

Press Contact

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MEDIA RELEASE

A-ROSA sets course for a sustainable future

Company presents sustainability project with Fraunhofer Institute for Systems and Innovation Research (ISI) and Karlsruhe Institute of Technology

Rostock, 30 November 2022 – In spring 2022, A-ROSA River Cruises established its Sustainability Department, headed by Sustainability Manager Sandra Wendland. The team's first major project is the development of a holistic and long-term sustainability strategy for the company. This is being done in cooperation with experts from the Fraunhofer Institute for Systems and Innovation Research (ISI) and the Chair of Innovation and Technology Management at the Karlsruhe Institute of Technology (KIT). A-ROSA now presents the experts and their approach to this forward-looking project in a video (www.arosa-cruises.com/sustainability).

The project, which has been running for half a year, is structured into three work packages. First of all, an extensive assessment of the present situation of A-ROSA is done. Methods such as stakeholder and environment analyses required in-depth interviews with external and internal stakeholders as well as thorough literature research. At the moment, the calculation of A-ROSA's sustainability footprint, which primarily considers environmental aspects of the company, is in full swing. Also enormously important for a holistic sustainable future, however, are the social and economic dimensions. This is why, in addition to already known findings, an internal employee survey is currently conducted, both ashore and on board. As soon as all the necessary results are gathered, the A-ROSA "Steering Group Sustainability" will develop a roadmap for the company's sustainable future – together with the scientific partners from Karlsruhe. This roadmap will initially run until 2030 and set clearly defined goals and measures to achieve those. "The developed sustainability strategy must be transparent as well as future-proof. So the regular exchange and clear understanding of our product are particularly important in this project," explains Sustainability Manager Sandra Wendland. A-ROSA plans to present the finalised roadmap in mid-2023.

To ensure that the developed sustainability strategy is successful, its implementation will be closely monitored through a management tool. This monitoring will continue to be supported by the Fraunhofer ISI and KIT.

The now published video illustrates this ambitious sustainability project of A-ROSA in a detailed and easily understandable way. The external project partners explain methodology as well as the background of the work packages. The video also includes footage of a joint visit by the A-ROSA sustainability department and the Fraunhofer ISI and KIT aboard one of the A-ROSA premium ships.

More information on the project and the video can be found here:
www.arosa-cruises.com/sustainability

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NOTES TO EDITORS:**About A-ROSA**

A-ROSA is a premium, European, river cruise company, which was established in 2000 as a subsidiary of P&O Princess Cruises and is currently owned by UK-based Duke Street, CEO Jörg Eichler, and COO Markus Zoepke. The river cruise line's thirteen vessels explore a wide variety of destinations on the Danube, Rhine/Main/Moselle, Seine, Rhône/Saône and Douro, offering city and nature tours as well as curated themed itineraries. In June 2022 the E-Motion Ship A-ROSA SENA entered service on the Rhine. Its truly innovative concept earned the 1. Place at the 2022 German Awards for Sustainability Projects in the category "Service – Transportation".

Providing exceptional choice and flexibility, voyages range from 4 to 16 nights, making it the perfect choice for guests seeking short breaks, as an add-on to any European holiday, and for river cruise enthusiasts looking for comprehensive itineraries. A-ROSA's vessels offer outdoor BBQ, bars, lounges and restaurants in a relaxed environment, contemporary and spacious outside cabins with a combination of windows and Juliet balconies and luxurious balcony suites, complete with on board pool or whirlpool, board shop, beauty & massage centre, gym, panorama sauna and relaxation area and outdoor features such as putting green, shuffleboard and giant chess.

For further information on A-ROSA river cruises, please visit www.arosa-cruises.com/au. Agents can also contact aunz.sales@a-rosa.com for more information. Accompanying press material can be found at www.arosa-cruises.com/press.

Captions

Sustainability-Project_c_A-ROSA.jpg

A visualisation of the A-ROSA sustainability project. Photo: A-ROSA River Cruises

Project-Group_A-ROSA_Fraunhofer-ISI_KIT_c_A-ROSA

The Fraunhofer ISI and KIT aboard A-ROSA – joined by the company's sustainability department.
Photo: A-ROSA River Cruises

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