



Message To Carnival UK Stakeholders

The cruise industry has seen extraordinary growth over recent years, establishing itself as a mainstream holiday choice initially in North America and now increasingly in Europe, particularly in the UK.

In fact, I believe the industry's centre of gravity has made a significant shift across the Atlantic with the focus of the major companies now firmly settled on Europe.

Of the cruise capacity marketed in North America, European destinations accounted for more than 27% in 2009 compared to less than 20% in 2005. This switch has not only meant more North Americans cruising in Europe, but also an upsurge in the number of Europeans choosing cruise holidays. In 2009, the total reached 4.9m, which compares with just 3.1m in 2005 and reflects double digit growth in four out of the last five years.

More than 3.7m of the 4.9m Europeans in 2009 cruised either in the Mediterranean or in Northern Europe and, overall, nearly 5m passengers will have embarked on a cruise in a European port that year.

Within the 4.9m, 1.53m were from the UK, Europe's largest source market for cruise passengers. After double digit growth in each of 2006, 2007 and 2008, the UK total was up by a more modest 3.8% in 2009 but expects double that rate of growth in 2010.

The impact of these passengers and the broader aspects of operating cruises in Europe and elsewhere on UK and European economies is detailed within this report but I would highlight one statistic – direct spending by the cruise industry in Europe reached €14.2bn in 2008, representing a 71% increase over three years (2009 figures will be reported later in 2010).

The figures just for the UK are equally impressive and, although the global economic crisis took hold in the second half of 2008 and continued through 2009, the signs are that cruising has proved more resilient than other tourism and leisure sectors and that its growth will continue unabated.

But, with rapid and substantial growth comes increased responsibility for the industry to ensure that its impacts are generally beneficial rather than negative.

This, the first Sustainability Report published by Carnival UK, is just one part of our company's multi-faceted action-plan to meet and surpass the expectations of our various stakeholders in that regard.

As an industry, we recognise the need to balance out the actions needed to sustain an ever-increasing economic benefit for the communities affected by our operations, with that of fulfilling wider social and environmental needs.

As a company, Carnival UK is not only part of the world's largest cruise group (Carnival Corporation) but is also itself the market leader in both the UK and Europe and we recognise the need to set the agenda for building an industry that is sustainable both economically, socially and environmentally.

This is why Carnival UK became one of the founding sponsors of Tourism 2023 which has been set up to achieve just those goals for the overall tourism industry.

Although it has some unique issues, cruising shares many challenges with the broader tourism industry, especially in the environmental arena where there is increasing regulation on emissions and waste management and pressures to conserve energy.

In fact, cruise companies including Carnival UK have already invested millions of euros on trialling, installing and implementing new energy-saving, waste-management and emission-controlling systems and technology.

There is no doubt that some of this investment and commitment to preserving an environment (both the oceans and the destinations visited) on which, after all, the industry depends for its ability to present an appealing product to prospective customers – has gone largely unnoticed.

This is another reason for presenting this report which details with as much transparency as possible the level of

environmental impact caused by Carnival UK operations on land and at sea, the measures taken to lessen that impact and those planned for the future to ensure we reach the targets we have set for ourselves.

Fuel prices will inevitably rise as sulphur and other emission regulations require our ships to burn more refined, and more expensive products, so we are already slowing ships down and making them more fuel-efficient through new advanced hull coatings, improved air-conditioning controls, integrated management systems and a host of other new or developing technologies.

For new ship designs, we can also incorporate more advanced hull forms, more efficient power management and consumption and even solar panels.

Other technologies, such as sea-water scrubbers, have yet to be proven and there are issues concerning the availability and desirability of shore power for docked ships to switch to, a move which is currently being promoted by the European Union as an emissions-reducing solution.

Technical measures alone cannot deliver the reductions being demanded in the required timeframe. We are also still some way from an acceptable carbon-trading model for international shipping and, alternatively, there could be a tax on fuel to offset emissions and fund research and development.

However, it has to be achieved and as this report is designed to reflect, Carnival UK is committed at all levels to delivering a sustainable product within a sustainable industry which is sufficiently profitable. This in turn should support an expanding, well-rewarded and supported workforce and network of suppliers and to enhance significantly the economies and services of the communities its ships visit.



Carnival UK Chief Executive Officer
David Dingle

Company structure and background

Company structure

Carnival UK is part of Carnival Corporation and plc, the leading global cruise company which owns and operates 11 cruise brands. Three of these are UK, based: P&O Cruises, Cunard Line and Ocean Village Holidays, while two US-based Carnival brands, Princess Cruises and Seabourn Cruise Line (Yachts of Seabourn), are marketed in the UK and Europe by Carnival UK.

The other six Carnival brands are Carnival Cruise Lines (US-based), AIDA Cruises (Germany), Carnival Australia, Costa Cruises (Italy), Holland America Line (US) and Ibero Crueros (Spain), which, in 2009, moved from being a joint venture to a wholly Carnival, owned brand.

Unless otherwise specified, Carnival UK data in this report applies only to P&O Cruises, Cunard Line and Ocean Village Holidays operations, which account for 12% of Carnival Corporation total lower bed capacity.

Company background

Carnival Corporation and plc was formed in 2003 from a combination of Carnival Corporation and P&O Princess Cruises plc with the UK-based arm of the newly-created company becoming Carnival plc and operating under the Carnival UK branding.

In 2009, total Carnival Corporation revenues were \$13.2bn from the operation of 93 ships (up from 88 in 2008) and two Alaska tour operating companies.

Of those revenues, \$6.9m (52%) was generated in North America and \$5.1m (39%) from Europe. Net income was \$1.8bn and staff employed worldwide totalled 88,000 (up from 85,000 in 2008). Operating at an average 105.5% occupancy, the ships carried more than 8.5m passengers.

Carnival dates back to 1972 when entrepreneur Ted Arison formed Carnival Cruise Lines (CCL) as a subsidiary of American International Travel Service (AITS). Two years later he purchased CCL for \$1 and assumption of \$5m debt.



In 2009, total Carnival Corporation revenues were \$13.2bn from the operation of 93 ships and two Alaska tour operating companies.

The company grew both organically and by acquisition over the next 30 years so that by 2003, under the leadership of chairman and chief executive officer Micky Arison – it owned five brands: Costa Cruises, Cunard Line, Holland America Line, Seabourn Cruise Line and Windstar Cruises, in addition to CCL.

At the time of the merger, P&O Princess Cruises, owned and operated three brands (AIDA Cruises, Ocean Village Holidays and Swan Hellenic) in addition to P&O Cruises, P&O Cruises Australia and Princess Cruises.

With Swan Hellenic later sold and AIDA Cruises, a brand solely for German-speaking markets, Carnival UK was marketing five brands (including Cunard Line and Yachts of Seabourn) in the UK market during 2009.

In 2008, increased capacity meant that bookings for Carnival UK's five brands rose 30% over 2007 compared with a 12% growth in the overall UK cruise market. This gave Carnival UK just over 40% of the total UK cruise market, a share which it retained in 2009.

Princess Cruises carried more than 100,000 UK passengers for the first time in 2007 and increased sales again in 2009, while the three main Carnival UK brands (those headquartered in the UK) P&O Cruises, Cunard Line and Ocean Village Holidays, carried about 500,000 passengers, a third of the UK market.

In 2009, P&O Cruises, Cunard and Ocean Village ships made a combined total of 2,107 calls at 262 different ports.

P&O Cruises and Cunard have the longest histories in the industry while Ocean Village was formed in 2003 with one ship. A second was added in 2007 but a decision was made in 2008 to phase out this brand by the end of 2010, switching the two ships to P&O Cruises Australia.

In 2009 P&O Cruises, Cunard Line and Ocean Village Holidays carried about 500,000 passengers – a third of the UK market.

P&O Cruises historical highlights 1835-2009

P&O Cruises fleet 2009

Ship	Tonnage	Berths	LowerTotal
Arcadia	83,700	2,016	2,120
Artemis	45,000	1,200	1,260
Aurora	76,000	1,870	1,950
Oceana	77,000	2,016	2,272
Oriana	69,000	1,818	1,928
Ventura	115,000	3,078	3,574

Totals 465,700 11,998 13,104

2010

Azura	115,000	3,100	3,574
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(April 2010)



1835 Arthur Anderson runs a dummy advertisement in his own Shetland Journal for “cruises” around the Shetland Isles to the Faroes and Iceland.

1837 The Peninsular Steam Navigation company – owned by Anderson and Brodie McGhie Willcox – was awarded the contract to deliver the Royal Mail to the Iberian Peninsula (Spain and Portugal).

1840 Name is changed to the Peninsular and Oriental Steam Navigation Company when it wins the Royal Mail contract to Egypt.

1844 William Makepeace Thackeray is given a free cruise to Egypt which involves travel on several P&O ships. Although his review is mixed, to say the least, it brings P&O welcome publicity.

Late 1800s Orient Line (later bought by P&O in 1918) effectively established cruising as a holiday choice, with Caribbean, Mediterranean and Norwegian fjords itineraries.

1904 P&O buys the liner Rome and turns it into its first full-time cruise ship, Vectis.

1922 Orient Line resumes cruising post-World War I.

1929 P&O launches Viceroy of India, its first turbo electric-powered ship and the first to have an indoor swimming pool.

1957 Two liners – Canberra and Oriana – are ordered for the UK-Australia run and, by the time both were launched (1960/1961), P&O Cruises had created a new brand – P&O Orient Lines – for which the ships operated. This reverts to P&O Cruises just six years later.

