provide outpatient treatment. In addition, the medical centers are equipped with hospital beds for inpatient and immediate intensive care in emergencies. Modern X-ray and ultrasound equipment, laboratory tests, ECGs, and respirators are also available for diagnostics and therapy to support our ship doctors and certified nursing staff.

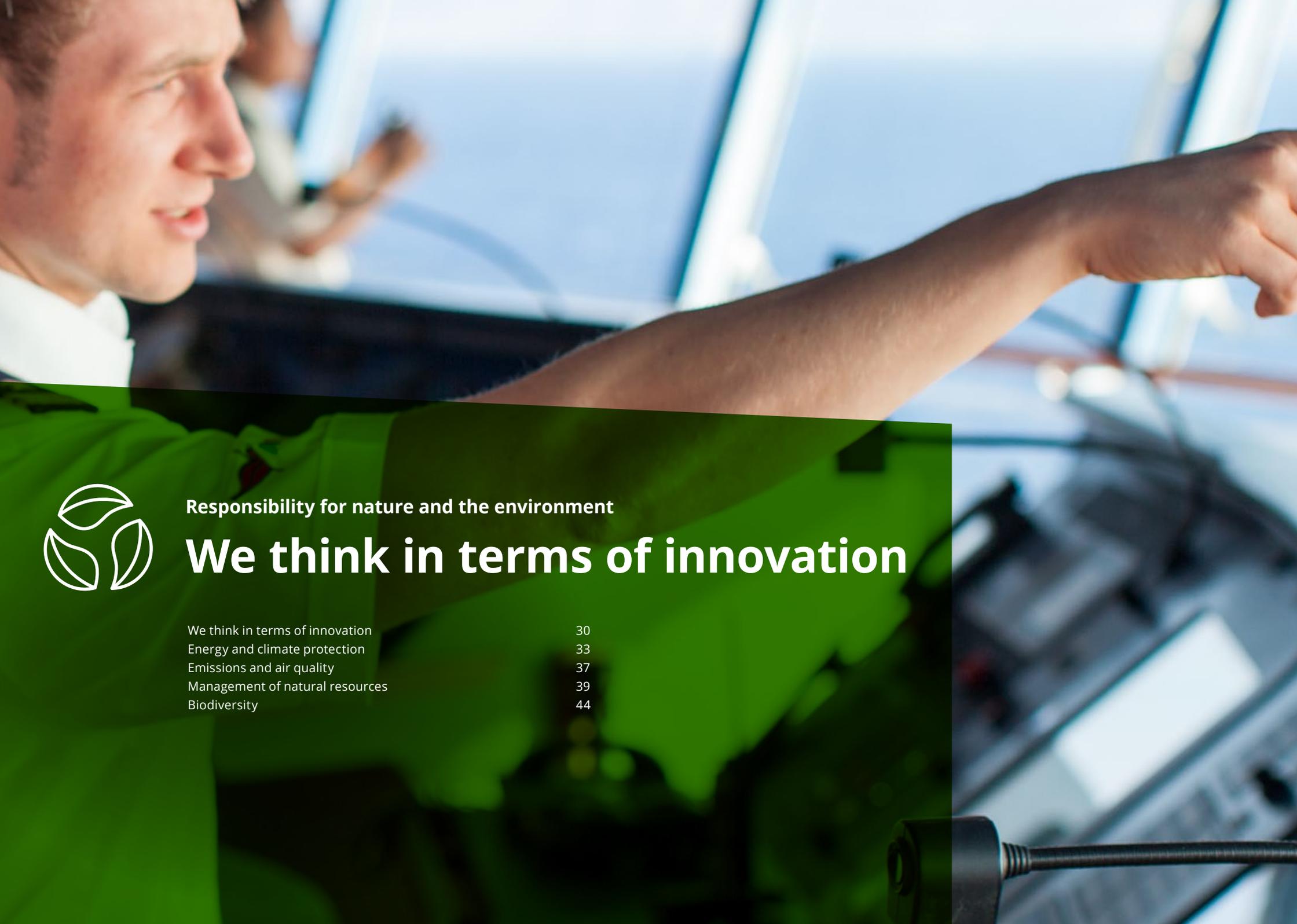
Defibrillators are also available in several places around the ship. If it is not possible to treat an illness on board the ship sufficiently, further care is provided by onshore practitioners or hospitals. If necessary, we will also organize interpreters and local assistance.

What vaccination is required for what destination? It goes without saying that we answer this as well as many other questions that our guests may have ahead of the cruise. For example, the information on immigration and health rules that we issue for the relevant destination includes details of compulsory and recommended health precautions.

And we invite each guest to consult with us before the cruise to clarify any specific health-related questions and requirements. We advise guests who are receiving medical treatment or have special medical needs to reach out to us prior to making a booking. In addition, many ships offer additional services aimed at improving our guests' personal well-being and achieving positive health effects.

**Using telemedicine, the onboard medical staff are able to contact shore-based specialists at any time.**





Responsibility for nature and the environment

# We think in terms of innovation

We think in terms of innovation	30
Energy and climate protection	33
Emissions and air quality	37
Management of natural resources	39
Biodiversity	44



Responsibility for nature and the environment

# We think in terms of innovation



GRI 203-1

When it comes to booking a vacation, protecting the environment plays just as important a role for many people as does the opportunity for encountering other cultures and viewing fascinating scenery. For many years now, AIDA has been addressing step by step the challenge of reducing the emissions produced by its cruises, lowering the use of natural resources, and improving its efficiency. This is because an intact environment as well as cultural and biological diversity are essential prerequisites if we are to continue successfully offering cruises.

We want to provide extraordinary vacation experiences with a minimum impact on the environment and the climate. Our Green Cruising Strategy has a clear goal, namely to achieve emission-neutral cruises. To this end, we are concentrating our efforts on developing and utilizing innovative technologies as this is the key to ongoing energy savings and lower emissions as well as systematic climate protection and resource efficiency.





## Responsibility for nature and the environment

### Developing and utilizing: innovative environmental technologies

It goes without saying that we operate in accordance with national and international emissions standards on board our ships and at all our destinations. In some areas, we are already going beyond these standards and meeting even more demanding requirements.

Together with its partners from the research, science, and business communities, AIDA has been pioneering the development and utilization of alternative propulsion systems and

modern environmental technology for many years. Over the last few years, we have invested millions of euros in this research in order to drive environmental protection forward through technological innovation. The fact that the will to change coupled with courage and an innovative spirit is paying off is reflected in AIDA's performance in 2019.

Our Green Cruising Strategy forms the basis for all our resource efficiency and environmental

protection activities. It guides us on our course towards emission-neutral cruises. By implementing this strategy, AIDA aims to support realization of the Paris climate goals as well as the targets defined by the International Maritime Organization (IMO) and help achieve the United Nations' sustainable development goals.

**Our technical innovations have generated important impetus for the maritime sector and the tourism industry as a whole.**

### The latest environmental technology on board the AIDA fleet

Pod drives (AIDAprima, AIDAprera, AIDAnova)

AAQS (exhaust gas cleaning systems)

Four dual-fuel engines for running 100% LNG (AIDAnova)

Shore power (10 out of 13 ships)

AWWPS (modern wastewater cleaning systems) for compliance with HELCOM standards

Waste heat recovery

Improved hydrodynamics: e.g. MALS, underwater coating, vertical bow





## Responsibility for nature and the environment

### Our goal: emission-neutral cruise shipping\*

We stand by our responsibility to make cruises even more sustainable. We support the climate goals of the Paris Agreement and those of the International Maritime Organization as well. Every year, as part of our Green Cruising Strategy, we invest millions of euros in the development and implementation of new, efficient environmental technologies on board and the researching of synthetic fuels from renewable sources. Our long-term goal is emission-neutral cruise shipping.



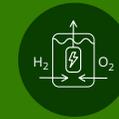
Shore power



Liquefied natural gas (LNG)



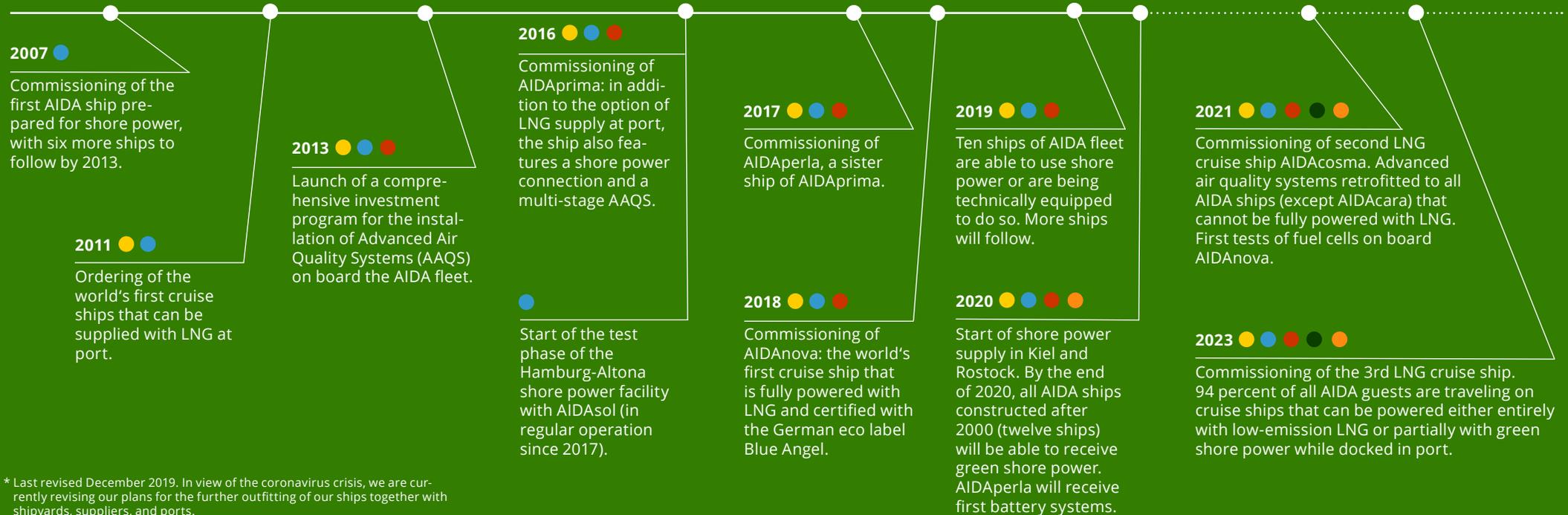
Advanced Air Quality Systems (AAQS)



Fuel cell



Battery



\* Last revised December 2019. In view of the coronavirus crisis, we are currently revising our plans for the further outfitting of our ships together with shipyards, suppliers, and ports.



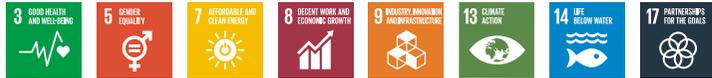


Responsibility for nature and the environment

# Energy and climate protection

# 7.9%

## LESS CO<sub>2</sub> EMISSIONS PER PERSON AND DAY



GRI 201-2, 203-1

## Enhancing energy efficiency, heightening climate protection

AIDA can only grow successfully by respecting nature and our world's rich cultural heritage. Accordingly, climate protection and, related to this, the responsible use of energy are of elementary importance to ensure that cruises remain a unique experience in the future – and to preserve our intact natural environment for coming generations.

Our goal is to continuously minimize relative carbon emissions per person on board our ships. In 2019, we were able to reduce average carbon emissions per person and day on board the AIDA fleet by a further 7.9 percent to 55.2 kilograms. By comparison, a daily commute by car to and from work between Hamburg and Bremen generates carbon emissions of around 80 kilograms per day.

In our efforts to reduce carbon emissions, we are being guided by the United Nations sustainable development goals, the Paris climate agreement, and the emission reduction pathway defined by the International Maritime Organization (IMO), which provides for carbon emissions per transport unit to be reduced by 40 percent

in international shipping by 2030, using 2008 as a baseline. The goal is to lower by 2050 these emissions by a total of 70 percent and the greenhouse gas emissions caused by shipping by a total of 50 percent compared with 2008.

## Firmly anchored: strategy and management

Our Green Cruising Strategy forms the basis for our resource and environmental protection activities and is an elementary component of our corporate planning and control activities. This means that the goals defined in the strategy are embedded at all levels of our strategic and operational corporate planning process. Ecological and economic factors are reflected in the business structures. In this way, the sustainability program with its many medium- and long-term measures is coordinated throughout the entire enterprise and evaluated and overseen by the Controlling department.

The main question that our Green Cruising Strategy focuses on is this: how can we improve our energy efficiency, reduce emissions, and increase climate and resource protection? We are working on innovative answers together with

partners from science and business, including companies such as MEYER WERFT, universities and colleges, and research institutions. In 2019, we again played an active role in research projects funded by the German federal government and the European Union and engaged in public discussions, e.g. with non-governmental organizations. Only through dialog can we identify challenges transparently, discuss them with others, and come up with practical solutions (further information can be found in the chapter on partnerships). As well as this, we attend IMO meetings and working groups via our industry association, the Cruise Lines International Association (CLIA).

The main overarching system for coordinating our management approach for resource and environmental protection is the global HESS management system of the Carnival Corporation & plc. HESS stands for health, environment, safety, and security. The system defines the management of our environment, health, safety, and security processes at sea and on shore. In many cases, the HESS standards exceed the requirements that otherwise apply on land or in shipping and take particular account of the specific demands of the cruise industry. The standards and processes are continuously reviewed in internal and external audits. In 2019, further best practices from the various brands were again integrated in the

Carnival Corporation's enterprise-wide environmental management system and duly certified.

As well as this, our environmental management system has been certified in accordance with ISO 14001 for more than ten years. Like all brands of the Carnival Corporation, we record, analyze, evaluate, and report our greenhouse gas emissions. Among other things, AIDA does this in accordance with EU Regulation 757/2015 and the IMO Guidelines for Voluntary Use of the Ship Energy Efficiency Operational Indicator (EEOI). The external audit is conducted by the ship classification company RINA. In addition, we have adopted the requirements defined in ISO 14064-1:2006 and the Greenhouse Gas Protocol as a globally applicable instrument for reporting greenhouse gas emissions.

All our ships are certified according to environmental standard 14001 (ISO 14001) issued by the International Organization for Standardization to further support our environmental management system. An independent third-party organization regularly reviews our conformity with ISO 14001.

\* Source: myclimate calculator, last revised April 28, for a gasoline-engine passenger car, consumption 8 l/100 km over a distance of 254 km.





## Bridge to the future: liquefied natural gas

GRI 402-45

Step by step, we are reducing the emissions produced by cruise shipping. To this end, we are using technologies that enable us to continuously minimize emissions. For more than ten years now, we have been working with partners from science and business to find out how low-emission liquefied natural gas (LNG) can be used to fuel cruise ships. Even though LNG is a fossil fuel, it is playing a crucial role in the maritime energy transformation. Through the use of this fuel, local emissions from our ships such as sulfur oxides and particulate matter can be avoided almost completely, while nitrogen oxide emissions are significantly reduced and carbon dioxide emissions lowered.

Together with MEYER WERFT, we have built the world's first cruise ship that is fueled solely using low-emission liquefied natural gas: AIDAnova. After setting sail for the first time in December 2018, the ship was awarded the German federal government's Blue Angel seal in recognition of its environmentally friendly ship design in 2019. The jury were impressed not only by the use of liquefied natural gas but also by the many other technical innovations aimed at reducing the ship's environmental footprint. This provides us with confirmation that the actions we are taking are the right ones and further encourages us to drive forward the development of environmentally friendly technologies.

We are therefore investing a further two billion euros in the construction of LNG cruise ships. Looking ahead over the next few years, we want to add two new LNG ships to our family. Thus, in October 2019, the first segment of the AIDAcosma had already been lifted onto the keel at Neptun Werft shipyard in Rostock. At the heart of AIDAcosma's machine room module are four dual-fuel engines and three LNG tanks with a total capacity of 3,550 cubic meters.

As early as 2016, we signed an agreement with Shell for the provision of LNG at all our global destinations. This partnership ensures that AIDAnova has been continuously supplied with LNG in all regions it visits since entering into service.

The experience that our LNG experts have been able to gain to date is also being plowed back into the operation and construction of further Carnival Corporation LNG cruise ships, which will be built at the Meyer Werft shipyards in Papenburg (Germany) and Turku (Finland) for various Group cruise lines over the next few years.

We concur with other shipping experts and scientists who state that LNG is currently the only viable alternative for achieving an effective reduction in local emissions in shipping despite the criticism that fossil liquefied gas has attracted from some environmentalists. After one year of operation, AIDAnova has provided positive results: the use of LNG together with other measures to reduce energy consumption resulted in carbon emissions of around 27 kilograms per person and day on board the ship in fiscal year 2019. This is roughly 55 percent less than the fleet average achieved in 2018 without AIDAnova. For this reason, all other new ships currently on order will also be fueled completely via LNG. By the same token, it is also clear that the use of LNG is only an intermediate step for AIDA as we recognize that it can make only a limited contribution to reducing greenhouse gas emissions. Together with various partners from industry and the scientific community, we are therefore looking for solutions that will enable the use of regenerative liquefied gas. Moreover, we are also exploring the possibility of using other emission-neutral fuels, such as hydrogen or fuel cells and battery storage systems on board the AIDA fleet. As well as this, we welcome the further expansion of the availability of shore power at the ports that is derived from regenerative energies in order to reduce the local emissions of our ships on a sustained basis. This is because on average an AIDA ship spends 40 percent of its operating time at a port. Taken together, all these efforts pay in toward achieving our long-term goal, namely emission-neutral cruises.





**Responsibility for nature and the environment**

## Alternative energy production: onboard fuel cells

Emission-neutral, low in noise and vibration production: these are the unbeatable advantages of a fuel cell. This makes it an important alternative form of propulsion for future mobility, not least of all also for shipping. As an energy converter it offers enormous potential on board ships as it is quiet, does not require a stack, and operates on a decentralized basis. Although development of this technology has not yet advanced far enough for it to produce electricity and heat on board the ships on a sustained basis, it will soon be available for use in combination with a further "powerhouse", as our joint project with MEYER WERFT, Freudenberg Sealing Technologies, and other partners shows. Funded by the German Federal Ministry of Transport and Digital Infrastructure, the "Pa-X-ell2" future technology project has been tasked with developing practical solutions for climate-neutral mobility across the entire shipping sector. In this project, we are specifically developing with our partners a distributed energy network and a hybrid energy system featuring next-generation fuel cells for use in oceangoing passenger ships.

**We are planning to trial fuel cells in 2021\* on board AIDAnova to test practical applications on a large passenger ship, the world's first cruise line to do so.**

Freudenberg Sealing fuel cells, which have a substantially longer service life than those found in automobiles, will be used. Tests on land have shown that they can possibly supply cruise ships with environmentally friendly energy for more than 35,000 operating hours.

By using fuel cells on board an oceangoing cruise ship for the first time, we want to achieve a further important milestone on our path towards emission-neutral cruises. This is because fuel cells offer potential for generating power on board ships with fewer emissions than is currently possible with LNG. Assuming that the field test in 2021\* is successful, we will be able to achieve additional reductions in the consumption of fossil fuels and boost the efficiency of our fleet.

