



THE WORLD AHEAD OF US

TRAVEL  
THE WORLD.  
PRESERVE  
NATURE.



HAPAG <sup>18</sup>/<sub>91</sub> LLOYD  
CRUISES

### E-Zodiacs

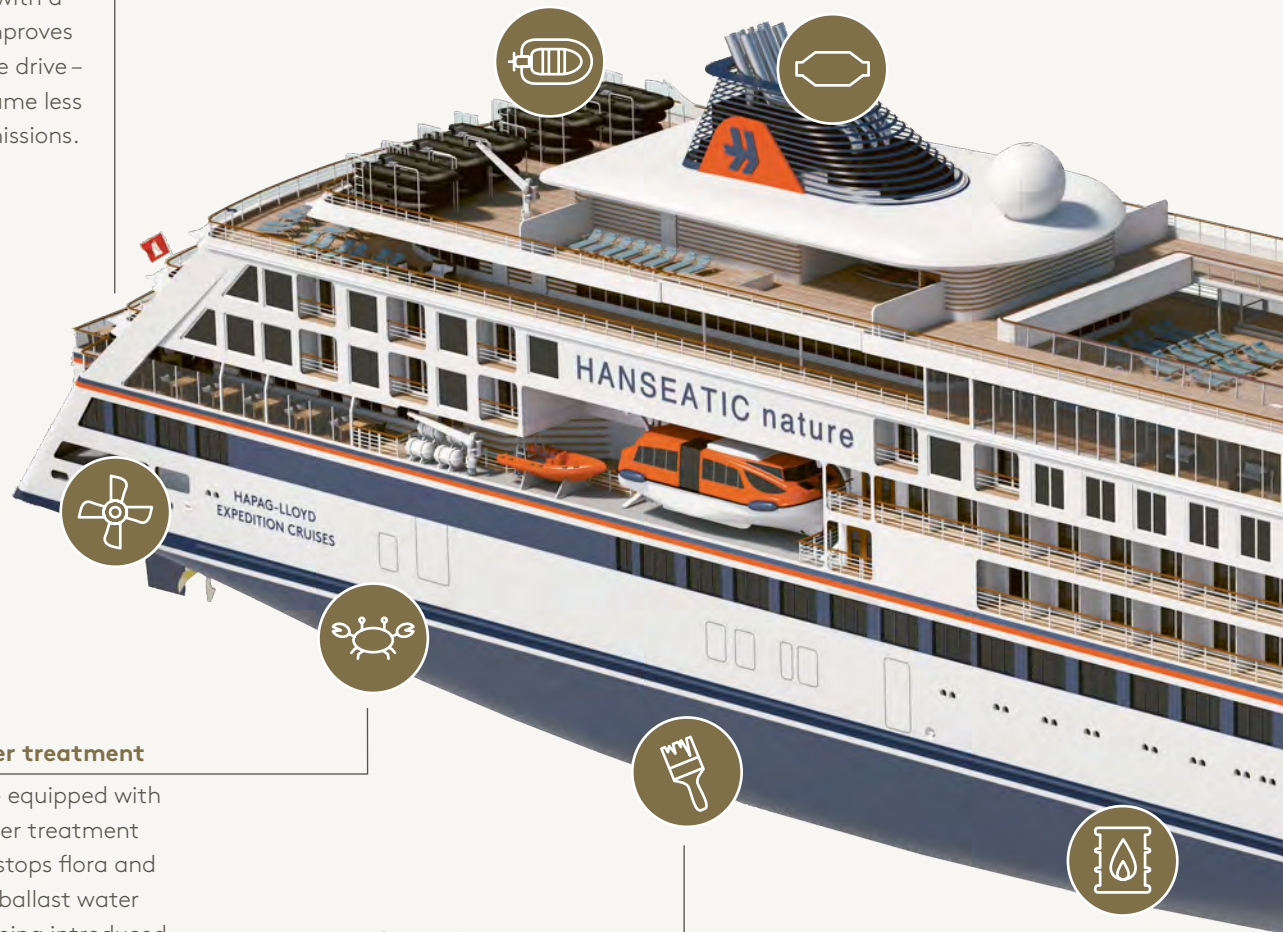
Some of our Zodiacs have electric outboard motors that create no noise or exhaust gas.

### Catalysts

Special SCR catalysts “clean” the exhaust gases produced and reduce nitrogen oxide emissions by almost 95 %.

### Optimised rudder

A PROMAS rudder with a special propeller improves the efficiency of the drive – helping us to consume less fuel and reduce emissions.



### Ballast water treatment

Our ships are equipped with a ballast water treatment system. This stops flora and fauna in the ballast water tanks from being introduced to foreign ecosystems.

### TBT-free colours

The underwater paint used on our ships is free from tributyltin compounds (TBT), which can disrupt the hormone balance in various marine organisms.

### Marine gas oil

From July 2020, our entire fleet will completely forgo heavy fuel oil and only use low-pollutant marine gas oil. We have been using this fuel in sensitive regions such as the Antarctic, Arctic and Kamchatka for some time now, going beyond the legal requirements.

### Waste management

The waste on board our ships is separated and disposed of or recycled by specialised companies on shore in line with international requirements.

### Energy management

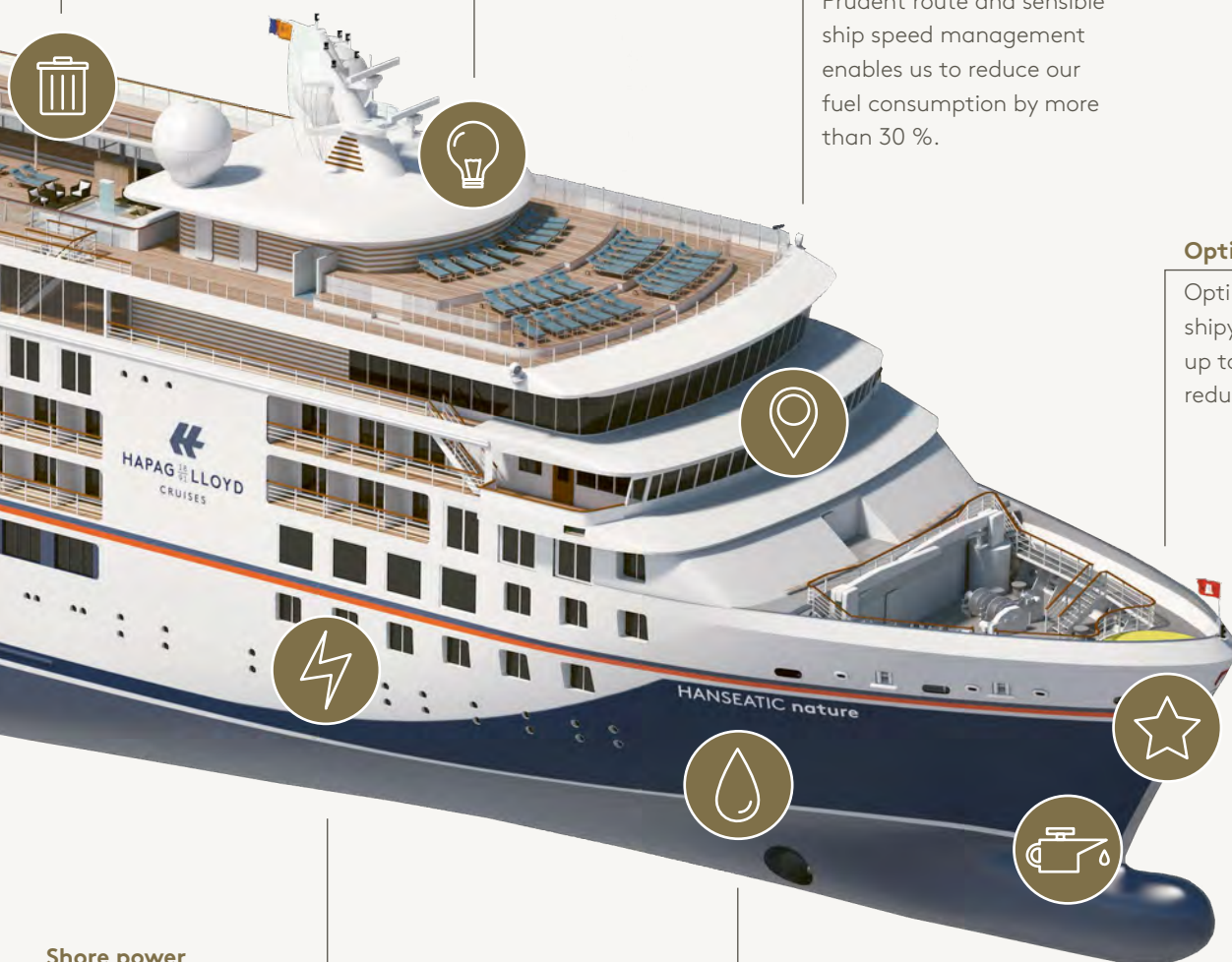
We are also optimising energy consumption beyond the ships' engines through smart management and LED lighting, for example.

### Conscious route planning

Prudent route and sensible ship speed management enables us to reduce our fuel consumption by more than 30 %.

### Optimised hull

Optimising the hull in the shipyard helps us to use up to 18 % less fuel – also reducing emissions.



### Shore power

With the exception of the EUROPA and BREMEN, our ships are equipped for shore power.

### Water management

We use a special osmosis system to convert seawater into freshwater. Once the freshwater has been used, biological sewage treatment plants clean the waste water that is produced. Only clear water is pumped back into the ocean; the sewage sludge is appropriately disposed of on shore.

### Sustainable lubricants

Our bow thrusters and stabilisers use sustainable ecological oil.