1974 P&O Cruises buys Princess Cruises, a US West Coast brand created in 1965 by Stanley MacDonald, creating P&O Princess plc. Canberra returns from its liner, to cruise ship conversion to begin sailing from Southampton.



January 1961: The previous Oriana arrives in Sydney Harbour.



1982 Canberra, along with Cunard's QE2 and the Uganda from P&O Cruises educational cruise brand British India – were requisitioned by the British Government for the Falklands War.

1988 Princess Cruises takes over Sitmar and P&O Cruises makes the provisional decision (confirmed with an order in 1991) to build a new cruise ship, which became Oriana in 1995.

2000 P&O Cruises takes delivery of a second new ship, Aurora. In the same year P&O Princess plc demerged from P&O's other key business areas, trading as an independent company on the London and New York stock exchanges.

2002 Princess Cruises' Ocean Princess switches to P&O Cruises and is renamed Oceana.

2003 P&O Princess Cruises is merged into Carnival Corporation.

2005 A third new ship, Arcadia, joins P&O Cruises and a second Princess ship, Royal Princess, is switched and starts operating as Artemis for P&O Cruises. Adonia, which had previously been switched from Princess, rejoins its former fleet as Sea Princess.

2008 P&O Cruises first ship in excess of 100,000t, Ventura, enters service.

2009 Sale of Artemis (effective 2011) is announced with Adonia (now Royal Princess) to be switched from Princess Cruises at the same time.

In 2008 P&O Cruises first 100,000t plus ship, Ventura, enters service.



Cunard Line historical highlights 1839-2009

Cunard Line fleet 2009

Ship	Tonnage	Berths	L.Total
Queen Mary 2	151,400	2,620	3,090
Queen Victoria	90,000	1,980	2,170
Totals	241,000	4,600	5,260

On order:

Queen Elizabeth	92,000	2,092	2,170
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(October 2010)

1839 Samuel Cunard establishes the British and North American Royal Mail Steam Packet Company – known as Cunard Line – principally to carry the Royal Mail to Canada and the USA.

1881 Cunard's first steel vessel, Servia, enters service as the line's first solely passenger ship.

1906/7 Lusitania and Mauretania launched with the latter going on to hold the Blue Riband for the fastest Atlantic crossing for 22 years.

1920s/30s The heyday of transatlantic crossings with Cunard's slogan 'Getting there is half the fun!' becoming a household phrase.

1922 Laconia makes the first-ever world cruise.

1934 Queen Mary is the first merchant vessel to be launched by a member of the Royal Family – Queen Mary herself.

1939-1945 Winston Churchill remarks that the requisitioning of Cunard's Queen Mary and Queen Elizabeth as troop carriers helps shorten World War II by at least a year.

Late 1940s The two liners begin carrying film stars and other celebrities among many thousands of other business and leisure passengers on transatlantic crossings.

1949 Cunard's first ship to be built solely for cruising, Caronia (known as the Green Goddess) enters service.

1950s Cunard liners carry a third of all passengers crossing the Atlantic.



1881 Cunard's first steel vessel, Servia, enters service as the line's first solely passenger ship.



1959 First jet crosses the Atlantic, signalling a time when more passengers fly rather than sail across.

1967/1969 Launch and maiden voyage of Queen Elizabeth 2.

1971 Cunard Steamship Company taken over – after 131 years – by Trafalgar House PLC.

1976/7 Cunard Countess/Cunard Princess launched and Cunard Countess is later requisitioned – along with QE2 – for Falklands war in 1982.

1983 Cunard buys Norwegian America Cruises’ Sagafjord and Vistafjord.

1986 Cunard acquires Sea Goddess 1 and II, bringing fleet to seven ships – the largest number for 25 years.

1993 Cunard enters joint venture with Crown Cruise Line to operate Crown Dynasty, Crown Jewel, Crown Monarch.

1994 The world’s highest, rated ship, Royal Viking Sun, is bought by Cunard for \$170m.

1996 Norwegian conglomerate Kvaerner buys Trafalgar House and takes control of Cunard.

1997 The headquarters of Cunard moves from New York to Miami.

1998 A Carnival Corporation, led consortium buys Cunard for \$500m and merges it with Seabourn Cruise Line to form Cunard Line Limited.

1999 Carnival buys another 32% of Cunard to gain 100% ownership.

2000 Cunard signs final contract for France’s Chantiers de l’Atlantique to build Queen Mary 2.

2001 Pamela Conover becomes the first woman to take the Cunard helm when she is appointed President and Chief Operating Officer.

2004 Queen Mary 2 is named by Her Majesty the Queen and enters service.

2007 Another new ship, Queen Victoria – this time purpose-built for cruising – is named by Her Royal Highness The Duchess of Cornwall and enters service.



2001 Pamela Conover becomes the first woman to take the Cunard helm when she is appointed President and Chief Operating Officer.

2009 Farewell year for QE2 before ‘retired’ to Dubai

Ocean Village Holidays historical highlights 2001-2009

Ocean Village Holidays fleet 2009

Ship	Tonnage	Berths	L.Total
Ocean Village	63,500	1,578	1,813
Ocean Village 2	70,300	1,708	2,053
Totals	133,800	3,286	3,866

2001 Ocean Village Holidays management appointed.

2002 Brand launched offering ‘the cruise for people who don’t do cruises’, with no formal dress codes, set dining times or fixed seating.

Action Ashore is their programme of excursions offering an adrenaline rush (zip-wiring, canyoning, mountain-biking etc) or pure relaxation. Nearly 60% of passengers prove to be first-time cruisers and the average passenger age in the summer is in the mid-40s.



2003 Its first ship, Ocean Village, is named by Ulrika Jonsson and enters service on weekly Mediterranean cruises from Palma de Mallorca followed by winter Caribbean cruises from Barbados which are all sold as either or fly-and-stay holidays.

2005 Brand wins a variety of trade and consumer awards including the British Travel Awards both for Best Niche Cruise Line and Best Mainstream Cruise Line.

2006 More awards, including prestigious Observer and Guardian Travel Award for Best Cruise Line.

2007 Second ship, Ocean Village Two, is named by Jodie and Jemma Kidd and enters service on the same Palma and Barbados itineraries, allowing the first ship to switch to Eastern Mediterranean cruises from Crete and Caribbean cruises from Jamaica.

2008 Winner again of British Travel Awards Best Mainstream Cruise Line and also Travel Weekly’s Silver Globe Best Cruise Company (three star plus).

2009 Ocean Village 2 is switched to P&O Cruises Australia at the end of the year.



Carnival UK's policies and initiatives on sustainable tourism

In 2008 Carnival UK became one of the founding partners of Tourism 2023, a tourism initiative facilitated by the sustainable development charity Forum for the Future (founded by conservationist Jonathon Porritt). (SO5).

Supported and part-funded by the UK's Department for Environment Food and Rural Affairs (DEFRA), Tourism 2023 is a joint project to help the UK outbound travel and tourism industry plan for a sustainable future.

The other founding members included the Association of British Travel Agents (ABTA), British Airways, The Co-operative Travel, The Travel Foundation, Thomas Cook and Tui Travel. Between them, they carry 45m passengers a year. Since the foundation of the project, Sunvil and Advantage Travel Centres also joined.

Carnival UK has agreed to take forward the principles it helped shape by:

- Protecting the environment
- Developing employees
- Providing customers with mainstream sustainable products
- Ensuring that destinations benefit from tourism
- Innovating to create sustainable transport and resorts
- Developing a business which is environmentally, socially and financially sustainable.

Carnival UK has committed to working with the other members to address issues that need urgent action but which cannot be tackled by any travel organisation in isolation.

Issues identified include the need to discover and implement solutions to reduce carbon intensity and other impacts of the wider tourism industry.

The project, now led by ABTA and supported by Carnival UK, industry collaboration with governments and local communities to monitor and increase the economic benefit that tourism delivers to those destinations.

As well as sustaining those communities, such transparent benefits will make those destinations more appealing to customers.

Part of the ongoing commitment is to promote the benefits of sustainable tourism within the mainstream tourism industry so as to increase demand for it while, at the same time, acquiring new insights into what will motivate customers to take more sustainable holidays.

Carnival UK played a pivotal role in ensuring that the 2023 Tourism Vision and Strategy took into account various scenarios based on current and future developments such as climate change, resource scarcity, legislation, increased domestic demand and travel from emerging economies whilst maintaining a sense of plausibility.

Specifically, it has worked on the basis of four different scenarios:

- 1) a quota-based carbon clampdown by the Government on all UK households
- 2) an escalating oil price increasing the cost of air travel to such an extent that its traffic dwindles
- 3) a combination of climate change and wars over scarce resources making the world a more dangerous place and therefore less attractive for leisure travel

4) a booming UK economy that increases disposable incomes and the demand for overseas travel which is boosted by global political stability and growing economies

This is the first time an industry sector has come together in order to integrate a sustainable vision into its individual business plans and to work together to deliver innovative solutions to the challenges of sustainability. Carnival UK was represented on both the main advisory board and also on the steering committee.

Once it began in June 2008, these groups met frequently while the project also consulted with more than 100 experts within the travel and tourism industry.

There is nothing new about the concept of sustainability – it dates back to the Roman Empire and can be seen even during the UK's industrial revolution period when a few entrepreneurs recognised that industrialisation could destroy the communities it was meant to benefit and also damage the natural environment.

It is fitting that early examples of sustainable development (eg Port Sunlight, the village built in the 19th Century for the Lever factory workers on the Wirral) are today seen as tourism destinations and visitor attractions but, until the 1990s, sustainable development and tourism had no real links.

