



ROYAL CARIBBEAN CRUISES LTD.





A Partnership Launched in Donsol

In January 2016, in Donsol, the Philippines, WWF and Royal Caribbean announced a new partnership to conserve the oceans.

For both organizations, the remote coastal town of Donsol was a meaningful place for the launch. WWF has worked with local communities and government there for almost two decades to develop their successful whale shark tourism sustainably. Royal Caribbean employs 17,111 Filipino crew members, and wanted to create a personal connection between the crew and the new partnership. Donsol is also emblematic of the partnership's vision of reframing tourism in a way that protects livelihoods and the oceans. Learn more about Donsol on [page 3](#).



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Introduction

Our oceans face threats from pollution, unsustainable fishing, and climate change. According to World Wildlife Fund's (WWF) *Living Planet Report*, in the last four decades populations of some marine mammals, birds, reptiles, and fish have declined on average by more than a third. If we are going to reverse the downward trends, we must take bold steps and forge innovative partnerships to help repair, restore, and protect our oceans.

WWF and Royal Caribbean Cruises Ltd. launched a five-year partnership across its three wholly owned brands—Royal Caribbean International, Celebrity Cruises, and Azamara Club Cruises—in January 2016 to help ensure the long-term health of our oceans. Through our partnership, Royal Caribbean will set and achieve ambitious, measurable sustainability targets to reduce the company's environmental footprint; support WWF's oceans conservation work; and raise awareness among Royal Caribbean's more than 5 million passengers worldwide about the importance of ocean conservation.

As we mark the one-year anniversary of our partnership, we are pleased to share our progress toward achieving our first set of 2020 goals. Throughout this year, WWF and Royal Caribbean have been laying the groundwork across our priority areas, including sustainable seafood and other key commodities, destination stewardship, and emissions reductions. The strength of our partnership has also provided opportunities to join in the fight against wildlife crime through our ongoing guest education program.

At the heart of our partnership is the belief that we can achieve more together than alone. We look forward to sharing stories of our journey together.

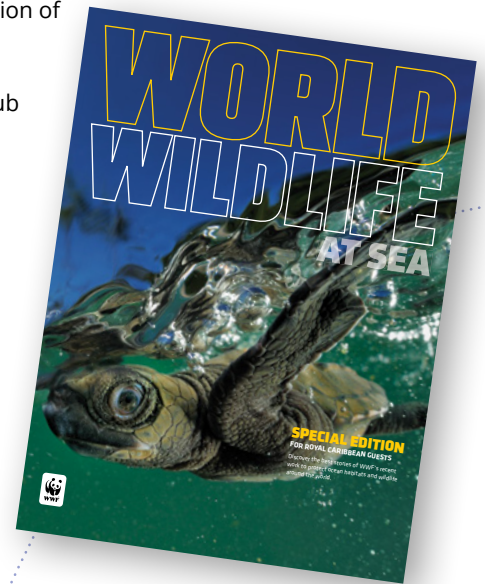


Educating Travelers

Working together to achieve ambitious sustainability targets is only one part of ensuring the long-term health of the oceans. To make a lasting difference, we need to create opportunities for others to join our efforts. Through our partnership, we are engaging Royal Caribbean's 5 million guests and 64,000 crew members in participating in the protection of our oceans and marine wildlife.

Across Royal Caribbean International, Celebrity Cruises, and Azamara Club Cruises—Royal Caribbean's largest brands—the partnership is educating guests about the importance of ocean conservation and what they can do to contribute during their cruise and after. Educational materials include WWF conservation-themed television content that plays in guest staterooms, distribution of a special edition of the WWF magazine, and ocean-conservation themed children's programming. This past year, our partnership has also developed ocean-themed activities such as fund- and awareness-raising walks for sea turtle conservation, a WWF speaker series on Azamara, and symbolic species adoptions and signature t-shirts that benefit WWF.

As guests sail from port to port, it is our hope that we inspire them to be engaged in the cause of conservation long after their vacations end.

