



# AGENT GUIDE TO SUSTAINABILITY





# WELCOME

Hello and welcome to CLIA's first Agent Guide To Sustainability.

No single industry relies more on the splendour of our planet's oceans and seas, or the pristine beauty of the world's harbours and seaside communities, than the cruise industry. As a result there are few other industries that have invested so much time, resources and energy into protecting our oceans and destinations.

Through this booklet, we hope to give you an overview of the detailed work being undertaken by the global cruise industry, as we strive to maintain clean oceans and beaches now, and for future generations.

Very best,



**ANDY HARMER**

SVP Membership & Director  
CLIA UK & Ireland

[cruiseexperts.org](https://cruiseexperts.org)

# SUSTAINABILITY INVESTMENT AND INNOVATION

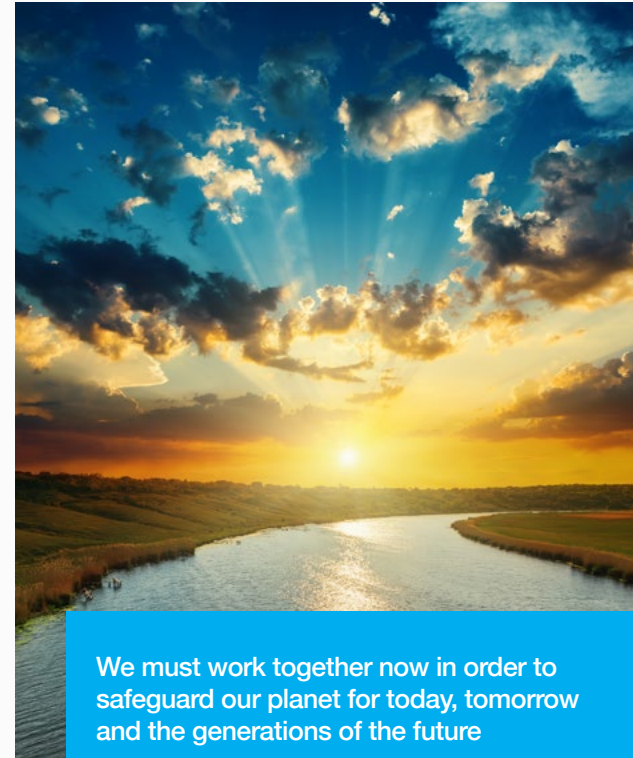
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Making a true commitment to preserve and protect the environment is not only fundamental to the success of the cruise industry, it's also the right thing to do.

Cruise ships represent less than 1% of the global shipping fleet, however, we strive to lead the way when it comes to sustainability investment and innovation.

The cruise industry takes sustainable tourism seriously by constantly looking at ways to protect our planet's oceans and communities, plus leading the way in recycling, new technology and new fuels.

CLIA is enthusiastically and proactively partnering with organisations to find solutions that ensure destinations are strengthened and preserved, and the health of our oceans are protected.



We must work together now in order to safeguard our planet for today, tomorrow and the generations of the future



# WHAT ARE WE DOING?

Work is already well underway, both from individual cruise line members and from CLIA as a global organisation. In many areas, the cruise industry is already leading the way. For example, cruise lines' advanced waste water-treatment systems produce cleaner water than the systems in most coastal cities in the USA.

CLIA and the global cruise industry has three main focus points for its environmental work:



We are fully committed to meeting IMO emission goals to improve air quality through improved fuel standards, emission control requirements and engine technology.

We are likewise committed to achieving IMO's goals for the reduction of Greenhouse Gasses from global shipping



Invest in new technologies and designs to transform the global modern fleet's efficiency and performance



Collaborate with leading national and international organisations to advance and enhance sustainability efforts



## Did you know?

Condensation from air-conditioning units is often reclaimed and reused to wash the decks on CLIA cruise line members' ships, saving more than 22 million gallons of water every year



# RECYCLE, REUSE AND REDUCE

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Cruise ships boast some of the most innovative recycling and reusing strategies in the world.