This is because it is only in recent years that governments have come to recognise tourism as a way to help finance the development of their countries and the need to balance economic development with the social and environmental need of the local communities and ecosystems.

Like other tourists, cruise passengers want to experience well-preserved monuments and ancient ruins, untouched coastlines and stunning beaches, therefore cruise companies need to encourage and assist the local shore excursion providers throughout the world to embrace sustainable tourism initiatives to ensure these areas are safeguarded for future generations.

Carnival UK is fully aware of the potential environmental impact its travellers have on destinations and their communities. For that reason, it is also working through Ocean Conservation and Tourism Alliance (OCTA) – formed in 2004 by Cruise Lines International Association and Conservation International, to develop a sustainability tool to be used with providers of marine excursions to the cruise industry. (SO5).

Excursions ashore (EN12)

Carnival UK brands carefully select the tours they sell to passengers, avoiding those which could cause damage to communities or the environment.

On occasion, the excursions can create cause for debate. For example, there were negative comments concerning an excursion in Malaga which included a visit to the Bull Ring Museum. The tour did not condone bull fighting; it simply highlighted a part of the Spanish culture for this particular region. Nevertheless, Carnival UK took the decision to remove the excursion from sale to avoid offence.

In many Caribbean ports, there is the opportunity to interact with dolphins in a confined environment. In order to maintain its commitment to environmental issues, Carnival UK has elected not to operate tours which involve interaction with captive dolphins.

Passengers are provided with advice about the types of souvenirs that cause damage to the natural environment. Turtle shells, coral and plants are among those that the company recommends passengers do not buy so as to help preserve natural species in the places they visit.

Eco tours are providing increasingly popular shore excursions and Carnival UK endeavours to work with operators which can provide tours that cause minimal impact to the environment and local people. These include Chukka Caribbean Adventures which operates 28 tours in the region and, in its continuing commitment to sustainable tourism, has earned Green Globe certification.

Another of Carnival UK's selected operators is Swiss Travel Service in Costa Rica which is CST-approved for Sustainable Tourism and offers a range of tours from aerial trams in the rainforest canopy to boat trips through the Tortuguero Canals.

Other tours which attract cruise tourists with a common interest in nature, wildlife and culture include the release of baby turtles in the ocean near Acapulco, whale and dolphin watching in the Azores and a visit to a Carib Indian Territory Village in Dominica to experience a taste of local food, crafts and culture.

As a company, Carnival UK is always looking to be supportive of any shore excursion providers which adopt a more sustainable approach to tourism.

These include Turkey's Tura Turizm which plants a tree for each guest booked on one of its full day excursions in Kusadası to help offset carbon dioxide emissions and also create a stronger bond between the destination and its visitors.

In many of the smaller, less tourism-developed destinations Carnival UK ships visit, local people (teachers and students) act as 'guides' and what they lack in professional guiding expertise is compensated for by their enthusiasm, hospitality and greater knowledge of the culture and first-hand experience of living in the area.

Passengers also have the opportunity to gain an insight into local lifestyles and cultures on 'home visit' excursions which are operated in destinations from St Petersburg and Dubrovnik to Helsinki and Mumbai. Small tour groups are invited into the homes of local people thus providing both visitors and locals with the opportunity to interact with one another.

Carnival UK's world cruise programmes offer passengers the opportunity to spend a few nights away from the ship. One such overland tour in 2009 took in the natural beauty and excitement of a game reserve: Sabi Sabi, which was hand-picked as one of South Africa's first recipients of the Fair Trade In Tours (FTTSA) trademark.

The FTTSA is an independent initiative of the World Conservation Union (IUCN) which works toward equitable and sustainable tourism growth and development in South Africa. The accreditation is part of an ongoing commitment by Sabi Sabi to ensure that its business is sustainable and is the latest in a string of awards and accreditations that include a prestigious Imvelo Award for responsible tourism.

Carnival UK is mindful of its responsibilities with regard to the disposal of rubbish not only at sea but also in ports of call. Passengers are reminded through the ship's newspaper and the port presentations to dispose of rubbish in a responsible manner, using local rubbish bins where possible. If passengers are unable to dispose of rubbish ashore, they are encouraged to take it back to the ship so that it can be deposited in recycling/waste bins and then treated on board.



Mobility

Over the past few years Carnival UK has developed the Shore Mobility Department to offer a standardised programme of excursions for full and part-time wheelchair users. P&O Cruises makes arrangements in advance for disabled passengers so they too have the opportunity to enjoy excursions in a wide range of ports, including the most popular cities such as Rome and Barcelona, which are often the main reason passengers have booked a particular cruise.

One of the most popular tours in the Mediterranean is to Rome where wheelchair users are able to experience the classic highlights such as the Trevi Fountain, Colosseum, Spanish Steps and more.

Arrangements are also made for those passengers unable to board a regular tour coach. In Venice, for example, a local escort accompanies passengers on the public boat service and assists them to gain access to wheelchair-adapted bridges in the city.

A number of passengers have made very positive comments regarding the provision of mobility tours. Margaret and Tony Mills wrote of Aurora's Grand Voyage in 2009: "We all got on very well with an excellent guide and driver, both of whom pulled the chairs in and out of the vehicle on many occasions. It was an excellent tour, very friendly and.....good value."



Environmental issues and performance indicators

Carnival UK plays an active part in the UK Chamber of Shipping, chairing the Environmental committee and a leading role in the UK Passenger Shipping Association where it chairs the Safety/ Security Health Environment and Welfare (SHEW) committee. (SO5).

All Carnival UK brands adhere to company and industry standards which meet and often exceed regulatory requirements in areas such as waste discharges.

Carnival UK has an Environmental Manager responsible for ensuring Environmental Management System (EMS) implementation and for monitoring environmental performance and compliance. Each ship has a dedicated Environmental Officer ensuring that these standards are met.

Consumption and emissions

The ships in the Carnival UK fleet use a variety of different diesel and gas turbine engines and, in 2009, consumed 442,891 tonnes of Heavy Fuel Oil (HFO), which equated to 0.011 Kgs per Available Lower Berth (ALB) km.

This compared with 507,779 tonnes of HFO in 2008 – a 13% reduction in absolute terms while the drop was higher at 5% in terms of the quantity consumed per ALB km as the 2008 figure for this was 0.0117Kgs.

In 2009, Marine Gas Oil/Marine Diesel Oil (MGO/MDO) usage fell 11% from 30,247 tonnes in 2008 to 26,858 in 2009. Overall fuel consumption therefore fell by 13% (EN3).

Carnival UK has an Environmental Manager responsible for ensuring Environmental Management System (EMS) implementation.

Using the conversion factors from the Marine Environmental Protection Committee (MEPC/Circ 471 29 July 2005), the HFO, MDO and MGO usage contributed 1,464,476 tonnes of CO2 to the atmosphere – an 11% reduction compared with 2008. The 2009 usage equated to 0.387Kg per ALB km which was a 5% reduction on 2008. (EN5/EN16).

Itineraries are now planned to optimise the sequence of ports to reduce fuel consumption and carbon dioxide emissions without reducing the appeal of the cruises and the passenger experience. Arrival and departure times have been modified for the same reason with ships departing early if all passengers are back on board in time.

The use of shore power when docked can reduce daily emissions of Nitrogen Oxide (NOx) and Sulphur Oxide (SOx) but, unless that shore power comes from a cleaner source (eg hydro-electric) than the ship's supply, there is little environmental gain. (EN20).

There are also few ports which have so far made the major investment necessary to provide shore power to visiting ships. (EN20)

As a result, the ships of the major Carnival UK brands, P&O Cruises, Cunard Line and Ocean Village Holidays, have to date not had shore power, accessing technology installed. (EN20)

In 2009, though, the drydocking of P&O Cruises ship Aurora involved the use of 46,500kwh indirect energy with 22,500kwh being used for the provision of a canteen and food containers and 24,000kwh for welding/light/fans etc in working areas. (EN4)

Greenhouse gas emissions have not been calculated for refits due to the lack of data on the mix of power supply to the docks but there are figures for other greenhouse gas emissions involved in Carnival UK ship operations.

For example, 9.8 tonnes of refrigerant gas were used in 2009 – down from 24 tonnes in 2008 – which meant five grams of gas emitted per km travelled. This would have a similar Ozone Depleting Potential (ODP) as 210KgR11 and a similar Global Warming Potential (GWP) to approximately 50.2K tonnes of carbon dioxide (based on the conversion factors contained in EC 842/2006 and UNEP Technology and Economic Panel progress report of May 2009 where available and the Material Data Safety Sheet/MSDS where not). (EN16, EN19)

Each ship has a range of refrigerators with gas capacity running from a few kilograms up to several tonnes. The ships also have air-conditioning plants with fixed gas detection systems augmented by regular handheld detector monitoring by Ventilation Officers.

The Technical Department is tasked with finding the most appropriate refrigerants to keep the ships comfortably cool and the foodstuffs chilled or frozen and phasing out those most harmful to the environment.

Spillages

There were five minor spills from Carnival UK ships in 2009, two of which concerned the possible discharge of treated sewage while the ships were stationary. In both cases the ship was over 11 miles from shore. The other three leaks amounted to a combined spillage of less than 15 litres of oil. (EN23)

Itineraries are planned to optimise fuel consumption

Date	Vessel	Type of Discharge
06/01/2009	Ocean Village 2	10L oil lost from stern thruster during an inspection by divers
10/02/2009	Artemis	Treated sewage may have been discharged within 12nm but beyond 11nm from shore.
30/05/2009	Aurora	Treated sewage may have been discharged whilst the vessel was stationary for 7 minutes beyond 12 nm from shore, following a propulsion alarm when the pulper system was in automatic discharge mode.
21/08/2009	Artemis	Approximately 1 litre of oil was lost when sea suction for the air-conditioning plant was changed from port to starboard systems.
24/09/2009	Arcadia	3L oil lost overboard from defective pressure gauge.