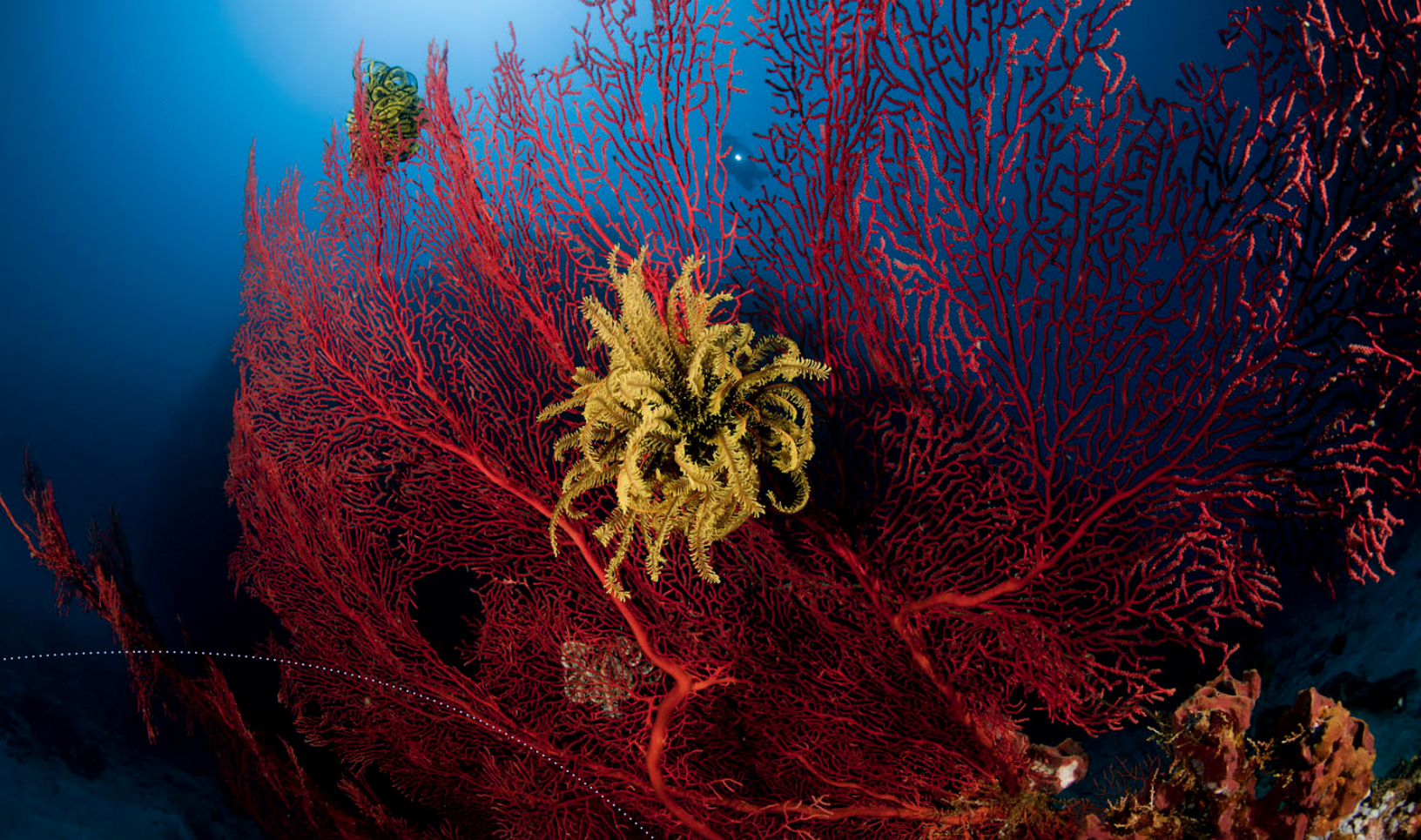


Fighting Wildlife Crime

In April 2016, WWF and Royal Caribbean—alongside other major US companies, trade associations, and NGOs—met at the White House to discuss over a dozen new corporate commitments to help combat wildlife trafficking. The meeting was a long time coming. In 2013, President Obama issued the first-ever Executive Order on Combatting Wildlife Trafficking. The result was a national strategy that not only called for the US to adopt a whole-of-government approach to fighting wildlife trafficking and work with NGOs; it also called for collaboration with private-sector companies to educate consumers, remove illegal wildlife products from supply chains, and reduce demand for these products.

Royal Caribbean joined the cause by committing to build awareness of wildlife crime and influence buying behavior through the education of its crew members and guests. WWF and Royal Caribbean understand that travelers purchase and bring home souvenirs while visiting distant ports. Inadvertently, these travelers may purchase trinkets made of ivory or turtle shell, purses made of pangolin or caiman leather, or other souvenirs that fuel this deadly and illegal trade.