# THE PERFECT COMBINATION.

Environmental measures on board.

When it comes to sustainability, there is rarely one all-encompassing solution. This goes for our ships, too. We combine a variety of smaller- and larger-scale measures to continuously improve our environmental performance. These range from design modifications that help reduce consumption to technical solutions and the use of special fuels that decrease air emissions as well as various measures within our daily operations.

We know that we won't find the answers to every question overnight, but we aspire to improve a little bit more every day. All our ships are regularly sent to the shipyard for maintenance and modernisation, allowing us to implement new technologies at relatively short notice. We consider all environmental aspects when planning our new ships – most recently the ships in our new expedition class. The last

double page shows some specific approaches. The symbols also indicate which of these measures are implemented on our other ships (see pages 8–10).

To ensure that we not only stay on course, but even stay a nautical mile or two ahead of the game, we engage in regular discussions. Talking to official bodies and authorities, NGOs, experts, the crew and (of course) our guests allows us to constantly develop new ideas that will make our cruises both unforgettable and as sustainable as possible.

This includes using the most sustainable printing standard currently available for this brochure, which will only be produced as a small run. The entire production process is carbon-neutral and has been certified with the "Blue Angel" eco-label. This approach also naturally includes the choice of special recycled paper.



We want to protect what fascinates us.  
The decision not to use any heavy fuel  
oil is a central part of this.



Interview: Planning new routes is very challenging – and  
so the joy is even greater when a new cruise is born.

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Our e-Zodiacs with electric outboard motors are revolutionising excursions – with no noise or exhaust gases.



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Less is more – particularly when it comes to plastic. We have therefore drastically reduced our use of single-use plastics.

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**Karl J. Pojer** has been leading the company's successes since 2013 as CEO and also brings a forward-looking approach to the industry as Chairman of the CLIA Deutschland Leadership Council.

## TRAVEL IS IMMENSELY VALUABLE.

In this interview, Karl J. Pojer talks about the decision to stop using heavy fuel oil across the fleet, the significance of travel and the importance of preserving the areas requiring particular protection along the routes visited by Hapag-Lloyd Cruises ships for many years to come.

**Cruises are extremely popular for many people. What would you say to those who criticise you for travelling to sensitive regions?**

Travel is immensely valuable and an important means of developing an understanding of the world. It would be wrong to prohibit this. Pitting cruises and environmental protection against one another is a big mistake. It's about finding the right balance. Cruising with Hapag-Lloyd Cruises, particularly expedition cruises, means understanding nature better, coming face to face with it and feeling a sense of humility before it. We regularly find that people return from a cruise on board our ships with a new appreciation for nature and new awareness of the need to protect the natural world. We are very aware of our responsibilities regarding sustainability and environmental protection. Anyone who follows our measures in this area will know this and it is something that is highly valued by anyone who has ever travelled with us.



**Your ships are already using low-sulphur fuel in many regions. Why did the management decide to voluntarily switch to marine gas oil on all cruises?**

We set trends and standards in the luxury and expedition sectors, including when it comes to environmental standards. We are therefore making massive investments in environmental protection and have decided that our entire

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**“NONE OF OUR FLEET USES ANY HEAVY FUEL OIL. WE SEE THE CONSIDERABLE ADDITIONAL COSTS AS AN INVESTMENT IN OUR FUTURE.”**

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fleet will forgo heavy fuel oil completely from July 2020. Instead, all our ships will use marine gas oil on all routes. We see the considerable additional costs as

an investment in our future. The use of heavy fuel oil is not permitted in many regions visited by the expedition ships. It is also banned in many Mediterranean, North Sea and Baltic Sea ports. Even today, we go far beyond these minimum statutory requirements.

**What do you think of other alternative fuels and propulsion systems such as LNG and hybrid engines?**

Up to now, the infrastructure required to use LNG has not been available on our global routes, which include many small ports, and this is not going to change in the coming years. This fuel is therefore not an option for us at present. In addition, liquid gas is produced from fossil resources and can therefore be no more than an interim solution. Hybrid engines currently offer

a very short travel time of no more than 30 minutes, so this option is out of the question for us.

**You offer highly tailored cruises on your small ships. What are the challenges to maintaining this standard?**

Our guests are experienced travelers and conscious of quality. When they choose a cruise, the destinations are one of the key criteria. This is in contrast to large ships, which are increasingly becoming destinations themselves and need to offer the best of everything. Our cruises offer small, special harbours, exceptional destinations and many premiere destinations that large ships cannot even access. More than ever, we need to protect and preserve these destinations, which fascinate both us and our guests.

# WE'RE CLEANING UP OUR ACT.

100 % marine gas oil for a clean environment.



## Marine gas oil at a glance

**What is it?** Marine gas oil (MGO) is a distillate produced by heating and separating crude oil. This initially produces a gas, which is then condensed back into a liquid – hence the name “gas oil”. It is very similar to fuel oil in principle.

**What are the benefits?** The low-sulphur marine gas oil that we use has a very low sulphur content of just 0.1 %, which can significantly reduce sulphur oxide emissions compared to heavy fuel oil, saving around 80 %. The use of MGO also has a positive effect on particulate emissions, with a reduction of up to 30 %.

**How much does it cost?** No alterations are required for the transition to marine gas oil, but it is associated with considerably higher fuel costs. However, we see it as a clear and important investment in the future.

Beautifully untouched, the most remote corners of our world deserve particular protection. That is why we have been consistently forgoing heavy fuel oil in sensitive cruising areas such as the Arctic, the Antarctic and Kamchatka, Greenland, Alaska and Hawaii for more than 26 years in some cases – on a voluntary basis even if there are no legal requirements.

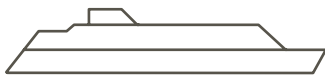
We are continuing along this path with our decision to stop using heavy fuel oil and switch the entire fleet to marine gas oil with a sulphur content of just 0.1 % from July 2020 – in all cruising areas and for every single nautical mile. Taking this step makes us pioneers among cruise operators; indeed, we are far below the global sulphur limit of 0.5 % that will come into effect in 2020.

We see the significant additional costs that are associated with this as a worthwhile investment in the future. The effects are undoubtedly valuable: the use of low-sulphur marine gas oil reduces sulphur oxide emissions by a whole 80 %. It also lowers particulate emissions by up to 30 %.

# THE THRILL OF NEW HORIZONS – SINCE 1891.

Facts and figures.

From Hamburg to the world – it has been around 130 years since HAPAG Director Albert Ballin invented the cruise. All these years later, we are driven by the same values: a pioneering spirit and a passion for the world and its wonders. With two luxury ships, three expedition ships and a private jet, we offer our guests special cruises to the world's most beautiful and exceptional destinations – unique experiences included.



## FLEET OF SHIPS

MS EUROPA  
MS EUROPA 2  
MS BREMEN\*  
HANSEATIC nature  
HANSEATIC inspiration  
HANSEATIC spirit\*\*

ALBERT BALLIN  
PRIVATE JET



€332.5 M  
TURNOVER\*\*\*



AROUND **265**  
EMPLOYEES

ROUGHLY **500**  
DESTINATIONS  
PER YEAR



BASED IN  
**HAMBURG,**  
GERMANY



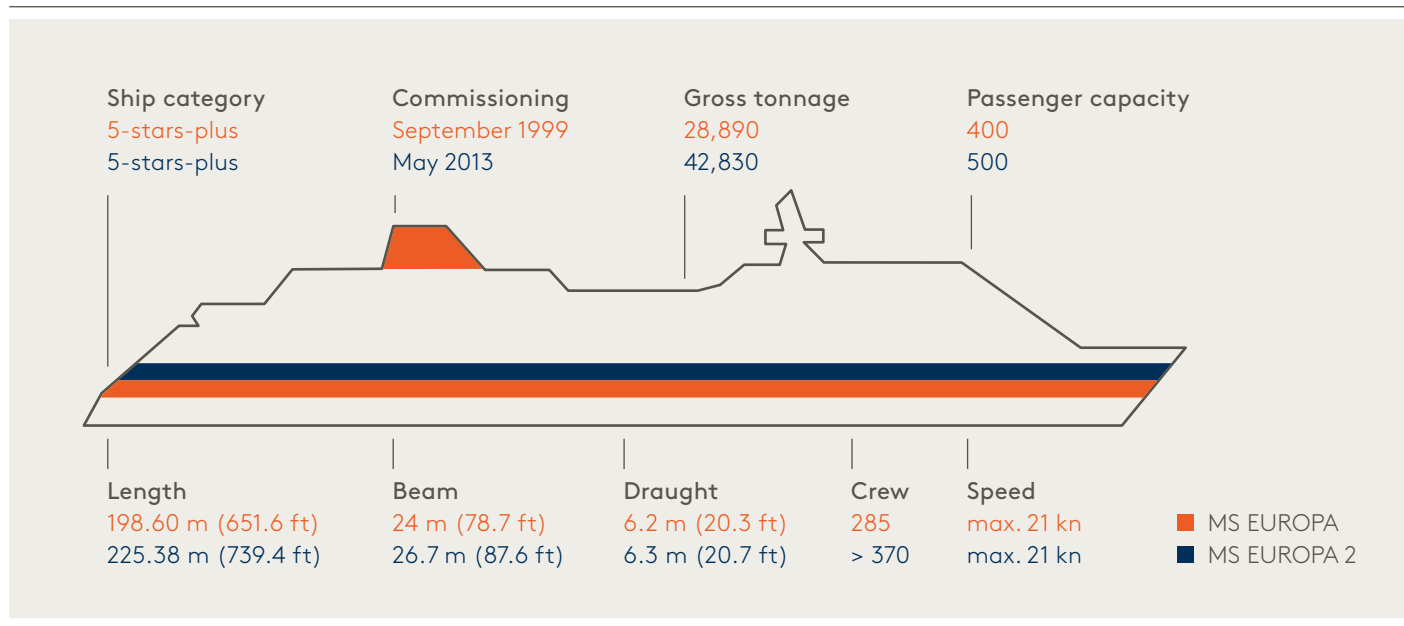
\* Until the end of April 2021

\*\* From May 2021

\*\*\* Business year 2017 – 2018

# HIGH SEAS AND THE HIGHEST LUXURY.

On MS EUROPA and MS EUROPA 2.