Food waste on the ships passes through a pulper system which mascerates it before it is discharged more than 12 nautical miles from shore.

Waste Treatment

Wherever possible, Carnival UK recycles waste from its ships. Although, it is a fact that the collection facilities vary widely from port to port so it is not always clear how much is being effectively recycled. As a result, the company is conservative in its estimates.

For 2009, it estimates that 15,979 tonnes of waste (45% of the total) was recycled compared to just 5,151 tonnes in 2008. This was a 210% increase. At the same time, there was a 12% fall in the total waste landed from 40,399 tonnes in 2008 to 35,359 tonnes in 2009 which included the ash from the 131,713 tonnes of waste incinerated on board. (EN22)

The total non-hazardous waste generated per ALB Day (ALBD) was 24Kg. DEFRA figures show 507Kg waste per household being generated in 2008 – 1.3Kg per day but this does not account for commercial and industrial waste which is included in the Carnival UK figure. (EN22)

Medical waste, oily rags and paint rags are among the hazardous waste incinerated on board or landed ashore and are just three examples from the array of additional industrial waste generated by the operation of a ship. (EN22)

Food waste on the ships passes through a pulper system which mascerates it before it is discharged more than 12 nautical miles from shore. (EN22)

Again, this is more than the statutory limit of three nautical miles but the volume of food waste generated by a cruise ship is clearly significantly higher than that of non-passenger ships so Carnival has taken the decision to go the extra mile or, to be more precise, the extra nine.

Water in...

In 2009, Carnival UK ships used 2,458,161 tonnes of water (2.9% less than 2008's consumption of 2,530,927 tonnes) which equates to 238 litres per person (passenger or crew/staff) per day – a 15% reduction on the 2008 figure of 281 litres per person.

This appears significantly higher than the 150 litres per person, per day quoted in the UK Government's Water Strategy for England but – just as it is misleading to compare the fuel consumption of other transportation sectors (air, train and car) with cruise ships without recognising the additional usage by the ship's hotel department – it should be taken into account that the 238 litres includes 'technical water' used to operate the ship and to service the hotel operations (EN8).

About 76% of the water used was produced on board as each ship can make its own potable water maintained to recognised drinking water standards with none of the feed-water drawn from areas that may be contaminated or at risk of viral infection.

Reverse osmosis and evaporation is used to produce the water and the latter process utilises waste heat from the power-plants and additional boilers when necessary. Just 24% of the water was bunkered, reducing the impact on local supplies (EN8).

About 76% of the water used was produced on board as each ship can make its own potable water.



Water out...

In the discharge of treated and untreated black, grey and ballast water, Carnival UK meets or exceeds all international and national recommended standards and requirements.

All Carnival UK ships have approved sewage treatment plants including membrane bio-reactors which are more efficient at removing pathogens such as e-coli. Although, in one of the trade-offs which are prevalent in the emerging environmental problem-solving technology sector, they use more energy in so doing.

Although the IMO's MARPOL regulations allow treated sewage (blackwater) to be discharged anywhere at sea, Carnival UK ships will discharge this, at more than 12 nautical miles from shore and when the ship is travelling at six knots or more.

In 2009, Carnival UK ships discharged 565,377 tonnes of treated sewage at sea. They discharged 24,724 tonnes ashore with a further 18,664 tonnes of the sludge created when 'de-sludging' the systems also being discharged at sea and only 62 tonnes going ashore.

Due to necessary repairs, 574 tonnes of untreated sewage were discharged at sea and 70 tonnes ashore – all in accordance with international and host nation legislation.

The total quantity of sewage (including sludge) per ALBD was just 79 litres.

There is no international legislation restricting the discharge of grey water (collected from laundries and showers) at sea but Carnival UK ships always conform to local restrictions and discharge at least four nautical miles from shore and again only when travelling at six knots or more. (EN21).

The total quantity of sewage per ALBD more than halved (down 52%) in 2009 from 2008's 127 litres to just 60 litres per person.

Carnival UK will be selecting from Ballast Water Treatment Systems that are now becoming commercially available.

Some of the advanced waste water purification systems (AWWPS) can also treat grey water. In 2009, a total of 1,892,784 tonnes of grey water was discharged, 30,067 tonnes being discharged ashore.

The total grey water generated equates to 264 litres per ALBD.

Carnival UK's Ballast Water Management Plan conforms to the IMO Ballast Water Convention and any differing host nation requirements. Where one of the ships cannot comply with a national requirement, it seeks permission to discharge. During 2009, 16,881 tonnes of ballast water was discharged outside the parameters of the Plan.

Carnival UK will be selecting from Ballast Water Treatment Systems that are now becoming commercially available. (EN21).



All Carnival UK ships were subjected to internal ISO 14001 audits.

Carnival UK 2009 environmental plan

As part of Carnival UK's commitment to improving environmental performance, we have defined specific environmental aims and objectives in order to ensure these can be effectively managed.

In setting these targets, other factors have been taken into consideration as well as the prevailing and prospective legal and regulatory requirements and the company's own financial, operational and business requirements.

These included current environmental policy and performance, the available technological options, communications from interested parties and recommendations for environmental performance improvements.

The results of the objectives relating to fuel reduction, water consumption and refrigerant gas consumption have already been discussed and next we consider some of the other key objectives, the first being to maintain the EMS and ensure all ships remain compliant.

The current EMS complies with the most widely recognised standard: ISO 14001 (developed to help organisations manage their processes, products and services to minimise environmental impact).

Certification is by Lloyds Register QA. This enables the company to look both inwardly and externally to develop policies in a systematic way based on how its operations interact with the environment.

All Carnival UK ships were subjected to internal ISO 14001 audits. External audits, conducted by LRQA, of the Carnival UK offices in Southampton and of the ships Ventura, Arcadia and Queen Victoria against ISO 14001:2004 were also completed in 2009.

There is also an ongoing commitment to ensure that all those shoreside staff who may cause an environmental impact have an understanding of ISO 14001 and their responsibilities under it.

Carnival UK is also developing a new training course aimed at new Environmental Compliance Officers (ECOs) which will involve three days of training ashore followed by a 14 day on board training period with an experienced ECO before assuming sole responsibility for the role on board.

Carnival UK has also developed a Port Waste Database which ECOs are able to populate based upon information received from port agents and their experiences in the ports that they visit. This, together with a company record of environmental restrictions garnered from local authorities, as well as from international conventions for the areas in which it operates, ensures plans can be made to meet any necessary restrictions.

There is also an ongoing commitment to ensure that all those shoreside staff who may cause an environmental impact have an understanding of ISO 14001.

Co-operating with cruise destinations to protect their environment

Passenger shipping is just a small part of the international shipping fleet with just 7% (6,912) of the global fleet of more than 100,000 vessels. In tonnage terms, it is even smaller at 4%. So cruising, with just 300+ ships, is a tiny sector to which Carnival UK (P&O Cruises, Cunard Line, Ocean Village Holidays) contributed ten ships in 2009.

In some cruising destinations, regular cruise ship visits reduce the pressure on locations to provide additional hotels and the associated power, water supply and treatment plus the transport infrastructure that would be necessary to support the extra tourist numbers.

Environmental regulations

The Baltic Sea and North Sea now have an offshore Emissions Control Area (ECA) where new limits on sulphur, currently 1.5%, come into force in 2010 (1%) and 2015 (0.1%).

A North American ECA is likely to follow perhaps as early as 2012 with similar SOx and further NOx limits while the EU has its own directives on SOx emissions limiting sulphur to the 0.1% in port.

The Baltic suffers with the problem of eutrophication (an excess of nutrients which encourage algal blooms and subsequent de-oxygenation leading to marine life mortality).

Although the European Cruise Council (ECC) has calculated that cruise ships and ferries are responsible for less than 0.1% of nutrients (nitrogen and phosphorous) in the Baltic and this was verified by a separate study by Finland's VTT Technical Research Centre, Carnival UK's Chief Executive Officer and then ECC Chairman David Dingle confirmed all ECC members (including Carnival UK) would discharge all sewage (treated and untreated) ashore within the Baltic Sea area where there are adequate reception facilities. (EN12)

Efficiency, efficiency, efficiency

The IMO is introducing several voluntary measures to encourage energy efficiency in the building of new ships and in the operation of existing ships.

Using best shared practices, these include: the Energy Efficiency Design Index (EEDI) for newbuilds, a measure of ships' CO2 efficiency calculated by an environmental cost-benefit formula; the Energy Efficiency Operational Indicator (EEOI) for existing ships; and, also for existing ships, the Ship Energy/Efficiency Management Plan.

Carnival UK has supported and taken part in the development of all these initiatives.

Waving the blue flag

Each of Carnival UK's ships continues to be awarded the Venice Blue Flag for voluntarily agreeing to use low sulphur fuels when visiting the city.

Recycling

The company has also been working to increase its recycling effort including through initiatives, with Veolia Environmental, to reduce the amount of paper incinerated or landed as waste for disposal and to increase the amount of used cooking oil recycled.

Save a tree

For every tonne of high quality office paper recycled by Veolia, 17 trees and 32,000 litres of water are saved, there is a reduction of 27kg in air pollutants while enough electricity to heat the average home for six months is conserved.

