



INTERNATIONAL CONFERENCE ON SHIP EFFICIENCY – 2013

“SUSTAINABLE CRUISE SHIPPING AND HOLISTIC QUALITY”

Hamburg, 24.09.2013

Dr. Monika Griefahn



2 Our philosophy



- As a cruise operator we depend on an intact nature: clean seas, fresh air, clean beaches
- A healthy environment is the central requirement for the cruise market
- 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 manage resources carefully and protect the environment, promote cultural and biological diversity and are committed to helping people on board and ashore.



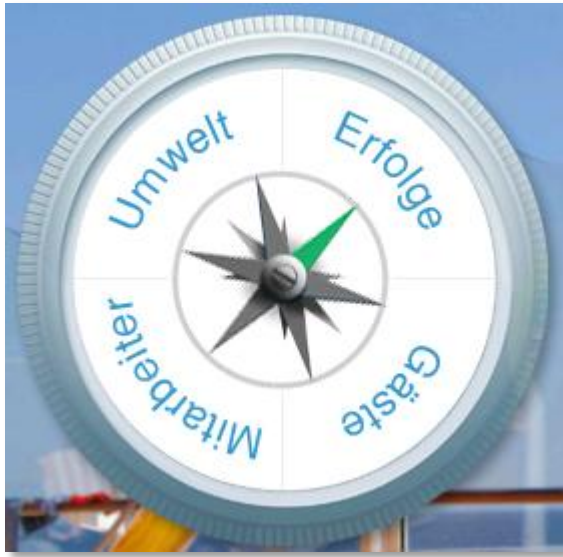
3 Our sustainability strategy



- Commitment to preserve the environment and to maintain biological diversity
 - Investment in energy efficient technologies
 - Close collaboration with science and research partners
 - Preserve resources and, wherever possible, recycling in technological and biological processes
 - “cradle to cradle” approach to procurement and purchasing ; wherever possible use of environmental friendly and recyclable products
-
- Implementation follows AIDA specific objectives as well as international and internal standards



4 Key Factors for a sustainable cruise industry



- Energy efficient technology
- Sustainable purchasing of products
- Sustainable experiences for guests
- Responsibility for employees
- Culture, social aspects & ethics



5 Technology: We have the 3-Liter-Ship



We have the 3-Liter-Ship!
The best tonne of fuel is the one we don't use.

- Low-sulfur fuel
- Low drag
- Economic mode of operation
- Low use of fresh water
- Best energy balance
- Consequent Energy saving
- Waste water treatment
- Waste separation on board
- Friction-reducing underwater coating

The AIDA fleet has the best energy balance in the cruise industry and is one of the most modern in the world. An AIDA ship today consumes just three liters of fuel per person over 100 kilometers (confirmed by Germanischer Lloyd). AIDAstella, inaugurated in spring 2013, and her sisters belong to the cleanest cruise ships that have ever been built. In 2015 and 2016 we will put two ships of a new generation into service. They are going to be equipped with dual-fuel engines and can be powered with liquefied gas in ports. Additionally, they glide on a rug of air bubbles which reduces friction and cuts fuel consumption again by great means. For all consequent savings of fuel, energy and water, our guests enjoy superior service. You already know that an AIDA holiday is incredibly relaxing. We love to prove that to you every day. Our sustainability report and further information is available at www.aida.de/aidacares.



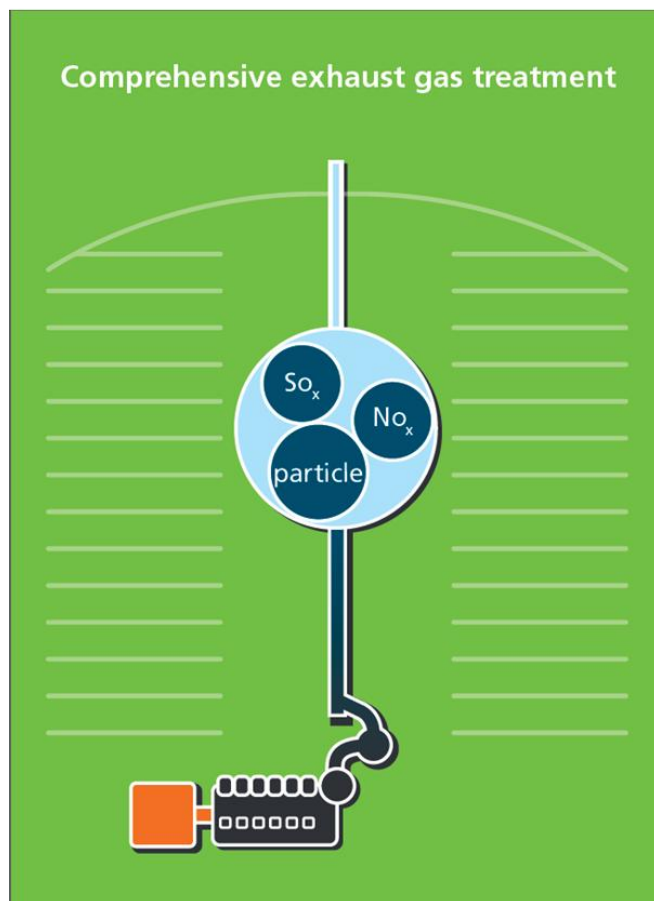
6 Sustainable technologies



- Energy efficiency: Mitsubishi Air Lubrication System (MALS)
- Reduction of air pollution:
 - Comprehensive exhaust gas treatment
 - Shoreside power
 - LNG Hybrid barge
 - Dual-fuel engines
- Protection of biodiversity: ballast water treatment
- Reduction of water pollution: advanced wastewater treatment