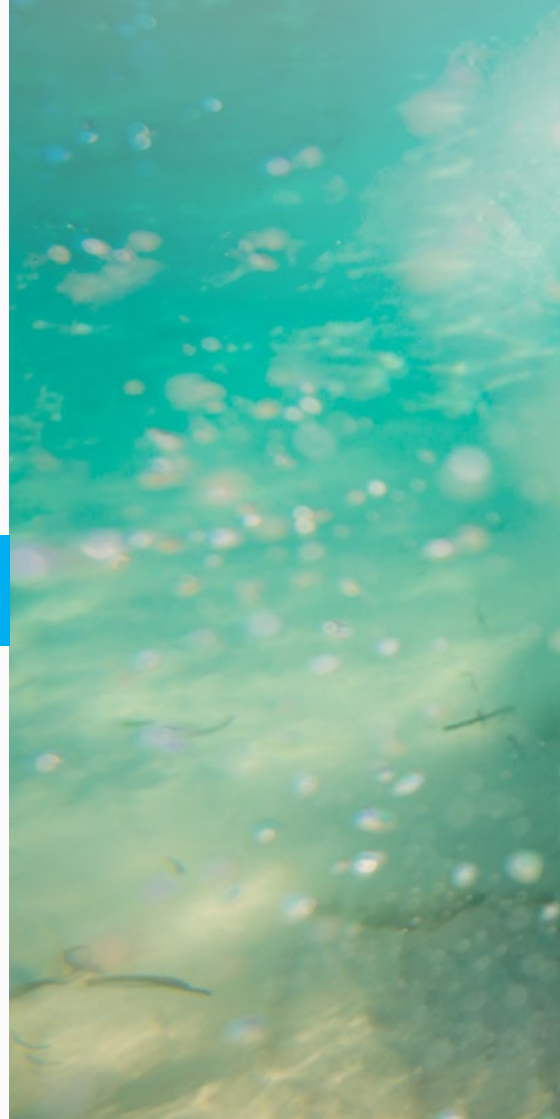
This means that the industry recycles more than 80,000 tons of plastic, aluminium and glass every year. Some ships recycle or reuse almost 100% of waste generated onboard, through recycling, donating and converting waste into energy.



## Did you know?

Many cruise ships recycle 60% more waste per person than the average person does on land\*

