



# Royal Caribbean Cruises Ltd.

## Safety, Environment and Health

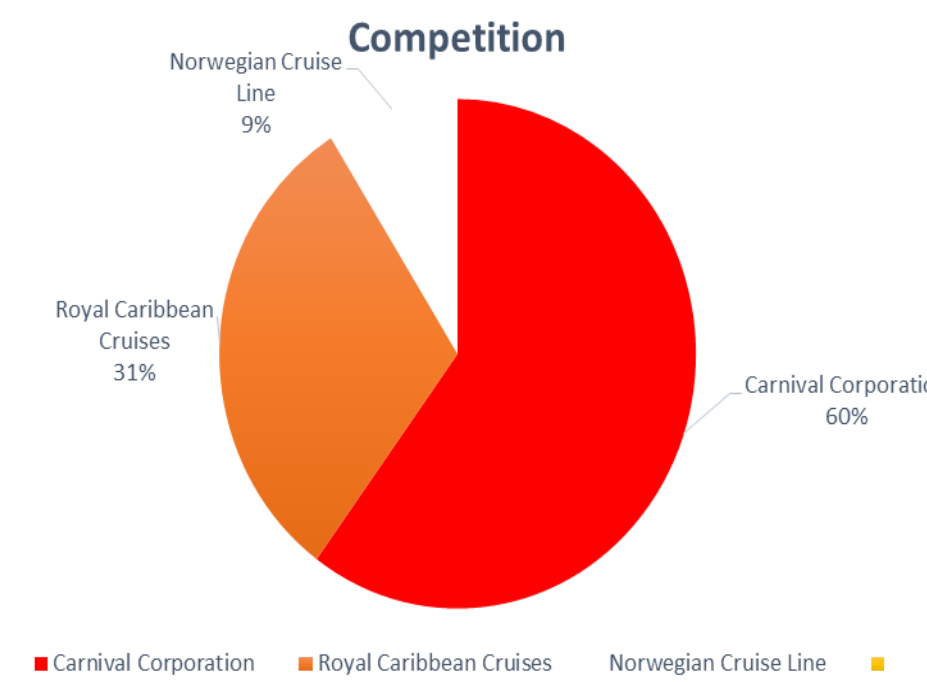
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### SAFETY

After several incidents occurred in 2012 and 2013 involving cruise ships, the cruise industry's reputation was damaged. This was a costly time for various cruise companies because they all had to reimburse people who had bad experiences and also wanted to make sure people felt secure about going on a future cruise. This was an opportunity for cruise companies to take safety and security on ships to a new level.

### ABSTRACT

Royal Caribbean Cruises Ltd. (RCL) is a Norwegian/ American global cruise company formed in 1997. As the world's second largest cruise company, RCL has six subsidiaries including major cruise lines such as Royal Caribbean International and Celebrity Cruises. In 2013 alone, RCL welcomed over 5 million guests on cruises which visited over 460 ports of call around the world. Currently, Royal Caribbean Ltd. has employed about 62,000 people worldwide with revenues approaching \$8 billion. Their six brands were differentiated from each other based on their geographic regions of operation and the sizes/ price points of their cruise ships. The case study delves into the safety, environment, and health guidelines as well as past and current charges against Royal Caribbean Ltd. This poster will portray various graphs and information supporting the operational process regarding the health and safety challenges that occur on a daily basis throughout the Royal Caribbean Ltd. cruise ships.



### ENVIRONMENTAL



In 1998, Royal Caribbean pled guilty to illegal dumping practices, and was sentenced to five years' probation and a \$9 million dollar fine. In 1999, Royal Caribbean plead guilty to 21 counts of polluting and was fined \$18 million dollars. As you can see, Royal Caribbean needed a major change and fast. They will now ensure that environmental stewardship is practiced at all times.

### Principles of Safety and Security

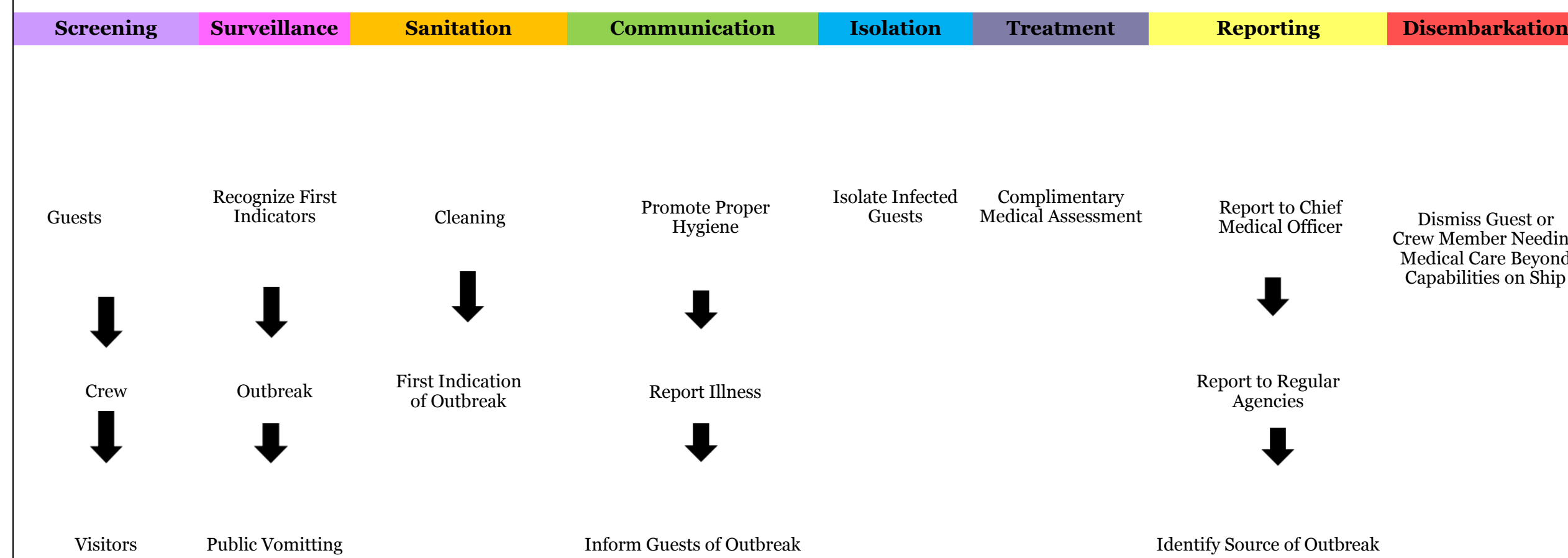
<b>Culture</b>	We maintain a corporate policy that emphasizes the Safety of Life and Safety of the Ship and sustain a company-wide culture where the prevention of safety and security incidents is a way of life.
<b>Commitment</b>	We select personnel for safety and security activities who are knowledgeable and committed and then provide them with training and resources to fulfill their duties.
<b>Compliance</b>	We meet or exceed applicable regulations and voluntary standards and strive to be Above and Beyond Compliance in our shipboard and shore side safety and security operations.
<b>Care</b>	We maintain an effective preparedness and response capability that includes care of those affected by incidents.
<b>Continuous Improve</b>	We implement safety and security practices and programs that promote the Company's commitment to continuously improve.