The EUROPA has received the top 5-stars-plus\* rating from the respected Berlitz Cruise Guide every year since it was commissioned in 1999, meaning it offers the highest standard of cruise experiences. After extensive modernisation, the luxury ship is a little more casual but still retains its core values of perfect hospitality and personal service. Cuisine will remain very important on the [EUROPA](#) – the new restaurant THE GLOBE by Kevin Fehling is a special highlight opened on board by the three-star chef. The new Pearls restaurant is another addition to the ship's culinary portfolio. The holistic EUROPA Refresh fitness and well-being concept will ensure the right balance of relaxation and activity with an innovative programme of classes and nutrition workshops. Naturally, the EUROPA also offers a wide variety of entertainment: carefully selected artists who have appeared on the world's greatest stages regularly give intimate performances exclusively for our guests.

The EUROPA 2 offers the greatest comfort and modern luxury in a relaxed atmosphere. Like its sister ship, it has been consistently awarded 5-stars-plus\* by the Berlitz Cruise Guide, which means that it offers its guests contemporary, luxurious design and a feeling of relaxed elegance. With spacious suites, seven restaurants offering a diverse range of cuisine and exclusive wellness and comprehensive sports facilities, a cruise on the [EUROPA 2](#) will exceed even the highest expectations. Modern entertainment with music from classical to pop, comedy, fascinating talks and breathtaking acrobatics ensure that guests will remember their experiences on board as vividly as their moments on land. The EUROPA 2 is also given a regular facelift during its docking periods. Whether the focus is on the Yacht Club buffet restaurant or the sports area, we always keep the functionality and design of our newest luxury ship up to date.

## ENVIRONMENTAL PERFORMANCE

For an explanation of the symbols, see the fold-out page at the front

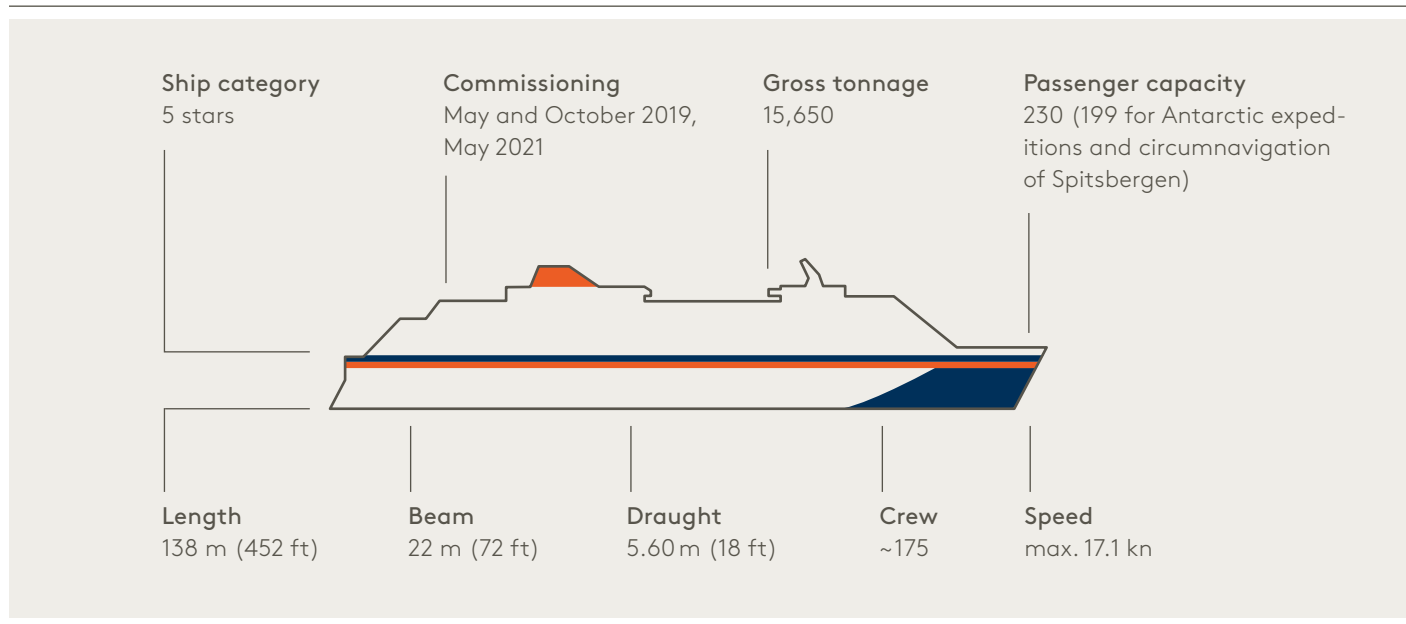


\* As at 2020

\*\* Applies to EUROPA 2 only

# CLOSE TO THE WONDERS OF NATURE.

With the new expedition class.



With our three new ships, the HANSEATIC nature, HANSEATIC inspiration and HANSEATIC spirit,\* we are establishing a [new expedition class](#) equipped with state-of-the-art equipment and environmental technology. These structurally identical ships are fast, manoeuvrable and cutting-edge, and they offer a unique combination of true expedition experience with the comfort and service of our luxury ships. The HANSEATIC nature, for instance, has been given a 5-star rating by the Berlitz Cruise Guide\*\* and is ranked the number-one ship in the boutique ship category. All three of the new ships are “inspired by nature”, a concept reflected throughout each one. Particularly spacious and open deck space, two extendible glass balconies and access to the foredeck enhance the feeling of getting close to nature. Whether cruising to the polar regions or tropical climes, guests on board the HANSEATIC nature, HANSEATIC

inspiration and HANSEATIC spirit will be accompanied by experienced expedition teams. The teams of up to 16 people including high-calibre experts, such as biologists, glaciologists and historians, take guests up close to the wonders of nature and the special features of the region. They will also be provided with fascinating information about expedition destinations around the world in the HanseAtrium, where the experts give daily presentations, and in the Ocean Academy, where cutting-edge information technologies can be used to explore experiences in more depth. Each ship has three restaurants offering international gourmet cuisine and flexible mealtimes. To boost their energy levels, guests can visit the spacious pool area with a countercurrent system; the OCEAN SPA with saunas, a relaxation area, massages and beauty treatments; and a fitness area with a dedicated host – panoramic view included.

## ENVIRONMENTAL PERFORMANCE

For an explanation of the symbols, see the fold-out page at the front

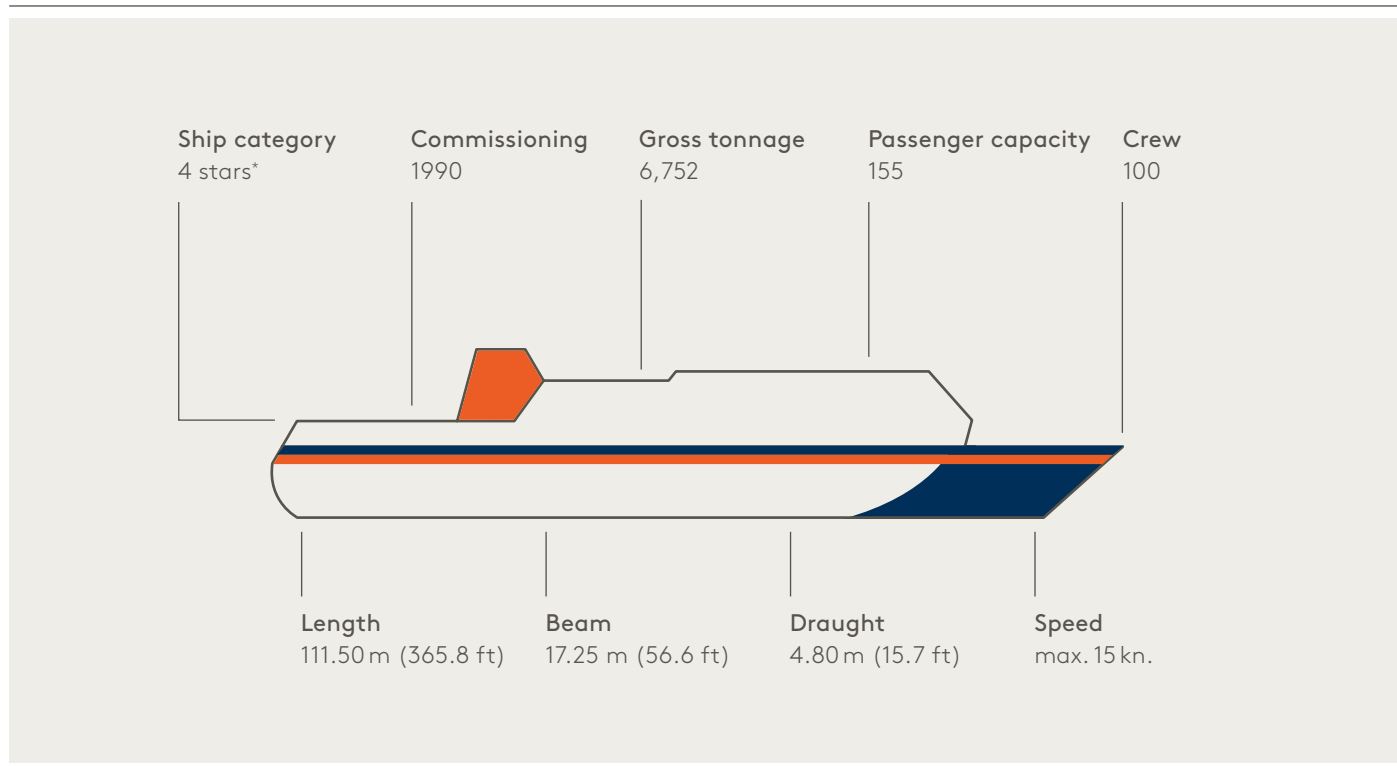


\* From May 2021

\*\* As at 2020

# THE PERFECT BALANCE OF EXPERTISE AND EXPERIENCE.

A voyage of discovery with MS BREMEN.