Cooking up an environmental motoring breakthrough

When Carnival UK ships dock in Southampton, their used cooking oil is collected by Veolia for conversion into environmentally-friendly biodiesel by the company Biodriven. Unlike many bio-fuels, this does not use virgin plant oils and therefore does not impact on the global food shortage. It also releases less CO2 than standard diesel over its lifecycle.

In 2009, the amount of used cooking oil recycled in this way rose to more than 50 tonnes from 45 tonnes in 2008. (EN22).

Since the scheme began in 2008, 95 tonnes have been recycled into 74,000 litres of biodiesel which would fuel a family car to travel more than one million miles from something which previously was disposed of as hazardous sludge oil.

The company has also been working to increase its recycling effort.





All of the revenue received by Carnival UK from the sale of the oil and additional funding from Biodriven has been donated to the Hampshire and Isle of Wight Wildlife Trust and the Kent Wildlife Trust for their Seasearch and Shoresearch programmes, which promote marine environment preservation.

Across Hampshire, the Isle of Wight and Kent, the money donated in 2009 contributed towards six Shoresearch courses and the training of 90 volunteers in intertidal ecology and recording techniques, before they went on to help conduct 15 shore surveys.

Eight Seasearch courses were held for 80 volunteer scuba divers in underwater marine life surveying skills. These divers then surveyed 23 different coastal sites, recording more than 100 different species. As well as marine life recording, the funding also contributed to two beach litter surveys in Hampshire.

“Over the last year, we are very pleased to have developed a strong partnership with Carnival UK and Biodriven. Their support has enabled us to involve a large number of local volunteers and scuba divers to survey our most important coastal and marine habitats and wildlife across South East England, contributing to our knowledge of our marine environment and allowing us to help protect it. We look forward to maintaining this partnership in the future.” – Jolyon Chesworth, South East Marine Conservation Manager, Hampshire and Isle of Wight Wildlife Trust

For further details, see:

<http://www.hwt.org.uk/pages/shoresearch.html>

<http://www.hwt.org.uk/pages/seasearch.html>

<http://www.kentwildlifetrust.org.uk/>

[our,work/marine/kwt,seasearch/](http://www.kentwildlifetrust.org.uk/our,work/marine/kwt,seasearch/)

<http://www.kentwildlifetrust.org.uk/>

[our,work/marine/kwt,shoresearch/](http://www.kentwildlifetrust.org.uk/our,work/marine/kwt,shoresearch/)

In the bag

Ocean Village Holidays has replaced plastic bags with linen ones for on board laundry items. Although there had been some recycling of those bags, this change has effectively saved the use of 2,500 bags a week, or more than 125,000 a year.

All at SEAaT

Carnival Corporation is a sponsoring member of the UK-based Shipping Emissions Abatement and Trading (SEAaT) cross-industry group set up in 2003 to promote sustainable and cost-effective ways of reducing harmful emissions from shipping. As well as shipping companies, other sponsors and members include technology companies and fuel suppliers.

Carnival UK, as part of the Carnival Group, has also been registering its carbon emissions and activities designed to reduce those and other emissions to the Carbon Disclosure Project (CDP) since 2004.

In the office

In the 11-month period November 1, 2008 to September 30, 2009, 98,913 Kg of CO₂ was emitted at Dukes Keep, this compared with 321,753Kg for the 12-month period to October 31, 2008 which was itself a 34% decrease on the year before.

A more modest 2.4% reduction was achieved at Richmond House, with production dropping from 511,219Kg to 499,488 in the 12 months from November 1, 2008 to October 30, 2009.

Carnival UK, as part of the Carnival Group, has also been registering its carbon emissions and activities designed to reduce those and other emissions to the Carbon Disclosure Project.

Environmental, corporate and social responsibility issues were at the top of the agenda when it came to designing, building and operating Carnival House.

Carnival House

During the year, all Carnival UK staff in its various Southampton offices moved into the new Carnival House (also in Southampton) which has become its sole office headquarters in the UK.

Environmental, corporate and social responsibility issues were at the top of the agenda when it came to designing, building and operating Carnival House.

Forest Stewardship Council (FSC) European oak was used on all veneered surfaces and more than 50% of the materials used to produce the carpet tiles is recycled.

Desks are made from 34% recycled material without any chrome, mercury or lead and are, in themselves, 99% recyclable as they conform to the manufacturer's Eco-design 'golden rules' which cover their environmental impact over their entire lifecycle.



The building management system enables flexibility in controlling the amount of lighting and air conditioning required in both the office and common areas.

Carnival House processes

A number of energy and waste management processes have been put in place at Carnival House which also contributed towards its BRE Environmental Assessment rating (BREEAM) of 'Very Good'.

For energy management:

The heating and cooling system is provided via the Southampton District Heating Scheme which replaces the need to have chillers and boilers.

All office lighting lamps (with the exception of safety lighting) are energy efficient and programmed to turn off after a period without nearby movement. Display lighting is LED which uses minimal electricity.

The preferred catering contractor uses devices to minimise electricity supply to appliances such as fridges and freezers.

The building management system enables flexibility in controlling the amount of lighting and air conditioning required in both the office and common areas.

Automatic taps in the washrooms minimise water consumption.

Multi-functional devices (MFDs), which replace printers, photocopiers and scanners, shut down after a period of non-use.

For waste management:

Banks of recycling bins replace individual office bins and waste is separated into landfill and mixed dry recyclable (paper, cardboard, plastics – including vending cups and aluminium).

Shredders are located in each of the floor hubs and MFDs print double-sided copies in black and white unless specifically requested otherwise.

The preferred catering contractor uses sustainable food suppliers and the company works with the refuse contractor on a monthly basis to reduce waste volumes and ensure responsible disposal.

Food waste is incinerated to generate electricity for the National Grid and food packaging has been reduced.

Environmentally friendly cleaning products are used throughout the building.

Carnival UK has also implemented a Cycle to Work scheme to help reduce the number of vehicles coming into the city and this also brings a variety of benefits to its employees including increasing their general health and wellbeing.

In 2008, the company was one of the highest rated companies in all sectors, notably scoring 93 in the 'Consumer Discretionary' section (for the quality of reporting and depth and scope of disclosure) and was therefore rated second among the S&P 500 and Global 500 companies. In 2009, it scored 87 in the same sector, for which ratings criteria had been expanded to include the company's performance in responding to climate change and reducing its contribution to that process. This put it in first place among the S&P 500, Global 500 and FTSE 350.

Carnival Corporation & plc also continues to be a member company of the FTSE4Good Index, which is the responsible index calculated by global index provider FTSE Group. The FTSE4Good Index Series has been designed to measure the performance of companies that meet globally-recognised corporate responsibility standards and to facilitate investment in those companies.

Carnival has also issued Corporate Environmental Management Reports for fiscal years 2005, 2006, 2007 and 2008 which are available on the corporate website: www.carnivalcorp.com

In 2008, the company was one of the highest rated companies in all sectors.

Social performance indicators

Shoreside

Carnival UK shoreside staff numbered 1,092 on November 31, 2009 (the end of the company's fiscal year). Of these, 88% were full-time. Of the total, 61.5% were women and 38.5% men. (LA1).

Turnover was modest at 10.7% and just 7.4% for those leaving voluntarily with the total also including 0.6% for those who switched to other companies within the Carnival group. (LA2).

Trade unions are not recognised within the shoreside operation so there are no collective bargaining agreements. There is a formal management-worker health & safety committee monitoring and advising on OCC Occupational health and safety programmes. (LA4 and LA6).

Carnival UK aims to optimise the safety and environmental health conditions in all its workplaces, putting in place all necessary occupational disease and injury prevention measures and being ready to adopt any new measures required to prevent all emergencies.

It is also committed to providing adequate health and safety training for its shoreside employees.

All prospective employees undergo a medical examination of their fitness to do the work for which they are being hired and then have regular check-ups.

All shoreside employees are included in a Health Monitoring Plan defined by a contracted physician on the basis of the periodically-updated Risk Assessment Document. (LA6 and LA9).

All shoreside staff are also covered by the Carnival UK Health, Safety, Hygiene and Environment Committee and in 2008 there were just 14 accidents resulting in nil lost working days with just 2% (6,628) days lost through sick absence. (LA7).

Figures for frequency and gravity of accidents and occupational diseases were recorded according to ILO 155 (Occupational Health & Safety Convention and Protocol 1981): the ILO Code of Practice on Recording and notification of Occupational Accidents and Diseases 1995; and ILO Guidelines on Occupational Safety and Health Management Systems 2001.

To ensure that employees have a channel through which to make complaints, Carnival UK has a Grievance Policy and Procedure in place.

Disciplinary policy

There is also a Disciplinary Policy and Procedure which clearly defines discriminatory practices as constituting gross misconduct.

All employees are informed of these policies and procedures when they join the company and they are accessible in full on the intranet.

Despite the lack of recognition for trade unions and collective bargaining, Carnival UK offers employees the right to be accompanied by a trade union representative or work colleague to formal meetings held under the company's policies and procedures. (HR5).

There were no complaints of discrimination in 2009. (HR4).

Carnival UK also complies with the 1996 Employment Rights Act by committing to informing and consulting employees of significant operational changes within the following notice periods: One week, if the staff member has been in continuous employment with the company for between one month and two years, rising by a further week for each year of continuous employment between two and 12 years to a maximum of 12 weeks for 12 years or more of continuous employment. (LA5)

Carnival UK shoreside employs no-one under the age of 18, with successful job applicants' passports being checked to confirm age and eligibility to work. Anyone under 18, including those on unpaid work experience, is subject to a Young Person's Risk Assessment and Young Person's induction. (HR6)

All new employees are provided with a contract which they are asked to sign and return prior to starting work in order to demonstrate their agreement to the terms and conditions it contains.