## Focus on hybrid technology: Nautilus research project

We are the only German cruise line to be participating in a further important EU research project on new propulsion technologies as of 2020. In the Nautilus project under the aegis of the German Aerospace Center, we are working in an alliance of shipyards, shipping companies, engine manufacturers, and the Forschungszentrum Jülich. The purpose of the research project is to develop a nautical integrated hybrid energy system for long-haul cruise ships. In other words, the participants are conducting basic research into a new hybrid technology consisting of LNG, battery storage systems, and fuel cells for cruise ships. Nautilus will be in operation from 2020 until the end of 2023.

\* As of December 2019. Due to the effects of the coronavirus crisis, plans are currently being revised together with the project partners.

## Pooled efficiency to save energy

GRI 302-4, 302-5

Less is sometimes more – this adage also applies to the energy consumption of our cruise ships. In this respect, the steps we take start with ship design and extend all the way to the onboard laundries. Our innovative "Neptune" data platform acts as a compass for consumption, and the energy management systems of all AIDA ships are connected to it. All data, such as the waste heat recovery or fuel consumption, are continuously monitored and evaluated by the platform, allowing our specialists to identify potential and measures for improving efficiency. In 2019 we again enhanced key existing measures and established new instruments.

The standard electric motors fitted to AIDAprima, AIDAPERLA, and AIDAnova comply with the requirements of the highest energy efficiency class. Braking energy generated during the operation of the elevators is fed back into the onboard power supply system. With each new ship, we improve the efficiency of the ship design to save additional propulsion energy via hydrodynamic optimization. Moreover, AIDAprima and AIDAPERLA have been fitted with the innovative Mitsubishi Air Lubrication System (MALS), which allows the ship to glide over a carpet of air bubbles to reduce friction and thus save propulsion energy.

All ships that have been in service since 2008 feature heat recovery technology and the intelligent distribution and use of waste heat. It is thanks to this technology that we have been able to largely dispense with oil-fired auxiliary boilers. All waste heat is collected in a central distribution system and fed to the onboard consumers that have the greatest energy requirements at that particular point in time.

After the propulsion machinery, air conditioning systems are the second largest energy consumers on board the ship. Absorption chillers convert excess waste heat into coolants for the air conditioning systems. Moreover, all the cabins of our ships that have been in service since 2010 are fitted with a modern air circulation system including waste heat recovery, allowing individually regulated temperature control (HVAC control system). This reduces energy consumption in the cabins by up to 20 percent.

In the hotel area, we save up to 80 percent of the power required for onboard lighting by using LED lights together with a comprehensive lighting management system. To avoid unnecessary use of the light and air conditioning systems, most of our ships are additionally fitted with a key card activator which our guests use to turn on the electricity when they enter their cabin and to turn it off again when they leave. Our laundry service shows that even small changes can make a difference. On cruises of one week or less, bed linen and towels are only changed when necessary or requested by the guests. This not only uses around 80 percent less water and washing powder but also half as much energy due to laundering and drying bed linen. In addition, the innovative tunnel washers on board AIDAprima, AIDAPERLA, and AIDAnova permit even more energy-efficient laundry operations.





**Responsibility for nature and the environment**

## Steadily declining: our fuel consumption

GRI 302-4, 302-5

When it comes to cutting emissions and conserving resources, we are convinced that the best ton of fuel is the one that we never consume in the first place. Accordingly, we are committed to developing and utilizing alternative technologies for generating and using energy and are taking various operational measures to boost energy efficiency. We are implementing innovative solutions in air conditioning, heat recovery, and water management systems across our entire fleet. We are continuously optimizing our systems to utilize waste heat, recover fresh water, and treat wastewater and are enhancing the efficiency of our onboard lighting management system.

Thanks to all these measures, we were able to lower total energy consumption per person and day on board our ships by a further 6.6 percent over the previous year in 2019.

**We have thus reduced fuel consumption by 23 percent per guest and cruise day since 2012.**

Today, an AIDA ship consumes an average of only three liters of fuel per person over a distance of 100 kilometers. On board AIDAprima, AIDAPERLA, and also AIDANOVA, we have been able to lower consumption even further by implementing various measures for improving energy efficiency and hydrodynamics.



### Route planning

One way of saving fuel is to develop optimum speed profiles for the individual sections of the voyages undertaken by the AIDA fleet. Further measures include effective route management and route-plan and lay-time optimization.



### Ship design

Innovative hull and propeller designs save considerable propulsion energy. All AIDA ships also have an underwater coating that is renewed regularly to prevent fouling on the hull effectively, thus reducing the drag on the ship during the voyage. This lowers fuel consumption and, hence, also emissions.



### Lighting

In the hotel areas of our ships, we save roughly 30 percent of the power required for lighting by using LED lights in conjunction with a comprehensive lighting management system, for example.



### Air conditioning systems

After propulsion systems, air conditioning systems are the largest energy consumers on board the ship. Absorption chillers convert excess waste heat into coolants for the air conditioning systems. To avoid unnecessary use of the light and air conditioning systems, most of our ships are fitted with a cabin key card activator which our guests use to turn on the electricity when they enter their cabin and to turn it off again when they leave by inserting or removing their key card.



### Engines of the highest energy efficiency class

The standard electric motors fitted to AIDAprima, AIDAPERLA, and AIDANOVA comply with the requirements of the highest energy efficiency class. Braking energy generated during the operation of the elevators is fed back into the onboard power supply system. Frequency-controlled motors and speed-controlled pumps and fans ensure that only the output required by the respective consumer is provided.



### Air circulation system

All the cabins of our ships that have been in service since 2010 feature a modern air circulation system including waste heat recovery, allowing individually regulated temperature control (HVAC control system). This reduces energy consumption in the cabins by up to 20 percent. The air conditioning systems on board all our ships use only coolants that do not pose any danger to the earth's ozone layer. In this way, we have been able to fully eliminate emissions of ozone-depleting coolants.



### Process optimization

On cruises of one week or less, bed linen and towels are no longer changed and washed daily but rather only when necessary or requested by the guests. This not only uses around 80 percent less water and washing powder but also half as much energy due to laundering and drying bed linen. In addition, the innovative tunnel washers on board AIDAprima, AIDAPERLA, and AIDANOVA permit even more energy-efficient laundry operations.





Responsibility for nature and the environment



# Emissions and air quality



GRI 203-1

## Transforming energy production, improving air quality

The operation of tourist facilities requires energy both at sea and on land. To minimize the emissions produced by our cruise ships as far as possible, we are working on replacing fossil fuels completely in the long term. The IMO's phased plan to reduce ship emissions is helping us on this path, although we already surpass many of the requirements. We have set ourselves the long-term goal of demonstrating through actual practice that innovative technologies can be used to operate cruise ships on a emission-neutral basis.

It is not merely in response to more stringent requirements but particularly out of our own conviction that we are addressing the challenge of avoiding emissions such as particulate matter, nitrogen oxides, sulfur oxides, and carbon dioxide. The use of low-sulfur fuels, for instance, has already been a reality for years in many of the regions visited by AIDA. We use

low-sulphur fuel, exhaust purification systems, or the low-emission fuel LNG in the North and Baltic Seas and in the North American coastal waters as well as all emission control areas. At all European ports, we have been using solely marine gas oil with a maximum sulfur content of 0.1 percent for more than a decade to fuel the engines of our ships.

In addition to our routes at sea, however, we also only keep an eye on our lay times in ports, which account for an average of 40 percent of our ships' total operating time. During these lay times, we seek to minimize emissions as far as possible and contribute to improving the local air purity at our destinations. Where available at the port, we specifically seek to use shore electricity to power our ships during lay times.

## Firmly anchored: strategy and management

As with other environmental aspects, the main basis for coordinating our management approach and for achieving our goals is provided by the global HESS management system.

## Zero emissions: green shore power

For us, using shore power as a source of energy marks a decisive step forward in our efforts to eliminate pollutant emissions at our destinations. Ten ships in the AIDA fleet already have a shore power connection or have undergone the necessary technical preparations for this purpose. Naturally, this environmentally friendly shore power technology can only be used if the necessary infrastructure has been installed at the ports. For this reason we urged for it to be installed in Hamburg, Kiel, and Rostock for ex-

ample. Our aim is for all AIDA ships built in 2000 or later (twelve out of 14) to be equipped for the use of shore power in the future. AIDAsol has been using shore power in Hamburg-Altona since 2017 in its regular operations. In 2018, we forged partnerships together with the state governments of Schleswig-Holstein and Mecklenburg-West Pomerania to encourage environmentally friendly cruise tourism, and these were to start bearing fruit this year. It had originally been planned to start supplying AIDA cruise ships with green shore power, i.e. from renewable sources, in the course of 2020 in Rostock and Kiel. Even though these systems will now be going into operation at a later date due to the pause of the cruise season in the wake of the coronavirus pandemic, we remain committed to achieving our goals together with the port operators in Rostock and Kiel.





## Responsibility for nature and the environment



### E-mobility at sea: pilot battery storage system project

We want to take a further important step forward along the path to emission-neutral ship operations by installing innovative battery technology. In conjunction with the Norwegian company Corvus Energy, we are working on the use of lithium-ion battery storage systems on board the AIDA fleet. AIDAperla is to be fitted with a battery storage system with an output of ten megawatt hours in what will be the largest system of its kind ever installed on a passenger ship. Looking forward, further AIDA cruise ships could benefit from the valuable experience gained from the pilot operation of this hybrid system. Originally planned for 2020, the test phase has had to be initially postponed until 2021 due to the pause of the cruise season in connection with the coronavirus pandemic.

The battery systems can be charged using shore power at the port and by means of "peak load shaving" while the ship is at sea. In highly simplified terms, this means that the engine operates within a constant power range.

### Surplus energy that is not needed on board at that particular point in time can be stored in the batteries.

Conversely, the stored energy can be routed to individual consumers on board the ship to cover peak requirements without needing to increase the motor output. The duration of the charging cycle depends on the intensity of use and the amount of power utilized. In addition to battery-only operation, it is possible to activate the systems over a protracted period of time, e.g. while the ship is at port, or in a wide range of different maneuvers to obtain emission-free power. Thus, the use of this technology can additionally lower the consumption of fossil fuels and boost the efficiency of the ship operations.

### Quiet passage: low-noise technologies

Noise emissions are also among the emissions that we are expressly seeking to reduce. The use of LNG and fuel cells, which generate little noise and vibration, both help to lower noise emissions on board the ship and on shore. This aspect already plays a decisive role during the construction phase of the ship. Thus, measures for reducing noise levels are incorporated into the ship design, which is improved from one generation to the next.

As well as this, we attach top priority to using shore power at the ports. This allows us to switch off the ship engines and, in this way, to eliminate noise emissions almost completely.

### Close to zero: reducing particulate emissions

The fuel that we use to propel our ships is the decisive factor in reducing particulate emissions.

We are proud that full use of low-emission LNG in cruise shipping became a reality for the first time with the launch of AIDAnova at the end of 2018. By using liquefied natural gas, we are able to almost completely eliminate emissions of sulfur oxide and particulate matter and significantly reduce emissions of nitrogen oxides. Further, the use of fuel cells and lithium-ion battery storage systems would even lead to zero particulate emissions. It is not least of all our endeavors to use shore power at ports for as many of our cruise ships as possible that will enable us to likewise reduce particulate emissions in the long term.





Responsibility for nature and the environment

# Management of natural resources



GRI 306-1

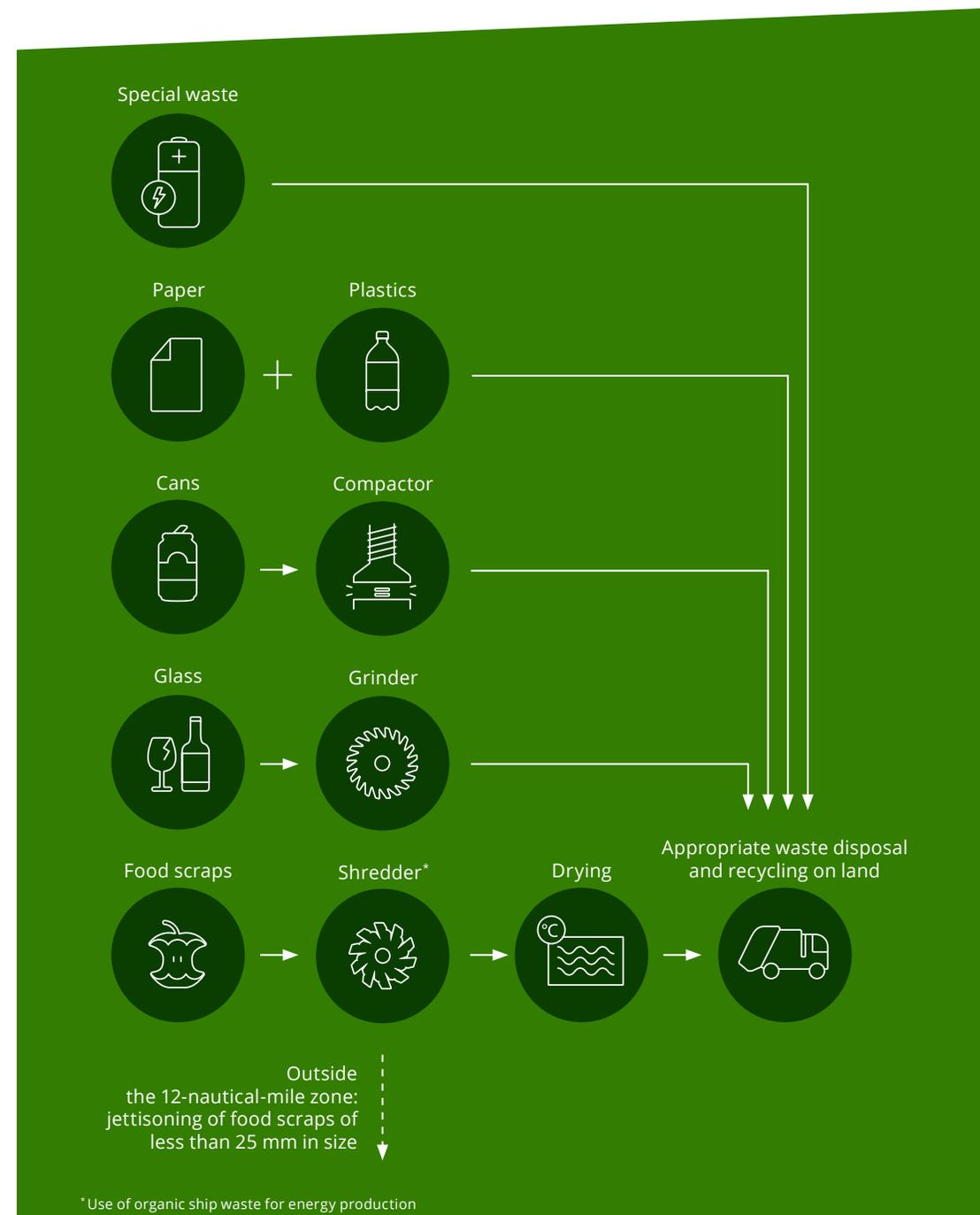
## Conserving resources, extend recycling economy

Judicious use of resources has long been an elementary pillar of AIDA's environmental management strategy. Its efforts to conserve resources are guided by a motto that is as simple as it is logical: the best policy is to avoid consuming resources in the first place. That's why the sensitive handling of raw materials and foodstuffs forms a part of daily routines on board AIDA ships. We continuously optimize purchasing and handling processes so as to avoid and reduce waste in hotel, catering, and ship operations. Thus, for example, we attach particular importance to freshly prepared meals and avoid resorting to pre-cooked products. In addition to increasing enjoyment for our guests and crew members, this also helps to reduce packaging waste. A further focus is on ensuring that foods are handled carefully.

Waste disposal poses a challenge in that we are dependent on the local infrastructure at our destinations. Wherever possible, we utilize the services of certified waste management companies and share our knowledge and experience with our local partners. This is already the case at all European ports. At destinations that have not yet adopted equivalent standards, we select the best alternative available and use only officially certified waste management companies. However, our long-term goal is to implement a recycling economy in which virtually no waste arises. One aspect of this involves, for example, further increasing the recycling rate for plastics, paper, and food and promoting re-use of these resources.

As we see it, a further aspect of conserving resources entails continuous efforts to lower water consumption. By processing and recycling water together with targeted cuts in consumption, we can reduce or even completely eliminate the need to source freshwater externally. Moreover, our advanced wastewater purification system (AWWPS) achieves a level of purity that exceeds that of many onshore treatment and purification plants.

**We have set ourselves the goal of reducing the amount of food waste arising on board our ships by a further 20 percent by the end of 2021 compared with the end of fiscal year 2019.**





## Firmly anchored: strategy and management

All AIDA ships are operated in accordance with a waste management plan that defines the procedure to be adopted for various kinds of waste arising on board the ship. The waste management strategy pursues a multi-stage approach encompassing the avoidance and minimization of waste, onboard processing as well as the disposal of liquid and food waste.

As early as the route planning for AIDA ships, we identify in advance the waste disposal facilities available at the individual ports. We plan each voyage in such a way that the most environmentally friendly disposal methods can be used.

Systematic waste management complies with the requirements of the International Convention for the Prevention of Pollution from Ships – or MARPOL – as well as internal AIDA standards based on the Carnival Corporation’s environmental compliance plan.

**It is standard practice on board all AIDA ships for plastic and single-use articles to be avoided and for food scraps, paper, and water consumption to be reduced.**

AIDA systematically lowers water consumption by employing such measures as the installation of state-of-the-art wastewater treatment systems, for example. In this way, we meet the strict HELCOM standards for the Baltic Sea.

## Systematically less: our waste management system

In order to track our progress in reducing waste more effectively, all waste generated on board our AIDA ships is regularly measured, checked, and logged in accordance with the strict MARPOL environmental requirements as well as

our own internal standards. Moreover, we are continuously developing further measures for reducing waste and optimizing recycling. To this end, we are expanding our recycling economy.

One important project for AIDA waste management is CLEAN (<http://www.clean-biogas.de/>), a research project funded by the German Federal Ministry for Economic Affairs and Energy. In conjunction with other partners, we are working on using biological waste produced on board our ships to generate energy.

Organic waste such as foods scraps and sewage sludge are converted into energy in biogas installations. Following successful onshore testing, practical trials on board our ships are now also being planned for the future.