Hapag-Lloyd Cruises has made expedition history with numerous pioneering feats on board the BREMEN.\*\* Whether in polar regions or exotic waters, the **BREMEN** visits the smallest ports, bays and rivers on educational excursions. Small passenger numbers enhance the personal and informal atmosphere on board and turn the 4-star expeditions into even more intensive experiences. As do the experts, who are

delighted to share their in-depth knowledge of the spectacular natural events along the route. As on our other expedition ships, our "Voyages for Young Explorers" offer a concept of age-appropriate learning for guests aged between ten and 17, turning an expedition into a fascinating experience for the whole family.

## ENVIRONMENTAL PERFORMANCE

For an explanation of the symbols, see the fold-out page at the front



\* According to the Berlitz Cruise Guide 2020

\*\* The BREMEN will continue to take our guests on expeditions until the end of April 2021, when it will be replaced by the HANSEATIC spirit, the third ship in our new expedition class



# THE MOST EXCLUSIVE FORM OF FREEDOM.

Take off with the ALBERT BALLIN private jet.

In addition to our cruises by ship, we offer exclusive journeys by air independent of regularly scheduled flight connections for guests with a real thirst for exploration. These extraordinary travels aboard the [ALBERT BALLIN](#) private jet take a maximum of 46 guests to the world's most beautiful destinations. An experienced tour guide, a five-person service team, experts with specialist knowledge of the area and an on-board doctor attend to passengers' every need. Guests spend each night in selected hotels and lodges. As part of our comprehensive service, we collect guests' visas, offer check-in without a wait and arrange events and programme items in selected destinations exclusively for our guests.

As on our ships, we consider the environment wherever possible. We charter the ALBERT BALLIN private jet from a subsidiary of Iceland Air, one of the few airlines worldwide with an environmental management system certified in accordance with ISO 14001. The crew are also trained to keep fuel con-

sumption as low as possible. Specific measures include maintaining a consistent speed during taxiing (using just one turbine whenever possible) and planning routes efficiently to avoid flying unnecessary miles.



# FROM THE ROUTE IDEA TO THE CRUISE.

Isolde Susset, Director of Expedition Cruises and Travel, reports on the challenges of route planning, the environmental requirements to be considered and the joyous feeling when lengthy preparations give birth to a new cruise.

## **You manage the Expedition Cruises and Travel department at Hapag-Lloyd Cruises. What exactly does that entail?**

Within Expedition Cruises, I am responsible for product management for our expedition fleet – the HANSEATIC nature, the HANSEATIC inspiration, the BREMEN and (from 2021) the HANSEATIC spirit as well. My team and I do everything – from developing ideas and planning



**Isolde Susset** has been Director of Expedition Cruises and Travel for more than 15 years. She uses her expertise and passion to continually develop new cruises for our guests.

routes to calculating prices, from shipyard planning to yield management, and from marketing to on-board edutainment. We want our guests to feel at home and to leave the ship at the end of the cruise with a feeling of joy and many new impressions as well as experiences. The second area for which I am responsible – Travel – covers

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**“OFFICIAL APPROVAL IS REQUIRED FOR EXPEDITION CRUISES, WHICH REQUIRES US TO MEET VERY HIGH STANDARDS.”**

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flight and onshore arrangements. For example, we research, plan and purchase all shore excursions and pre-/post-cruise programmes for the entire fleet along with the flights we offer our guests for their cruises – all around the world. To do this, we work with our airline partners and many travel agencies worldwide. From changing passengers in Ushuaia/Tierra del Fuego to private tours in the Sistine Chapel, our tasks are varied and change every day, which is what makes our work so exciting.

## **Who do you work with when developing plans and to what extent do you consider environmental and climate protection?**

Environmental and climate protection play a major role. The experts who accompany our cruises are particularly focused on this. And it's also important to our guests – throughout their cruises, they will experience the beauty of nature up close while also learning a great deal about the challenges of a particular region. Thorough planning and networking with partners are also key. We are a member of IAATO and AECO, the two most important organisations for cruises in the Arctic regions. We work with many people and partners to turn a route idea into a cruise. As well as regional experts, we require official approval for expedition cruises. This varies from country to country and requires us to meet very high standards. Cruises to the Arctic regions are subject to particularly strict regulations. Every cruise to the Antarctic must be approved by the German Federal Environment Agency (UBA) and subsequently documented. In the Arctic and Antarctic, we must fulfil high



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**“YOU HAVE TO COMMUNICATE A LOT, EXCHANGE INFORMATION AND ALWAYS BE OPEN – OTHERWISE YOU’LL QUICKLY HIT A WALL.”**

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environmental standards and requirements such as carrying out well-documented water and waste management, planning our consumption efficiently, following fuel purchase rules and codes of conduct for visits ashore, and much more. Naturally, we fulfil these requirements and in some cases go beyond the required standards. To give one example, we have been forgoing heavy fuel oil in the Arctic in favour of low-pollutant marine gas oil since 1993, long before legal requirements were

introduced. We also took this step in other sensitive regions such as the Antarctic and Kamchatka some time ago. The logical continuation of this step is to implement it across the entire fleet and all routes with completion in July 2020.

**What are the challenges of planning cruises in remote regions and how long does it take to get from the idea for a new route to the first cruise?**

Apart from navigation charts, there is often very little information available about seldom-visited regions, even today. You can’t draw on the experiences of other ships, so you need to have good contacts or find people who know the area well and can help us to

make our cruise a reality. We have to plan in the very long term, although not necessarily to the same extent if we plan to visit a tiny Pacific island in Micronesia. They would be surprised to hear that we have to set binding schedules two years before we arrive. It’s like a big jigsaw with nautical, official and tourist pieces. You have to communicate a lot, exchange information and always be open, otherwise you’ll quickly hit a wall. It takes years to make some ideas a reality – such as the North East Passage, through which we were the first non-Russian passenger ship to travel. That took ten years to plan, and it feels even better when a cruise like that becomes a success and our guests are happy. This is what motivates us and this is what we put all our energy and creativity into every day.

# THE RIGHT ROUTE FOR EVERY DREAM.

Our cruising areas.\*

Explore the whole world on board our ships. Whether a relaxing luxury cruise in the summer, an excursion to the other side of the world or an adventure in the endless ice, we take our guests to places that show nature and culture at their most beautiful. This map shows selected destination highlights. If you're struggling to choose, we also offer an exceptional opportunity to travel around the world by sea.

\* We are constantly developing new routes and adding new cruising areas to offer our guests unique experiences year after year. All current cruises can be viewed online: [www.hl-cruises.com/destinations](http://www.hl-cruises.com/destinations).



# AN ITINERARY FOR A SUSTAINABLE TOMORROW.

Our sustainability strategy.

**W**e want to protect what fascinates us. In order to fulfil our responsibility to the environment and its many wonders, we employ a number of measures, large and small, both on our ships and on land. We aim to make our cruises as sustainable as possible to enable even more people to experi-

ence the most beautiful parts of our planet in all their glory in the future. We concentrate on three areas of action that complement one another, allowing us to make the greatest possible impact.



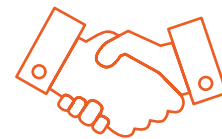
## Reducing consumption and emissions

Reducing emissions is one of the greatest tasks in protecting the climate. There are two keys to success here: using less fuel and using fuel that contains as few pollutants as possible. We do both – and we explain how on page 6, for example.



## Respecting people and nature

Visiting the world's most remote corners comes with a particular responsibility. We want to give our guests the opportunity to experience these exceptional places and regions without changing them. This goes both for the flora and fauna and for the people who live there – and is reflected in our sustainable shore excursions and targeted support for local communities, for example.



## Considering the environment together

Major tasks can't be solved alone, which is why we join with our partners, employees and guests to tackle the issue of environmental protection – by informing them, providing clarification and constantly searching for new solutions. If we are all prepared to take that extra step, we will achieve our goals more quickly as a team.

## Certificates

We have voluntarily chosen to make MS EUROPA 2 the first cruise ship world-wide to be assessed in line with the IMO's **Energy Efficiency Design Index (EEDI)**. The certificate confirms its comparatively low CO<sub>2</sub> emissions: 31 % less than cruise ships of a similar size. EEDI classification is now compulsory for new ships, which means that our new expedition ships also fulfil the requirements.

The renowned classification society DNV-GL has awarded the **Environmental Passport – Operation** to all our ships. This documents Hapag-Lloyd Cruises' commitment to running its fleet as sustainably as possible. Very few cruise ships hold an Environmental Passport. DNV-GL reviewed the emissions of our ships along with other environmentally relevant data and has confirmed that we are below the defined limits.

Every ship in our fleet is certified in accordance with **ISO 14001**, the international standard for environmental management systems. Published in 1996 by the International Organization for Standardization and most recently amended in 2015, this standard defines requirements for environmental management systems that can be used to improve environmental performance, fulfil legal and other obligations and meet environmental goals.

