

DISNEY CRUISE LINE ENVIRONMENTAL OVERVIEW

On land and at sea, Disney Cruise *Line* strives to promote positive environmental stewardship to our Guests, Cast and Crew Members through environmentally friendly operations in areas including conservation, waste minimization, energy reduction and community outreach. We are dedicated to making smart choices and actively seeking ways to demonstrate our *Environmentality™*.

In 2008, Disney Cruise Line was recognized by *Conde Nast Traveler* magazine's annual "**World Savers Awards**" for leadership in environmental practices and social responsibility. Disney Cruise Line was named as a finalist in four categories for its support of global wildlife conservation efforts through the Disney Worldwide Conservation Fund, the use of an innovative and non-toxic hull coating, and for the development of educational programs inspiring children to take an active part in protecting their local environment.

GENERAL

- Both the Disney Magic and Disney Wonder have onboard **Environmental Officers** who are responsible for overseeing and verifying all environmental systems, procedures and equipment, along with shipboard recycling, waste minimization and water reclamation efforts. Their responsibilities also include Disney's private island *Castaway Cay*, where food waste, water quality and conservation efforts are priorities. Additionally, the Officers supervise shipboard environmental education classes for all new and returning Crew Members highlighting waste minimization, separation and recycling efforts.
- Behind the scenes, Cast and Crew Members meet regularly to share ideas and identify new ways to practice *Environmentality*. Their efforts are supported by the **Environmental Initiatives Department** at the Walt Disney World® Resort, which works to inspire and share best practices with over 59,000 Cast and Crew Members working across Disney Cruise Line and Walt Disney World every day.
- **Disney's Animal Programs**, responsible for animal care, veterinary care, education and science programs at Walt Disney World, works to uphold high standards of animal care, professionalism, ethics, conservation and education. Representatives work with Disney Cruise Line shore excursion operators to review live dolphin excursions and inspect them to ensure the facilities, care and programs meet Disney's high standards. They also oversee educational excursions highlighting animals at Disney's private island, *Castaway Cay*.
- Representatives from the **Environmental Affairs** department at Walt Disney World are responsible for ensuring that Disney Cruise Line is in compliance with local, state and federal rules and regulations pertaining to environmental and other cruise industry standards.

ENERGY / WATER / WASTE REDUCTION EFFORTS

- Disney Cruise Line focuses on programs to **increase fuel efficiency** and **conserve energy** onboard the *Disney Magic* and *Disney Wonder* cruise ships. These efforts have helped *Disney Cruise Line* to achieve a 5% reduction of energy and have included:

- Reducing surplus shipboard weight
 - Automating onboard air conditioning systems for more optimal & efficient use
 - Replacing light fixtures with more energy-efficient light bulbs
 - Turning off lights in areas when they are not in use by Guests or Crew
- Disney Cruise Line made history by being the first cruise line to utilize an **innovative hull coating** that is 100% non-toxic and is effective in increasing fuel efficiency by reducing surface resistance in the water.
 - On *Castaway Cay*, an innovative recycling program to **repurpose used cooking oil** from the ships' galleys and combine it with diesel fuel reduces waste and carbon dioxide emissions. The resulting biodiesel mix is used to power heavy machinery on the island and has saved up to 8,000 gallons of traditional fuel annually, enough to power nine homes in the United States for a year.
 - Up to 10% of the water used onboard the *Disney Magic* and *Disney Wonder* is **reclaimed** from condensation in the shipboard air conditioning units and then re-used to rinse the outer decks of the ships.
 - Excess **heat** generated in the ships' engine boilers is rerouted and used to efficiently power evaporators used in the process of turning sea water into potable water.
 - Onboard hotel operations promote a **towel reuse program**, where Guests may elect to not have their towels replaced after a single use. The program helps to conserve both water and energy.

RECYCLING

Crew Members onboard Disney Cruise Line ships separate recyclables to help ensure that as many items as possible are eliminated from the onboard waste stream. These efforts divert as much as **405 tons of recyclables** from conventional waste streams each year.

- Every week, more than **2,500 lbs. of aluminum cans, 2,400 lbs. of glass bottles** and **160 lbs. of plastic bottles** are offloaded and recycled in Port Canaveral, Florida.
- **Cardboard shipping boxes** and excess packaging are also separated and recycled.
- A partnership with a local chapter of Keep America Beautiful has fueled **non-traditional recycling** efforts involving items like used ceiling and wall panels, scrap metal, and excess plastics.

CONSERVATION & WILDLIFE EFFORTS

- Crew Members and Guests take part in the **Disney Worldwide Conservation Fund Add-A-Dollar** program, which supports conservation efforts, scientific research and habitat protection for wildlife around the globe. To date, the Disney Worldwide Conservation Fund has raised over 12.8 million dollars in total donations, supporting more than 750 wildlife projects in 110 countries worldwide.