**Shipboard**

At November 30, 2009, Carnival UK seagoing employees numbered 15,693. Of these, 39% were Indian, 30% Filipino and 13% British and the remaining 18% were spread among 80 other nationalities. Nearly 84% were male and more than 16% female. (LA1 and LA2).

During the year, there were 3,038 departures (2,332 male and 706 female) and 2,285 hires and re-hires (1,628 male and 657 female), (LA1 and LA2).

For its fleet operation, Carnival UK recognises several trade unions for collective bargaining purposes. These include Nautilus International; the National Union of Rail, Maritime and Transport Workers; Federazione Italiana Transport – CISL; the International Transport Workers Federation and the National Union of Seafarers of India. The company does not prevent individuals from joining any other trade unions. (LA4).

In line with the 1999 Employment Relations Act, the company also recognises trade unions for representation purposes even when the crew member is not among the 9% employed on the basis of a collective bargaining agreement. (HR5).



Notice periods range from 30 days to three months but the company always aims to provide notice in line with best practice according to the potential impact of any change.

In the event of significant operational changes, the company consults and informs staff in line with their contract or collective bargaining agreement. (LA5).

All crew members receive a contract outlining their terms and conditions which they sign to demonstrate their agreement to these terms.

All crew members receive a contract outlining their terms and conditions which they sign to demonstrate their agreement to these terms. (HR7).

It is company policy not to employ anyone under 18 and, to ensure this is the case, applicants' passports are checked to confirm their age and eligibility to work. The only exception to this policy is for officer trainees within the Deck and Technical department where Carnival UK does consider applications from under-18s but will only offer them employment if they have parental consent. (HR6).

A complaints procedure is in place and all crew members are made aware of the company's Harassment, Discrimination and Retaliation Policy and are given a copy of the company's Code of Conduct in which discriminatory practices are clearly defined as constituting gross misconduct.

During 2009, three complaints of discrimination were made through the formal grievance route. The incidents were reviewed by the company which instituted full investigations. As a result, remedial action was implemented in each case. (HR4).

All prospective employees undergo a medical examination of their fitness to do the work for which they are being hired and have regular check-ups.

All shipboard workers are covered under the Carnival UK Health, Safety, Hygiene and Environment Committee, which – on board the ships – comprises the Staff Captain (chair), Senior 1st Officer (the ship's statutory safety officer), Staff Chief Engineer, Passenger Services Manager, Food & Beverage Manager, Senior Doctor, Environmental Compliance Officer, Cruise Director, and Ship's Secretary (minute-taker) plus elected representatives from the Hotel General Administration, Technical, Deck, Food & Beverage, Accommodation, Entertainments and Purser's departments. (LA6 and LA9).

All prospective employees undergo a medical examination of their fitness to do the work for which they are being hired and have regular check-ups.

All shipboard employees are included in a Health Monitoring Plan defined by the contracted shipboard physician on the basis of the periodically-updated Risk Assessment Document which identifies potentially hazardous duties for which individual fitness assessments are required. (LA6).

In 2009, there were no fatalities due to accident or injury among the crew but there were 1,033 recorded injuries, of those only 119 were lost-time accidents (ie. requiring more than 24 hours off work for recovery), and 52 reportable injuries (ie. fractures to any bone other than fingers or toes). These figures were recorded according to ILO 155 (Occupational Health & Safety Convention and Protocol 1981): the ILO Code of Practice on Recording and notification of Occupational Accidents and diseases 1995; and ILO Guidelines on Occupational Safety and Health Management Systems 2001. (LA7).

From 2009, any injury suffered by a Carnival UK shipboard employee or contractor resulting in 24 hours or more off work has been required to be reported to Carnival Corporation & plc Maritime Policy and Compliance (MP&C).

Carnival Corporation & plc and its operating lines, including those within Carnival UK, are committed to complying fully with – or sometimes exceeding – all legal and statutory requirements related to health, environment, safety and security throughout all business activities. All incidents are promptly reported and investigated and the appropriate action taken to prevent recurrence.

During 2009, Carnival UK had an exemplary record as regards compliance with laws and regulations. (S08).

In 2009, there were no fatalities due to accident or injury among the crew but there were 1,033 recorded injuries, 119 lost-time accidents.

On board medical care for passengers and crew

Depending on the size of the ship and the length of the itinerary, the on board medical team will include one or two doctors and between two and four nurses. They operate twice daily clinics for routine cases but are on call 24/7.

The aim of the medical teams on board Carnival UK ships is to provide quality medical care for both passengers and crew. This includes initiating appropriate stabilisation, diagnostic and therapeutic measures for critically ill or medically unstable patients.

The medical centres on Carnival UK ships are equipped for a range of clinical testing from Legionella to HIV and patients generally receive the results within 30 minutes. All also have x-rays using computerised radiography which, by scanning the image into a computer for digital viewing, eliminates all hazardous chemical wastes.

All doctors and nurses take part in a monthly professional development programme with regular drills for specific medical emergencies.

Fleet Medical Trainers travel on board regularly to ensure competency levels are maintained to a high standard. Carnival UK ships' medical services have been accredited by the UK Health Quality Services and certified to ISO 9001:2000.



The medical teams are able to set fractures and place casts on broken bone injuries as well as carry out other minor surgical procedures.

A passenger or crew member may need to be landed to a shoreside facility for specialised care and, although usually effected during a port call, in an extreme emergency an at-sea transfer to a helicopter or boat will be carried out. Although, this will depend on the patient's condition, distance from land, and sea and weather conditions.



Often all that they need is a friendly voice at the end of the telephone, someone who they know they can reach at any time of the day.

Once ashore, responsibility for monitoring the patient switches to the shoreside medical department and the brand's Care team.

At any one time Carnival UK can have as many as 25,000 passengers on board or travelling to or from its ships and there are always going to be occasions when they will require further support from the company above and beyond the safe and successful operation of the cruises they have booked.

In 2007, the company reviewed the service that was being provided to passengers in those unusual circumstances which include medical or family emergencies or accidents ashore. As a result, the Customer Care team was created to enhance that service.

This comprises firstly a team of office-based staff at Carnival House, Southampton, who are dedicated to working with passengers who find themselves in difficult situations. For example, in 2009 there were 1,034 passengers landed from Carnival UK ships for medical reasons.

The Care Office focuses on supporting such passengers and, of course, their families through these difficult and often stressful events. They follow up with passengers, their insurance companies and friends and families at home to ensure that they are getting the best service possible.

Often all that they need is a friendly voice at the end of the telephone, someone who they know they can reach at any time of the day or night which is precisely why the Care Office provides a service seven days a week, 365 days a year.

More than 200 of the office-based Carnival UK team have also been trained to be able to drop whatever they are doing and travel to passengers around the globe to offer them assistance in situ. They have had specialist training in how to respond to people who have experienced some kind of unusual or traumatic event.

These Care Team members are all volunteers from across the organisation from reservations to the main board directors. They also form part of a 2,000 strong Care Team from across the Carnival Corporation brands. A further 2,000 officers and crew of the Carnival UK ships have also had the same training.

As is the case for shipboard employees, injuries sustained by passengers must be reported to Carnival Corporation & plc MP&C when they occur anywhere on board ship, while on a shore excursion sold by the company or when ashore independently.

Passengers with pre-existing medical conditions are advised to verify with their doctors that they are well enough to travel and, if so, bring a note from their doctor about any recent special treatment or investigations they have been receiving as well as any recent related test results.

They are also advised to check with the doctor (or public health travel advisory service) about specific vaccinations and health precautions for ports of call on their chosen itinerary.

These Care Team members are all volunteers from across the organisation.

Passengers who will be in their 24th week of pregnancy during the cruise will be not accepted for travel. If they are earlier in their pregnancy, they are advised to alert Reservations at the time of booking. Similarly, those using electric medical equipment, oxygen or who are on peritoneal dialysis should notify the cruise line in advance.

Low sodium, low-fat, low-sugar and vegetarian diets can be provided on board but other dietary needs, allergies or medical requests are submitted in writing in advance of the cruise.

Each Carnival UK ship has comprehensive policies in place to help prevent and control outbreaks of Norovirus and H1N1 (Swine Flu).

Carnival UK uses 4,000 suppliers across all its procurement sectors and has an accredited supplier network.

Corporate Responsibility

Carnival Corporation & plc recognises its responsibility to provide industry leadership and to conduct business as a responsible global citizen committed to achieving and maintaining the highest standards of professional and ethical conduct.

It has a Code of Business Conduct and Ethics and requires every employee and member of the board of directors to use sound judgement, maintain high ethical standards and demonstrate honesty in all business dealings.

It also manages reputational risks which might arise from corrupt practices by employees or business partners with well-defined policies and supporting procedures. These include specific steps for ensuring the effective deployment of these policies and procedures by employees, suppliers and business partners.

Robust business processes exist which are designed to detect, report and effectively address any instances of corruption that do arise.

Carnival UK uses 4,000 suppliers across all its procurement sectors and has an accredited supplier network. To join vendors have to answer a questionnaire which creates a company profile which is then independently-audited to ensure it meets Carnival UK's minimum standards.

All Carnival UK employees receive periodic (ie. at least annually) reminders of the company's Code of Business Conduct & Ethics and its Reporting of Improprieties Policy. They are also reminded of the Compliance Hotline (and other routes) on which they can raise any concerns without fear of reprisal.