Every ship in our fleet has the **Polar Ship Certificate**. Awarded in line with the IMO's Polar Code, this certification is mandatory for ships that travel to the polar regions. It is intended to further increase the safety of ships and thus to offer even greater protection to these sensitive environments.



## THE COURSE IS CLEAR.

Our guiding principles.

Of course, we are not the only ones considering how to make ships and cruises more sustainable. Leading the way is the International Maritime Organization (IMO), the specialised agency of the United Nations, which sets guiding principles and gets international agreements off the ground. One of its main priorities is to minimise marine pollution caused by ships and to avoid it entirely where possible. One of the key sets of regulations designed to achieve this is MARPOL, a convention valid throughout the world. Among other things, this prohibits companies from disposing of waste such as plastic, metal and paper by dumping it in the ocean. MARPOL can also be used to identify special areas in which even stricter provisions apply – at the moment, these include the North Sea, the Baltic Sea, the Antarctic and the Mediterranean.

The IMO does not focus solely on protecting the oceans – it also aims to ensure a significant reduction in air pollution: by 2050, global CO<sub>2</sub> emissions by ships are to be reduced by at least 50 %.

Strict limits are already in place in Emission Control Areas (ECAs) – a form of environmental zone – for the sulphur content of fuel and the emission of nitrogen oxides, for example. From 2020, ship emissions worldwide must have a maximum sulphur content of 0.5 % – which is significantly less than the average 3.5 % in conventional heavy fuel oil. By using marine gas oil with a sulphur content of 0.1 %, we can improve on this value even further.

# ENVIRONMENTALLY UP TO DATE.



Resource and Sustainability Manager Andreas Hey explains the measures employed by Hapag-Lloyd Cruises to protect the environment – and the greatest challenges they present.



As Resource and Sustainability Manager, **Andreas Hey** is responsible for ensuring that all environmental regulations are fulfilled.

**You work as Resource and Sustainability Manager at Hapag-Lloyd Cruises. What does this role entail?**

Sustainability management mainly focuses on ensuring that we fulfil all applicable regulations worldwide. Changes are constantly being made and my task is to bundle the relevant information and make it available to my colleagues and our technical ship manager. This allows us to initiate measures as soon as

regulations change. It is also important to hold regular discussions with the TUI Group and the Cruise Lines International Association (CLIA). We are also a member of CLIA, a global body representing the interests of cruise operators. We receive information on current developments at an early stage and can even help to shape some of these developments. For example, I am involved in the Technical and Environmental Regulations committee, which is constantly exchanging information on topics relating to safety and sustainability – such as new regulations in specific ports, new laws or requirements for technical equipment on ships. I report to the management on a regular basis and work with them to define our company's environmental goals. Resource management tasks include managing risks and fuel hedging.



### What are Hapag-Lloyd Cruises' goals for environmental and climate protection?

One key goal is to continuously improve our emissions. To achieve this, we are already using SCR catalysts on the EUROPA 2 and our new expedition ships and use shore power during lay times in ports that provide this option. Another important step is our decision to operate all ships without heavy fuel oil on all routes. NABU has recently recognised this by stating publicly that we are pioneers compared to other cruise operators. We are also consciously reducing the speed at which our ships travel. This requires less fuel and lowers CO<sub>2</sub> emissions in the process.

### What other specific measures and areas of action do you have, and what are their challenges?

Using new ships allows us to act more sustainably from the outset with design modifications and cutting-edge environ-

**"THE DECISION TO OPERATE OUR FLEET WITHOUT HEAVY FUEL OIL ON ALL ROUTES IS AN IMPORTANT STEP."**

mental technologies. While it may often be challenging, we can also implement measures on ships retrospectively to make important changes – with structural restrictions, of course. One example is the use of Preval water-saving

systems, which we can use to reduce water consumption on board without compromising on comfort.

**When it comes to sustainability, there are obligations – things required by law – and then there are voluntary measures. To what extent does Hapag-Lloyd Cruises implement measures voluntarily?**

In many areas, our own measures go beyond the legal requirements. Examples include the decision not to use heavy fuel oil in particularly sensitive areas – including in places where there was no legal requirement for this – and the complete changeover to marine gas oil with a sulphur content of just 0.1 %. We are also reducing single-use plastic items such as cocktail stirrers and straws before this is enshrined in law. We want to continue along this path and to gradually identify more areas in which we can employ alternatives to better preserve resources.





# ENVIRONMENTAL TECHNOLOGY ON BOARD.

What we do to optimise our ships.



We employ state-of-the-art environmental technologies on board our ships to help protect nature. These include SCR catalysts, which are used on the EUROPA 2 and on our new expedition ships the HANSEATIC nature, HANSEATIC inspiration and HANSEATIC spirit. They reduce nitrogen oxide emissions by almost 95 % and also filter particulates out of the ship's exhaust gases.

Before they left the shipyard, we also equipped the EUROPA 2 and the ships in our new expedition class for shore power. The benefit is clear: if shore power can be used during a ship's lay time in a port, then its own generators can be switched off, significantly reducing fuel consumption and therefore emissions. However, only a few ports around the world currently offer shore power.

We have also fitted our new expedition class with PROMAS rudders, which help us to use less fuel. In highly simplified terms, the propeller thrust – its propulsive power – is improved by optimising the flow of the water in and out. Ultimately, efficiency is improved by around 5 % on average, which also reduces air emissions.

## How does the catalyst work?

Selective catalytic reduction converts the nitrogen oxide in exhaust gas into natural nitrogen and water with the aid of a safe, synthetic urea solution, rendering it virtually harmless.



## A NEW WAY TO POWER CLEAN EXCURSIONS.

Harnessing electric mobility.

For many guests, excursions and trips ashore in practically untouched areas are the highlight of cruises on our expedition ships. There can be no more intensive way to experience the shores of the Amazon or the icy expanses of the Antarctic than by travelling just a few centimetres above the surface of the water. And this is exactly what we offer in our small, robust and manoeuvrable Zodiacs, rubber boats perfectly designed for extreme conditions. Here, too, we rely on high tech to accommodate nature as much as possible – some of the Zodiacs in our fleet are fitted with electric drives. Their outboard motors offer the same performance as

a conventional 80 h.p. machine while generating no noise or exhaust gases. Quiet boats are particularly useful for wildlife sightings. However, it is not yet possible to replace all Zodiacs with electric models – the charging station makes e-Zodiacs heavier, low temperatures affect battery life and they take several hours to charge. For safety reasons alone, it is therefore important that we have traditional Zodiacs on board so that we can refuel quickly and simply if required. However, we are confident that this environmental investment will pay off and that the experience gained on our excursions will enable us to use more e-Zodiacs in future.

# MODERATION – THE KEY TO TOURISM.

Thilo Natke, Captain of the HANSEATIC nature, talks to us about the unusual conditions in the polar regions and tells us why the Arctic and Antarctic remain so fascinating after all these years.



## What makes an expedition cruise different from a regular cruise?

Above all else, our guests appreciate the opportunity our expedition cruises offer to really get to know a region through intensive experiences. They want to expand their knowledge and explore regions visited by very few others. The experts that travel with them – including biologists, glaciologists and geologists – share their knowledge of the destinations with the

guests, give presentations on board and join in with the shore excursions. Naturally, the pioneering spirit of the routes also plays a role. For many people, a cruise like this is a long-cherished dream. For me and my crew on the bridge, cruises to remote corners of the planet require a high degree of preparation and flexibility. I totally understand how fascinating these special cruises can be. My first cruise on an expedition ship took me to the Arctic and left a lasting impression.

## What makes an expedition cruise to sensitive regions like the Antarctic so special?

In the polar regions, we travel without a fixed itinerary. While the route for a “normal” cruise is defined before it begins, the captain of an expedition cruise must pay closer attention to the weather and ice conditions and alter the course where necessary – sometimes several times a day. This requires me and my crew to be extremely flexible. We can’t influence the weather, so we need to be prepared for all eventualities and to spontaneously respond to the local conditions. It’s demanding but also a lot of fun.

## People sometimes ask whether we should be travelling to sensitive areas like the Antarctic at all. With all your experience and knowledge of the local conditions, how would you respond?

Ultimately, all tourism should be maintained at a healthy level. In sensitive areas like the polar regions, however, requirements are particularly strict, and rightly so. For example, a



maximum of 100 people are allowed ashore in the Antarctic at any time, so we always split guests into two groups. There are strict codes of conduct and everything we do there is regulated by the authorities. Interest may be growing in expedition cruises into the ice, but the number of cruises in these areas will remain manageable. I have been travelling to the polar regions since 1990 and am convinced that it is important to offer tourism in moderation. From the outset, I have watched many guests return home with new knowledge and a different understanding of the challenges

our planet is facing. They are deeply touched by the beauty and diversity of nature. Many of them change their

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**"MANY GUESTS RETURN HOME WITH NEW KNOWLEDGE AND A DIFFERENT UNDERSTANDING OF THE CHALLENGES OUR PLANET IS FACING."**

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habits at home and advocate for these regions in a variety of ways. In a sense, they return home as ambassadors for the regions we visit.



**Thilo Natke** has been captaining Hapag-Lloyd Cruises ships for more than 22 years.

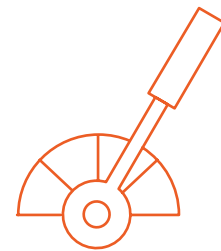


## A SLOWER PACE OF EXPLORATION.

How avoiding top speeds preserves the environment.

**T**he less fuel we consume, the fewer emissions enter the air. The ideal ton of fuel is one that goes unused. Luckily, there is a simple formula we have been using for some time: by avoiding top speeds, we save an above-average amount of fuel. Reducing the speed by three knots can save more than 30 %. And guests can relax a little more as they enjoy the wonders along the route.

