



Module 7

CSR (CORPORATE SOCIAL RESPONSIBILITY)

WORKBOOK



Please use this workbook as an additional resource when completing the Cruise Champion elearning module.

Modules



Module 1: Introduction

Module 2: Regulations

Module 3: Safety

Module 4: Security

Module 5: Environmental Protection

Module 6: Health

Module 7: Corporate Social Responsibility

Module 8: Conclusion

OVERVIEW



Corporate Social Responsibility (CSR) relates to initiatives that take responsibility for our industry's effects on environmental and social wellbeing.

The term generally applies to efforts that go beyond what may be required by regulators or environmental protection groups.

CSR may also be referred to as "good corporate citizenship" and can involve incurring short-term costs that do not provide an immediate financial benefit, but instead promote positive social and environmental change.

CREW WELFARE

Crew welfare is an important priority for CLIA cruise lines. The cruise industry's priority for its workforce is their welfare. Staff development and retention are also of great importance as a motivated crew is essential to ensure the continued success of cruising.

All ships are regularly inspected both by their flag state and at any time by the port authorities in the destinations they visit, to ensure ships meet international labour, safety, security and environmental requirements.

A Rewarding
Employee
Experience



Employee
Protections already
in place



Specialised
Training



Employing World
Class Crew

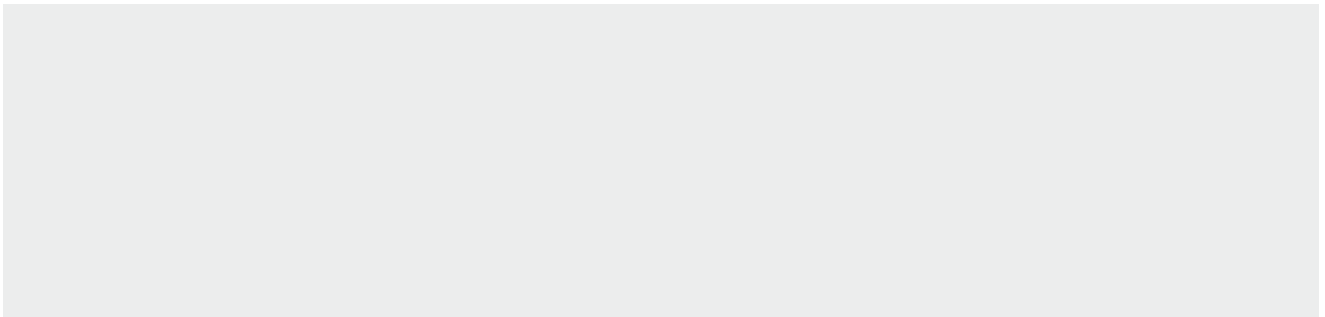


ACCESSIBILITY PRACTICES

The cruise industry has long been proactive in accommodating passengers with disabilities and has worked closely with the IMO to develop international standards for the design and operation of passenger ships.

Cruise ships have long been identified as a leader in providing an accessible travel option.

Many cruise lines offer a variety of accessibility features including:
(List some of the features)



ECONOMIC IMPACT

We will not focus on Economic Impact during this course, however the Economic Impact Reports prepared by CLIA for your country or region are a great 'go-to' to demonstrate the positive impact the cruise industry is able to deliver to local economies.

These also support the lobbying for port infrastructure. If local governments can understand the great economic benefits that cruising brings to each region, they are more likely to support the cruise industries efforts.



WORLD OCEAN COUNCIL (WOC)



The International Business Alliance
for Corporate Ocean Responsibility

In 2016, CLIA partnered with the World Ocean Council (WOC), an international business leadership alliance dedicated to Corporate Ocean Responsibility.

For years, cruise lines have implemented policies and procedures to reduce the industry's environmental impact. Many cruise lines not only meet but exceed environmental regulatory requirements.

The World Ocean Council is an international industry platform that creates the opportunity for CLIA Cruise Lines to collaborate with like-minded peers from other sectors in tackling the shared sustainability challenges affecting the future of the ocean and our businesses.

MERCY SHIPS

Mercy Ships is the charity partner of CLIA.

Mercy Ships is an international charity that provides free healthcare to people in developing countries aboard the world's largest civilian hospital ship, the Africa Mercy. CLIA is extremely proud to support Mercy Ships and the incredible work the organisation undertakes.

For further training on Mercy Ships and how you and your agency can get involved, please access the Mercy Ship Training Module in the CLIA Learning Academy.





Remember with the right information, you'll be able to respond to your customers with confidence whenever the need arises.

By understanding how highly regulated the cruise sector is, and the many layers of oversight that help ensure its safe operation, you'll be better able to inform your clients and address any of their concerns.