Senior employees are annually required to complete a Business Ethics Disclosure Form on which they either certify their compliance with all applicable policies (including re-notifying of any potential conflicts of interest previously approved under the policies) or disclose any instances of non-compliance. (SO3)

In 2009, there were no substantiated complaints regarding breaches of customer privacy or losses of customer data.



Data protection

Carnival Corporation & plc has established standards and guidelines to be observed by Carnival UK in its privacy programmes. Based on these standards and guidelines, Carnival UK has developed its own privacy policy, describing the principles and practices that guide the way personal information is collected, used, shared, safeguarded and disposed of during the normal course of business. (PR8)

In addition, Carnival UK has developed processes, policies and procedures to support the principles established in the privacy policy while providing training to employees to create and maintain awareness of its privacy practices.

Carnival UK has also developed a privacy incident response plan designed to address incidents of unauthorised access to, disclosure or use of personal information which it, or its service providers, maintain.

On an annual basis (from 2010), Carnival UK will review the adequacy of its privacy programme addressing, for example, the estimated losses incurred by the company or its customers due to breaches, the training status of employees and any attempted and actual unauthorised access to personal information and the management response.

In 2009, there were no substantiated complaints regarding breaches of customer privacy or losses of customer data. Such complaints would have been handled by the company's legal department which shared responsibility with the IT department for ensuring compliance with data protection laws.

The legal department would also have handled any breaches according to the company's Privacy Incident Response Plan which set out the appropriate actions and responsibilities in such events.

Carnival UK's General Counsel serves as its Privacy Officer.



A key target is to 'develop a strong and successful development culture across Carnival UK'.

Training

A key target is to 'develop a strong and successful development culture across Carnival UK that is aligned to business priorities'. The focus is on developing the company's leadership capability, a customer-focused culture and its succession planning and development of talent through a number of different interventions.

Human Resources (HR) Development is responsible for the training and development of shoreside staff and also helps with the development of officers and supervisors on board.

It delivers the Carnival Induction Day which new employees are required to attend. This has been designed to provide key information on Carnival Corporation, the international and UK cruise industries, details of Carnival UK brands and other useful insights from HR, IT and the Facilities departments.

In 2009, this was run on a bi-monthly basis to capture all new starters and 41 staff attended which amounted to 328

days of staff training. In 2010, the ship and shoreside starters were combined on induction days to increase communication and a new checklist of information was designed for shoreside staff which managers took them through within the first seven days of them joining the company.

During 2009, 6898 hotels employees undertook a total of 71,769 hours of training ashore, and a further 8,744 hours on board. Ongoing professional training courses ashore for the ships' Navigation Officers totalled 7,416 hours, an average of over 4 days per person. This does not include time spent obtaining professional qualifications or certificates of competency. Technical Officers shared 2,056 hours on professional training (5 hours per employee) as well as the time spent obtaining professional qualifications of competency. (LA10)

Csmart

A sophisticated training programme developed by Carnival company CSMART (Center for Simulator Maritime Training) ensured the smooth implementation of a new bridge manning structure introduced in 2009 by Carnival UK and Princess Cruises across 34 ships and involving 600 deck officers and shore-based management.

Set up to implement safe working bridge procedures, this new training concept has been accredited by the UK Marine and Coastguard Agency.

Initially it involved analysing and updating current procedures and identifying any competence gaps which required specific training.

The training, which incorporates role play and full bridge simulator exercises, focuses on improving not just technical but also leadership and communication skills. For that reason, each session consists of an even spread of ranks from Captain to junior officers.

Participants are assessed during the exercises and also have to pass a written exam to receive a course certificate.

CSMART also carried out a follow-up on board ship to see how the bridge training had been translated to real-life situations. To date, 26 captains have taken an instructor course so that they can train and develop with their crew on board.

Safety training

Professional Safety Training (PST) and Professional Survival Craft and Rescue Boats (PSCRB) training are of crucial importance to those Carnival UK (including P&O Australia) employees working on the ships. In the year to the end of November 2009, there were 13,144 hours of shoreside safety training for on board employees: 6,496hrs at 10.6hrs each for deck officers: 3,236hrs at 10.7hrs each for those from the engine department: 1,192hrs at 12.4hrs for the electrotech department and 2,220hrs for the hotel department. (LA10).

External training

There are circumstances when external training is required. This process is managed by HR Development which will consider the business case and benefits with the department concerned before the requested training is approved. Requests vary from IT training (which cannot be accommodated in-house) to attendance at conferences. During 2009, the majority of the requests related to training required for professional qualifications such as the Certificate in Personnel Practice (CPP), Chartered Institute of Personnel Development (CIPD), Chartered Institute of Management Accountants (CIMA) and Certificates in Education.

HR is also responsible for individual and team development sessions and for supporting shipside by providing leadership development for officers through a 360 degree feedback tool, coaching and individual development planning sessions.

Moving up in the world with Elev8

Elev8 is a company-wide initiative to support the target of developing leadership and a customer-centred organisation.

It aims to drive continuous improvement and develop a winning culture so that Carnival UK can achieve its vision of becoming 'the most spectacularly successful cruise company in Britain'.

Between December 1, 2008 and November 30, 2009, 290 staff attended elev8 module courses. With these courses taking between five and 24 hours, this represented nearly 4,200 (4,194) staff training hours.

There are six module courses although one – Elev8 Module 2 Senior Management – did not operate during 2009.

Module 1 'Introducing elev8' – a half day course for all staff within their first eight weeks with the company which introduces them to elev8 principles, highlights the company's vision and mission objectives and its adoption of a customer-centred culture.

Module 2 'Staff Day' – a full-day course attended by all staff (excluding leaders), usually within six months of their taking Module 1, which focuses on what staff have done to adopt and implement elev8 principles and also on the sharing of ideas and development of new ways of thinking.

Module 2 'Enabling leadership' – a two-day course for supervisors, middle managers and team leaders both shoreside and on the ships, which focuses on tools to help them become a more enabling leader and gives individuals an understanding of how to engage those in their team and also drive business priorities.

Module 3: 'Making Change Happen' – a three-day course for managers, supervisors and team leaders to learn effective coaching and feedback techniques, understand the impact their own leadership style has on their teams and to go away knowing how to enable those teams to make changes and work more effectively.

Module 3: 'Senior Management' – a three-day course with the same aims as 'Making Change Happen' except this time targeting heads of department (and above) shoreside and two stripe officers (and above) on the ships.

**Annual reviews**

Carnival UK has set out the behaviours that its 'leaders' and 'people' need to adopt to ensure its vision for the company is achieved. This is part of the annual review process which ensures that individuals are actively praised, listened to and recognised for their contribution as well as being supported and challenged.

The process, which also measures and rates individual contribution, performance and effectiveness, was implemented for all shoreside staff in 2007 and, in 2009, 87% of them had a formal annual review. These took place in October/November and included: (LA12).

- a discussion (with their managers) of individuals' overall job performance over the past year and an agreed assessment (and rating) of that performance against the target behaviours.
- a review of the goals set for 2009, a rating of how far those goals had been achieved and the setting up of agreed new goals for 2010. This rating was combined with that agreed for behaviours for an overall performance rating.

- a discussion on career aspirations and what development an individual might require to achieve them.

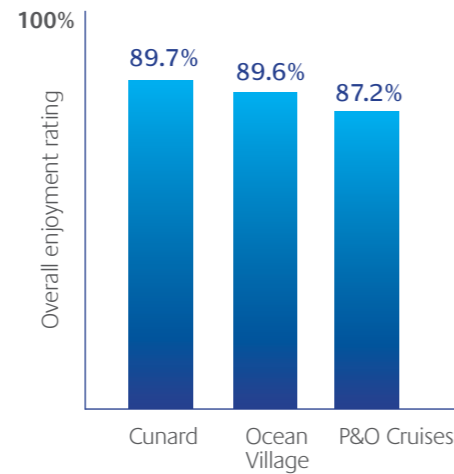
As well as the formal annual review, there are informal discussions during the year which identify what support managers need to provide and also recognise and discuss the behaviour adopted by each individual to achieve their goals.

Listening to the customer

Much of what Carnival UK does is driven by its passengers so it ensures a simple process is in place for them to communicate what they think and make suggestions as to how the company could improve its product and service levels.

The primary route is through the Customer Service Questionnaire (CSQ) which is delivered to every cabin towards the end of each cruise or voyage. On this, passengers can rate the quality of all aspects of their cruise or voyage from the pre-cruise service through embarkation to the overall on board experience including service, cabin, food, bars, entertainment, shore excursions, retail outlets, ports of call and ancillary services.

About 70% of CSQs are completed, with individual comments as well as ratings to make them even more useful. Carnival UK uses this feedback to ensure product and service is constantly monitored and upgraded where necessary. The ambitious target is an overall enjoyment rating of at least 90%. In 2009, Cunard reached 89.7%, Ocean Village 89.6%, P&O Cruises 87.2%. (PR5).



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Corporate social responsibility

Cunard Line has an ongoing relationship with the Prince's Trust which began at the naming ceremony for Queen Victoria at the end of 2007.

Fund-raising for what is the UK's leading charity for 14 to 30-year-olds, since its 1976 start-up, accelerated through 2008 and the total raised was approaching £400,000 by the summer of 2009 thanks to a range of initiatives including the auctioning off of the nautical charts for every Queen Mary 2 transatlantic voyage.

But the relationship goes beyond fund-raising. The Carnival UK Human Resources Business Services department also takes part in the Trust's Team programme. This is designed to help 16 to 25-year-olds improve their skills, presentation and attitudes in order to enhance their employment prospects.