Careful route planning also helps to optimise fuel consumption. Wherever possible, we choose the shortest route




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**REDUCING THE SPEED BY  
JUST THREE KNOTS CAN SAVE  
OVER 30 % OF THE FUEL.**

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between two destinations. Of course, we don't want our guests to miss out on any highlights: our routes set standards and offer unique experiences and will continue to do so in future.

# MAINTAINING THE BALANCE.

Treating ballast water protects flora and fauna.

Like all cruise ships, our ships use ballast water tanks to help maintain an optimal position in the water at all times – regardless of our fuel levels, the number of guests on board or how many provisions we are carrying. These tanks can be used to take on and get rid of seawater to adjust the weight as necessary. Naturally, the water brought on board will contain smaller organisms such as algae and jellyfish. These would normally travel in the tanks for many nautical miles and then be released in another location the next time the ballast water is exchanged. This runs the risk of introducing them to foreign ecosystems where they could disturb the sensitive balance of flora and fauna. To reliably prevent this from happening, all our ships have a ballast water treatment system, which plays an important role in protecting ecologically sensitive regions.



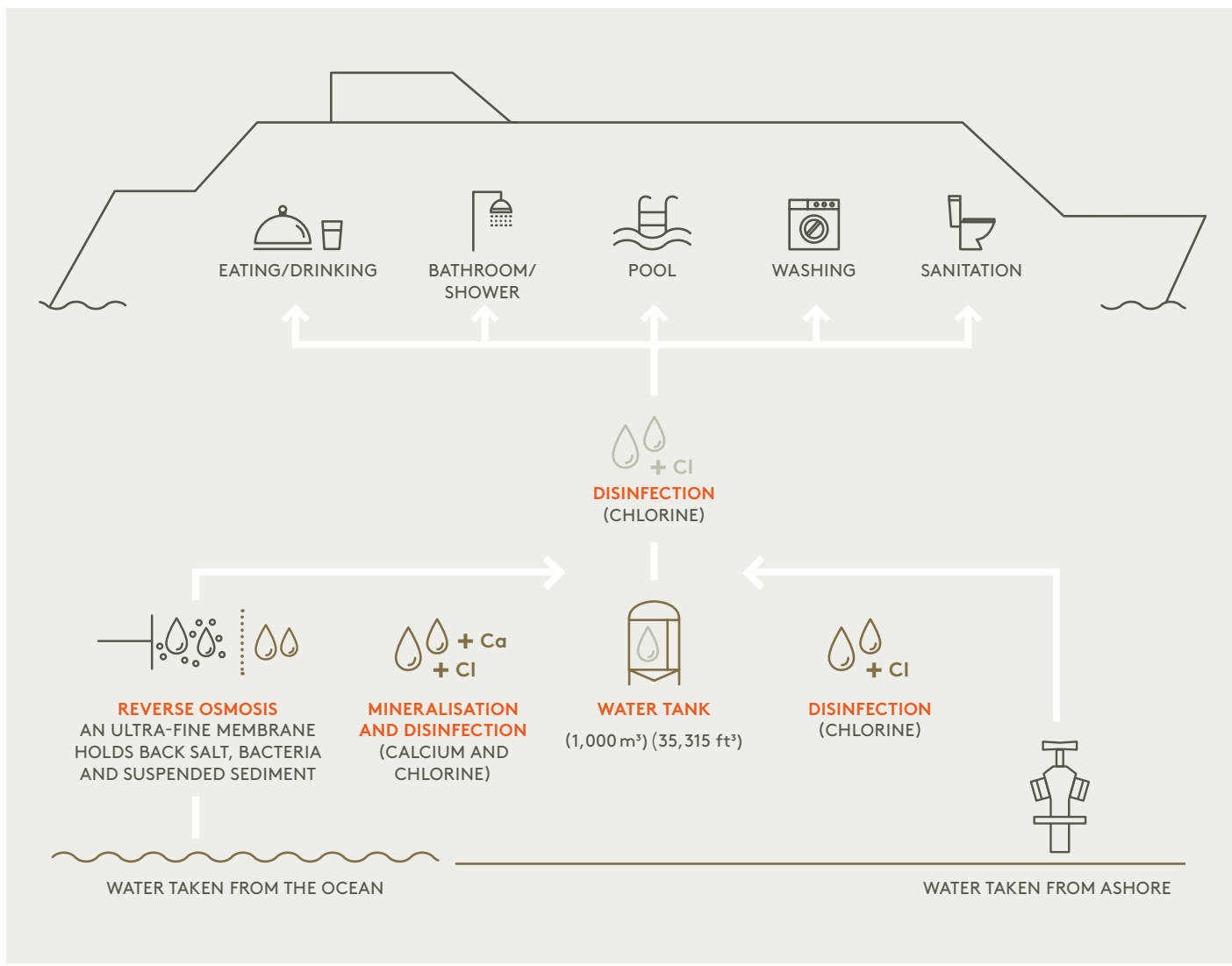
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WE PREVENT INVASIVE SPECIES  
FROM BEING INTRODUCED TO FOREIGN  
ECOSYSTEMS IN THE BALLAST WATER.

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## FRESHWATER TREATMENT



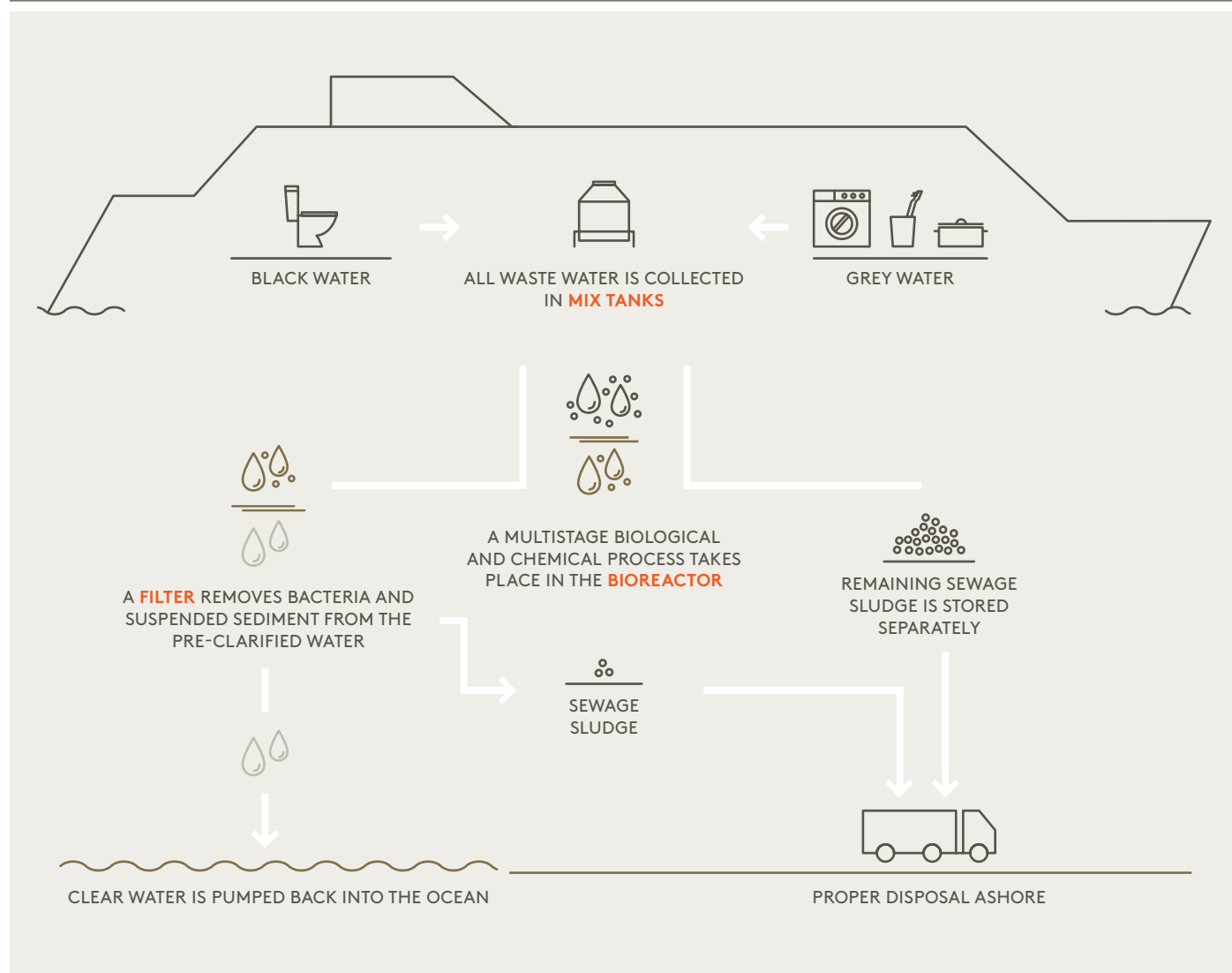
## GOING WITH THE FLOW.

## Water and waste water.

Our ships use a significant amount of water, from guests' showers to the on-board kitchens and cleaning. Freshwater is a precious resource wherever you go, but particularly at sea, which is why we use a special osmosis system to convert seawater into freshwater. Removing the salt from the seawater allows it to be used for these

and many other purposes. The water is placed under high pressure and pressed through a very fine membrane with pores nanometres in size. In principle, this works like an ultra-fine filter that holds back the salt as well as bacteria and other substances and particles.

