

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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**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

Part of the project group of Fraunhofer ISI and KIT for on-site research on board A-ROSA: (from left to right) Tamara Huber (Karlsruhe Institute of Technology), Cynthia Hoppe (A-ROSA Flussschiff GmbH), Sandra Wendland (A-ROSA Flussschiff GmbH), Dr. Jonathan Köhler (Fraunhofer ISI), Dr. Malte Busch (Joint Innovation Hub – Fraunhofer ISI). Photo: A-ROSA River Cruises

About A-ROSA

A-ROSA is the creator of cruises with a difference that take in cities, towns and countryside along Europe's most beautiful rivers: Danube, Douro, Rhine/Main/Moselle, Rhône/Saône and Seine. The current fleet is made up of 13 ships, all of which combine the amenities of a hotel with the benefits of a cruise. On board, Premium all inclusive rate guests can enjoy varied buffets, high-quality drinks and access to the SPA-ROSA, which features a sauna, massage room and gym. The ships dock in central locations, close to the heart of European metropolises, renowned historical sites and famous cultural and natural attractions – providing unforgettable experiences. To ensure that the cruise is a hit with the whole family, there are generously sized cabins, a Kids Club and heated outdoor pools, as well as a programme to suit every guest's needs. What's more, children aged 15 and under travel free. 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". A-ROSA Flussschiff GmbH is headquartered in Rostock/Germany and has sales offices in the UK and Australia.

Further information about the company as well as accompanying press material can be found at www.arosa-cruises.com/press