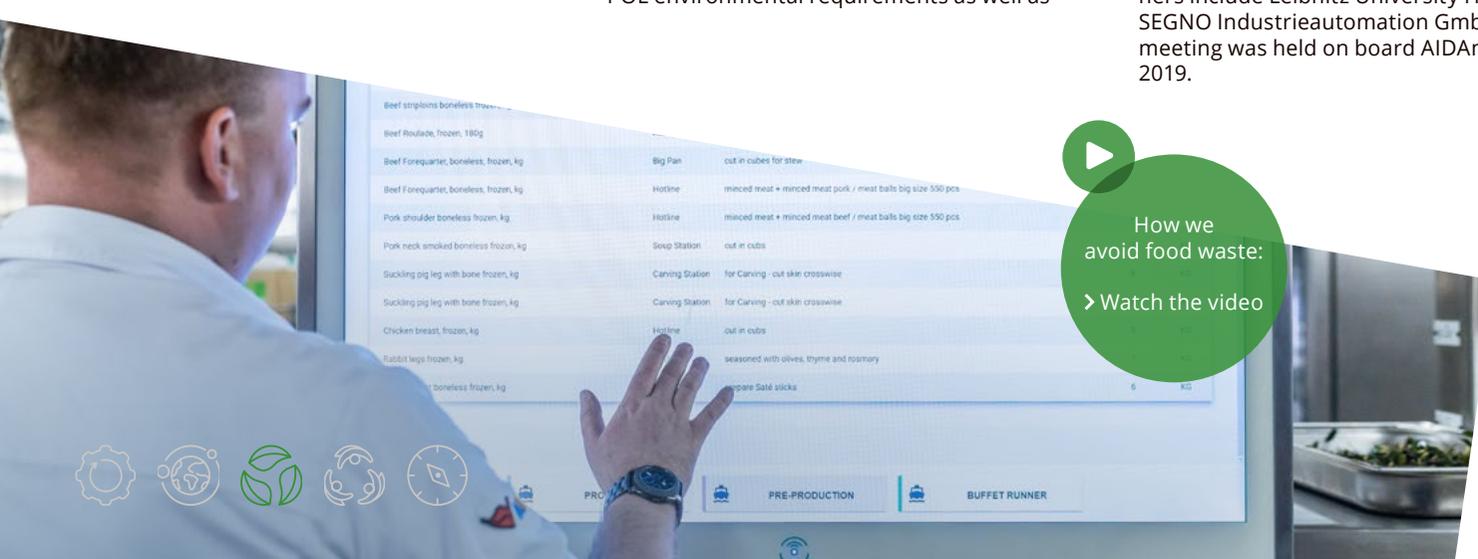
OSCAR, another research project funded by the German Federal Ministry for Economic Affairs and Energy, went into operation in summer 2019. Its purpose is to achieve a further improvement in the quality of environmental protection on board (cruise) ships. This project aims to develop and test a system that permits the observation and, further down the road, remote control of complex, primarily biological treatment processes for wastewater and organic waste on board (cruise) ships. The project partners include Leibnitz University Hannover and SEGNO Industrieautomation GmbH. A kick-off meeting was held on board AIDAMar in July 2019.

## Reducing and avoiding

A large number of initiatives, processes, and plans are helping to reduce the consumption of resources and also to lower the amount of waste produced on board our AIDA ships. Many seemingly small measures help us reduce the amount of food waste without sacrificing our broad culinary offerings as a core element of the vacation experience.

**Conscientious use of foodstuffs**  
Our live cooking stations on board our ships, for example, help to reduce the amount of food waste. Our chefs prepare the meals fresh and in the desired quantity right in front of the guests.

Under our cook-and-chill system, which operates behind the scenes and is thus invisible to the guests, our galley only delivers the meals to the restaurants that are actually required. Our buffet runner system is also a further element of targeted quantity management. Replenishment requests are sent digitally from the restaurants to the main galley, where only the meals that are actually needed are prepared. Portion size also has a regulating effect. Many meals offered at the buffets were prepared in small individual portions in 2019. And towards the restaurant closing times, we reduce not the variety of dishes on offer but instead the size of the serving bowls.





## Responsibility for nature and the environment

### Avoidance of single-use items and plastic on board\*

No plastic bags, instead only AIDA paper carry bags



No packaged cookies served with coffee



Laundried clothing delivered to guests free of plastic wrapping



Spa: care products free of microplastic



No bin liner bags in the guest cabins and bathrooms



No single-use plastic cups and lids; only reusable cups



No plastic straws or cocktail sticks; only biodegradable drinking straws made of starch and wooden cocktail sticks



No single-use plastic cutlery; all cutlery made from wood, metal ice cream spoons



\*Selected items



There is a broad bouquet of different measures that help to continuously lower the amount of plastic used on board our AIDA ships. The most recent example of this is the completely plastic-free cabin trolley used by housekeeping, which has been developed especially for AIDA. As a general principle, we prefer reusable articles over single-use ones. Thus, the straws we use on board are made from biodegradable starch and are provided only if requested by the guest. In 2019, we started serving "coffee to go" in reusable cups and the accompanying cookies unwrapped. We offer butter, margarine, Nutella, honey, or yogurt from dispensers or from bowls instead of in individually packaged units.

In addition many single-use products such as tasting spoons as well as disposable aprons and single-use bottles have been eliminated from the AIDA galleys and have been replaced by reusable products or are dispensed with completely.

Clear signs of our continued efforts to reduce the amount of plastic can also be seen in the guests' cabins. In 2019, we once again used no plastic liner bags in the waste bins in the living room and bathroom. Moreover, laundry bags for clothes to be cleaned are made of compostable starch, and our fluffy bathrobes are packed hygienically in washable fabric bags.

#### Operation Oceans Alive

In June 2018, AIDA launched the "Operation Oceans Alive – Our Home – Our Future" initiative in conjunction with all the Carnival Corporation cruise line brands. As part of a worldwide campaign, we want to keep our guests and employees informed on an ongoing basis and enhance their awareness of environmental issues. We will need their active involvement in order to achieve the UN's sustainable development goals. Thus, for example, employees receive regular training on matters pertaining to marine environmental protection, the conservation of resources, and the avoidance of waste, such as plastic and disposable tableware.

In 2019, we additionally realized various activities aimed at promoting the use of recycling. For example, AIDA and the entire Carnival Corporation drew attention to World Recycling Day with numerous environmental measures. Among other things, we invited our guests

and the crew to upcycling events to raise their awareness of matters related to recycling. During beach-cleaning efforts in Vietnam, the AIDAvita crew and local partners collected 125 sacks of plastic, metal, glass, and clothing. On shore, the motto of the second Global Recycling Day "Recycling into the future" served as inspiration for the Communication & Sustainability department to organize a "lunch & learning" event, which was attended by more than 120 employees.

# 31%

## LESS PLASTIC WASTE PER PERSON AND DAY IN 2019

#### Saving paper

Our efforts to reduce the consumption of paper are also a key contribution to the conservation of resources. We are increasingly using digital media and communications. And if we do have to print something, we use certified paper. Since 2013, we have only been printing out invoices on board the ships when this is specifically requested by the guests.

**In this way, we can save an average of 4,400 sheets of paper and 1,100 envelopes per cruise.**

High savings are also achieved through the digital photo stations on board our ships, where guests can view their holiday photos and select and order their favorite snapshots. This reduces the amount of paper and chemicals required by around 50 percent.



## Responsibility for nature and the environment

# 6.8%

### REDUCTION IN WATER CONSUMPTION PER PERSON AND DAY

## Saving and producing: our water management

GRI 306-1

Our sophisticated water management system ensures sparing use of water as a valuable resource. Compared with the previous year, we were able to reduce freshwater consumption per person and day on board by a further 6.8 percent in 2019.

One key element in our efforts to reduce water consumption is the vacuum food waste system. All ships on which construction was commenced in or after 2004 have been fitted with this system. Rather than using water to carry the food waste along pipes, it has a vacuum system to transport scraps directly to a storage tank.

We also save water in our onboard laundry. The use of modern laundry technology and innovative tunnel washers has already reduced water consumption here by up to 50 percent. And the onboard toilets require only one liter of water per flush thanks to the use of a water-saving vacuum system.

## Separating waste before disposal

### Fermenting food scraps

In pilot tests, the Carnival Corporation is trialing the biological fermentation of food scraps on board its ships. This involves the use of organic waste fermentation installations, also known as “steel stomachs”, which separate plastic from food scraps and, in doing so, cause the food particles to disintegrate naturally. If this principle proves to be viable, it could also be used on board other ships.

### Separating waste

Waste separation is standard practice on board all the ships of the AIDA fleet. Metal is pressed and glass crushed to save space. Aluminum and other metals are collected by type and disposed of on shore together with PET packaging and paper for recycling.

We make sure that the small volume of the remaining disposable products used on board is biodegradable as far as possible.

**Thus, for example, our paper napkins are fully compostable and bear the NORDIC SWAN label (ISO 14024), one of the strictest environmental certificates in Europe.**



**Toilet flushing systems**  
Vacuum system requiring one liter of water per flush



**Public sanitary facilities**  
Timer-controlled switches and infrared control



**Showers**  
Flow limiters for wash basins and showers



**Laundry**  
State-of-the-art laundry technology on board, e.g. tunnel washers, resulted in water consumption per kilogram of laundry being halved since 2008



**Food vacuum system**  
Vacuum technology in the hotel and restaurant areas



**Cleaning measures**  
Advanced wastewater purification system for different types of wastewater on board, e.g. in membrane sewage treatment systems and oily water separators



**Bilge water treatment**  
Separators remove oil residue from the water used in the engine room





## Responsibility for nature and the environment

### Producing freshwater

We produce top-quality freshwater from seawater on board our ships using modern reverse osmosis installations. This system provides our guests and crew with up to 600,000 liters of high-quality drinking water per day. As a result, we only rarely have to take in freshwater at port, thus helping to ease the strain on local resources.

### Treating wastewater

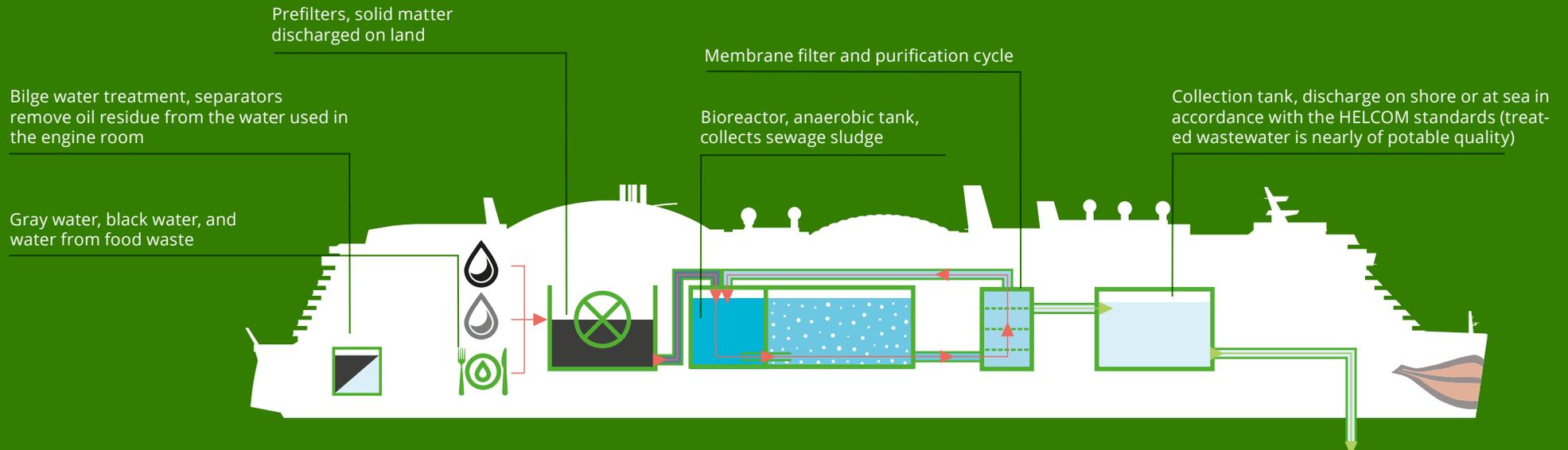
In many areas, we exceed the high international environmental standards pertaining to the treatment and disposal of wastewater in the maritime industry (MARPOL). Thus, the ships that have been placed in service since 2007 are equipped with biological membrane wastewater treatment facilities that convert wastewater into freshwater that is nearly of potable quality.

In addition, we make sure when planning our routes that wastewater can be discharged to certified waste management companies as far as possible.

In addition to "normal" wastewater, ships also produce oil-contaminated water. For this reason, each AIDA ship is fitted with two oily water separators to remove any oil residues from bilge water.

As water protection is of elementary importance, AIDA has undertaken since 2008 to refrain from discharging untreated wastewater into any part of the Baltic Sea. We comply with the strict HELCOM thresholds (Baltic Marine Environment Protection Commission or "Helsinki Commission" for short).

## Wastewater management





Responsibility for nature and the environment



# Biodiversity



## Protecting the oceans, preserving biodiversity

The health of the oceans is of paramount importance for the preservation of the environment and the sustainability of our business. Wherever our ships operate, they therefore meet or exceed international, national, and local environmental regulatory requirements. To minimize our impact on biodiversity as far as possible, we are systematically working on protecting marine life. We dispose of our waste responsibly and utilize new technologies to minimize the discharge of wastewater and to improve the quality of our emissions into the air. We maintain dialog with environmental and nature conservation organizations in order to support their programs and initiatives in the areas that are impacted by our activities wherever possible at operational level. Through the Carnival Corporation, we additionally work together with organizations dedicated to protecting and studying the oceans.

## On shore and at sea: preserving biodiversity

We are continuously expanding our range of sustainable shore excursions. In keeping with this, we offer our guests excursions where they can observe whales, dolphins, and other animals in their natural surroundings. In doing so, we work with partners who make sure that the animals are not disturbed by the tourists.

Furthermore, we take efforts to protect such marine mammals directly when planning our routes. Routes are planned using the recommended cruising speeds, and we also alter our routes at short notice to ensure that our ships do not disturb or interfere with animals such as the right whale in the Gulf of St. Lawrence. As well as this, our parent company Carnival Corporation supports many projects aimed at preserving and promoting biodiversity in the world's oceans.

**For AIDA it also goes without saying that no endangered species ever find their way onto the menus of the on-board restaurants.**

## Technical innovations: to protect ecosystems

In order to glide safely through the oceans, our ships also make use of ballast water. This water helps to stabilize the ships. However, organisms such as plankton or other microorganisms may become trapped in the ballast water and then be released again in other regions of the world when it is discharged.

Our AIDA ships largely use permeated (clarified) wastewater as ballast water. As a result, we use virtually no seawater as ballast. If seawater is

required in exceptional cases, our state-of-the-art ballast water treatment systems prevent any non-native organisms from being released into other ecosystems. In this way, we meet the standards defined in the IMO's Ballast Water Management Convention.

The coating of the ship's hull is a further relevant factor in the protection of maritime ecosystems as a variety of different organisms colonize ship hulls. AIDA ships are treated with a special underwater coating that minimizes growth on the underside of the ship. Currently, a new type of coating capable of almost completely preventing fouling is being tested on AIDAcara. On top of this, the ships' hulls are cleaned regularly. This not only reduces friction, thus lowering fuel consumption, but also prevents non-native organisms from being transported to other waters. In addition, AIDAbella has been fitted with a special device that measures thrust power and observes the extent of fouling in detail. The aim will be to use the data gained in order to determine the cleaning intervals more individually.





Responsibility for our employees

# We're a team

We're a team	46
Employee satisfaction	48
Vocational training, further education and development	55
A sound work-life balance	60
Diversity, equal opportunities, and respect of human rights	61



Responsibility for our employees

# We're a team



GRI 102-8, 102-16

Dedicated, high-performing employees are part of AIDA's success. They continually delight our guests, offer top-quality service, and are always at their side with professional expertise.

We know that only satisfied employees are able to greet our guests with the legendary AIDA smile. For this reason, our core goal is to create an attractive and safe working environment for them. By providing vocational training and professional development, we help our employees to unleash their potential and to enhance their own capabilities.

In 2019, AIDA had an average of around 15,600 employees from more than 60 different nations, roughly 90 percent of whom worked on board our ships and some ten percent on land. The majority of our international crew comes from Germany and the European Union (32.6 percent) as well as from the Philippines (36.4 percent). 14.2 percent of our employees come from India and 9.2 percent from Indonesia. Our shore operations also became more international in 2019: 89.3 percent of our employees come from Germany, 4.9 percent from Italy, and 1.2 percent from the United Kingdom and Austria.



## Values that unite and a diverse culture

Each and every one of our employees contributes to AIDA's success with his or her capabilities and together we are a strong team. Both on board and on shore, we work hand in hand to offer our guests an unforgettable vacation experience. Teamwork is firmly entrenched in our corporate culture as are respect and open-mindedness. WE ARE COLORFUL – this is one of our guiding inspirations. It stands for cultural diversity and inclusion, which enrich our company day for day.

annual performance reviews of all employees, staff onboarding, and all management training activities.

These four values – respect, trust, passion, colorful – underpin all the binding standards of conduct in each individual's daily activities and in our relations with one another. Our managers are role models in the observance of these rules of conduct, creating a working atmosphere in which all employees are able to apply them.

What we expect from our employees and managers has been defined in our competency model, which also provides the basis for our assessment and development activities.

When it comes to our employees, we focus our sustainable activities on the following key aspects:

- Employee satisfaction
- Vocational training, further education, and development
- A sound work-life balance
- Diversity, equality opportunities and respect of human rights

### The underpinnings of our corporate culture are provided by our values, the AIDA Values. These include mutual trust and respect, passion for the job, and appreciation for our employees' diversity.

Such values connect us with one another throughout our daily routines and on our journey towards a sustainable future. Day for day, they are imbued with life on board and on shore. Moreover, our values are a firm component in our recruiting processes, the



### THE AIDA VALUES

**UNITED** we are **COLORFUL**, we show **RESPECT**, we have **PASSION**, we build **TRUST** - for a **SAFE, SUCCESSFUL** and **SUSTAINABLE** future.

I build **TRUST** by ...

- ... being fully committed to safety & environmental protection
- ... being honest and transparent in my communications
- ... acting responsibly, reliably, and compliant
- ... learning and allowing people to develop
- ... being a professional and valuable partner

I show **RESPECT** by ...

- ... valuing and caring for the individual
- ... treating people equally and with kindness
- ... taking the time to listen



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

I have **PASSION** as ...

- ... I am proactive and innovative
- ... I am ambitious for results
- ... I deliver high quality and service
- ... my enthusiasm and energy contribute to a happy environment
- ... I exceed guest expectations

I am **COLORFUL** because ...

- ... I enjoy working in a diverse team
- ... I am friendly, engaging, and integrating
- ... I stay curious and open-minded





Responsibility for our employees

# Employee satisfaction



## Satisfied employees, delighted guests

Our employees are the ambassadors of our company. Whether they are on board or on shore, it is up to them to ensure that our guests are not just satisfied but that they are having a great time and experiencing an unforgettable vacation. However, this is only possible if our employees are able to identify with their work and our company, feel appreciated, and are safe, healthy and satisfied. To this end, we offer them a working environment that is characterized by trust, respect, and a sound work-life balance. We seek to provide them with the best possible medical care and to steadily reduce safety-related incidents even further. In 2019, we again stepped up our employer branding activities to attract the best talents to AIDA.

## Firmly anchored: strategy and management

Shipping is the only industry which has detailed employment regulations that are implemented on a uniform global level. The international basis for employment law requirements on board cruise ships is the Maritime Labour Convention (MLC) of the International Labour Organization (ILO), which is an agency of the United Nations.

It addresses basic working conditions such as uniform and binding minimum standards for health, safety, minimum age, recruitment, working hours, onboard accommodation, and social security and guarantees appropriate living conditions. All these international rules as well as the national laws of our crews' home countries are observed on board AIDA ships. As AIDA sails under a European flag (Italy), we are bound by the applicable Italian laws, regulations, and rules governing occupational safety and crew accommodation.

**Our remuneration systems have without exception been negotiated with the relevant trade unions and take account of all the aspects mentioned above, which are incorporated in all the various pay-scale agreements.**



Listen to the AIDAnova crew song:

> Watch the video

One of the world's leading classification companies, DNV GL, reviews our compliance with binding international employment and social standards.