One of the most powerful tools for addressing illegal and unsustainable wildlife trade is persuading consumers to make informed choices. Through our partnership, we have developed



educational content about making smart buying decisions while at port. We plan to build upon this initial content in coming years by developing specialized onboard guest guides and trainings for the crew.

Royal Caribbean is leading the travel and tourism industry with this commitment. Since that initial meeting at the White House, the industry associations Adventure Travel Trade Association (ATTA), American Society for Travel Agents (ASTA), and the Cruise Line International Association (CLIA) have committed to help travelers recognize and avoid purchasing illegal wildlife products, employing a “Know Before You Go” toolkit that includes best practices from our partnership. It is our hope that it can become a model for other businesses and industries on how to reduce the demand for wildlife crime products.

Spotlight on the Coral Triangle

The Coral Triangle is a marine area in the western Pacific Ocean made up of the waters of six nations, including the Philippines. This pristine area is home to 76% of the world’s coral species, and its natural resources help sustain 120 million people across the region. Within the triangle, Donsol sits at the tip of Luzon, one of over 7,000 islands that make up the Philippines. Donsol has in recent years enjoyed a boost in its economy driven by an uptick in ecotourism—up to 25,000 tourists visit the area annually to view the whale sharks, the world’s largest fish. And as the ecotourism boom has continued, social, economic, and environmental challenges have emerged.



Sustainable tourism is essential to maintaining the ongoing health of the area's resource base. As marine tourism continues to expand in this region and around the world, coastal ecosystems and wildlife become increasingly vulnerable to excessive use of natural resources. With better planning and practices, advances in ecotourism can help safeguard wildlife and provide a boost to local economies. This is one reason the WWF-Royal Caribbean partnership is so significant. Without our collaborative efforts, this biodiversity-rich region and the whale shark population—Donsol's top tourist attraction—could be at stake.

As a global travel and hospitality company, Royal Caribbean is investing in Donsol. Through funding and support, Royal Caribbean is working closely with WWF to develop a holistic approach that improves and increases whale shark conservation, sustainable tourism, and community development within the Donsol region. Through our partnership, not only is Royal Caribbean advancing their own operations and educating guests on board their cruise ships, but collectively we are empowering local communities like Donsol to engage in more sustainable tourism through protection of natural assets—an investment that is making a difference in the long-term health of our oceans and the people and wildlife who rely on them.

Deep Dive on Emissions

At the heart of our partnership is a set of ambitious and measurable targets to reduce Royal Caribbean's environmental footprint. Together, we're tackling issues from sustainable sourcing practices to promoting more sustainable tour operations and destinations.

A key aspect of our work together is to reduce the company's impact on the climate. The ocean and global climate are intrinsically interconnected. The ocean is a store of energy that is responding to decades of increased carbon emissions from burned fossil fuels entering the atmosphere. As the ocean energy builds it has to be released. More and more, that happens in the form of extreme weather and sea level rise, which pose significant threats to human lives and infrastructure—especially in vulnerable and densely populated coastal areas.

The 2016 Paris Agreement, the first truly global agreement to curb climate change, aims to keep global warming to well below 2°C, or even 1.5°C, in an effort to mitigate the potentially catastrophic effects of climate change. While approximately 80% of the world's 500 largest companies are joining the effort by setting targets to reduce emissions, those targets are often not ambitious enough to limit global warming to the internationally agreed 2°C.

Building on its 2015 climate goals, and working with WWF and the energy consultancy Ecofys, Royal Caribbean developed a new science-based target for 2020: to reduce the greenhouse gas intensity of its operations by 35% from their 2005 baseline. The company not only established its own peer-reviewed, science-based target, but also a public methodology that can be used by industry peers.

WWF and Royal Caribbean are acting to reduce Royal Caribbean's carbon emissions so that we are one step closer to avoiding the most severe consequences of climate change. By working together, we hope to encourage other industry players to make similar strides towards increased climate protection.



Looking Ahead

As we embark on another year of collaboration, WWF and Royal Caribbean remain committed to producing meaningful change and modeling leadership and action for others in the travel and hospitality industry. We anticipate progress in the year ahead, particularly around the sustainability of seafood and tourism.