The Team programme brings together a diverse mix of young people of widely ranging abilities, personal circumstances and backgrounds.

The aim is to engage with young people through the Team, encouraging them to develop responsible attitudes and respond to an environment of discipline, routine and teamwork.

Staff from Carnival UK HR run mock interview sessions with the young people for a specified 'position'. They will then ask them to identify positive areas of their interview performance and also those where they think they can improve.

Afterwards, Carnival UK HR will provide detailed feedback on each individual which is then discussed with them at a later meeting.

This is designed to help 16 to 25-year-olds improve their skills... individuals are actually praised, listened to and recognised for their contribution.

At the end of each Team programme, there is a presentation ceremony to reward and recognise the individuals for their achievements, but the most important result is ensuring the young people are better prepared to gain employment or an educational place in their chosen field.

Beyond the Prince's Trust involvement, HR Business Services has also linked with the reservations department and training academy to organise work experience on a regular basis for travel and tourism students from a variety of colleges.

Up to eight students come in for a week and spend time in different departments. They complete a workbook and present their findings to staff and their college tutors.

This programme's target is to build up a stronger working relationship with the colleges and at the same time be better able to assess the potential of students for full-time employment at the end of their studies.



Prince's Trust

Carnival UK Guest Services also allows students from Plymouth University on board ships on turnaround days to learn how they function.

The university has a degree course in cruise operations management and has been a source for Hotel Officer Cadets.

Carnival UK has offered discounted rates on weekend cruises to course students and arranged meetings and interviews with key staff on board during their stay.

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Charity begins at home

Carnival UK's corporate donations policy is to support charities which are local to its operations or have a connection to its business (including seafarer charities in the countries from which crew are sourced for the ships).

In addition to its direct donations and sponsorship, the company encourages structured charitable fundraising in its shoreside offices and on board the ships while staff are also supported in their personal efforts for selected charities.

The following are just a few examples of company-supported and staff-inspired events for charities.

Happy Christmas

During the Christmas 2009 cruise on P&O Cruises Oceana, a charity auction was held with the proceeds going to various childrens' charities.

Up for auction were bridge, engine room and galley tours, beauty treatments, Christmas dinner with the Captain (Julian Burgess) and his wife and dinner with the guest lecturers Neil and Christine Hamilton. A last-minute surprise item was one of the Captain's hats which he inadvertently left on the table.

The auction raised more than £5,000 with more than half going to the Challenor School run by the Barbados Association for Children with Intellectual Challenges.

That same Christmas, crew and staff on Ocean Village put on a special day for children from an orphanage on St Kitts, at which they were given a tour of the ship and lunch in the Plantations restaurant. They also enjoyed a 'Freedom 2Move' show which ended with Santa coming on stage



to deliver presents (three or four each) – that were contributed and wrapped by staff – to all the children.

Before they disembarked, the children were also given individual photographs taken of them with Santa.

Back in the UK, Carnival UK also takes part in the annual Christmas appeal organised by the local Social Services in Southampton and designed to produce an array of Christmas presents – 1,200 contributed by Carnival UK staff who also wrapped them – for children in care.

SAMARITANS

Not to be outdone, P&O Cruises Oriana ran a series of events on a summer (2009) sailing to raise money for Cancer Research UK.

Helping the Samaritans

The crew of Cunard Line's Queen Mary 2 donates old clothes, books and games to the New York branch of the Samaritans while, at the other end of the ship's transatlantic run, crew hand over foreign coins (collected in a large glass globe on board) to the Seamen's Centre in Southampton.

In December 2009, the ship's on board personnel manager began training for the London marathon. Sally Spiers maintained a daily 15 laps of the deck though the world cruise and voyages that followed until her 6hr 27 min completion of the race which earned more than £2,500 for the British Red Cross.

Not to be outdone, P&O Cruises Oriana ran a series of events on a summer (2009) sailing to raise money for Cancer Research UK. These included an auction of donated items from various on board departments (which included an engine room tour for just two people) and a Wii games tournament. Together with donations made to charity boxes around the ship, these raised nearly £1,350 for the charity.

Hospice help

Ever since it was decided to relocate all Carnival UK's offices into a single, new building in Southampton, the company has been helping raise money for a new facility at the local Naomi House Children's Hospice, just north of Winchester.

By combining organised clearance days with dress down days, the company was able to ask staff to contribute £1 apiece and, by mid-2009, nearly £1,500 had been donated to the hospice and will help fund Jack's Place, a specialised environment for young adults.

To help raise even more, Carnival UK offered surplus furniture to staff for a nominal donation, all of which goes to the hospice. This has raised more than £8,000.

Surplus bed and other linen from Carnival UK ships has also been donated to SCRATCH (Southampton City and Region Action to Combat Hardship) which aims to relieve the effects of poverty for families and individuals.

COMIC RELIEF

For Comic Relief's 2009 Red Nose Day, it was all hands on deck at the Carnival UK reservations call centre which opened after hours to handle what turned out to be more than £100,000 in public donations.

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For Comic Relief's 2009 Red Nose Day, it was all hands on deck at the Carnival UK reservations call centre which opened after hours to handle what turned out to be more than £100,000 in public donations. Through a range of raffles, auctions, cake sales and sponsored head shaves – and with the help of the Mayor of Southampton, celebrity chef Atul Kochhar, Noddy and Paddington Bear – over £3,500 was raised by company staff.

Economic impact

The European Cruise Council (ECC), of which Carnival UK Chief Executive Officer David Dingle was chairman between 2007 and 2010, is now producing annual economic impact studies detailing the benefits generated by the cruise industry across Europe.

For 2009, it reported €14.2bn in direct spending by cruise lines and passengers – a 10% rise on 2007. Overall, €32.2bn was generated by the industry, which also supported 311,512 jobs, representing €10bn in employee compensation.

This meant that, for the first time, the cruise industry created more fiscal benefits in Europe during 2008 than it did in North America which has been, and remains, the largest source market for cruise passengers.

Within Europe, the UK is the third largest (after Italy and close behind Germany) economic beneficiary. The cruise industry's direct expenditure in the UK totalled €2.26bn – 16% of the total. Italy's 30% share is primarily due to its market leadership in the cruise shipbuilding sector as the UK remains the largest source market country for cruise passengers in Europe and second only to the USA globally.

As far as jobs are concerned, the cruise industry generates more than 49,000 in the UK which puts it second after Italy. Similarly, its €1.95bn compensation is also second only to Italy.

Cruising's benefit stretches across the UK but ports (with their surrounding areas) such as Southampton clearly have an edge. A 2004 impact study carried out for Southampton showed a total annual benefit of more than £200m and 2,400 jobs.

At that time, more than 88% of the passengers through the port were brought by Carnival UK ships, and the company employed more than 740 staff in the city and surrounding area. By 2009, the total number of cruise passengers through the port had increased by 78% and the Carnival UK share was still high at 65% with Princess Cruises now adding a further 11% for a combined 76%. Carnival also employed more than 1,000 staff locally. Carnival UK also has 4,000 vendor/suppliers which are sourced globally but include many UK-based companies.

GRI Indicators

This sustainability report was compiled for Carnival UK in accordance with the G3 Guidelines of the Global Reporting Initiative (GRI). This index details the explanations for the Indicator numbers featured in the text of this report.

EN3 Direct energy consumption by primary source

EN4 Indirect energy consumption by primary source

EN5 Energy saved due to conservation and efficiency improvements

EN8 Total water withdrawal by source

EN12 Description of significant impacts of activities, products and services on biodiversity in protected areas and areas of high biodiversity value outside protected areas

EN16 Total direct and indirect greenhouse gas emissions by weight

EN19 Emissions of ozone-depleting substances by weight
EN20 NOx, SOx and other significant air emissions by type and weight

EN21 Total water discharge by quality and destination

EN22 Total weight of waste by type and disposal method

EN23 Total number and volume of spills

EN26 Initiatives to mitigate environmental impacts of products, services and extent of impact mitigation

HR4 Total number of incidents of discrimination and actions taken

HR5 Operations identified in which the right to exercise freedom of association or collective bargaining may be at significant risk and actions taken to support these rights

HR6 Operations identified as having significant risk for incidents of child labour and measures taken to contribute to the elimination of child labour

HR7 Operations identified as having significant risk for incidents of forced or compulsory labour and measures taken to contribute to the elimination of forced or compulsory labour

LA1 Total workforce by employment type, employment contract and region

LA2 Total number and rate of employee turnover by age group, gender and region

LA4 Percentage of employees covered by collective bargaining agreements

LA5 Minimum notice period(s) regarding significant operational changes, including whether it is specified in collective agreements

LA6 Percentage of workforce represented in formal joint management-worker health and safety committees that help monitor and advise on occupational health and safety programmes

LA7 Rates of injury, occupational diseases, lost days, absenteeism and total of work-related fatalities by region

LA9 Health and safety topics covered in formal agreements with trade unions

LA10 Average hours of training per year per employee by employee category

LA12 Percentage of employees receiving regular performance and career development review

PR1 Lifecycle stages in which health and safety impacts of products and services are assessed for improvement and percentage of significant products and service categories subject to such procedures

PR5 Practices related to customer satisfaction, including results of surveys measuring customer satisfaction

PR8 Total number of substantiated complaints regarding breaches of customer privacy and losses of customer data

SO3 Percentage of employees trained in organisation's anti-corruption policies and procedures

SO5 Public policy positions and participation in public policy development and lobbying

SO5 Monetary value of significant fines and total number on non-monetary sanctions for non-compliance with laws and regulations

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