Our safety management systems (SMS), committees for workplace safety, and targeted training programs ensure that the working environment is as safe as possible. Safety committees help to reduce accidents on board by means of risk assessment, accident reviews, and inspections. Together, they promote an awareness of the importance of safety and help to prevent risks. On top of this, safety work groups share their experiences and best practices across the entire Group.

## AIDA attaches great importance to employees' opinions.

Sharing ideas, asking questions at all times, or expressing doubts form part of the corporate culture. On board our ships, the crews elect employee representatives in Speakers' Committees, who represent their interests and receive funds from the company that they may use at their own discretion, e.g. for social purposes or for joint leisure activities. On land, the workers' council represents the employees' interests. Last elected in 2018, it is composed of 13 ordinary members.





## Responsibility for our employees

### On board and on shore: team spirit and identification

One core measure for maintaining and steadily boosting our employees' satisfaction while they are on board our ships is our "I LOVE TO SEE YOU SMILE" crew initiative. The program focuses on the following five key aspects, which we address with numerous activities that we have developed in close consultation with the employees on board our ships.

### Atmosphere

As soon as our new crew members embark, we want them to feel at home, as the crew on board the ship will become their substitute family over the next few months. To help them feel at ease from the very first day, we have painted the crew quarters in bright, friendly colors. In addition, we welcome them with such things as "selfie points" or words of inspiration in the various national languages. A guide system helps them to find their way around the crew quarters, thus ensuring a swifter onboarding process. Each individual crew member is given a personal message on his or her birthday.



Atmosphere



Health & Sports



Discover & Enjoy



Learn & Develop



Benefits

### Health & sports

A healthy and varied diet forms an important element in crew motivation and their sense of well-being. Our crew restaurants are open almost around the clock. Provided free of charge, food and beverages are varied and take account of the various religious and cultural customs of the different nationalities on board the ship. The meals are prepared by separate crew cooks from a wide range of different nations using certified methods. At the same time, we are working on a bonus program aimed at offering crews additional incentives to make use of our varied range of sports facilities when they are off duty.





## Responsibility for our employees

### Discover & enjoy

#### Joint events

It is important to us to encourage a sense of belonging as well as an understanding of different cultures.

Thus, one of the traditions at AIDA is for our crew to celebrate together the various national holidays that are customary in the individual members' home countries.

**Under our “I love to see you smile” initiative, we want to convey to all employees the customs and traditions of the individual countries in an effort to promote mutual understanding between the various cultures and nationalities.**

We also encourage sharing between our land and onboard employees through joint cooking events, guided tours of the ships, and our traditional new year's parties. Our onshore employees' families are also welcome to take part in these activities. Thus, in 2019, for example, we raffled off visits on board our ships for the school classes of our employees' children, enabling them to discover the world of AIDA. We regularly offer our employees free tickets for cultural events such as theater performances, sports events, and concerts, which they can attend with the whole family.

#### Personal contact and appreciation

Together with their colleagues and our guests, our employees experience extraordinary moments each day, putting a smile on their faces. With our “I love to see you smile” initiative, we share with each other these wonderful experiences as well as guests' and colleagues' praise and appreciation. In 2019, we invited our guests to share their SMILE MOMENTS with us and to nominate the employees who had put a smile on their faces. The employees receiving the most nominations were given a SMILING STAR award at the end of the journey in a ceremony attended by many of the guests. Recognition that motivates everyone.

AIDA regularly acknowledges individual employees (“Employee of the Month”) and entire teams for outstanding performance, teamwork, and flexibility. We also recognize the commitment of our onshore employees. In this case, it is the employees themselves who nominate their colleagues for the SMILING STAR award. Furthermore, we are creating additional incentives and motivation with new awards such as the JUNIOR SMILING STAR and the HR SMILING STAR.

With “I love to see you smile – CREWMADE”, we incorporate our crew's ideas. After all, who is better able to provide suggestions from their day-to-day experience on board our ships? We report on these on the Intranet and via other internal communication channels. This way, we can follow up on, adapt, or expand successful activities across a wide variety of different ships.

We regularly surprise our employees on board as well as on shore with “I LOVE TO SEE YOU SMILE” postcards to mark a range of different occasions and covering various topics. Aspects such as friendship, gratitude, loyalty, and team spirit are taken up and visualized with a “wink”.

### In 2019, we launched a pilot project for the AIDAnova crew: the “Crew News”.

It supplements the Intranet and contains many useful tips and information related to life on board or excursions during off-duty times. The Crew News also provides staff with an insight into other departments and contains interesting information from the ship's council as well as employees' own contributions. The AIDAnova Crew News provides a basis for the regular newsletter that we have been issuing on board all AIDA ships since the outbreak of the coronavirus crisis to tell our employees everything they need to know about life on board, together with numerous useful tips in these times of social distancing.

I ♥ 2CU:)

I lost  
my heart  
to the  
Sea





Responsibility for  
our employees



# 72%

**OF ALL EMPLOYEES TOOK PART  
IN OUR 2019 SURVEY**

## Benefits

GRI 401-2

We offer our employees broad-based benefits. For example, we have created the “AIDA 4 me” package for all employees. Among other things, it includes voyages granted at employee rates, discounts on board, special prices for sports, wellness, health, and leisure facilities as well as benefits offered by affiliated companies. Details of what is currently available can be found quickly and easily on the Intranet. Depending on the terms of the individual employment contract, other advantages offered by the “AIDA 4 me” package include an employer-funded company pension plan as well as employee bonuses.

During their off-duty times, all crew members have the opportunity of discovering the world’s most beautiful vacation destinations during land excursions and of using nearly all of the facilities available in the public guest areas including the onboard entertainment and fitness program. Crews have their own restaurant as well as a sun deck, sauna, and a gym. Additionally, all crew members receive discounts on all goods and services as well as a free Wi-Fi budget of 500 MB on port days so that they can stay in touch with their loved ones.

## Asking questions: our employee survey

We want to find out more about our employees’ wishes and needs and also develop further as an employer. With this in mind, we conduct an enterprise-wide employee survey each year. In 2019, 72 percent of all employees on land and on board took part. This outstanding result marked a further substantial increase in the response rate. As in the previous year, employees on shore and on board our ships rated particularly positively the friendly and fair atmosphere as well as the team culture and the appreciation shown at AIDA for each individual. We have already identified preliminary suggestions and wishes on the basis of the results and have implemented these. One example from 2018 is the provision of a free Wi-Fi budget of 500 MB per month for crews in 2019. On top of this, we introduced more flexible contract durations in 2019 in response to requests made by our crew.





## What we offer our employees

GRI 401-2



### Work

a motivating job



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

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

### Benefits

reaping the rewards



Our benefits for employees include:

- Bonuses for outstanding performance, e.g. "Employee of the Month", or long service, e.g. "Seniority Awards", on board our ships
- Discounts for private vacations
- Discounts at various partner companies
- Discounts for the RSAG JobTicket
- Company bicycles and cars for private use
- Discounts on crew excursions and purchases made in the guest area
- Free shuttles for the crew
- Hand-held devices for the crew to use for communication on board AIDAnova
- Access to Internet, TV, telephone, and a selection of books and films on board
- Since June 2019, a free Wi-Fi budget of 500 MB has been available to every employee on port days
- Check-in of two guaranteed pieces of luggage for arrival and departure by plane

### Health

maintaining the right balance



Our employees can benefit from, among other things:

- Free medical care on board our ships
- Discounted offers in various fitness clubs on land
- Company health care, preventative courses
- Sports facilities for off-duty times, including a gym for crew use only and access to the onboard guest fitness area
- Various team sports (e.g. AIDA volleyball team, AIDA dragon boat team, etc.)
- Annual health days, company medical check-ups, and flu vaccinations

### Family and friends

Among other things, we offer our onshore employees:



- Support with helpful information on starting a family
- Cooperations with nurseries and day cares (reserved placements)
- Family events
- Childcare for job-related or private occasions
- Vacation offerings for children
- Opportunity for friends and family to visit our ships





## Responsibility for our employees



Meet the crew here:  
▶ Watch the video

## Fair conditions: remuneration and working conditions

GRI 102-41

The Maritime Labour Convention defines minimum standards for remuneration on board a cruise ship. Our various salary levels go beyond this and are regularly reviewed in consultation with the employee representative bodies. At AIDA, we also reward employees for their length of service and offer revenue-oriented remuneration as well as individual target agreements. We also pay salary supplements in recognition of special language skills on the part of our Asian crews (e.g. German). AIDA pays special bonuses for outstanding performance. It goes without saying that, in addition to salaries, we offer our crews free board and lodging, medical care, and a wide variety of training and educa-

tion opportunities free of charge. The company also provides work uniforms at no cost to the employees. All crew members are accommodated solely in single- or two-berth cabins equipped with TV, Internet, and a bathroom. The balanced salary system for our crew ensures fair treatment of all nationalities as well as equivalent remuneration to create comparable living standards for crews and their families at home.

Our employees generally earn more than they would for comparable activities in their home country. This enables them to support their families and generate wealth with their incomes. AIDA thus indirectly makes an important contribution to the economic development of the developing and emerging countries. Moreover, the training and education possibilities provided free of charge allow our crews to develop career opportunities after their time on board our ships.

## Recruiting new staff: employer branding

Our employees are the foundation for our success. That's why it is of elementary importance for us to be an employer for whom our employees love to work. Looking forward, we want to recruit the best specialists and managers and to retain them for our company on a long-term basis. With this in mind, we are specifically investing in effective employer branding, particularly via selected social networks such as Instagram, Facebook, XING, and LinkedIn. We seek direct contact with potential new recruits via numerous avenues such as career fairs and cooperations with universities.

### Campaigns with the AIDA spirit

As part of our employer branding strategy, we implement creative campaigns to highlight the unique AIDA spirit. By giving our employees a say, we authentically show what working for AIDA looks like. We have had great success with our "THE CREW" HR campaign, a documentary-style post series on Instagram in which, for example, six employees from different areas provide an insight into day-to-day life on the high seas and share their dreams with the subscribers.

Encouraged by the success of this format, we continued the campaign on Instagram, Facebook, and YouTube in 2019 with a series entitled "THE CREW JOURNEY". We sought three external applicants from the areas of culinary, activities and guest services willing to leave behind their previous daily work routines and dive into the colorful world of an AIDA job. During a two-week journey during which they worked on board AIDAPERLA, they were able to experience different areas of activity aboard the ship and also faced a wide variety of different challenges.

## Supplementing our successful video formats, the "CREW STORIES" career podcast also went live in 2019.

Targeted at anyone interested in a career with AIDA, it features crew members describing their own personal experiences and impressions on board AIDA ships and provides exclusive insights into crew life.

In 2019, the "EXPI YOU – by trainees for trainees" program gave high school graduates from all over Germany interested in a career in the tourism sector the opportunity to immerse themselves in the AIDA world and get a glimpse behind the scenes.

Networking with other companies and universities also plays an important role in our efforts to attract top talent to AIDA.





## Responsibility for our employees

### Integrating and communicating with staff: employee media

As our employees work all around the world, the company Intranet is our most important channel for communicating with them. Accessible via a PC, laptop, or personal mobile device, it offers all the latest news from various parts of the company and from board the ships. Access to the Intranet is personalized, and users can share content with one another.

In 2019, we broadened our communication activities with the launch of the Crew Portal, a digital communications and self-service platform for crews on board the ships. Using an additional personal login, individual employees can directly access all personal data and information relevant for their contracts as well as the corporate policies, all of which had previously only been available by email or ordinary mail. We also introduced in 2019 a service hotline available to all our crew members through which they can submit queries or concerns directly to the HR Department on shore.

Our employee magazine WIR is published four times a year. As the title, which is the German word for “We”, suggests, we want to reinforce a sense of belonging across all teams at AIDA, both on board our ships and on shore. Reflecting this, it covers a cross section of the fascinating world of AIDA. It presents details of new offerings on board the ships such as exciting advanced education offerings, employee stories, and a schedule of events.

The COVID-19 pandemic also poses challenges with respect to communication as employees have a heightened need for good information and reassurance. The aim of internal communications is to report as equals on a comprehensive and up-to-date basis. For this reason, since mid-March 2020 employees on board the ships or working from home on land have been additionally kept abreast of all the latest developments as swiftly and as transparently as possible via the daily “AIDA Aktuell” newsletter. It pools company news and provides updates on recent events and decisions. With the introduction of further “colorful” sections on the AIDA Intranet, it also offers some light relief in these difficult times.

### Employer awards

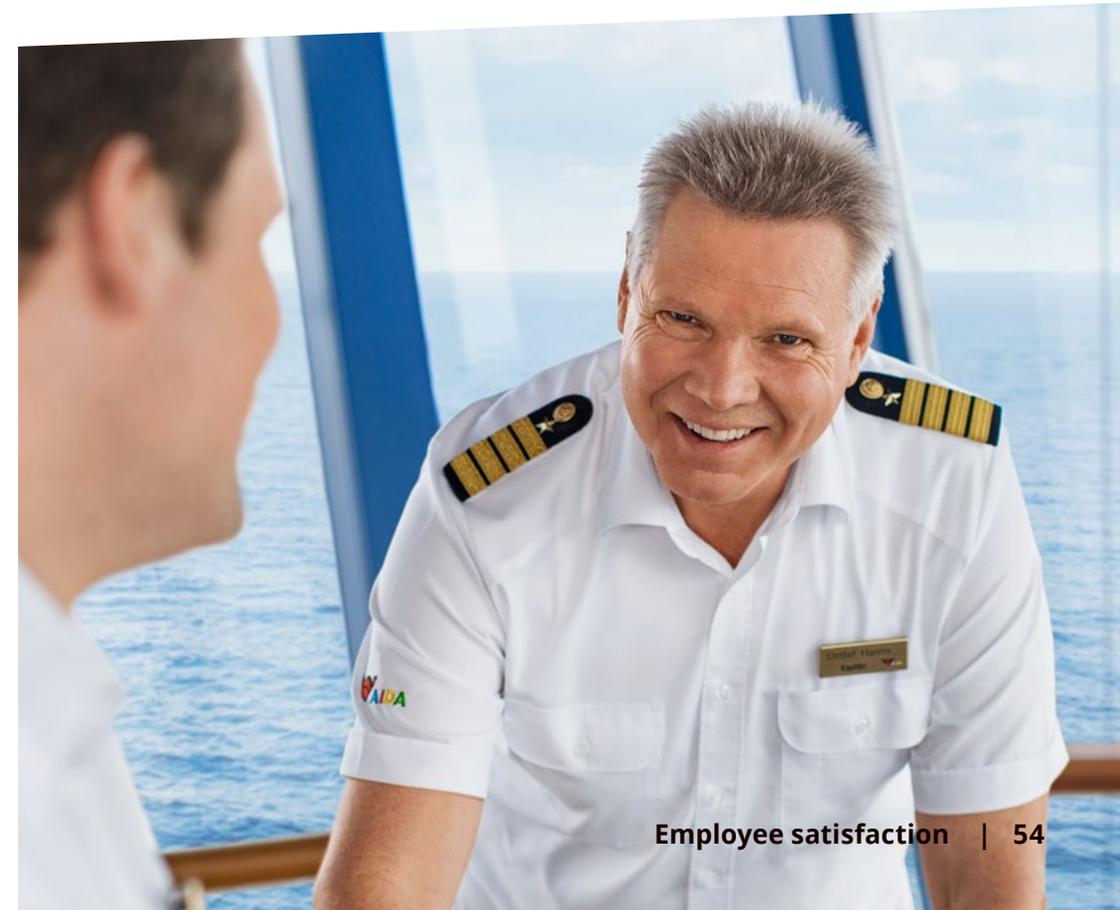
**Once again, the international research company Top Employers Institute rated AIDA a “top German employer” in 2019.**

The annual study ranks the world’s leading employers.

In addition, AIDA came in first in the “Most Attractive Employer for Managers in the Tourism Sector” category in the annual awards announced by independent market research and consulting company Tendence. The company ranked third in the “Most Attractive Employer for Graduates in the Logistics and Tourism

industry” category as well as the “Most Attractive Employer for Young Professionals in the Tourism Sector” category.

On top of this, the Rostock Chamber of Commerce and Industry once again named the AIDA customer center a “Top Vocational Training Company” in 2019/2020.





Responsibility for our employees



# Vocational training, further education and development



GRI 401-1

## Training young employees, developing staff

Our goal is to cover our requirements of skilled staff on a long-term basis, attract the best talents to AIDA, and ensure that they stay with us. We offer specialists and managers an exciting, varied range of duties combined with attractive employment conditions and interesting career opportunities. At the same time, we also offered career-beginners new prospects in 2019. We are committed to promoting young employees around the world by specifically preparing young people for a job on board. In the Philippines, India, Vietnam, Sri Lanka, Ethiopia, Vietnam, Myanmar and Indonesia, we have continuously opened and expanded our own certified training centers together with local partners. Compliance with international MLC standards and our own internal standards is reviewed regularly.

**In 2019, we were able to welcome a total of 364 new employees on shore and 3,605 on board our ships.**

Every new ship that goes into operation for AIDA Cruises creates an average of some 2,000 additional jobs. In this way, we generate attractive career and personal prospects. At the same time, we offer working time models that are tailored to various life and working situations. We are striving to be the “top-choice employer” both today and tomorrow.





## Responsibility for our employees

### Firmly anchored: strategy and management

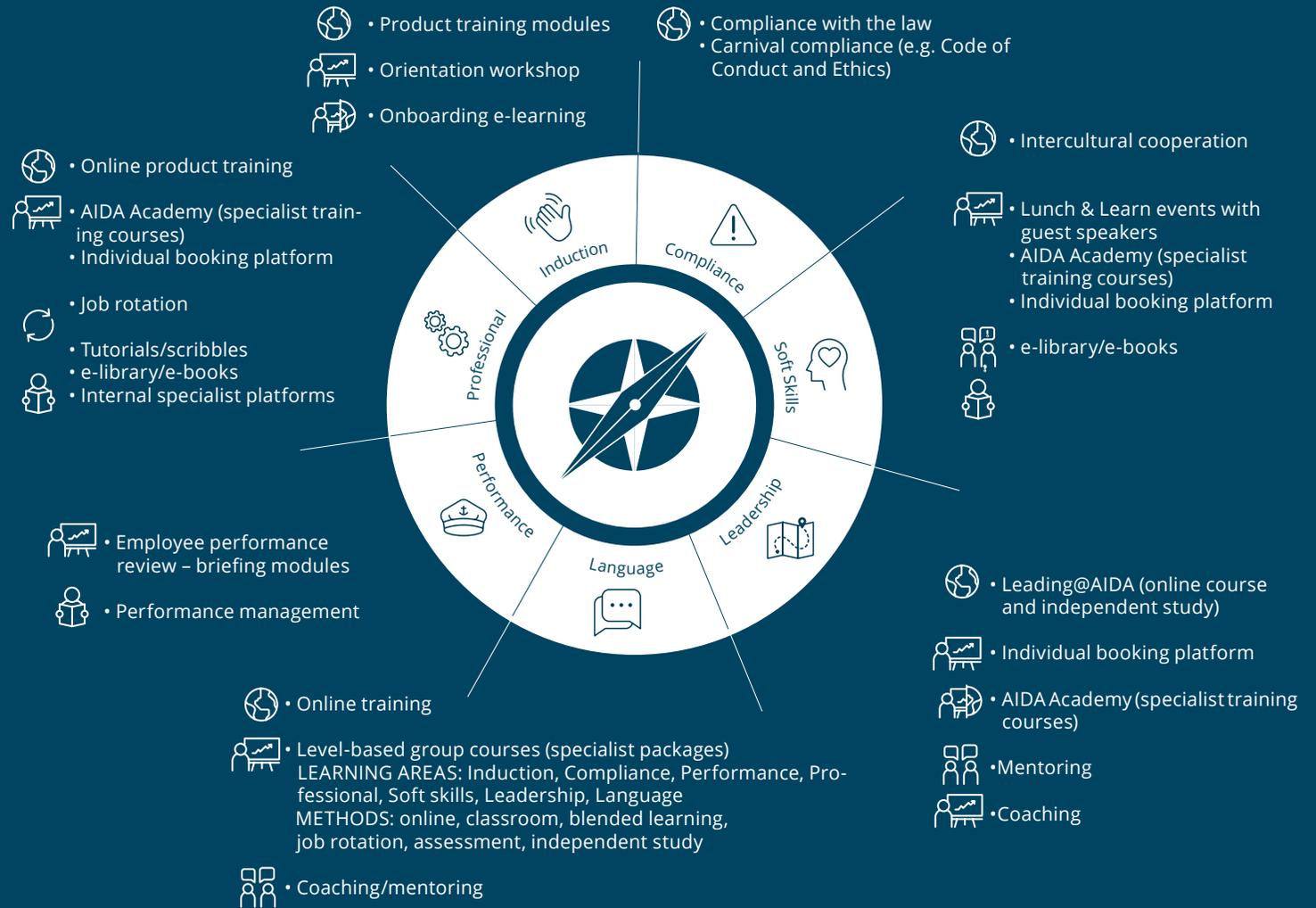
GRI 404-2, 404-3

We are aware of the potential and talents of each individual at AIDA. This is why we encourage our employees to develop skills, including on the basis of individual targets. The core instrument of our management approach is the training and development compass that has been specially developed for AIDA. It defines various career paths on the basis of a wide range of different activities at AIDA together with the vocational training and further education required for these.