### HEALTH

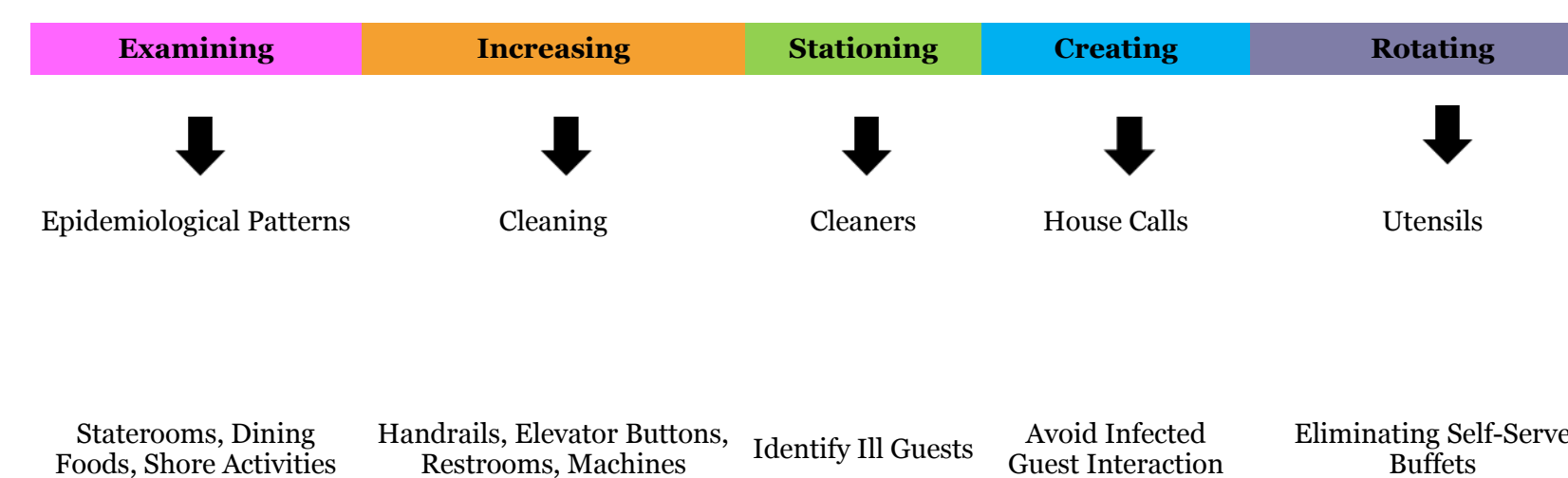
#### Prior to Hire:

- Crew Receives Medical Evaluation
- RCL Partnered with Medical Evaluation Providers in 30 Countries
- Crew Members Receive Medical Check-Up Every 24 Months
- Health Fairs in Miami Each Year: Health Tests & Health Education
- 90% of Ship-Board Employees Participate at Health Fairs

#### Level 1 - Outbreak Prevention



#### Level 2 - Halting Spread of Illness



### Principles of Environmental Stewardship

<b>Culture</b>	We strive to use natural resources efficiently and responsibly with particular emphasis on reducing our air emissions including: NO <sub>x</sub> , So <sub>x</sub> , CO <sub>2</sub> and other greenhouse gases. We consider environmental issues in design and development projects.
<b>Commitment</b>	We reduce, reuse and recycle, as much as possible and practical. We seek to purchase goods which have a content of recycled material without sacrificing efficiency and quality. We encourage vendors and suppliers to make a commitment to the environment and to provide us with greener products and services.
<b>Compliance</b>	We meet or exceed applicable regulations and voluntary standards and strive to be Above and Beyond Compliance in our shipboard and shore-side operations.
<b>Continuous Improvement</b>	We establish environment objectives that challenge the Company to continuously improve environmental stewardship.
<b>Collaboration</b>	We promote stewardship of the marine environment through internal; and external initiatives such as <b>Save the Waves®</b> and <b>The Ocean Fund<sup>SM</sup></b> . We communicate our environmental commitment to the public and ask our guests to join us in respecting the environment.