## WASTE WATER MANAGEMENT

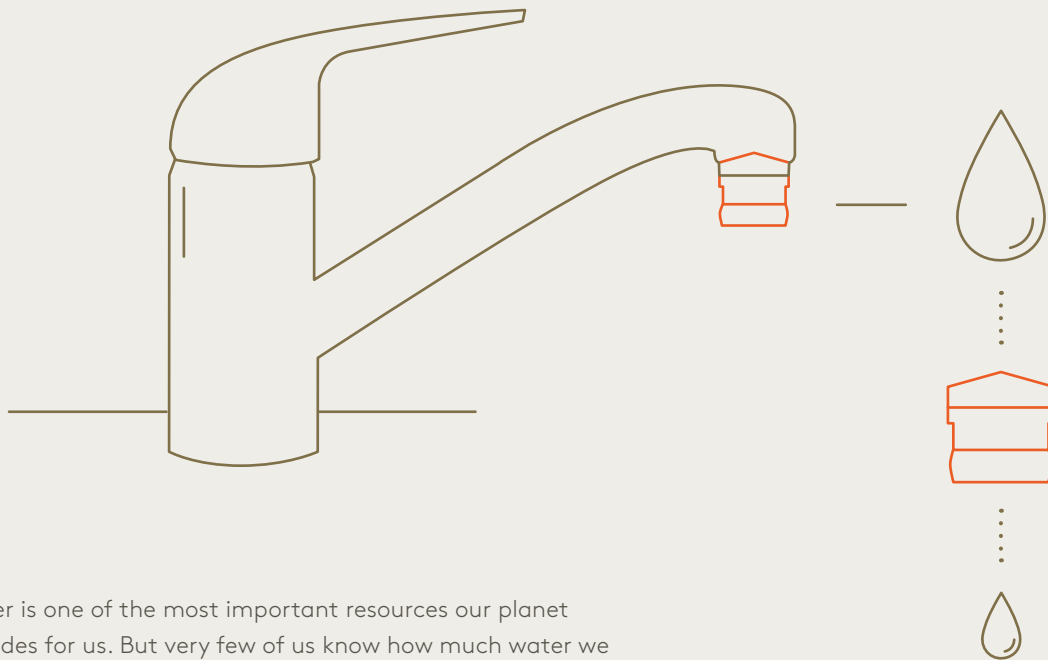


Naturally, there is also a great deal of used water that needs to be cleaned. Our ships are therefore equipped with state-of-the-art waste water treatment systems that perform just as well and work in a similar way to large

sewage treatment plants on land. Following this treatment, only totally clean water finds its way back into the ocean. The small amount of sewage sludge remaining is disposed of in an sustainable manner.

# SOMETIMES LESS IS MORE.

How a smart tap saves lots of water.



Water is one of the most important resources our planet provides for us. But very few of us know how much water we use in our simple everyday activities: washing our hands once can quickly use up 2.5 litres (5.3 pints).<sup>\*</sup> To make a difference, we fit the taps on our ships with an aerator. This small nozzle is screwed onto the tap and reduces the water used by up to 70 %.

The water volume and pressure feel exactly the same as before the aerator was installed. This is just one example of how we can use resources responsibly and feel good at the same time.

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**AN AERATOR REDUCES  
WATER CONSUMPTION BY  
AN IMPRESSIVE 70 %.**

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<sup>\*</sup> Source: Hamburg Wasser.



## ORGANICS ON BOARD.

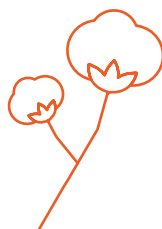
Sustainable care and delights.

Wherever possible, we use selected organic products on board the ships in our new expedition class – be it in the kitchens, the spa or the cabins. As well as considering where the raw materials have come from, we pay particular attention to packaging that offers a sustainable method of disposal.



### Organic coffee from an organic pod

When our guests feel the urge for a good cup of coffee in their suites, they can use the Nespresso machines that are provided on almost all of the ships. In addition to the classic Nespresso pods, they can also choose pods made by Feel Good, which are 100 % biodegradable and compostable. Alternatively, they can opt for compostable pods from the traditional coffee-roasting company Becking that have been created specially for Hapag-Lloyd Cruises. Both varieties are filled with top-quality organic coffee. The Becking pods are also available with regular coffee.



### Textiles – fair for people and the environment

The bed linen and all towelling items on board our new expedition ships are certified according to the Global Organic Textile Standard (GOTS). These internationally recognised guidelines guarantee sustainable textile production – from the organically grown, natural raw materials to sustainable and socially responsible manufacturing and transparent labelling.



### Organic inside and out: our cosmetics

The cabins on the new expedition ships are stocked with certified natural cosmetics developed specially for us. What makes them special is that the tubes have a bioplastic content of 95 %, which consists of sugar cane and FSC-certified waste wood and can, of course, be recycled. This reduces the CO<sub>2</sub> footprint of each tube by 30 to 40 % compared with petroleum-based tubes. The spas on the new expedition ships will also pamper our guests exclusively with premium natural cosmetics comprising plant ingredients and vegan formulas.



# PROTECTING THE OCEANS.

Less plastic – more sustainability.

Year after year, several million tonnes of plastic (most of it from the land) ends up in the ocean,\* where it harms marine mammals, fish and seabirds in particular. At some point, it even makes its way back into our food chain as microplastics, a widely discussed topic. The oceans must be protected, not least because they provide us with by far the

biggest proportion of our oxygen – accounting for up to 70 %. The oxygen is produced by plankton, microbes and algae.

Plastic waste is collected separately on board our ships and sent for recycling on land. And yet there is more we can do: we are reducing the unnecessary use of plastic on all cruises, forgoing plastic bags, straws and cocktail stirrers and using alternatives made from wood.

We are using sustainable alternatives to plastic in other areas, too: the kayaks on board our new expedition ships are made from HTP, a particularly high-quality and long-lasting polyethylene. No waste is created when the boat hulls are manufactured – and the manufacturer takes them back free of charge for recycling.

\* Sources: "Plastikmüll im Meer", GEOMAR Helmholtz Centre for Ocean Research in Kiel, 2018; "Plastic waste inputs from land into the ocean", Science, 2015

# REGULATED DOWN TO THE SMALLEST DETAIL.

Waste management on board.



Waste accumulates wherever people spend extended periods of time. For example on board our ships. How we deal with this waste is regulated by law down to the tiniest detail – naturally, Hapag-Lloyd Cruises sticks to every single one of these rules. The most important internationally binding set of regulations is the International Convention for the Prevention of Pollution from Ships, or MARPOL for short. Compliance with these regulations is documented on board in great detail and closely monitored by the authorities. The most important rule is that disposing of plastic, oil or other substances in the ocean is a criminal offence worldwide. These regulations become more stringent practically every

year. In addition, some countries like the USA and Australia have enacted even stricter national rules that we must adhere to when we call at their ports. To keep things in order, waste is sorted comprehensively on board all our ships – the graphic above shows exactly how it works. This waste is then disposed of by specialist companies on shore. Of course, it is better not to produce waste in the first place. To give one example, we consciously aim to waste as little food as possible: meals are prepared to order in the à la carte restaurants on board our ships and we do not lay out large dishes of food in the buffet restaurants; instead, we mainly use live cooking stations where food is freshly cooked for our guests.

# A CONTINENT OF EXTREMES.



Antarctic cruises are subject to strict environmental requirements – Dr Heike Herata from the German Federal Environment Agency (UBA) explains why this is, what is required of tour operators and what makes the south polar region so unique.

**Every Antarctic cruise must be approved by the UBA. Why is this, and can you provide a brief overview of the Antarctic's special ecological features?**

The Antarctic is a continent of extremes with climatic conditions unique throughout the world. The mainland spans more than 13 million km<sup>2</sup> (5,019,328 mi.<sup>2</sup>) and is largely covered in ice – only around 2 % is ice-free. Its extreme cold and dryness makes the Antarctic one of the most hostile places on the planet. The average annual inland temperature is –55 °C (–67 °F). The flora and fauna have adapted to these special environmental conditions, and it is mainly mosses, algae and lichens that grow here. The animals of the Antarctic, such as seals and penguins, tend to stay on the ice-free stretches of coastline. Their diet is based on krill, a small crustacean. The Antarctic has no indigenous population. However,

the 80 research stations house around 4,000 people in the Antarctic summer from November to February and around 1,000 people in winter.

**What requirements must a cruise company fulfil to be allowed to visit this special place?**

Cruise companies must fulfil the legal requirements. These are based on the Antarctic Treaty, the Protocol on Environmental Protection to the Antarctic Treaty and its implementation in national law (in Germany, the Act Implementing the Protocol on Environmental Protection to the Antarctic Treaty), the last two of which came into force in 1998. Like all contractual states, by adopting these regulations, Germany has declared itself in favour of protecting the Antarctic environment and the ecosystems that are linked to and depend on it, and of preserving its unique and unspoiled quality. The Act

Implementing the Protocol regulates how the environmental impact of scientific, tourist and all other activities in the Antarctic are examined; the German Federal Environment Agency (UBA) implements the regulations and ensures that they are fulfilled.

Tourist activities have become much more varied – from diving, kayaking, camping and guided hikes to climbing and mountaineering. The regulations also state that visitors to the Antarctic must be accompanied by a trained team of lecturers who will prepare them for the particularities of Antarctic

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**"HAPAG-LLOYD CRUISES HAS BEEN CHAMPIONING SUSTAINABLE CRUISE TOURISM FOR YEARS."**

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animal and plant life and teach them how to behave. During shore excursions, there must be one lecturer for each

group of maximum 20 passengers; no more than 100 people are permitted ashore at any time. The UBA has issued two sets of guidelines on particular aspects to be noted; these include avoiding unnecessary noise, maintaining a minimum distance from animals and heeding conservation areas.