In addition, the AIDA competency model is used as a management system for employee development. This model defines the rules of conduct that are binding on all employees as well as the key expectations that we have of our employees and managers. It describes the capabilities, characteristics, and attitudes that we require. At the same time, it acts as a guide for all assessment and development activities.

## AIDA Cruises training and development compass

Design your own development path



Online



Classroom



Blended learning



Coaching/mentoring



Job rotation



Assessment



Independent study





## Responsibility for our employees

### Encouraging and fostering: diverse possibilities

GRI 404-1

AIDA is a respected employer both in Germany and worldwide. Thus, more than 90 percent of our Asian crew members, for example, decided to return to the company last year after the expiry of their contracts. Key factors influencing such decisions include the high training standards, the good career development and earning opportunities, and the chance to work in an international team. At AIDA, the jobs are as varied as the range of different duties and encompass such areas as nautical and ship operation technology as well as hotel, catering, entertainment, and guest services on board the AIDA ships and, on shore, IT, human resources, sales, marketing, finance, and controlling.

**At our head office in Rostock, we provide vocational training for commercial staff in tourism management, event management, office management, and e-commerce as well as for industrial managers and media designers.**

#### Online and analog: our further education formats

At our international training centers, more than 3,000 employees undergo vocational training and further education each year in more than 200 courses, some of which extend over several weeks. They cover development for career-begginsers as well as including professional training or even language and management training.

**We regularly review the training activities in local reviews to ensure high quality as well as observance of all international standards in addition to our own requirements.**

In May 2019, for example, AIDA President Felix Eichhorn visited our long-standing and most important partner, Magsaysay, in Manila in the Philippines.

In Rostock, we operate our own internal vocational training and further education center, the AIDA Academy, which offers study, training, and education programs for all employees and managers under a single roof. Our range of specialist courses includes, for example, restaurant training, further education on food intolerances, and language courses. We also regularly train our employees on HESS (health, environment, safety, and security) matters as well as in soft skills both at the Academy and on board the ships. We organize onboarding programs as well as management training.

As a large proportion of our employees work on board our ships, we also make use of digital facilities for intensifying vocational training and further education. Our own e-learning management system AIDA Expert is available to employees at virtually every place around the world to cater for their development needs. Roughly 323 computer-based training courses are currently on offer. We develop the lion's share of these courses ourselves to meet AIDA employees' specific needs. At the same time, we are able to offer programs from the other Carnival Group cruise companies as well as self-study literature via this platform. In 2019, a total of 67,398 participants attended 1,300 training sessions and courses.





## Responsibility for our employees

### Custom-tailored: training for employees and managers

GRI 404-1, 404-3

AIDA gives new recruits the expertise they need no matter if they are career-beginners or experienced professionals and helps employees and managers on all levels to develop their careers. All further education courses, coaching sessions, and individually tailored development programs are integrated in the AIDA training and development compass, forming building blocks in employees' individual career paths. In addition, we offer traineeships and work with the Hamburg School of Business Administration to arrange dual (work-study) degree programs.

#### Conveying basic knowledge

New employees at AIDA undergo onboarding, during which they obtain a preliminary insight into the wide range of products offered by our company, its corporate philosophy, its organizational structures, and the relevant systems and processes. A total of 364 new employees on shore and 3,605 on board our ships took part in onboarding in 2019.

In addition to this, we train newly recruited employees and managers on the responsible treatment of our environment and the preservation of natural resources. Each crew member is required to undergo special environmental protection training. Officers, engineers, and managers on board our ships are acquainted with the specific environmental requirements associated with their day-to-day activities so that they can share this knowledge with their teams.

All employees must additionally complete compulsory online training on our Code of Business Conduct and Ethics, which defines our binding rules for legally compliant conduct and integrity.

Upon completing this course, employees receive a corresponding certificate documenting the aspects covered; they must renew this certificate every two years.

At AIDA, safety has top priority at all times. We train all employees on safety from their very first day on board our ships and subsequently at each stage of their careers. Our entire crew undergo vocational training and further education in accordance with our HESS (health, environment, safety, and security) standards. All standards and processes are continuously reviewed and revised, and observance is ensured by means of internal and external audits.

#### Topical training

In addition to the knowledge that we impart to the workforce as a whole, we provide vocational training and further education for specific job profiles, promote soft skills, and offer language courses both online and offline. Professional, leadership, and language skills are specifically developed in group, one-on-one, workshop, and online formats.

In 2019, we completed the first professional training course for new AIDA employees who had never previously worked on board a cruise ship. Within the space of a week, the receptionists in spe were acquainted with all aspects of AIDA as well as living and working on board our ships, while receiving extensive specialist training.

Under the equality program, the Human Resources department arranges workshops and further education programs on intercultural collaboration, diversity, and mutual respect.

#### Professional development for managers

Managers are role models. One of their duties is to imbue AIDA's values with life and to convey them to their staff. To this end, we support our managers via special workshops on value-

oriented behavior and leadership in day-to-day and stress situations. In addition, we offer a comprehensive online module that explains what leadership means at AIDA.

With the AIDA Spirits blended learning system, we train managers on board our ships and on shore in successful employee leadership on a hands-on and varied basis. This training concentrates on aspects such as leadership standards, communication, feedback, meeting culture, conflict management, motivation, and teamwork.

We have established the Management Trainee program specifically for our employees on shore in order to attract qualified young professionals and to prepare them for a management position within the company. Over a period of around two years they are assigned to different parts of the company. This program is organized and overseen by HRM and, in the first year, by an experienced mentor. It is backed up by our AIDA Spirits, Leaders, and Leaders Essential leadership training programs.

All nautical and technical managers in the AIDA fleet complete their further education and training courses at the Arison Maritime CSMART training center in Almere, Netherlands. Currently the most modern maritime training center of its kind, it has been certified by DNV GL as the world's first "center of safety excellence" in the maritime industry. The training and education offerings for nautical and technical officers at the Carnival Group's cruise ship companies are based on the highest international quality and safety standards. The workshops and assessments far exceed the requirements of the International Convention on Standards for Training, Certification and Watchkeeping for Seafarers (STCW).

**In 2019, 645 nautical and technical AIDA officers attended more than 800 courses.**

Over the past year, the vocational training and further education courses for our environment officers were also integrated into the CSMART training program.

#### Individual feedback in employee performance reviews

We encourage open dialog as this forms the basis for working together in a spirit of mutual trust and on a goal-oriented basis. In regular performance reviews, employees and managers share their ideas on strategies, goals as well as individual performance and opportunities for further development. These talks have a transparent and clearly defined structure. This format in particular helps to identify and subsequently foster talents.





## Responsibility for our employees

### Investing in the future: studies and training

To cover our requirements for skilled staff, in 2019 we continued to train young people and give students insight into our work through collaboration with various universities and colleges.

Last year, five young people embarked on a work-study degree course in commercial administration at AIDA in Rostock. We are currently training nine young people in the careers of tourism management assistant, commercial management assistant for e-commerce, industrial management assistant, and media designer for print and digital applications. At the AIDA customer center, eight tourism management assistants received a training contract in 2019.

blocks of theory and practical experience, they are able to apply and reinforce the knowledge that they have gained in various departments across AIDA.

Together with the University of Applied Sciences Wismar, we currently offer three bachelor's degree courses – in nautical science, marine engineering, and marine electrical engineering. Eleven young people embarked on their studies of nautical science in 2019, with a further ten – including five young women – commencing their studies in marine engineering or marine electrical engineering. In addition,

AIDA Cruises is supporting the marine electrical engineering degree course at the University of Wismar by funding a professorship.

As AIDA continues to grow, so are its diversity and international footprint broadening as well. In 2019, AIDA Cruises expanded its international cadetship program, entering into new partnership agreements with marine academies in Ukraine, Poland, and Bulgaria. Participants from ten different nations are currently taking part in our cadet program.

### Excellence recognized: awards for AIDA

In 2020, AIDA received an award from eLearning Journal Deutschland in recognition of its innovative process for executing the "Onboarding for onshore staff" e-learning module. The jury praised the fact that a large part of the knowledge was conveyed prior to the employee's very first day.

### We currently have 37 trainees in three training years.

In 2019, we again broadened our activities with regional and national universities and colleges. This particularly entailed presentations, tours of the ships, and workshops on specialist topics together with events at AIDA's head office in Rostock and on board our fleet. For instance, 31 students took part in the "Campus Cruise" on board AIDAPERLA. In addition to this, we are funding a total of five scholarships at the universities of Wismar, Stralsund, and Rostock.

In cooperation with the Hamburg School of Business Administration (HSBA), AIDA is training undergraduates in a three-year combined work-study bachelor's degree course in business administration. Three new students commenced the course in 2019. In alternating three-month





Responsibility for our employees

# A sound work-life balance



## Achieving balance, heightening satisfaction

For many employees, it is important that they are able to smoothly balance their work and their family life. When searching for a job, a growing number of people specifically look for employers that actively help their employees

find the right balance between pursuing a career and raising a family. Both the employer and the employees benefit from finding a sound work-life balance.

## Insight: an attractive employer

For a long time now, AIDA has known that achieving the right balance between work and family life is an important factor in its business success and has thus made this a key aspect of its employer branding. Particularly in times characterized by a shortage of qualified staff, it is important for companies to offer pro-family solutions to attract and retain qualified employees. In addition, it is a benchmark for employee satisfaction.

This also means that these offers are available to men and women alike and can be utilized on a partnership basis. Thus, AIDA offers various working time models to address its employees' individual life situations and work needs.

AIDA has entered into cooperations with child-care centers and kindergartens, offers childcare services for job-related or private requirements as well as special vacation offerings for children. In 2019, employees were again able to attend special events with the entire family or visit our ships with family and friends. AIDA furthermore supports its employees with helpful information on establishing a family.

**AIDA attaches importance to creating the same conditions for fathers and mothers so that they can balance the needs of their jobs and their families.**



## Outlook: a matter of relevance for the future

Given the very high significance that a healthy balance between work and personal life has, AIDA sees this aspect as holding key relevance for the future. For this reason, we are working

intensively on new models and ideas for additional improvements on board our ships as well as on shore.





Responsibility for our employees

# Diversity, equal opportunities, and respect of human rights



## Putting diversity, equal opportunities, and inclusion into practice

Every guest on board the AIDA fleet quickly realizes that we live by our WE ARE COLORFUL motto. AIDA is a multinational company with employees from more than 60 different nations. They enrich our daily lives with their unique cultural backgrounds both on board our ships and on shore. For AIDA, COLORFUL is synonymous with diversity and inclusion, and the company's success depends on this.

This cultural diversity can be witnessed every day. Open-mindedness, high awareness of quality, and a willingness on the part of everyone to learn from each other are firm parts of the AIDA value system.

One further aspect of this is the fact that AIDA specifically supports and furthers women. In many areas on board our ships as well as on shore, women holding a wide variety of differ-

ent positions make a crucial contribution to the company's success. The opportunity of working in value-oriented international teams combined with the extraordinary career opportunities make AIDA an appealing employer.

## Firmly anchored: strategy and management

Wherever people with different cultural backgrounds work together and communicate in a language that is not their own, misunderstandings may occasionally arise. The AIDA values and the AIDA Code of Conduct and Ethics provide a guide for working with other employees on a daily basis. All employees are familiarized with them in regular training and e-learning sessions.

The extent of AIDA's commitment to diversity, equal opportunities, and inclusion is reflected in the company's decision to sign the Diversity Charter. Established in 2006, this employer initiative aims at creating a working environment free of any prejudice. In signing the Charter,

AIDA has expressly committed to ensuring respect for all employees equally regardless of their gender, ethnic background, sexual identity, world view, or age.

Moreover, AIDA is a member of the Fair Company initiative and has been able to feature its seal since 2010. Fair Company is committed to advocating a fair working world, particularly for career-beginners.

## Cultivating potential: targeted development for women

At AIDA, we have ensured from the outset that all employees enjoy the same career opportunities. Our Code of Conduct and Ethics, our values, and our commitment to the Diversity Charter and the Fair Company initiative complement each other and all serve the same goal, namely to ensure equal opportunities for all employees. In practice, this also means that we specifically encourage women to take up "STEM" careers,

i.e. in science, technology, engineering, and mathematics. We motivate them to consider career opportunities in these areas in the cruise ship industry. And these efforts are bearing fruit. In 2019, 25 female officers were stationed on the bridges of the 13 AIDA ships. Below deck, women are also showing that they are a force to be reckoned with when it comes to an understanding of technology. In spring 2019, the first of a current total of nine women was appointed to the position of Chief Electrician Officer in the AIDA machine room.

# 60

**NATIONALITIES WORK AT AIDA. WE ARE PROUD TO BE A MULTI-NATIONAL COMPANY.**





Partnerships and social development

## We act fairly

We act fairly	63
Dialog with stakeholders	64
AIDA Cruise & Help	67
Sustainable destination management	69
Involvement in industry associations and initiatives	73



# We act fairly



GRI 102-12, 102-40, 102-42, 102-43

AIDA is committed to sustainable development. Nevertheless, we are not treading this path alone. We want to take our employees, guests, partners, and other stakeholders in Germany and Europe as well as at our destinations with us. This is because we are convinced that talking and working with others and forging partnerships will help us to achieve better results for society, the environment, and the economy.

Over the course of 2019, our AIDA fleet voyaged to some 290 destinations worldwide. In this respect, we also hold responsibility for the way in which these destinations develop. Accordingly,

sustainable destination management holds high priority for AIDA. We want to preserve natural surroundings, cultural heritage, and historical treasures by working with local people and bolstering local economies. This is because the local residents make a material contribution to our guests' vacation experiences and, thus, to our success.

Sharing success is an attitude firmly entrenched in our corporate culture. For us, success would be inconceivable without other people. We see it as our duty to pay part of this success back to society. In 2019, we pooled our national and

international social and cultural activities under the umbrella of AIDA Cruise & Help. We particularly focus on improving the future prospects of children and young people by building schools in emerging markets and developing countries. However, we also support various regional charities and cultural projects in Germany as well.

## Transparent discourse, honest relations with stakeholders

An open and constructive culture of dialog has always been a key element of AIDA's corporate philosophy. Consequently, we welcome and actively seek dialog with a wide variety of different stakeholders and make use of opportunities for actively sharing insights into matters that are important not only to us but also to our employees, guests, and partners. This includes, for example, conducting frank discussions with non-government organizations on environmental issues and sharing best practices in sector initiatives dedicated to sustainable tourism. Throughout these dialogs, we concentrate on developing joint solutions. At the same time, we attach importance to fair and transparent communication on all sides.

In 2019, we broadened in particular our dialog on environmental protection and sustainable destination management. We are working intensively toward achieving our goal of emission-neutral cruises. Numerous representatives from politics, environmental associations, and the scientific community accepted our invitation to personally see for themselves the progress that we are making with environmental measures aboard our ships and to discuss these with us.

We are committed to working with local partners to jointly drive forward projects and developments that have a positive impact on local communities, the economy, and natural surroundings. By developing new initiatives with local partners, we can specifically align these to the requirements of the individual destinations and promote sustainable tourism in the interests of the local communities and our guests.

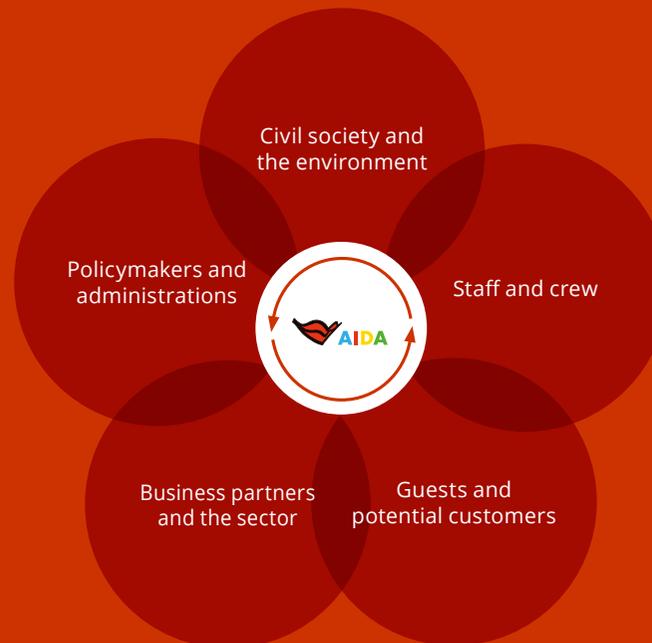
### The chart below sets out our main stakeholders:

On the basis of the materiality analysis, AIDA has identified the following main issues with respect to partnerships and social development:

- Social responsibility at the destinations, e.g. through AIDA Cruise & Help
- Promotion of economic development at the destinations by means of sustainable destination management

Other relevant issues for AIDA include:

- Dialog with stakeholders
- Involvement in industry associations and initiatives





# Dialog with stakeholders



GRI 102-12, 102-43, 102-44

## Open exchange, constructive collaboration

Acting transparently and sustainably is a key element of AIDA's value system. To this end, it is indispensable for us to reach out to the many different stakeholders. For this reason, AIDA remains in a constant dialog with the guests as well as its many social and political stakeholders to communicate the measures that it has taken in environmental protection, for example, and to discuss demands, expectations, and plans with them. Only this way can we continue to develop and make the best possible decisions.

