

# Responsible Tourism and Ocean Protection

*Capitol Hill Ocean Week 2009  
Traveling from Sea to Shining Sea:  
Tourism's Influence on the Ocean and the Economy*

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# Overview

- About CLIA
- Environmental Regulatory Framework
- Industry Initiatives
- Looking toward the future

# Our Core Values and Commitment

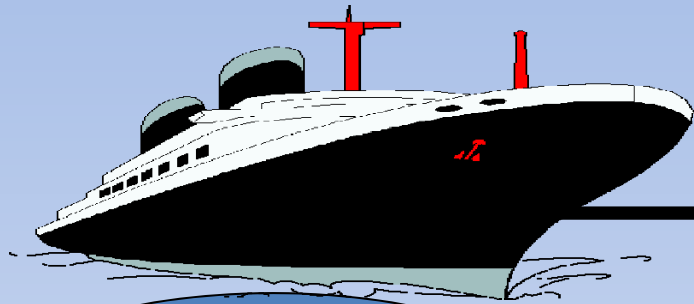
## **Success Depends on Clean Oceans:**

- CLIA, the 24 major cruise lines serving North America and representing 97 percent of the cruise capacity marketed from North America.
- 16,000+ travel agents (largest travel agent association)
- Committed to protecting the environment by meeting or exceeding requirements of international treaties and State and Federal laws.

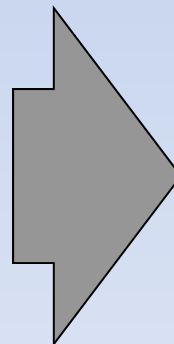
# Our Environmental Standards

1. **Meet** all environmental requirements
2. **Exceed** where possible (basis of CLIA's Waste Management Practices and Procedures)
  - Voluntarily developed and adopted standards
  - First established in 2001
  - Enforceable through International Safety Management Code
  - Consolidated Federal and International Regulations
3. **Innovate** new technologies to further reduce impact

# Regulatory Framework



- International Maritime Organization (IMO)
- MARPOL
- United States EPA
- United States Coast Guard

