



AIDA Cruises also sustainably on course ashore

May 20, 2022

For many years, AIDA Cruises has been investing in a future-proof and sustainable cruise market as part of its Green Cruising Strategy. As part of its comprehensive commitment, the company is continuously advancing climate and resource protection with many small and large initiatives not only on board its fleet, but also on land, at the company's headquarters in Rostock, and at the Hamburg site.

Using reusable packaging instead of disposable packaging or avoiding packaging altogether - this has been the practice for many years, not only on board all AIDA ships. With the reopening of the employee restaurant after the corona-related break, for example, two sustainable deposit systems were introduced for the takeaway offer with REWBOWL and RECUP.

For relaxing and healthy breaks, the company naturally provides its employees with fruit without packaging. Coffee specialties are available freshly ground from modern coffee machines. Table water can be drawn from water stations in the tea kitchens.

Thanks to further digitization, the number of central printing stations in the company is being continuously reduced, empty toner cartridges are recycled via the supplier, and if printing is still required, then of course it is done on 100 percent recycled paper that has been certified with the Blue Angel.

For more sustainable mobility, including during leisure time, AIDA Cruises offers its employees discounted job tickets in cooperation with regional transport companies.

The mobility offer is supplemented by company bicycles, which can also be rented privately free of charge. For business trips within Germany, the company makes a point of using rail as the preferred mode of transport.

For many years now, all office buildings in Rostock and Hamburg have been supplied with 100 percent electricity from renewable sources.

Opened in 2014, the AIDA Home office complex in the city harbor of the Hanseatic city of Rostock was the first office building in Mecklenburg-Vorpommern to be awarded the Gold Seal by the German Sustainable Building Council in 2015, making it one of the most sustainable buildings in Germany. In the evaluation of AIDA Home, the resource-conserving use of natural building materials, renewable primary energy and drinking water were among the factors assessed. Criteria such as land use, accessibility, and thermal and sound insulation were also included in the certification.

Many other measures to reduce the ecological footprint and expand the circular economy on board and ashore are in the pipeline. More information at www.aida.de/aidacares.

Rostock, May 20, 2022