- Researchers at Disney's private island *Castaway Cay* are currently engaged in a multi-year project focused on restoring the health of coral reefs through the study of transplanted native **long-spined sea urchins**. The urchins help to control harmful algae levels that can choke out corals. Through their research, the group is learning more about helping to rebuild coral reef populations in The Bahamas.
- In 2008, Disney Cruise Line partnered with the Caribbean Conservation Corporation (CCC), a non-profit focused on sea turtle research, to support a unique education program using satellite telemetry to study migratory patterns of sea turtles in the wild. Through the program titled "**Tour de Turtles**" (www.tourdeturtles.org), Disney Cruise Line has sponsored a female loggerhead released along the coast of Florida that is being studied to gain information for protecting this amazing species.
- Guests visiting *Castaway Cay* can take part in the **Castaway Ray's Stingray Adventure** shore excursion. This 60-minute instructor-led and hands-on stingray experience was created through partnerships with animal experts at the Walt Disney World Resort. Portions of the proceeds from this excursion are donated directly to the Disney Wildlife Conservation Fund.
- Guests visiting *Castaway Cay* also help the environment by honoring a "**take only memories, leave only footprints**" policy that deters guests from removing shells--which are often homes for marine creatures--from the island.
- Conservation is further realized at *Castaway Cay* through man-made "**mini-reefs**" developed for the snorkeling lagoon to provide homes for small reef fish and invertebrates, and encourage coral growth at the island.
- In 2007, Crew Members on *Castaway Cay* partnered with experts from Disney's Animal Programs to protect and monitor a **Loggerhead sea turtle nest** on *Castaway Cay*. 120 Loggerhead hatchlings swam into history, as the event was the first-ever recorded nesting of sea turtles on Disney's private island. Crew Members helped to protect and guard the nesting area from being disturbed during the incubation period and were there to assist biologists in the release of seven late hatchlings.
- Navigational crew onboard the Disney Magic and Disney Wonder participate in **whale-watching networks** to spot endangered right whales that use the Florida coast as a nursery in spring and summer. Whale sightings are reported to the Marine Patrol and shared with other ships in the area to ensure safe passage for these marine mammals and their offspring.
- Disney Cruise Line is featured in the Cruise Lines International Association (CLIA) and Conservation International's "**Ship to Shore**" program. This effort highlights environmental stewardship in the cruise industry and also identifies areas of opportunity for the future.

INSPIRATION / EDUCATION

Onboard Disney Cruise Line, communication and education initiatives inspire adults and children to practice *Environmentality*.

- Guests and Crew Members are given an inside look into environmental operations on land and at sea through the “**Behind the Waves**” environmental video airing on all in-stateroom televisions onboard Disney Cruise Line ships. Hosted by Disney Channel actress Brenda Song, the 12-minute video showcases shipboard recycling efforts, energy and water conservation, and programs protecting wildlife in Disney Cruise Line ports of call. While informative in its own right, the video strives to entertain and further engage guests in helping to support environmental efforts both on the ship and at home.
- Shipboard youth activities engage children through the “**Safety Smart Goes Green with Timon & Pumba**” environmental education program. Created through a partnership between Walt Disney Animation Studios and Disney Educational Productions, the program seeks to inspire responsible environmental action through small steps everyone can take to make a difference in their everyday lives. In addition to showings onboard Disney Cruise Line ships, the program has been taken out into local schools and childcare facilities to further environmental education in Disney Cruise Line ports of call.
- Children and adults sailing aboard Disney cruise ships have the opportunity to take part in **Disney’s EnvironmentalTM Quiz Show**, which is an interactive competition inviting participants to test their environmental knowledge. The show utilizes the ship’s giant LCD-screen on deck 9 to engage guests in a fast-paced environmental trivia competition.
- Environmental messages are incorporated into enhanced family and children’s activities on **Earth Day**, such as interactive children’s games that promote proper recycling practices.
- Conservation messages are also highlighted in the **Onboard Directory of Guest Services** booklet, with articles promoting research and habitat preservation efforts supported through the Disney Wildlife Conservation Fund.
- Merchandise locations onboard Disney ships offer an assortment of **reusable tote bags**, with the intent of encouraging Guests and Crew Members to choose to reuse. One design supports the efforts of the Disney Worldwide Conservation Fund, with a portion of the proceeds from every bag being donated to help support wildlife around the globe.

COMMUNITY OUTREACH

- Since 2003, **Disney’s Environmental Challenge** has been educating and inspiring students in the Cayman Islands to take an active part in protecting their environment. The program inspires students to research environmental issues in their communities, problem-solve these issues and educate others and is a partnership with educational and environmental groups in the local community. To date, more than 1,800 students in the Cayman Islands have taken the Challenge, pledging to make a positive difference for the environment.
- Disney Cruise Line Cast and Crew Members volunteer their time and efforts in annual **shoreline cleanups** across our ports of call. Since 2002, joint cleanup events partnering with Walt Disney World and the Ocean Conservancy have collected more than 14,000 pounds of trash and debris across beaches near Port Canaveral, Florida.
- Each year near Earth Day, Crew Members on the ships and at *Castaway Cay* take part in special **Walk for Wildlife** volunteer events on the island, raising funds and awareness for

the Disney Worldwide Conservation Fund. In 2008, Crew Members personally generated \$5,400 to support conservation efforts through charitable 5K walks across the island.

- Annual contributions to environmental agencies and national parks services in The Bahamas and U.S. Virgin Islands provide financial support to summer eco camps in Disney Cruise Line ports of call. The programs provide hands-on experiential learning experiences to help children discover the importance of protecting their local environment.
- Ongoing **donations of shipboard items** and supplies redirect items away from landfills and into deserving homes and agencies in the port communities we visit.
 - Surplus merchandise items, books, games, computers and more than 500 television sets have been donated to deserving schools and agencies throughout the Caribbean.
 - These donations have included over 250 mattresses to local shelters, along with blankets and toiletries to individuals affected by natural disasters.
- A 2007 donation to the **Florida Keys National Marine Sanctuary** covered costs for installing much needed mooring buoys in waters near Key West, FL. The buoys allow boaters and divers to visit this popular spot without dropping anchor, protecting this vital ecosystem from potential damage and allowing nature to restore the diverse variety of sea life in the area.
- **Financial and in-kind donations** of items for charitable fundraisers and events support organizations working to make a difference in conservation efforts both on land and at sea. Supported organizations have included Reef Relief in Key West, Florida, the Friends of the Environment in the Abaco Islands, the Friends of the Virgin Islands National Park, local chapters of Keep America Beautiful, and the Florida-Caribbean Cruise Association Foundation.