



Sustainable Cruise Shipping and Holistic Quality

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Our Philosophy

For AIDA Cruises, acting sustainably is acting responsibly. We manage resources carefully and protect the environment, promote cultural and biological diversity and are committed to helping people on board and ashore. We are convinced that a sustainable business model is fundamental in allowing us to continue being a successful cruise operator in tomorrow's world. We implement our sustainability strategy systematically and effectively in compliance with mandatory and optional standards

Increased ship efficiency: AIDA has the 3-liter ship

Increased efficiency is a key factor in ecofriendly ship operation. The ships in the AIDA fleet already only use an average of 3 liters of fuel over 100 kilometers of sailing for every person on board. This was confirmed in an independent report prepared by Germanischer Lloyd experts.

AIDA Cruises wants to make this number even better by using new technologies. For example, the next generation of AIDA ships will be the first cruise ships in the world to feature the innovative MALS technology (MALS =Mitsubishi Air Lubrication System). This system enables the ships to glide on an air-bubble carpet. It saves seven percent of the operating power.

In addition, the next generation of AIDA ships will feature what are known as dual-fuel engines. They can also be operated using eco-friendly liquefied natural gas.

Comprehensive exhaust gas treatment

AIDA 's upcoming generation of ships that will be put into service in 2015 and 2016 will feature a comprehensive filter system to reduce emissions. With this as yet unrivaled exhaust treatment technology, AIDA is able to filter and thus reduce by between 90 and 99 percent all three emissions, namely soot particles, nitrogen oxides, and sulfur oxides, for the very first time. This comprehensive filter concept is a milestone for AIDA Cruises, but also for the cruise industry as a whole. The system developed within the Carnival Group for treating emissions relies on cutting-edge technology with an especially compact design that is revolutionary because it can technically accommodate all relevant treatment processes. Nitrogen oxides are chemically bound in a catalytic converter and soot and fuel residues are precipitated in a filter. The sulfur oxides are removed in a scrubber without any chemicals being added.

However, AIDA Cruises does not just want to set new standards with its new ships but to continually improve the eco-balance of it's entire fleet. This is why we will also be fitting our other ships with the new comprehensive filter system. The first one to be retrofitted as soon as October 2013 will be AIDAcara, the oldest ship in the AIDA fleet.. AIDA Cruises will invest a total of about 100 million euros into environmental and climate protection by 2016. This sum is part of an extensive investment program.

In addition to retrofitting the existing fleet with the new filter technology, AIDA Cruises is focusing on additional innovative concepts in order to also reduce emissions while the ship is docked. AIDA ships spend 40 percent of their operating hours in a port. When one considers that, it becomes clear how important our measures for reducing emissions are when the ship is moored.

Ready for shoreside power

AIDA Cruises has already prepared all ships that have been put into service since 2007 for shoreside power. In July 2013, AIDAsol was the first ship in the fleet to be completely equipped for shoreside power. AIDAsol can thus already be powered right now with ecofriendly shoreside power wherever the infrastructure is available.

LNG Hybrid Barge for Hamburg

AIDA cruises also teamed up with Becker Marine Systems to develop a groundbreaking alternative concept, the LNG hybrid barge. It will be put into operation in Hamburg during the 2014 cruise season. This new technology enables us to operate cruise ships in the Hamburg port with the lowest emissions and in the most eco-friendly

manner to date. We are thus playing an important role in protecting the environment and improving the quality of life for everyone who lives in the vicinity of the Hamburg port. In contrast to using traditional marine diesel with 0.1 percent sulfur, emissions from using liquefied natural gas to generate power on the LNG hybrid barge will once again be considerably reduced: Emissions from sulfur oxide and soot particles will be completely prevented. Nitrogen oxide emissions will be reduced by up to 80 percent, and carbon dioxide emissions by 30 percent.

Comprehensive quality / cradle to cradle-principle

We don't focus solely on business success; instead we also consider environmental protection, societal well-being and satisfied guests and partners. For example, when we buy products, we make sure that they can be recycled and fed back into biological or technological processes. This reduces generation of actual waste to a minimum. In the long-term, we want to gradually evaluate all products used by AIDA, including furniture, work wear and food products to see if they can be recycled in biological and technological closed-loop processes. One example for products that meet these criteria are the new carpet tiles in our crew cabins. They are made of environmentally friendly and recyclable materials. In addition, the carpet flooring is non-hazardous to health throughout its life-cycle, from fabrication to recycling.

Sustainable experiences for our guests

Our environmental officers onboard inform our guests on what we do for environment and climate protection and sensitize them to act sustainably themselves. Furthermore, we continuously extend our offers for sustainable land excursions, e.g. by bike or pedelec.

Annual Sustainability Report

AIDA Cruises publishes detailed information about its environmental commitment and anyone can check out the information revealed in the annual sustainability report AIDA cares. It is available at www.aida.de/aidacares.

Monika Griefahn has a degree in sociology. She was a co-founder of Greenpeace Germany in 1980, and served on the board of Greenpeace International from 1984 to 1990. In 1990, former Lower Saxony Prime Minister Gerhard Schröder appointed her Minister for the Environment in Lower Saxony until 1998. Monika Griefahn then worked in various committees as a member of the German Parliament (1998 - 2009). She founded the Institute for Media, Environment and Culture in Buchholz, Germany, at the beginning of 2012. Monika Griefahn has been Chief Sustainability Officer AIDA Cruises in Rostock since May 2012.