**Can you provide an insight into the approval process for an Antarctic cruise? What are the requirements for companies?**

Cruise passengers do not need to apply to the UBA themselves for approval to visit the Antarctic. This is usually arranged by the tour operator. The UBA provides four questionnaires on its website for this purpose: basic ship data, pre-arrival information, proof of experience and post-departure information. The pre-arrival information includes the cruise route, date and duration of the cruise, planned activities and various ship certificates. The UBA also wants to know what experience the captain and crew have of cruising in the Antarctic. Each cruise ship must also submit an environmental impact study. Based on all documents submitted, the UBA assesses the impact the cruise is expected to have on the Antarctic; cruise ships are assumed to have a minor and only temporary effect on objects of protection in the Antarctic. The German Federal Maritime and Hydrographic Agency (BSH) is involved in checking the suitability and safety of ships. After the cruise, information must be submitted to the UBA about what happened on the cruise and showing that the company has adhered to the approval



requirements. The whole examination process takes around half a year and a new application must be submitted to the UBA annually.

**“HAPAG-LLOYD CRUISES GIVES ITS GUESTS THE OPPORTUNITY TO OFFSET THE CO<sub>2</sub> EMISSIONS OF THEIR CRUISES.”**

**What is your assessment of Hapag-Lloyd Cruises’ environmental commitments?**

We welcome the fact that Hapag-Lloyd Cruises has been a member of the International Association of Antarctic Tour Operators (IAATO) since 1993 and has therefore committed itself to fulfilling the association’s requirements. Cruise routes and safety plans are always coordinated with the IAATO ships that are in the region at the time of the cruise. It also uses ships that adhere to the applicable MARPOL\* provisions for its Antarctic cruises. Both of these factors are always very posi-

tive. Hapag-Lloyd Cruises has been championing sustainable cruise tourism for years, designs its cruises to uphold this approach and supports research and conservation programmes. We also commend the early arrangements made during the planning stage to ensure that ships do not endanger the environment during cruises and we welcome the option for guests to offset CO<sub>2</sub> emissions, which Hapag-Lloyd Cruises has been offering since 2011.



**Dr Heike Herata**

manages Section II 2.8, Protection of the Arctic and Antarctic, at the UBA.

\* For an explanation of MARPOL, see page 17

# SLOW TRAVEL FOR THE BRYDE'S WHALE.

Conservation campaign in  
New Zealand.

Whales are one of the most fascinating creatures in our oceans, and an encounter with these magnificent mammals is often an absolute highlight for our guests. Seeing a whale is always a very special experience, even for the captain and crew, making it all the more important to protect their habitats and treat them with respect at all times. In the Hauraki Gulf off the coast of Auckland, we quite literally put the brakes on as part of a special campaign to protect Bryde's whales. Instead of travelling at the usual 14 knots, we slow down to around ten knots to give the local whale population (which unfortunately sometimes



collide with ships) the space they need. By adjusting the speed of the ship and reporting sightings, we aim to stop this from happening. The Bryde's whale is a smaller, fairly unknown relative of the blue whale – and it is endangered. We are delighted to be part of this initiative by the International Fund for Animal Welfare (IFAW) and to give ourselves and our guests a little more time to enjoy the panorama in the Hauraki Gulf.



## Code of conduct The Arctic and Antarctic

### Travellers

- Must not step on sensitive moss, lichen or grass
- Must not throw anything overboard or onto the land
- Must never damage the traditional habitat of seals, penguins, seabirds or other wildlife
- Must maintain a minimum distance of five metres (16 ft) from penguins, seabirds and seals and 15 metres (49 ft) from fur seals
- Must always give the wildlife "right of way"
- Must never touch the wildlife
- Must not smoke in nature
- Must not enter protected areas or research stations without permission
- Must not take "souvenirs" from nature
- Must follow the instructions of the cruise manager and their staff and remain with the group

### The tour operator

- Must provide this code of conduct to the officers, crew and passengers
- Must provide an expert guide for every 20 passengers
- Must ensure comprehensive and sensitive preparation while on board
- Must use only ships suitable for the Arctic/ Antarctic
- Must commit the entire ship to an anti-throwaway mentality

# WIDE-RANGING COMMITMENT.

For people, nature and the climate.

We believe that everyone can do their bit – large or small – to preserve nature in all its glory. We therefore design our shore excursions to protect flora and fauna, particularly in fragile ecosystems, without making them any less fascinating for our guests. Instead, the experts on our expedition cruises teach our guests the importance of treating nature responsibly, which intensifies the experience. By taking guests on tours of the bridge and engine room, our captains and senior officers also increase passenger awareness of the many environmental protection measures on board. Our passengers may start a cruise as tourists, but many leave as ambassadors for our planet's most fascinating regions.

Despite numerous measures to reduce CO<sub>2</sub> emissions, zero-emissions cruises are not possible – at least not yet. We work with the climate protection organisation myclimate to offer all our guests the opportunity to offset the CO<sub>2</sub> emissions of their cruises – and contribute 25 % ourselves. Passengers can visit our website and use a [climate calculator](#) to work out the climate protection contribution for their cruise; the money will

then be used to help a project working to improve living conditions in Rwanda.



Naturally, we also offset the CO<sub>2</sub> emissions produced by our company – for example, when printing our catalogues and sending out letters.

On our expeditions, we travel to remote, seldom-visited regions around the world, many of which have very low levels of economic development. We are aware of our responsibility, which is why we provide very practical support for local people. For example, our on-board doctors treat people free of charge in places where there is very little or no medical care available. We also donate portable water filter units and much-needed educational materials. Whenever possible, the crew purchases provisions locally at our ports of call. In this way, we shorten our transport routes and support the local economy in our target regions.



ClimatePartner facilitates climate-neutral printing, for example, via funding for recognised carbon-offsetting projects.



We print all advertising materials on FSC-certified paper. The seal of the Forest Stewardship Council is given to wood and wood products obtained from responsibly cultivated forests.



We use Deutsche Post's GoGreen label – which offers climate-neutral postage – for all our advertising materials.

# ACHIEVING MORE TOGETHER.

We support projects around the globe.



We want the regions that we and our guests visit to benefit from tourism. To make the greatest possible impact, we bundle all our commitments into the TUI Care Foundation.\* This initiates and supports projects that offer new prospects to young people around the world, protect nature and the environment, and promote the sustainable development of holiday destinations. The foundation focuses on the potential of the tourism sector to drive social development, education and prosperity.



The TUI Care Foundation operates worldwide, always concentrating on the situation in a specific location. It builds on strong partnerships with regional and international organisations to bring about lasting change. Our guests also get involved by donating to the TUI Care Foundation. All donations go straight to the projects and project partnerships; an independent board of trustees decides how funds are to be allocated. All administrative costs are borne by our parent company TUI. Our guests are delighted to know that their contribution will be used where it is most needed, and we have already helped to achieve a lot of great things.

We particularly like to get involved in projects to which we and our passengers feel a personal connection. Therefore, our activities within the foundation focus on the Philippines in particular – the home of many of our crew members. To ensure efficiency and draw on experience, it is very important that we work with the right partners. These include renowned organisations like UNICEF and Plan International. We work

with Plan International to provide 2,200 families in the Philippines with ongoing support to secure their livelihoods in the long term and to protect their resources. We arrange various events on our cruises to promote these activities, with all proceeds going straight to the projects, and we also run regular fundraising campaigns.



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**THE TUI CARE FOUNDATION HARNESSSES THE POSITIVE IMPACTS OF TOURISM TO MAKE A DIFFERENCE FOR PEOPLE AND COMMUNITIES IN HOLIDAY DESTINATIONS AROUND THE WORLD.**

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In addition to the campaigns run via the foundation, we and our guests roll up our own sleeves as well. Whenever we visit the area, we get involved in the “Clean up Svalbard” initiative, joining our guests to collect the rubbish – mainly plastic – that washes up on the coast of Spitsbergen. This allows us to make a direct, personal contribution to preserving the region’s unique nature.



\* For an overview of all projects supported by the TUI Care Foundation, visit [www.tuicarefoundation.com](http://www.tuicarefoundation.com).

# FOR DIALOGUE AND BINDING STANDARDS.

Our commitment to initiatives and associations.



The International Association of Antarctica Tour Operators promotes a respectful attitude to the Antarctic environment. Hapag-Lloyd Cruises co-founded the association in 1991. IAATO has defined detailed standards on environmental protection and passenger safety – as a member, we are committed to observing these standards. It also stipulates where landings are permitted and provides a binding code of conduct for tour operators and passengers (see page 35).



Hapag-Lloyd Cruises is also a member of the Cruise Lines International Association (CLIA). This globally active association represents 14 cruise operators in Germany alone and promotes networking and dialogue both within and outside the industry – for example, with ports, politicians, suppliers and NGOs. Central topics include current environmental issues and ways to make cruises more sustainable.



We are also a member of the Association of Arctic Expedition Cruise Operators (AECO). Founded in 2003, this organisation promotes responsible, sustainable and safe tourism in the Arctic north of the 60th line of latitude and sets high standards to achieve these goals. Among other things, the AECO draws up guidelines on dealing with wild creatures, local communities and the regional nature, both for tour operators and their guests.

## OTHER ORGANISATIONS WE SUPPORT



The UK Antarctic Heritage Trust has set itself the goal of preserving, enhancing and promoting British Antarctic heritage. A sustainable nature protection programme is an important part of this.



The sea rescuers of the German Maritime Search and Rescue Service are on call around the clock in the North and Baltic seas with a fleet of 60 sea rescue cruisers and lifeboats.



The South Georgia Heritage Trust supports efforts to preserve the native flora and fauna on South Georgia and in the surrounding waters.

## IMPRINT

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