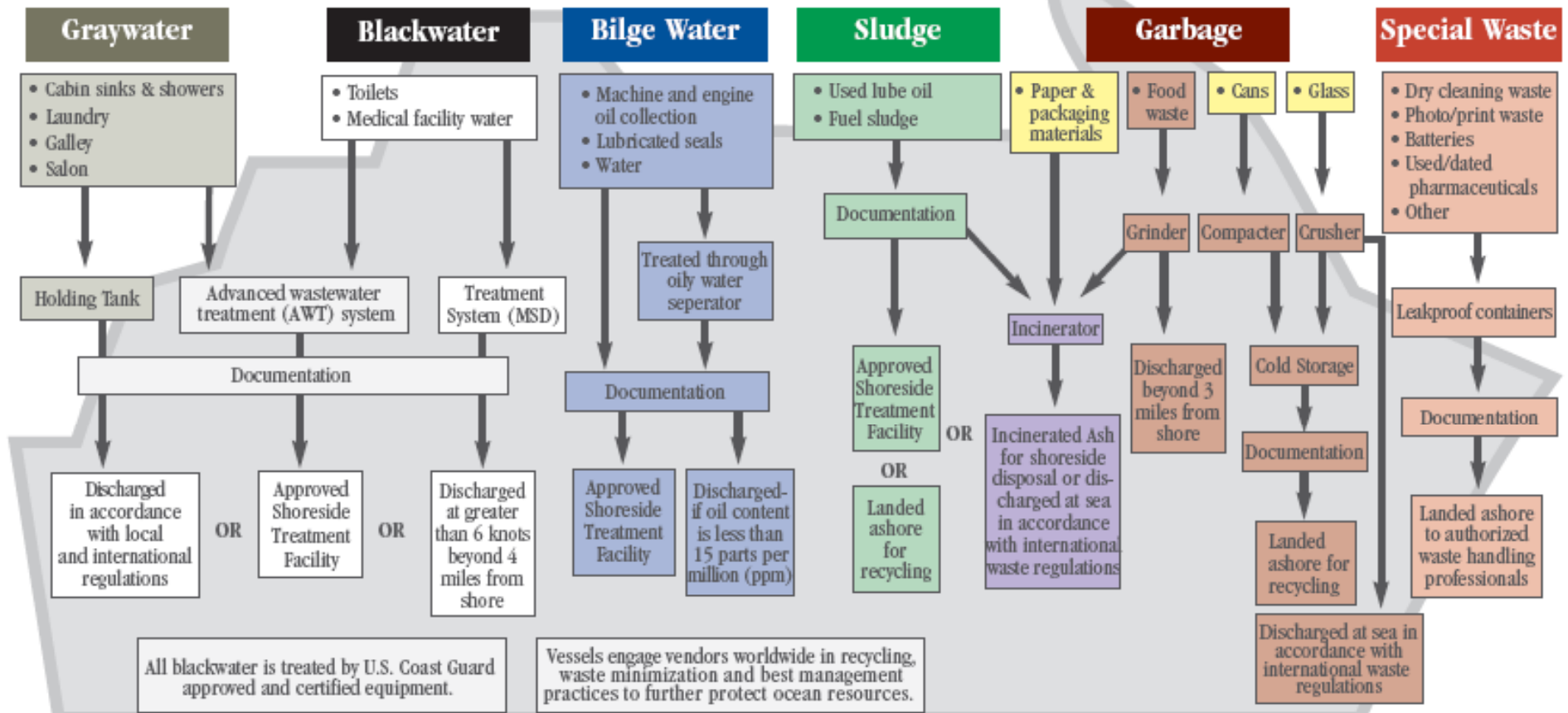


- Blackwater
- Graywater
- Hazardous Waste
- Oily Bilge Water
- Solid Waste
- Etc.

# WHERE DOES CRUISE SHIP WASTE GO?

Cruise ships comply with international, domestic and state laws from the International Maritime Organization (IMO), U.S. Coast Guard, Environmental Protection Agency (EPA) and state and port agencies.

Member lines of the Cruise Lines International Association (CLIA) are committed to preserving the waters upon which cruise ships sail. CLIA member lines have adopted environmental practices that meet or go beyond the requirements of international and domestic law, providing increased stewardship of our oceans.



# EPA

## VESSEL GENERAL PERMIT

### Basics:

- Clean Water Act requires a permit for discharge of any pollutant into U.S. waters from a point source unless exempted
- 2008 EPA proposed nationwide permit governing incidental vessel discharges
- Sets requirements for management of 26 discharge types
- Modifies and adds to requirements based on kind of vessels
- Very Broad Application in U.S. waters:
  - 1) No matter the flag of the vessel.
  - 2) No matter how many times.
  - 3) No matter what length of time.

# EPA

## VESSEL GENERAL PERMIT

- The Old

- Gray water
- Ballast water
- Bilge water

Blackwater is regulated under the Clean Water Act, Section 312

- The New

- **Hotel**

- Deck water runoff
- Material Stores
- Spa and Medical Drains

- **Deck**

- Hull cleaning
- Chain Locker Effluent
- [ Window washing ]

- **Engine**

- Engine cooling water
- RO Brine
- Stern Tube oily discharge

- **Other**

- Pool & Spa Discharges
- Above Waterline Hull Cleaning
- Azipod Bearings and other Thru-Hulls
- ... and many more

# Environmental Innovations

## Below Deck

- Shore-based power where available
- Efficient engine designs, including diesel electric engines
- Smokeless gas-turbine engines
- HAL's exhaust scrubbers project
- Low-sulfur and alternative fuel options such as biodiesel
- Highly-sophisticated and optimized power management systems
- Ecological "slick" hull coatings
- Propulsion and hull design optimization
- Wastewater treatment and Advanced wastewater purification systems (AWPS)
- Solid waste and hazardous waste management
- Double bilge water treatment
- CLIA Practices and Procedures, e.g., treating blackwater everywhere
- Whale Strike Avoidance Procedures

## Above Deck

- Highly-efficient heating, ventilation and air conditioning systems
- Water desalination plants
- Waste heat recovery and reuse systems
- Testing alternative/renewable energy options (solar, wind)
- LED and compact fluorescent lighting
- Automatic lighting and air conditioning control systems
- Window coatings that reduce sun penetration and AC use
- Water use minimization (low flow showers and faucets, vacuum toilets)
- High-Efficiency Appliances (icemakers)
- Rigorous recycling programs
- Environmental stewardship videos for passengers
- Conservation International partnership
- Philanthropy

# Our Environmental Innovations

- Advanced Wastewater Purification Systems (AWPS)
- Produces an effluent cleaner than what is produced by most municipalities
- Deployed prior to any requirements

# The Cruise Industry and the EPA

- The EPA completed its Cruise Ship Discharge Assessment Report in December 2008.
- The report was generally favorable to the industry and its waste management practices and current compliance with US and international discharge regulations.  
  
“designed to increase compliance with regulatory regimes, and in some cases incorporate voluntary standards and procedures that go beyond what is required by law or regulation”
- The report identifies areas to focus future enhancements of AWPS systems.
- Drinking water in Alaska does not meet state standards that apply to cruise ships.

# Our Commitment



- The cruise industry is partnered with Conservation International:
  - Educate member lines on climate change
  - Impact on business, mitigation strategies, etc.
  - Developing and promoting proactive policies in advance of climate regulation
  - Developing industry emissions reductions targets accounting for business growth
  - Destination Stewardship:
    - Assess cruise destinations on sustainability issues
    - Integrate biodiversity (projects, development)
    - Create incentives for marine operators to adopt environmental practices
    - Support destinations in managing visitation

# Our Environmental Plan

- Continue to:
  - Respect the Land, Sea and Air
  - Work with the environmental community
  - Comply with new regulations ahead of schedule
  - Embrace Regulatory Oversight
  - Innovate New Clean Technologies
  - Base decisions on Science
  - Educate on Environmental Efforts
  - Deliver Customer Satisfaction (Near 95% Now)