Sustainable seafood—a first in the cruise industry

While all ocean fish populations play an important role in a complex food web, many species also feed billions of people and support millions of jobs and countless coastal economies. Whether wild-caught or farmed (what's known as aquaculture), seafood needs to be sustainably harvested and responsibly processed. As the world marks the 20th anniversary of the sustainable seafood movement, WWF and Royal Caribbean are working together on a cruise industry first.

One of the most transparent ways to ensure seafood comes from a sustainable source is to make sure it is certified by an organization like the Marine Stewardship Council (MSC) or the Aquaculture Stewardship Council (ASC).



In August 2016, Royal Caribbean committed to significantly increase sourcing of MSC- and ASC-certified seafood and secure MSC and ASC chain of custody certification, which means restaurants onboard all Royal Caribbean ships will be able to guarantee diners that seafood labeled as MSC or ASC is available for guests and fully traceable to a certified fishery or farm. This type of certification and labeling represents an industry-leading commitment.

Sustainable tourism—a focus on certification

The ocean is the focal point of any cruise, but travelers also spend considerable time in ports, interacting with local communities and enjoying the local natural resources, often through a variety of tour offerings. In 2016, Royal Caribbean committed to increasing the sustainability of those tour offerings through the certification framework of the Global Sustainable Tourism Council (GSTC), the world's leading standard-setting body for sustainability in tourism. By the end of 2018, Royal Caribbean will begin preferential purchasing of tours—when quality, price, and availability are equal—from tour operators that are GSTC certified, or progressing toward GSTC certification.

GSTC provides the guiding principles necessary to protecting and sustaining the world's natural and cultural resources, while ensuring tourism meets its potential as a tool for conservation and poverty alleviation. Through 2020, the partnership will support efforts to educate tour operators about the GSTC certification process, and will fund sustainability assessments in select Royal Caribbean destinations. Both the certification of tour operators and assessments of destinations will focus on sustainability of economic, social, environmental, and cultural practices. Royal Caribbean is the first global travel company to adopt preferential purchasing from GSTC-certified operators.

In addition, throughout the coming year we'll join in celebrating the UN World Tourism Organization's International Year of Sustainable Tourism for Development.

Conclusion

The long-term health of our oceans won't be secured overnight, so timelines and milestones matter. Some challenges can be met with quick, simple solutions; others require efforts that take time to yield results.

WWF and Royal Caribbean are committed to making progress—not only meeting our sustainability targets by 2020, but effectively catalyzing change that goes beyond our two organizations. By inspiring industry and travelers alike to join us in ensuring the health of the oceans, WWF and Royal Caribbean have a unique opportunity to engender critically needed change.



Restore and Protect Sustainability at Sea

The foundation for the World Wildlife Fund (WWF) and Royal Caribbean Cruises Ltd. (RCL) partnership rests on achieving key sustainability targets that will reduce the company's environmental footprint. Building on Royal Caribbean's Save the Waves program, we will work towards achieving these targets by 2020.*

More than
30% of the world's
fisheries are
overfished.

Emissions Reductions

- Reduce greenhouse gas emissions 35% below 2005 levels.

Science-based commitments by companies can help keep global warming to well below

2°C

Sustainable Tourism

- RCL endorses the Global Sustainable Tourism Council (GSTC) standards and its certification framework for sustainable tourism.

Destination Stewardship

- Support up to three WWF ocean tourism and coastal conservation projects per year.
- Support GSTC destination assessment in two destinations and create plans to certify RCL's private destinations.

Tour Operations

- RCL will give preference to GSTC-certified tour operators when feasible.

Sustainable Seafood



- Source 90% of wild-caught seafood from MSC-certified fisheries, and 75% of farmed seafood from ASC-certified farms in North America and Europe. Both targets include fisheries and farms in process towards certification.
- Obtain chain-of-custody certification for MSC and ASC to ensure that seafood is traceable from fishery and farm to table.

80%

of all tourism
takes place in
coastal areas.

1000+

tours will be
offered by GSTC-
certified tour
operators.



9 billion



The world's population will reach 9 billion by the year 2050, and the demand for food will double.

Sustainable Sourcing

- Develop strategies to improve sustainable sourcing practices on the commodities with the highest environmental impact.

*This infographic is a snapshot of the targets and milestones. For details, visit: <http://www.worldwildlife.org/partnerships/royal-caribbean-cruises-ltd>
MSC = Marine Stewardship Council
ASC = Aquaculture Stewardship Council



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