7 Comprehensive exhaust gas treatment



Reduction of emissions:

- NO_x red. > 95%
- SO_x red. > 99%
- PM red. > 90%
- CO red. > 70%
- Unburnt hydrocarbons red.> 85 %

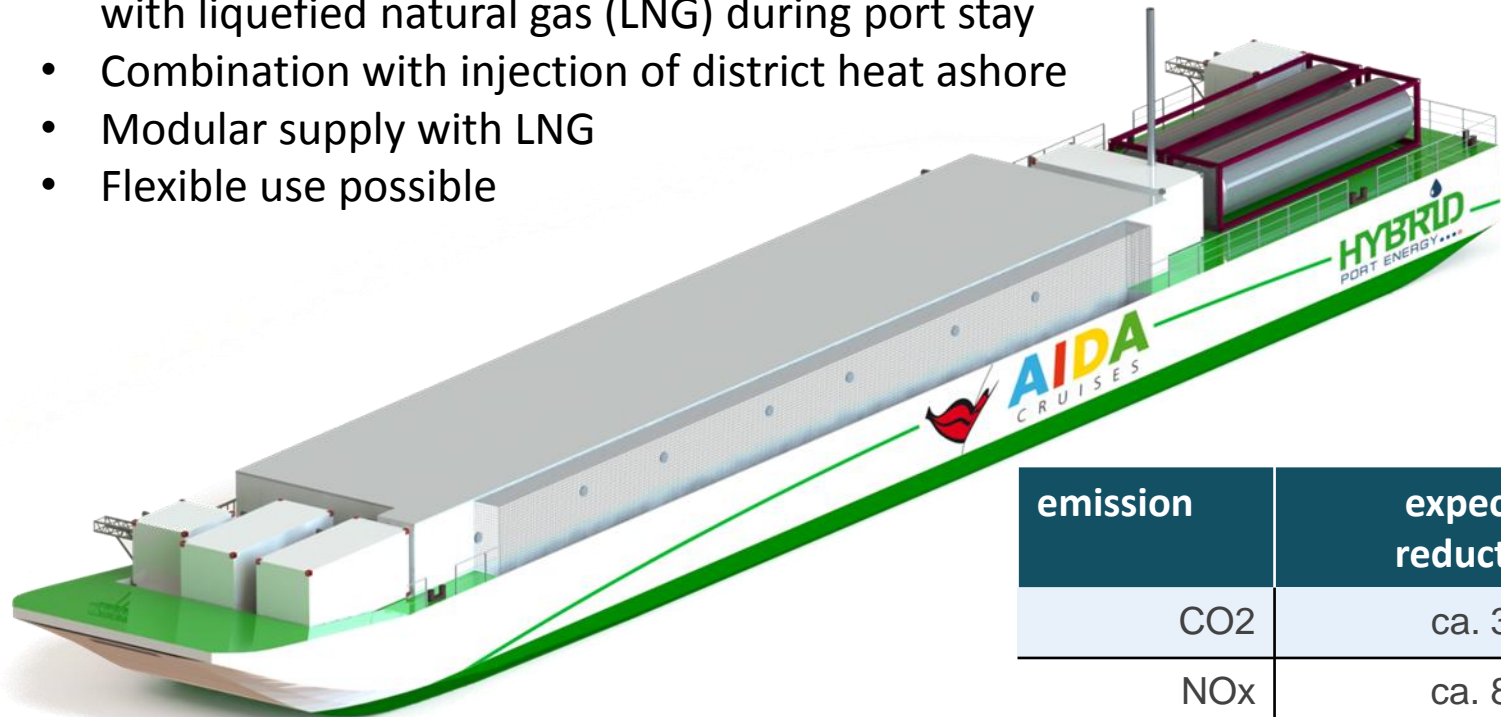


8 AIDA Sol – ready for shoreside power



9 Innovative Technology – LNG Hybrid Barge at Hamburg Port

- Eco-friendly energy supply with liquefied natural gas (LNG) during port stay
- Combination with injection of district heat ashore
- Modular supply with LNG
- Flexible use possible



emission	expected reduction
CO2	ca. 30%
NOx	ca. 80%
SOx	100%
PM	nearly 100%

- AIDA Cruises is pioneer



10 Sustainable products: “cradle to cradle” approach



- Cradle- to- cradle- principle: example carpet tile



11 Sustainable experiences for our guests

- Environmental info session for guests, given by our environmental officers
- Healthy food
- Special diet bar
- Gluten and lactose free dishes

- Sustainable shore excursions
- Bike, Segway, Pedelec and canoe excursions
- No visit of dolphinariums due to animal welfare
- Project «sustainable shore excursions»



12 Since 2007 annual sustainability report



for more information please visit
www.aida.de/aidacares
Thanks for your attention!!!