Maintaining fair and constructive dialog naturally poses challenges as well, however. AIDA operates in an environment that is influenced by various opinion-makers in areas such as ecology and destination management. It is clear particularly in this respect how important it is to talk to, inform, and reach out to the various stakeholders on a fair basis. AIDA is committed to discussing with others and finding solutions together in order to achieve emission-neutral cruises.

## Broadening and intensifying dialog

In AIDA's view, dialog is a key strategic building block in its efforts to achieve its sustainability goals. It has set itself the goal of steadily widening its existing network of conversation partners in a wide range of different areas of society in order to further the dialog with its stakeholders. Moreover, it is also expanding its dialog with its guests and potential new stakeholders.

At the same time, AIDA is also driving forward the development of responsible business relationships. In 2019, for example, it worked with more than 3,300 suppliers and service providers (excluding ship building and sales partners) in Europe alone on the basis of the AIDA Code of Conduct and Ethics.

## Honest and direct communication

We have been publishing our annual AIDA sustainability report since 2007. It presents all relevant figures transparently and provides an overview of our sustainability performance.

**In 2019, this report received an average 7,400 clicks per month on the Internet.**

This represents an increase of 24 percent over the previous year, underscoring the growing interest in our company and the subject of sustainability.

We communicate with our stakeholders on all levels and do not shy away from public discourse, including on issues of key current interest. To this end, we use a wide range of different formats and media including social media channels as well as classic media, ship visits,

attendance at conferences, and direct responses to questions that we receive. These initiatives are supplemented by regular newsletters whose contents are tailored to meet the interests of the various internal and external stakeholders. In 2019, 1.3 million Facebook fans followed our content and discussed it with us.

We also communicate with many different stakeholders through various other social media platforms. Via AIDA SOCIAL MEDIA we are active on Facebook, YouTube, Instagram, Pinterest, and Twitter as well as the career platforms XING and LinkedIn. And our new AIDA Lounge already welcomes 175,248 members. All these channels provide useful travel tips, present routes, offer video insights, and provide a platform for sharing. Here as well, we encourage dialog, promote our sustainability approach, and, of course, also respond to critical questions.

### AIDA on social media



> Facebook



> Twitter



> YouTube



> Instagram



> Pinterest





## Partnerships and social development

### Showing our true face and standing for what we believe

AIDA President Felix Eichhorn sent a signal for the entire cruise industry when in September 2019 he presented our “Green Cruising Strategy” at the UNWTO (UN World Tourism Organization) summit in St. Petersburg, Russia.

### One key item on the agenda of the UN summit concerned ways in which innovations in tourism can help tackle the challenge of climate change.

In his speech, Felix Eichhorn emphasized that AIDA was committed to its responsibility for making cruise tourism sustainable and that the goal was to achieve emission-neutral cruise operations. He went on to say that in implementing its Green Cruising Strategy, AIDA was making a concrete contribution to achieving the Paris climate targets and the Sustainable Development Goals of the UN.

### Local dialog

In 2019, AIDA once again attended the main national travel fairs as well as other events of relevance for shipping companies. Guests and other interested parties were able to make use of these opportunities to find out more about the company in person and to reach out to us.

In May 2019, AIDA was the main sponsor of the Hamburg “port birthday” festivities for the eighth time, with four AIDA ships docking at the city’s port. Located in Hamburg’s Hafencity district, the AIDA Vacation World attracted countless visitors. We were also an event sponsor at the Kieler Woche regatta week again in June 2019, during which four AIDA cruise ships paid a visit to the world’s largest sailing event at the Kieler Förde.

In September 2019 it was time to cast off for the Hamburg Cruise Days, an event that lures cruise fans to the port of Hamburg every two years. This was the fourth time that AIDA was a premium partner of this maritime event.

Hamburg is a top port of call for AIDA, with AIDA ships visiting the city a total of 96 times in 2019.

In September 2019, experts from the cruise industry met in Hamburg for the Seatrade Europe: Cruise & River Cruise Convention, a forum for cruise ship companies, regional and

international cruise destinations, and suppliers for operators of ocean and river cruises. We exhibited at the International Travel Trade Show ITB in Berlin, a key platform for tourism, in early March of last year.

At the 22nd Tourism Summit organized by German tourism industry association Bundesverband der Deutsche Tourismuswirtschaft (BTW) in November 2019 in Berlin, AIDA President Felix Eichhorn presented our Green Cruising Strategy. A panel which included the founder of the Potsdam Institute for Climate Impact Research, Prof. Dr. Dr. h.c. Hans Joachim Schellnhuber, and representatives of the tourism industry discussed the topic “Global Climate and Travel – An Excursion to the Feasible”.

## Dialog events and partnerships with universities

One key element of our success and innovativeness is our partnership with universities and colleges, such as in Rostock, Stralsund, Wismar, and Hamburg (see chapter on employees for more details). Working together with regional universities forms part of our strategic alignment. For example, we supported a Summer Festival organized by the University of Rostock in 2019 and attended NConf Rostock, the largest developer conference in Mecklenburg-Western

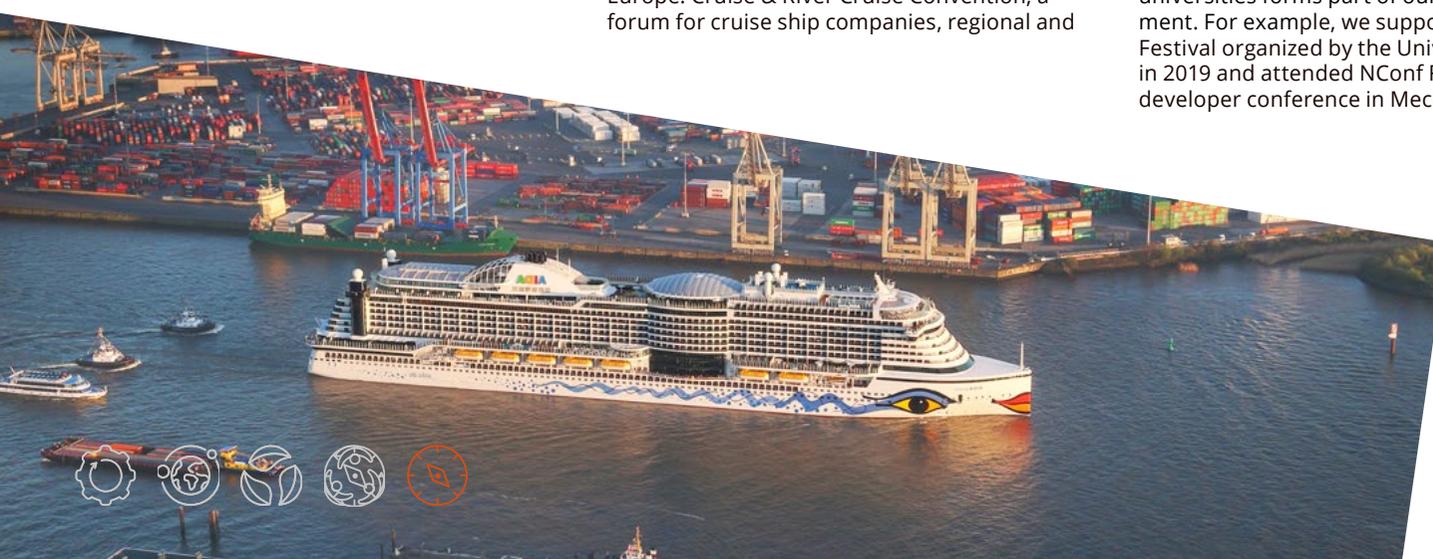
Pomerania. A further highlight was the “Campus Cruise”, an excursion aboard an AIDA ship for around 40 students providing thrilling insights into all aspects of AIDA.

### AIDA up close

Students attending courses in hospitality management, health, or tourism at vocational colleges or universities from around Germany were able to go on board and take a peep behind the scenes. Under the “School Meets Crew” program, students from such places as Ludwigshafen, Bergkamen, Osnabrück, and Bremerhaven received an opportunity to take part in exclusive guided tours of the ships.

A further aspect of “AIDA up close” entails further opportunities for encounters and direct exchanges, e.g. in the form of case studies, specialist presentations, and attendance at school and university fairs, in addition to visits to the ships in various ports around the world. In 2019, we took part in university career fairs in Bremerhaven, Wismar, Rostock, Stralsund, Bad Honnef, Düsseldorf, and Maastricht, for example, to create opportunities to talk with young talent.

We continued this intensive exchange during joint project days with lectures on sustainability in the cruise industry for the departments of Computer Science and Economics of the University of Rostock, for example, and through invitations to students from the Stralsund University of Applied Sciences to visit various departments at our corporate headquarters.





## Interacting with the media

We always seek to convince media representatives with facts in open and constructive discourse. In addition to answering press inquiries, this primarily entails direct contact and, of course, the opportunity for personal experience. Among other things, media representatives were able to experience up close our first LNG-fueled cruise ship, AIDAnova, during a special press voyage in February 2019. During this cruise, they were able to see for themselves the measures that AIDA has already taken in the interests of greater sustainability on cruise ships and gain an idea of what steps it is planning for the future.

Matters such as working conditions, training for our international crews, and the contribution that AIDA makes to the economic and social development of the Philippines were the focus of an information voyage for interested members of the media, politics, and the scientific community.

## Dialog with policymakers

During her summer tour, Manuela Schwesig, the Premier of the German state of Mecklenburg-Western Pomerania, visited us in Rostock. In a conversation with AIDA President Felix Eichhorn and during a meeting with employees, she delved into AIDA's economic significance. At the same time, she wanted to learn more about AIDA's plans for addressing the current and future challenges facing society. Felix Eichhorn stressed AIDA's economic importance for the region, for jobs, and for the many businesses that work with AIDA.

**“AIDA is exemplary in the way in which it combines economic success with sustainability,” Schwesig said at the end of her visit.**

One of the opportunities for direct contact with federal policymakers in Berlin was the summer festival organized by the Mecklenburg-Western Pomerania state representative's office, at which AIDA had an information booth. AIDA President Eichhorn made use of further opportunities for continuing constructive dialog in the political arena by participating in a wide range of different podium discussions during the National Maritime Conference in Friedrichshafen in May 2019 and during the annual conference organized by Grüner Wirtschaftsdialog e. V. in November 2019. In October, the keel-laying ceremony for AIDAcosma at the Neptun Werft shipyard in Warnemünde provided another opportunity for talks with state policymakers.

## Dialog with employees

One particularly important stakeholder group is the AIDA employees. At AIDA, we give high priority to their opinions and views. Sharing ideas, asking questions, and expressing concerns form part of our corporate culture. This can be done through discussions in person, regular “town hall meetings”, via the Intranet, and at other internal events.

## Dialog with sales and business partners

Many people who book vacation travel attach particular importance to environmental protection. So that our sales partners are able to advise their customers competently and comprehensively, we inform them via online formats such as webinars and e-learning programs as well as in on-site sustainability talks for travel agencies. In addition, we are available to answer any questions they may have at travel agency events, trade fairs, and in conversations in person with our field and internal sales force.

Furthermore, we are continuing to focus on our local travel agency partners in 2020. For instance, in our “EXPIsession” series of events, which we have been holding in virtual form over the last few months in view of the coronavirus crisis, targeted dialog on the environment provides them with key arguments to address possible concerns held by their customers. On top of this, a new landing page for the topic of sustainability on AIDA EXPInet, our online portal for travel agencies, went live in May of this year.

### Keeping an eye out for the neighbors

Led by Felix Eichhorn, in summer 2019 our AIDA management crew updated our sales partners in Austria and Switzerland on our plans and goals for sustainable cruises. The talks focused on plans to expand activities in the other German-speaking countries.

### Discovering and experiencing

Some 4,000 employees of travel agencies in Germany, Austria, Switzerland, and Benelux have experienced AIDAnova up close during visits aboard the ship since it went into service. In particular, the sustainability strategy implemented in the world's first LNG-fueled cruise ship, which has been awarded the Blue Angel seal, has met

with a favorable response as it meets the ecological expectations of many guests.

The annual general meetings of travel organizers and airlines also offered opportunities for dialog in 2019. Thus, for example, the BEST Reisen annual conference with around 500 participants was held on board AIDAnova in February 2019, offering a further good opportunity for talking about the AIDA sustainability strategy.

Each year, we present our SMILING STAR travel agency award to our sales partners in five different categories, including “Marketing”, “Innovation”, “Newcomer of the Year”, and “Sustainability”.



Dialog with stakeholders | 66





Partnerships and social development

# AIDA Cruise & Help



GRI 102-12

## Helping people, creating new prospects

AIDA travels to some of the world's most beautiful spots. Thus, it goes without saying for us that we should share our success, not only in Germany but also with the people in the regions to which we sail together with our guests. As a successful cruise ship company, we want to contribute to improving living conditions on a sustained basis in poorer countries in particular.

Since 2019, we have been pooling our national and international social and cultural activities under the umbrella of AIDA Cruise & Help. We particularly focus on improving the future prospects of children and young people by building schools in emerging markets and developing countries. However, we also support various regional charities and cultural projects in Germany as well. In 2019, we funded a wide range of different projects with donations of more than 440,000 euros.

**100%**  
OF DONATIONS REACH  
LOCAL PROJECTS

Our guests, employees, and partners also help us to finance these projects. We regularly organize activities on board our ships and on land in which 100 percent of the proceeds go to AIDA Cruise & Help. Our donation committee makes decisions on the allocation of funding transparently and in accordance with defined criteria.



## At the destinations: supporting education for children and young people

Our social and cultural activities are pooled under the umbrella of AIDA Cruise & Help. We want to improve the prospects for children and young people in emerging markets and developing countries over the long term. This hinges decisively on giving young people the possibility of gaining a good education because children in emerging markets and developing countries in particular are often deprived of the opportunity of attending a safe, sturdy school. Via AIDA Cruise & Help, we collect donations to build schools where they are needed the most. In addition, we are closely committed to the regions in which we are active. This is because, in addition to these being the destinations for our ships, they also are home for many AIDA crew members.

**It is for this reason that AIDA decided to build its first school in Cebu City in the Philippines, which opened for the first time in May 2019. Funded by donations, the school offers classrooms for a total of around 40 children.**

This was followed by the construction of a further seven schools and preschools in 2019 in countries such as Nepal, Haiti, India, and Indonesia with financial assistance provided by AIDA Cruise & Help. In 2020, we have been continuing these activities, initiating a further six school construction projects in countries such as Namibia and Madagascar up until the outbreak of the coronavirus pandemic.

Since 2005, AIDA has additionally donated more than a million euros to fund various projects organized by SOS-Kinderdorf e. V. in Germany, Africa, Asia, and the Caribbean. Last year, we continued our long-standing commitment to SOS-Kinderdorf e. V., giving the charity a donation of more than 9,000 euros to help fund its work.





## Partnerships and social development

### At home: supporting the community and culture

**Cultural diversity forms a key element of AIDA's corporate culture with its employees, who come from more than 60 different countries.**

Open-mindedness, respect, and teamwork between people of different nationalities are values that are firmly entrenched in the company. Reflecting this, we continued in 2019 to support "WIR. Erfolg braucht Vielfalt", an initiative in support of more democracy initiated by the state of Mecklenburg-Western Pomerania and Förderverein des Migrantenrat Rostock e. V.

The company also provided support for many other local charities and institutions in its hometown of Rostock as well as in northern Germany. In doing so, it focused in particular on projects that support children and youth, such as the "Kalis Kinderwelten" (Rostock) and "Paul Gerhard Haus" (Leer) day-care centers as well as the Fischkutter Toitenwinkel e. V. youth encounter center, the Warnemünde cutter association "Jugend zur See", the historical association Ostseeschiffahrt e. V., the church welfare charity Kreisdiakonische Werk Stralsund, volunteer fire brigades, and the "JeKi - Musik ist Klasse" music

initiative for children in Rostock and Mecklenburg-Western Pomerania.

AIDA has been sponsoring the Festspiele Mecklenburg-Vorpommern festival since 2002. It is not least of all thanks to our support that it has become one of the leading classical music festivals in Germany. In 2019, AIDA was again principal sponsor of one of the highlights of the festival season - the large open air concert to celebrate the 120th anniversary of the opening of Rostock zoo.

Not to mention, a children's concert was held at a most unusual venue: cruise ship AIDamar was used in Rostock-Warnemünde as a stage for a special concert to which AIDA invited roughly 600 children from schools in Rostock and the surrounding region.

AIDA Cruises was also one of the sponsors of the 94th Bach Festival taking place from May 10-19, 2019 in the University and Hanseatic City of Rostock.

We are also supporting the German Oceanographic Museum in Rostock to draw attention to the risks facing marine animals. AIDA was additionally active in sports sponsorship in 2019, assisting such regional sports clubs as the police sports club Polizei-Sportverein Schwerin e. V. and the activities of AIDA employee teams, such as beach volleyball and dragon boat racing.

### On board and on shore: staff commitment to volunteering

Our employees also join AIDA in contributing to social projects. The Costa Group, of which AIDA is a member, has been sponsoring Mercy Ships, the operator of the world's largest civil floating hospital, since 2017. Mercy Ships is committed to improving access to basic health care in developing countries. More than 400 volunteers from 40 different countries work on the civilian hospital ship Africa Mercy. In 2019, these also included AIDA crew members, who volunteered to provide the Mercy Ship crew with nautical and technical assistance in particular.

At the beginning of 2019, for example, crew members from AIDAcara visited an orphanage in Mindalo on the Cape Verde Islands to bring a little joy to the lives of needy children in the form of gifts.