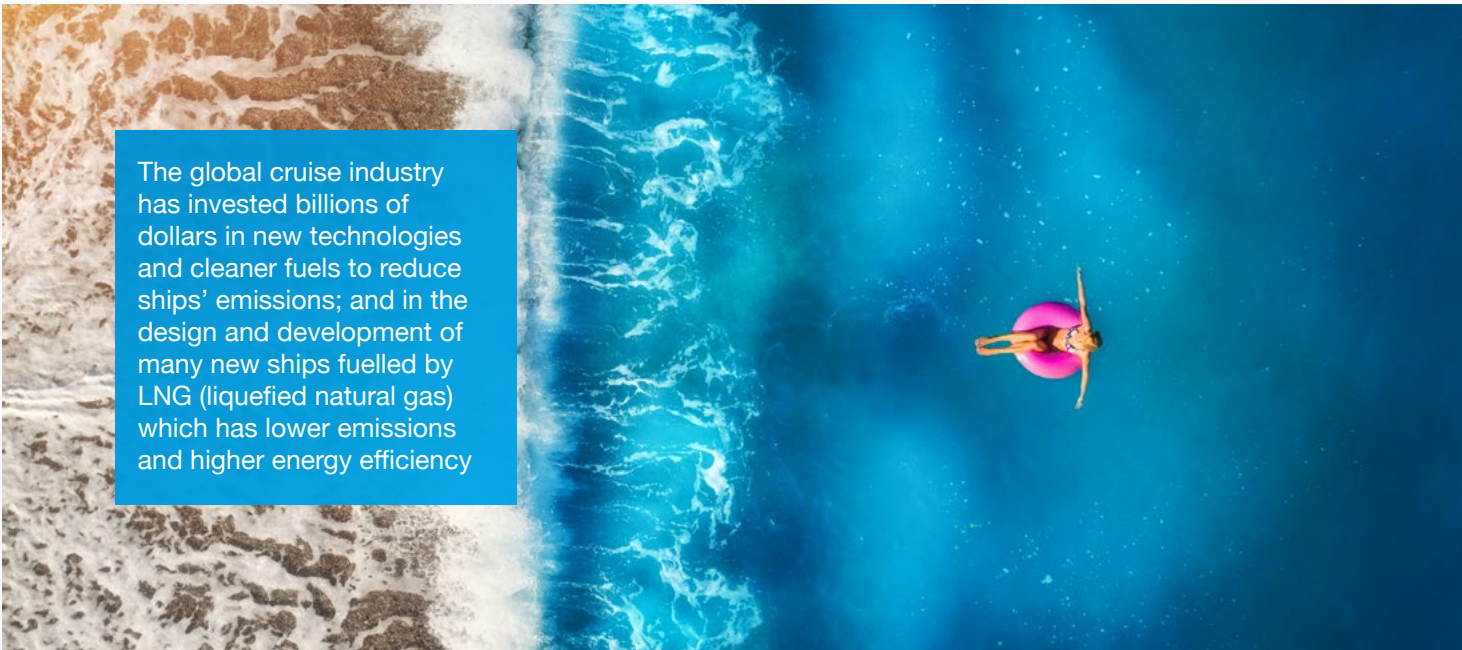
\*based on an American study





## *CLEANER FUELS AND REDUCED EMISSIONS*

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An aerial photograph of a beach and ocean. The left side shows a sandy beach with some rocks and waves crashing onto the shore. The right side shows the deep blue ocean with a person floating on a pink inflatable ring. A blue rectangular box is overlaid on the left side of the image, containing white text.

The global cruise industry has invested billions of dollars in new technologies and cleaner fuels to reduce ships' emissions; and in the design and development of many new ships fuelled by LNG (liquefied natural gas) which has lower emissions and higher energy efficiency





Several of the largest international cruise companies, have multiple orders for LNG-fuelled ships over the next few years



CLIA is working closely with the International Maritime Organisation to develop mandatory measures for a 30% improvement in efficiency for new ships by 2025



Cruise ships use LED lighting which lasts 25 times longer, uses 80% less energy and generates 50% less heat than incandescent bulbs



Solar panels are installed onboard cruise ships to provide emission-free energy, and windows are tinted onboard to keep interiors cooler, reducing the need for air-conditioning

# WORKING TOGETHER

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CLIA and its cruise lines have joined with global organisations on environmental and sustainability issues



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CLIA joined the World Ocean Council in early 2016, this is a global multi-industry alliance dedicated to ocean corporate responsibility



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CLIA cruise lines partnered with the US National Park Service to develop a whale-mapping programme in Alaska's Glacier Bay



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CLIA is partnering with WTTC (World Travel and Tourism Council) to deliver a series of workshops and events on Destination Stewardship



united  
for  
wildlife



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In 2016, CLIA signed the 'United for Wildlife' declaration committed to the elimination of routes exploited by illegal wildlife traffickers

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CLIA is liaising with ports across the globe to combat concerns surrounding over-tourism and to plan long-term solutions







## *DESTINATION SUSTAINABILITY*

Cruise ships are one of the more high-profile and easy-to-target flashpoints when destination sustainability is discussed, due to their size and visibility.

However the cruise industry is only a small part of this; a challenge which is facing the entire tourism sector is facing, as more people are taking more holidays but still want to be a large part of the solution.

Through CLIA, the cruise industry is already liaising with national governments and local and port authorities in key destinations which have been highlighted.

The wider tourism industry recognises that overcrowding in some places is something that needs tackling, and that it needs to be done in a sustainable and responsible way, in collaboration with local stakeholders.

### **i** Did you know?

CLIA is already working with local politicians in Dubrovnik on their “Respect the City” programme, and as a result CLIA cruise lines have made scheduling adjustments that will help relieve congestion at the Old Town’s Pile Gate



### **CLIA Cruise Podcast**

In Episode one of the new CLIA Cruise Podcast we discuss with Mato Franković the Mayor of Dubrovnik how to tackle sustainability issues and the future of cruising

## WHAT CAN YOU DO TO HELP?



Talk to your customers about the important work being done by CLIA and the global cruise industry to protect the Earth's oceans and destinations.

There are regular beach cleans taking place throughout the year, sign up for one in your area, or how about bringing together a team and kick-starting something on your local beach if there isn't one in place already?

Review your conservation and recycling efforts and take a few simple steps to try and improve. These steps may include using a refillable water bottle, avoiding plastic straws in your cocktail and single-use plastic bags when shopping. If we all make these small changes, the level of plastic pollution will decrease substantially

Stay in the know by downloading the CLIA Cruise Podcast, featuring latest trends, cruise industry news and updates on sustainability initiatives. By keeping up to date on the work the industry is doing, it will be even easier to answer any questions your customers may have on any issues in this area



## WHAT CAN CRUISE CUSTOMERS DO?



The cruise industry actively encourages guests to join numerous onboard resource conservation programmes. These include reminders to not send towels to be laundered every day and to use recycling points throughout ships



Support cruise lines' bid to eliminate the use of single-use plastics. Both river cruise and ocean cruise companies have pledged to dramatically reduce, or even ban, the use of plastic items such as straws, food packaging and water bottles



Many cruise lines have set up foundations to help specific environmental projects in different destinations all over the world, which customers can donate to



To find out more about CLIA Cruise Lines' sustainability and innovations visit [cruiseexperts.org](https://cruiseexperts.org)