**The AIDAvita crew was also active. Inspired by Operations Oceans Alive, they launched the "Clean Up - Minimize Our Environmental Impact" project in March 2019 as part of Global Recycling Day, collecting refuse from the beach during their stay in Nha Trang in Vietnam.**





Partnerships and social development

# 5.3bn

EUROS CONTRIBUTED TO EUROPE'S ECONOMY

# Sustainable destination management

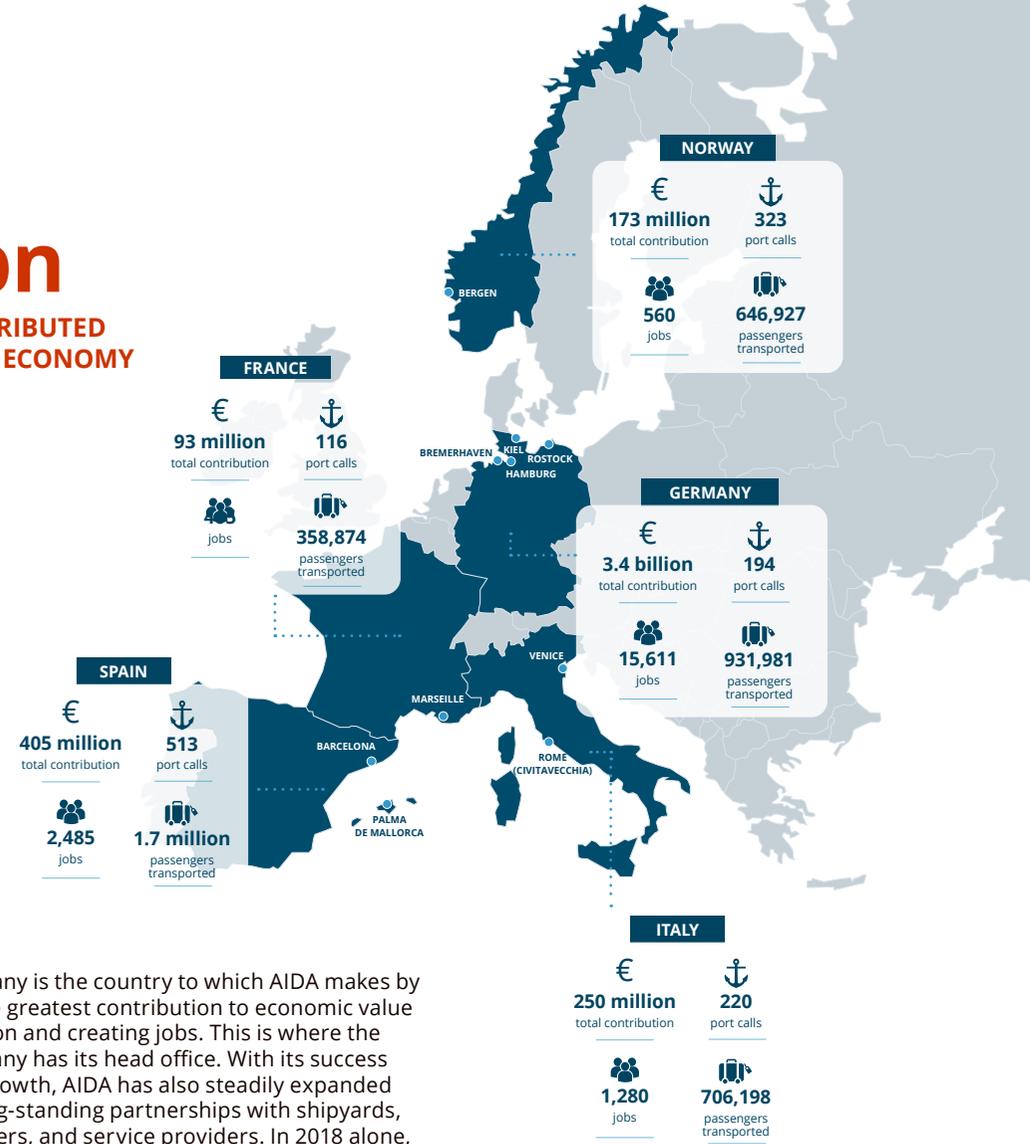


GRI 102-6, 102-9, 203-2, 413-2

## Promoting sustainable development, strengthening local economies

In the cities and regions that we visit, the local inhabitants are the main ambassadors of our destinations. We realize that it is only if cruises are seen as a welcome economic sector and are accepted by the locals that they will be willing to give our guests authentic and sustainable experiences, encouraging them to return one day. It is with this in mind that we work with our local partners to develop sustainable approaches. We want to preserve natural surroundings, cultural heritage, and historical treasures by working with local people and reinforcing the local economy. Naturally, this particularly applies to regions that are heavily dependent on tourism. In this connection, we take seriously the challenge of finding the right balance between flourishing tourism and sustainable development. Accordingly, we plan to expand our range of sustainable excursions and to place a further two LNG-fueled cruise ships in service over the coming years. We want to broaden our network of partners and strengthen existing business relations. It is on this basis that we will jointly create value and harness opportunities for growth at our destinations.

With our purchasing policies and partnerships, we are an important factor in the regional economy of our destinations. We analyzed our economic contribution in Europe in an economic impact study that was published in early 2020. This study shows that AIDA made an estimated economic contribution of 5.3 billion euros in 2018, creating around 27,000 full-time jobs across Europe. It was not only direct activities but also local spending by guests and crew members that generated economic growth for the individual communities and companies. One of the most important countries in Europe to which AIDA contributes economically is Spain, which is one of the main destinations of AIDA ships, followed by Italy, Norway, and France. With the addition of new destinations and ships as well as the expansion of the AIDA Selection program, we want to support local economies even more effectively in the future.



Germany is the country to which AIDA makes by far the greatest contribution to economic value creation and creating jobs. This is where the company has its head office. With its success and growth, AIDA has also steadily expanded its long-standing partnerships with shipyards, suppliers, and service providers. In 2018 alone, the company made an economic contribution of 3.4 billion euros to Germany and generated employment for 15,611 people.





# 60%

## OF OUR GUESTS WOULD VISIT ONE OF OUR DESTINATIONS AGAIN



### Firmly anchored: strategy and management

One of AIDA's guiding principles is to respect the laws of the countries in which it is active and to observe the highest possible ethical standards in its business activities. Through our Business Partner Code of Conduct and Ethics we define our binding commitment to acting fairly and with integrity in relations with all our business partners and suppliers. Further information on our standards and policies can be found in the chapter entitled "Sustainability at AIDA". The principles that they define provide the guiding framework for all our business relationships. For instance, the Code also forms part of

our stakeholder relations within the scope of sustainable destination management.

Dialog and joint activities with local players such as companies and organizations, policymakers, and civil society play a key role in ensuring the sustainability of our destination management. Our guests, too, make a crucial contribution.

### Guest spending: strengthening local economies

Our guests make a key contribution to local economies at the destinations. To find out just what form this contribution takes, we conducted a comprehensive survey of the guests who traveled with us in 2018. The responses provided by 10,565 guests provide an insight into their local consumption patterns at 13 selected destinations in addition to the land activities organized directly by AIDA. The analysis shows that our passengers spend an average of 74.60 euros at each port of call, including transit and turnaround activities as well as individual expenses, transportation, and activities bought via us.

More than 50 percent of the money spent by guests was for local activities and purchases. At crew-change ports, the contribution is even greater. The greatest economic contribution is made before the commencement of the cruise. The survey also confirms that cruises are an important driver of local tourism, with 60 percent of our guests stating that they would definitely or very probably visit the destination again in the future.





## Engine of employment: creating jobs

Our successful business model contributes to the preservation and creation of jobs in Germany as well as in other countries.

**Each new ship that goes into operation for us creates an additional 2,000 jobs directly with AIDA both on board the ship and on land.**

One example showing how AIDA also opens up new prospects for jobs in emerging markets and developing countries is the joint activities with Magsaysay Maritime Corporation, the largest human resources service provider in the Philippines and Indonesia, with whom we have been working since 2006.

Doris Magsaysay Ho, President and CEO of the Magsaysay Group, spoke about sustainable human resources management at the 2019 AIDA Management Days, addressing some 300 managers. Magsaysay and AIDA are jointly implementing an inclusive business model that is setting new standards. This plays a decisive role in attracting the best talents to our company as well as creating sustainable value in our employees' home countries. By employing crew members from the Philippines and other Asian countries, AIDA offers them career prospects

from which their home country also benefits. After all, every successful employment contract contributes to the country's prosperity in the sense of "earn, learn, and return home". Extensive free education and vocational training together with ongoing further professional development between deployments prepares the crew members for a long and sustainable career with AIDA, giving them attractive career prospects even after their time at sea.

Further key aspects of the inclusive business model are the implementation of a program for achieving a sound work-family balance and consideration for health and safety aspects. This includes training on family management and proper nutrition at home, for instance. Both partners are pursuing the goal of making sure that when crew members return home after spending time at sea they will continue to have a

good livelihood for themselves and their families and enable their children to receive a good education.

## Local contact with civil society: visits by school students to AIDA ships

At our destinations, we welcome groups of school and university students aboard our ships to give them an opportunity of acquainting themselves with cruise ship operations at close quarters in the form of learning projects. In February 2019, for example, 29 eighth-grade school students in the Dominican Republic came on board. In La Palma, the crew enjoyed a visit by a class of schoolchildren as well. And in January 2020, a group of students from hotel and tourism colleges as well as universities in Curaçao paid a visit to AIDAperla to find out more about how work is planned and workflows function on board our floating hotel.





## Partnerships and social development

### Stakeholder dialog: in the interests of sustainable destination management

Our cruise ships take our guests to the world's most beautiful regions. The more attractive the destinations are, the more visitors they lure. For this reason, we are particularly committed to working with local stakeholders in the interests of ensuring responsible tourism as part of our destination management efforts. Our aim is to offer guests unique vacation experiences while protecting the environment and natural surroundings and preserving cultural heritage at the destinations.

**In September 2019, for example, Felix Eichhorn, the President of AIDA, met with the mayor of Dubrovnik, Mato Frankovic.**

Dubrovnik is an important port of call for AIDA in the Adriatic Sea. During the talks, Felix Eichhorn gave his commitment to continue supporting the City of Dubrovnik in its efforts to optimize visits by cruise ships and with the planned reorganization of visits to the historic part of the city. AIDA also welcomes the decision to build a shore power facility and a passenger terminal. With these specific talks, AIDA is implementing the memorandum of understanding that was signed between the Cruise Lines International Association (CLIA) and Dubrovnik shortly prior. The goal of the memorandum is to establish

Dubrovnik as a model of sustainable tourism in the Adriatic region and beyond.

Norway is another popular destination for AIDA guests. Between the beginning of February and the end of October 2019, ten AIDA ships regularly called at a total of 24 Norwegian ports and destinations. In this way, AIDA is making an important contribution to the local economy – including during the off-season. Accordingly, representatives from six of the top Norwegian cruise ports paid a visit to the AIDA head office in Rostock in November 2019. While there, they met with AIDA President Felix Eichhorn and other members of the company's management to discuss ways of jointly addressing the challenges associated with sustainable cruise tourism in Norway even more effectively in the future. This related to not only port capacities and the establishment of the infrastructure required for using shore power, but also to the optimization of logistics processes and the expansion of the range of sustainable excursions on land.

In addition, through guided tours of our ships, local tourism partners, local policymakers, and representatives from the local business community as well as school classes and students were given the opportunity to engage with AIDA directly and find out more about our Green Cruising Strategy and our commitment to sustainability.



### Authentic travel experiences: sustainable shore excursions

47 percent of guests aboard cruise ships hope to discover destinations with beautiful and unspoiled natural surroundings. This is one of the results of the 35th German Tourism Analysis for 2019 on vacation needs, and these are the very wishes that we want to fulfill for our guests. To this end, we are continually widening our range of sustainable excursions at our destinations around the world. Currently, 1,141 excursions offered by AIDA bear the tree signet with which we have been designating our sustainable excursions since 2012. These excursions are organized in conjunction with local agencies. The four main criteria that we apply when certifying these excursions are transportation, the content or main elements of the excursion (e.g. culture, nature, social commitment), regional culinary offerings, and the local partner agency's commitment to sustainability. In addition, the assessment takes account of numerous other aspects. Where transportation is concerned, there is a particular focus on the avoidance of carbon emissions.

The positive feedback from our guests and the strong demand for our AIDA Selection program prompted us in 2019 to widen our range of routes and to offer new dream destinations in

the world's most beautiful regions. On extended land excursions at the various destinations, the guests on board our Selection ships AIDAcara, AIDAvita, and AIDAaura were given the opportunity to visit natural spectacles and landscapes worthy of protection and experience other cultures from a completely different perspective. All AIDA Selection cruises are supplemented with individualized entertainment and edutainment programs on board reflecting the local culture and the valuable flora and fauna that is to be found in the particular region. In addition to extraordinary routes, regional specialties, typical local culture, and extended stays at the ports, it is the personal atmosphere combined with exclusive services that makes an AIDA Selection cruise so special.

We are committed to the protection of animal life and biological diversity. Accordingly, AIDA only offers its guests excursions on which they can observe whales, dolphins, and other species in their natural habitats. In doing so, we work with selected partners who make sure that the animals are not disturbed by the tourists.





Partnerships and social development

# Involvement in industry associations and initiatives



GRI 102-13

## Working in industry associations and initiatives to find solutions

As one of the leading tourism companies in Germany, AIDA plays an active role in social discourse. We provide input on sustainability issues at various events as well as in industry associations and initiatives, sharing the experience that we have gained on our path towards emission-neutral cruises.

**In 2019, the focus was once again on innovative technologies for improving environmental protection.**

Moreover, AIDA takes part in dialog events related to sustainability initiatives and sector initiatives in order to help shape the regulatory environment and international standards.

## Dialog events: actively participating in sustainability and sector initiatives

Throughout 2019, the dialog with stakeholders focused on environmental matters. In February 2019, Felix Eichhorn presented AIDA's "Green Cruising Strategy" at the annual members' assembly of Maritime LNG Plattform e. V. AIDA talked with sector representatives and policymakers during a joint parliamentary evening in May 2019 devoted to the topic of liquefied renewable gas (LRG) in road traffic and shipping. In June 2019, AIDA took part in the "Low-emission energy sources" forum during the Green Economic Dialog in Berlin.

In December 2019, Felix Eichhorn was elected to the board of German travel industry association Deutscher Reiseverband (DRV). He is also a member of the board of the national industry association Bundesverband der Deutschen Tourismuswirtschaft (BTW).

Furthermore, AIDA plays an active part in the Hamburg Cruise Net e. V. tourism network to promote sustainable development in Hamburg as a cruise center.

We regularly share experience and best practices with the development cooperation organization Deutsche Gesellschaft für Internationale Zusammenarbeit GmbH (GIZ). Additionally, AIDA has for many years been a member of the working group of the sustainability initiative Futouris e. V., which works with environmental protection associations and scientists to define, develop, and ensure compliance with animal welfare standards.

Since 2015, AIDA Cruises has been supporting the work of Foundation 2°, a business initiative aimed at contributing the know-how and problem-solving expertise of German enterprises in dialog with policymakers and scientists towards achieving climate targets, in particular to cap the increase in the global average temperature at below two degrees Celsius.

## Research and development: projects with external stakeholders

AIDA is committed to achieving emission-neutral cruises. We are working with various partners with all our might towards reaching this goal. Together, we are conducting research into innovative technologies for the sustainable reduction of emissions. For instance, we are already driving forward the use of LNG technology. We are striving together with shipyard Meyer Werft and other partners to develop solutions enabling the use of regenerative LNG.

**In conjunction with Meyer Werft, Freudenberg Sealing Technologies, and other partners, we are collaborating on the "Pa-X-ell2" project, which is being funded by the German Federal Ministry of Transport and Digital Infrastructure.**

Under this project, we are developing a distributed energy network and a hybrid energy system featuring next-generation fuel cells for use in oceangoing passenger vessels.

Together with Corvus Energy we are currently working on the use of lithium-ion battery systems in the AIDA fleet. The largest battery system fitted to a passenger ship to date is currently being tested on board AIDAperla.

A further example of the external dialog is our participation in research projects for developing new technologies for use on board cruise ships.





# Appendix

AIDA in figures	75
GRI content index	78
Acknowledgements and publishing details	81

# AIDA in figures

GRI 102-3

## AIDA Cruises: the key figures for fiscal year 2019 at a glance

The growth in the absolute consumption figures in fiscal year 2019 reflect the expansion of the fleet (commissioning of AIDAnova in December 2018).

### ENERGY AND FUEL [GRI 301-1, 302-1, 302-3, 302-4, 302-5]

		2017	2018	2019
Total energy consumption	[GJ]	8,998,330	9,475,775	10,543,266
Energy consumption on board	[GJ]	8,990,208	9,469,578	10,537,219
Of which heavy fuel oil (HFO)	[GJ]*	4,088,656	4,307,760	4,475,160
Of which low-sulfur fuel oil (LSFO)	[GJ]*	1,370,983	1,919,080	1,418,160
Of which marine gas oil (MGO)	[GJ]**	3,476,165	3,225,222	3,561,558
Of which shore power	[GJ]****	968	2,291	1,977
Of which liquefied natural gas (LNG)	[GJ]***	53,436	15,226	1,080,364
Energy consumption, motor vehicles (AIDA Cruises and AIDA Customer Center only)	[GJ]	8,122	6,196	6,046
Energy consumption on board per person and day	[GJ/P x day]	0.770	0.757	0.708

Fuel consumption on board	[t]	220,373	233,050	254,696
Proportion of heavy fuel oil	[%]	46.3	46.3	43.9
Proportion of low-sulfur fuel oil	[%]	15.6	20.6	13.9
Proportion of marine gas oil	[%]	37.6	33.0	33.3
Proportion of liquefied natural gas (LNG)	[%]	0.5	0.1	8.9
Fuel consumption on board per person and day	[kg/P x day]	18.9	18.6	17.1

Energy from fuel calculated on the basis of internal project documents; 1 GJ = 277.78 kWh  
 \* 40 gigajoules per ton of fuel; \*\* 42 gigajoules per ton of fuel; \*\*\* 48 gigajoules per ton of fuel; \*\*\*\* Electricity mix 52.9% subsidized under the German Renewable Energies Act (EEG) and 47.1% other renewable energies (100% green electricity)

Changes 2018/2019  
 » 6.6 percent less energy consumed per person and day on board  
 » 8.2 percent less fuel consumed per person and day on board

### INDIRECT PRIMARY ENERGY CONSUMPTION [GRI 302-1, 302-3, 302-4, 302-5]

		2018	2019
Total energy purchased (green electricity)*	[kWh]	2,654,262	2,702,539
Energy consumption per person and day	[kWh/P x day]	6.64	6.47

\* Relates to AIDA offices in Rostock and Hamburg (100% green electricity). The figures are based on data provided by the electricity supplier (electricity mix 52.9% subsidized under the German Renewable Energies Act and 47.1% other renewable energies). There is no indirect energy consumption on board the ships.

### WASTEWATER [GRI 306-1, 306-2]

		2017		2018		2019	
		At sea	On land	At sea	On land	At sea	On land
Total wastewater	[t]	1,747,300	66,762	1,850,499	83,622	2,069,528	88,894
Untreated black water	[t]	0	3,687	0	876	0	18
Treated black water	[t]	52,700	3,813	117,725	16,624	148,681	25,835
Permeate (treated wastewater of nearly potable quality)	[t]	1,320,800	11,789	1,336,990	11,536	1,636,638	11,662
Untreated gray water (incl. pool water)	[t]	302,460	42,529	319,119	48,774	195,618	33,713
Biomass and sewage sludge (solids extracted during the treatment process)	[t]	71,340	4,945	76,666	5,811	88,582.6	17,667
Total wastewater on board per person and day	[l/P x day]	155.3		154.6		144.96	

#### Changes 2018/2019

» 6.23 percent less wastewater per person and day on board

### WATER [GRI 301-1]

		2017	2018	2019
Total water consumption of the fleet*	[t]	1,862,832	2,005,353	2,223,574
Water taken from onshore reservoirs**	[t]	309,531	386,199	325,870
Water produced on board from seawater	[t]	1,553,301	1,630,409	1,963,086
Total water consumption on board per person and day***	[l/P x day]	159.5	160.3	149.3

\* Water consumption recorded by means of flow meters (1,000 t = 1 megaliter). We were able to cover 86 percent of our drinking-water requirements through our own onboard production in 2019. \*\* If drinking water cannot be produced on board in sufficient quantities and/or qualities as required by the Vessel Sanitation Program and the WHO drinking-water quality standards due to regional legislation or environmental factors, freshwater is obtained at the ports via regional suppliers of drinking water. All suppliers must be certified in advance and undergo regular testing by the responsible health authorities and onboard staff of the quality of their drinking water.  
 \*\*\* There may be some variation in the water consumption rate due to changes to the regions visited.

#### Changes 2018/2019

» 6.83 percent less water consumed per person and day on board

CO <sub>2</sub> EMISSIONS [GRI 305-1,302-2, 305-3, 305-4, 305-5, 305-6]				
		2017	2018	2019
Total direct CO <sub>2</sub> emissions	[t]	715,980	748,713	821,955
Of which from fuel and refrigerants on board	[t]	715,579	748,253	821,506
Of which from company motor vehicle pool	[t]	401	460	449
Direct CO <sub>2</sub> emissions on board per person and day	[kg/P x day]	61.3	59.8	55.2
Total indirect CO <sub>2</sub> emissions	[t]	169	0	0
Of which due to electricity consumption of office buildings	[t]	169	0*	0
AIDA Cruises' greenhouse gas emissions are calculated in accordance with the IMO Guidelines (MEPC.1/Circ.684), the CRC Handbook of Chemistry and Physics, supplier data, and internal standards and are summarized for this report. For this purpose, the report's boundary on the basis of the consolidation approach comprises the carbon emissions of the AIDA ships and onshore facilities. In addition, Carnival Corporation & plc records all greenhouse gas emissions on a Group-wide basis in accordance with the international Greenhouse Gas Protocol. * No greenhouse gas emissions due to the absence of natural gas in the energy mix provided (0 g CO <sub>2</sub> /kWh; Germany: 435 g CO <sub>2</sub> /kWh; the same figures also apply to the sourcing of energy in the form of shore power).				
Changes 2018/2019 » 8 percent less CO <sub>2</sub> emissions per person and day on board				

NO <sub>x</sub> , SO <sub>x</sub> , PARTICULATE MATTER [GRI 305-7]				
		2017	2018	2019
NO <sub>x</sub> *	[t]	17,275.37	18,287.84	18,433.84
SO <sub>x</sub> **	[t]	6,277.42	6,256.15	6,604.58
Particulate matter***	[t]	121.94	135.81	131.05
NO <sub>x</sub> rate	[kg/P x day]	1.479	1.463	1.238
SO <sub>x</sub> rate	[kg/P x day]	0.537	0.501	0.444
Particulate matter rate	[kg/P x day]	0.011	0.011	0.009
The conversion factors used by Carnival Corporation & plc have been applied since 2018 in the interests of greater comparability. Figures from previous years have been adjusted accordingly. All figures exclude the effects of onboard exhaust gas cleaning systems (AAQS). These were in use on board nine ships in 2019. Standard emission factors. * NO <sub>x</sub> : 1 ton of HFO/LSFO/ULSFO fuel corresponds to 78 kg NO <sub>x</sub> ; 1 ton of MGO fuel corresponds to 80 kg NO <sub>x</sub> ; 1 ton of LNG fuel corresponds to 7 kg NO <sub>x</sub> (standard emission factors); ** SO <sub>x</sub> : calculated on the basis of the average sulfur content of the fuel (standard emission factor %S x 20 x 0.96); *** Particulate matter: 1 ton of HFO fuel corresponds to 0.82 kg of particulate matter; 1 ton of LSFO/ULSFO fuel corresponds to 0.75 kg of particulate matter; 1 ton of MGO fuel corresponds to 0.15 kg of particulate matter (standard emission factors); emissions of particulate matter from the use of LNG are virtually zero.				
Changes 2018/2019 » 15.4 percent less NO <sub>x</sub> emissions per person and day on board » 11.5 percent less SO <sub>x</sub> emissions per person and day on board » 19.1 percent less particulate matter emissions per person and day on board				

WASTE [GRI 306-2]				
		2017	2018	2019
Of which on board*	[m <sup>3</sup> ]	79,718.44	88,461.45	99,715.99
... of which prepared for recycling	[m <sup>3</sup> ]	52,801.09	64,607.46	67,772.92
[MARPOL Cat. A] Plastics	[m <sup>3</sup> ]	9,276.55	10,555.84	8,650.21
[MARPOL Cat. B] Food wastes	[m <sup>3</sup> ]	16,722.08	19,692.35	19,884.23
[MARPOL Cat. C] Domestic wastes	[m <sup>3</sup> ]	24,828.44	21,473.76	28,366.85
[MARPOL Cat. C] Paper, wood, metal, glass (separated according to type)	[m <sup>3</sup> ]	26,689.50	33,471.40	36,342.35
[MARPOL Cat. D] Cooking oil	[m <sup>3</sup> ]	N/A	N/A	1,109.66
[MARPOL Cat. F] Operational wastes	[m <sup>3</sup> ]	1,047.37	1,343.41	2,597.71
... of which hazardous waste as per MARPOL	[t]	230.99	276.36	368.98
[MARPOL Cat. F] Medical or hygiene waste, oil-contaminated materials	[m <sup>3</sup> ]	1,041.54	1,036.82	978.51
[MARPOL Cat. I] E-waste	[m <sup>3</sup> ]	N/A	726.22	1,786.47
[MARPOL Cat. E] Incineration ashes	[m <sup>3</sup> ]	672.81	438.55	831.22
Waste per person and day	[l/P x day]	6.83	7.07	6.70
* Quantities have been stated as volumes (m <sup>3</sup> = 1,000 l) since 2016 in accordance with MARPOL in the interests of greater comparability within the sector. From fiscal year 2019, figures for the individual MARPOL waste categories are also reported separately.				
Changes 2018/2019 » 5.3 percent less total waste per person and day on board » 31.1 percent less plastic waste per person and day on board » 15.2 percent less food waste per person and day on board » 8.8 percent less paper, wood, metal, and glass waste per person and day on board				

### EMPLOYEES\* [GRI 102-8, 401-1]\*

	2018			2019		
	Total	Men	Women	Total	Men	Women
Total employees**	11,140	8,350	2,790	11,369	8,526	2,843
On board	9,733	7,806	1,927	9,952	8,006	1,946
On land	1,407	544	863	1,417	520	897
Full-time on land	1,188	536	652	1,091	510	581
Part-time on land	219	8	211	326	10	316

\* AIDA Cruises had a total of more than 15,600 employees in 2019. The figures reported here refer to all employees who were actively employed as of November 30, 2019 (the last day of the fiscal year). They do not include the roughly 4,250 crew members on shore leave or employees on a dormant employment contract, for example.

\*\* Proportion of temporary employment contracts on land 5.4% (of which 95% cover for employees on parental leave) and 82% on board (include all wage contracts typical for the industry)

### EMPLOYEES BY REGION IN % [GRI 401-1]

	On board		On land		
	2018	2019	2018	2019	
EU	33.3	32.6	Germany	89.8	89.3
Philippines	36.7	36.4	Italy	4.6	4.9
India	14.3	14.2	United Kingdom	0.6	0.7
Indonesia	9.7	9.2	Austria	0.6	0.5
Other	5.9	7.6	Other	4.3	4.6

### TRAINING AND EDUCATION FOR EMPLOYEES [GRI 404-1]

	2018		2019	
	Number*	Days**	Number*	Days**
Ship-based employees	95,657	37,991	163,055	60,987
Land-based employees	9,800	7,168	11,903	3,936

\* Participants with repeated participation \*\* One training day is considered to equal 8 hours

### DISTRIBUTION OF EMPLOYEES AND MANAGEMENT BY GENDER, AGE, AND DIVERSITY [GRI 102-18, 401-1]

	2018				2019			
	On board		On land		On board		On land	
	Absolute	%	Absolute	%	Absolute	%	Absolute	%
Executive management	1,577	16.2	63	4.5	1,716	17.2	65	4.6
Employees	8,156	83.8	1,344	95.5	8,236	82.8	1,353	95.4
Women	1,927	19.8	863	61.3	1,946	19.6	897	63.3
Men	7,806	80.2	544	38.7	8,006	80.4	520	36.7
Aged < 30 years	3,896	40	268	19	3,909	39.3	274	19.3
Aged 30-50 years	5,429	55.8	988	70.2	5,594	56.2	985	69.5
Aged > 50 years	408	4.2	151	10.7	449	4.5	159	11.2

### EMPLOYEE LOYALTY [GRI 401-1, 401-3]

	2018		2019	
	Absolute	%	Absolute	%
Employee turnover*	770	6.9	977	8.6
New hires	3,865	34.7	3,969	34.9
Employees on parental leave	124	84.0**	206	88.0**
Of which land-based	91	26.0***	151	13.0***
Of which ship-based	33	76.0***	55	66.0***

\* End of temporary period not included; \*\* Return rate; \*\*\* Proportion of male employees

### HEALTH AND SAFETY AT WORK

	2018		2019	
	On board	On land	On board	On land
Days lost* (%)	3.20	6.50	0.02	0.03
Work-related accidents**	346	21	516**	15

\* All days lost due to illness (as a percentage of working days) were included up until 2018. From 2019, only days lost due to accidents are reported.

\*\* As of 2019, all occupational accidents sustained by crew members while on duty on land, e.g. during training sessions or travel to and from the ship, are also included. Previously, only incidents occurring during duty hours on board the ship were reported.

There were no fatalities during the period under review.

### GUEST SATISFACTION

	2019
Overall satisfaction	91%

# GRI content index

GRI 102-55, 102-56

The AIDA Cruises Sustainability Report has been prepared in accordance with the GRI Standards, applying the Core option. As part of the Materiality Disclosures Service, GRI Services has reviewed whether or not the GRI content index is clearly structured and the disclosures for 102-40 to 102-49 match the corresponding sections of the report.



GRI 101: FOUNDATION 2016 GRI 102: GENERAL DISCLOSURES 2016			
Organizational profile			
GRI Standard	Disclosure		Reference and comment
GRI 102: General Disclosures 2016	102-1	Name of the organization	p. 3, p. 6
	102-2	Activities, brands, products and services	p. 6, p. 19
	102-3	Location of headquarters	p. 6-7 (see graphic "Our worldwide activities in 2019")
	102-4	Location of operations	p. 6-7 (see graphic "Our worldwide activities in 2019")
	102-5	Ownership and legal form	p. 4, p. 6
	102-6	Markets served	p. 6-7, p. 69
	102-7	Scale of the organization	p. 3, p. 6
	102-8	Information on employees and other workers	p. 3, p. 6, p. 46, p. 77
	102-9	Supply chain	p. 6, p. 17, p. 20-22, p. 69
	102-10	Significant changes to the organization and its supply chain	p. 3, p. 6
	102-11	Precautionary principle or approach	p. 10, p. 11, p. 12, p. 27
	102-12	External initiatives	p. 5, p. 14, p. 21 (see "Sustainable shore excursions"), p. 63, p. 64-66, p. 67-68
	102-13	Membership of associations	p. 73
Strategy			
GRI 102: General Disclosures 2016	102-14	Statement from senior decision-maker	p. 3
Ethics and integrity			
GRI 102: General Disclosures 2016	102-16	Values, principles, standards, and norms of behavior	p. 11, p. 14-15, p. 46-47
Governance			
GRI 102: General Disclosures 2016	102-18	Governance structure	p. 13, p. 77

GRI 102: GENERAL DISCLOSURES 2016			
Stakeholder engagement			
GRI Standard	Disclosure		Reference and comment
GRI 102: General Disclosures 2016	102-40	List of stakeholder groups	p. 63 (see graphic on stakeholder groups)
	102-41	Collective bargaining agreements	p. 53 (see "Fair conditions: remuneration and working conditions")
	102-42	Identifying and selecting stakeholders	p. 63
	102-43	Approach to stakeholder engagement	p. 63, p. 64
	102-44	Key topics and concerns raised	p. 13 (see "Focus on relevance: materiality analysis"), p. 64
Reporting practice			
GRI 102: General Disclosures 2016	102-45	Entities included in the consolidated financial statements	p. 4, p. 6
	102-46	Defining report content and topic boundaries	p. 4
	102-47	List of material topics	p. 13 (see "Focus on relevance: materiality analysis")
	102-48	Restatements of information	p. 4
	102-49	Changes in reporting	p. 4, p. 13 (see "Focus on relevance: materiality analysis")
	102-50	Reporting period	p. 4
	102-51	Date of most recent report	The sustainability report for 2018 was published in July 2019.
	102-52	Reporting cycle	Annual reporting
	102-53	Contact point for questions regarding the report	p. 4
	102-54	Claims of reporting in accordance with the GRI Standards	p. 4
	102-55	GRI content index	p. 78-80 (GRI content index)
	102-56	External assurance	p. 4, p. 78-80 (GRI content index)

GRI 200: ECONOMIC			
Economic performance			
GRI Standard	Disclosure		Reference and comment
GRI 103: Management Approach 2016	103-1	Explanation of the material topic and its boundary	p. 6
	103-2	The management approach and its components	p. 10, p. 11
	103-3	Evaluation of the management approach	p. 10, p. 11
GRI 201: Economic Performance 2016	201-2	Financial implications and other risks and opportunities due to climate change	p. 12-13, p. 16, p. 33
Indirect economic impacts			
GRI 103: Management Approach 2016	103-1	Explanation of the material topic and its boundary	p. 12-13
	103-2	The management approach and its components	p. 3, p. 10
	103-3	Evaluation of the management approach	p. 10-11
GRI 203: Indirect Economic Impacts 2016	203-1	Infrastructure investments and services supported	p. 30-31, p. 33-35, p. 37-38
	203-2	Significant indirect economic impacts	p. 6, p. 69

GRI 300: ENVIRONMENTAL			
Materials			
GRI Standard	Disclosure		Reference and comment
GRI 103: Management Approach 2016	103-1	Explanation of the material topic and its boundary	p. 39, p. 40-43
	103-2	The management approach and its components	p. 39, p. 40
	103-3	Evaluation of the management approach	p. 40
GRI 301: Materials 2016	301-1	Materials used by weight or volume	p. 75

GRI 300: ENVIRONMENTAL			
Energy			
GRI Standard	Disclosure		Reference and comment
GRI 103: Management Approach 2016	103-1	Explanation of the material topic and its boundary	p. 33, p. 34-36, p. 44
	103-2	The management approach and its components	p. 33, p. 44
	103-3	Evaluation of the management approach	p. 33, p. 44
GRI 302: Energy 2016	302-1	Energy consumption within the organization	p. 75
	302-3	Energy intensity	p. 75
	302-4	Reduction of energy consumption	p. 35, p. 36, p. 75
	302-5	Reductions in energy requirements of products and services	p. 35, p. 36, p. 75
Emissions			
GRI 103: Management Approach 2016	103-1	Explanation of the material topic and its boundary	p. 30-32, p. 33-36, p. 76
	103-2	The management approach and its components	p. 33, p. 37
	103-3	Evaluation of the management approach	p. 33, p. 37
GRI 305: Emissions 2016	305-1	Direct (Scope 1) GHG emissions	p. 76
	305-2	Energy indirect (Scope 2) GHG emissions	p. 76
	305-3	Other indirect (Scope 3) GHG emissions	p. 76
	305-4	GHG emissions intensity	p. 76
	305-5	Reduction of GHG emissions	p. 76
	305-7	Nitrogen oxides (NO <sub>x</sub> ), sulphur oxides (SO <sub>x</sub> ) and other significant air emissions	p. 76

GRI 300: ENVIRONMENTAL			
Effluents and waste			
GRI Standard	Disclosure		Reference and comment
GRI 103: Management Approach 2016	103-1	Explanation of the material topic and its boundary	p. 39–40, p. 44, p. 75–76
	103-2	The management approach and its components	p. 40
	103-3	Evaluation of the management approach	p. 40
GRI 306: Effluents and Waste 2016	306-1	Water discharge by quality and destination	p. 39, p. 42, p. 43, p. 75
	306-2	Waste by type and disposal method	p. 75–76
	306-3	Significant spills	There were no known instances during the reporting period.
Environmental compliance			
GRI 103: Management Approach 2016	103-1	Explanation of the material topic and its boundary	p. 14–15, p. 33, p. 37, p. 40, p. 30
	103-2	The management approach and its components	p. 10–11, p. 33, p. 37, p. 40, p. 30
	103-3	Evaluation of the management approach	p. 10–11, p. 30
GRI 307: Environmental Compliance 2016	307-1	Non-compliance with environmental law and regulations	There were no known instances during the reporting period.

GRI 400: SOCIAL			
Employment			
GRI Standard	Disclosure		Reference and comment
GRI 103: Management Approach 2016	103-1	Explanation of the material topic and its boundary	p. 46, p. 48, p. 55, p. 56, p. 57, p. 60, p. 61
	103-2	The management approach and its components	p. 46, p. 48, p. 55, p. 56, p. 61
	103-3	Evaluation of the management approach	p. 46, p. 48, p. 55, p. 56, p. 61
GRI 401: Employment 2016	401-1	New employee hires and employee turnover	p. 55, p. 77
	401-2	Benefits provided to full-time employees that are not provided to temporary or part-time employees	p. 51, p. 52
	401-3	Parental leave	p. 77

GRI 400: SOCIAL			
Training and education			
GRI Standard	Disclosure		Reference and comment
GRI 103: Management Approach 2016	103-1	Explanation of the material topic and its boundary	p. 55–57
	103-2	The management approach and its components	p. 56
	103-3	Evaluation of the management approach	p. 56
GRI 404: Training and Education 2016	404-1	Average hours of training per year per employee	p. 57, p. 58
	404-2	Programs for upgrading employees skills and transition assistance programs	p. 56
	404-3	Percentage of employees receiving regular performance and career development reviews	p. 56 (see diagram “AIDA Cruises training and development compass”), p. 58, all employees undergo a regular performance review
Local communities			
GRI 103: Management Approach 2016	103-1	Explanation of the material topic and its boundary	p. 20–22, p. 63, p. 65, p. 67–68, p. 69, p. 72, p. 73
	103-2	The management approach and its components	p. 21, p. 69
	103-3	Evaluation of the management approach	p. 13, p. 21
GRI 413: Local Communities 2016	413-1	Operations with local community engagement, impact assessments, and development programs	p. 7, p. 21
	413-2	Operations with significant actual and potential negative impacts on local communities	p. 21, p. 69
Customer health and safety			
GRI 103: Management Approach 2016	103-1	Explanation of the material topic and its boundary	p. 11, p. 13, p. 23, p. 26, p. 27–28
	103-2	The management approach and its components	p. 12, p. 14–15, p. 16, p. 19, p. 23, p. 26, p. 28
	103-3	Evaluation of the management approach	p. 23, p. 26, p. 28
GRI 416: Customer Health and Safety 2016	416-1	Assessment of the health and safety impacts of product and service categories	p. 20, p. 21, p. 26, p. 27, p. 28
	416-2	Incidents of non-compliance concerning the health and safety impacts of products and services	There were no known instances during the reporting period.
Socioeconomic Compliance			
GRI 103: Management Approach 2016	103-1	Explanation of the material topic and its boundary	p. 10–11, p. 12–13, p. 14–15, p. 16
	103-2	The management approach and its components	p. 10, p. 11, p. 13, p. 16
	103-3	Evaluation of the management approach	p. 13, p. 15, p. 16
GRI 419: Socioeconomic Compliance 2016	419-1	Non-compliance with laws and regulations in the social and economic area	There were no known instances during the reporting period.

# Acknowledgements and publishing details

GRI 102-5

**Publisher:**

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

**Contact:**

Email: [aidacares@aida.de](mailto:aidacares@aida.de)

**Web:**

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

**Editorial management:**

Hansjörg Kunze (V. i. S. d. P.)

**Photos:**

AIDA Cruises  
Fly & Help  
Deutscher Reiseverband e. V.

**Text:**

Martina Reuter (AIDA Cruises)  
Scholz & Friends

**Design and realization:**

Scholz & Friends

Where this document contains links to third-party websites, AIDA Cruises accepts no responsibility for the content of such linked pages. When you click on these links you are leaving the AIDA Cruises content. We therefore advise that third-party websites may be governed by different rules, most notably with regard to privacy. Information up to date as of: May 2020.