

ANNUAL REPORT 2015-2016



**COSTA CROCIERE
FOUNDATION**

**“THE WORLD IS IMPATIENT
FOR US TO MAKE A
DIFFERENCE.”**

Ban Ki-moon, Rome, 2009

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**“I THINK HAVING LAND
AND NOT RUINING IT
IS THE MOST BEAUTIFUL
ART THAT ANYBODY COULD
EVER WANT TO OWN.”**

Andy Warhol



FOREWORD



MICHAEL THAMM
COSTA GROUP CEO,
DIRECTOR OF THE BOARD

It gives me great pleasure to present this annual report on Costa Crociere Foundation's operations in 2015 and 2016.

Having grown steadily since our inception, two years ago in November 2014, the Foundation has developed from an idea into a carefully managed and highly professional entity delivering help and assistance to those in need. Our giving programme benefits the wider community and enriches our business as a whole.

From the outset, we were committed to improving the lives of vulnerable people in society and protecting the environment – the sea in particular. This has resulted in a total of fifteen different projects across Italy, more than 8500 beneficiaries helped and 71,500 m² of beaches and seabed cleaned up.

Working with our partners, public authorities and stakeholders, our combined efforts have been greater than the sum of our individual parts. We have been effective, and also enriched, by our work. All decisions are taken in unison, with the Board of Directors, Scientific Committee and staff members feeding their knowledge and experience into the process.

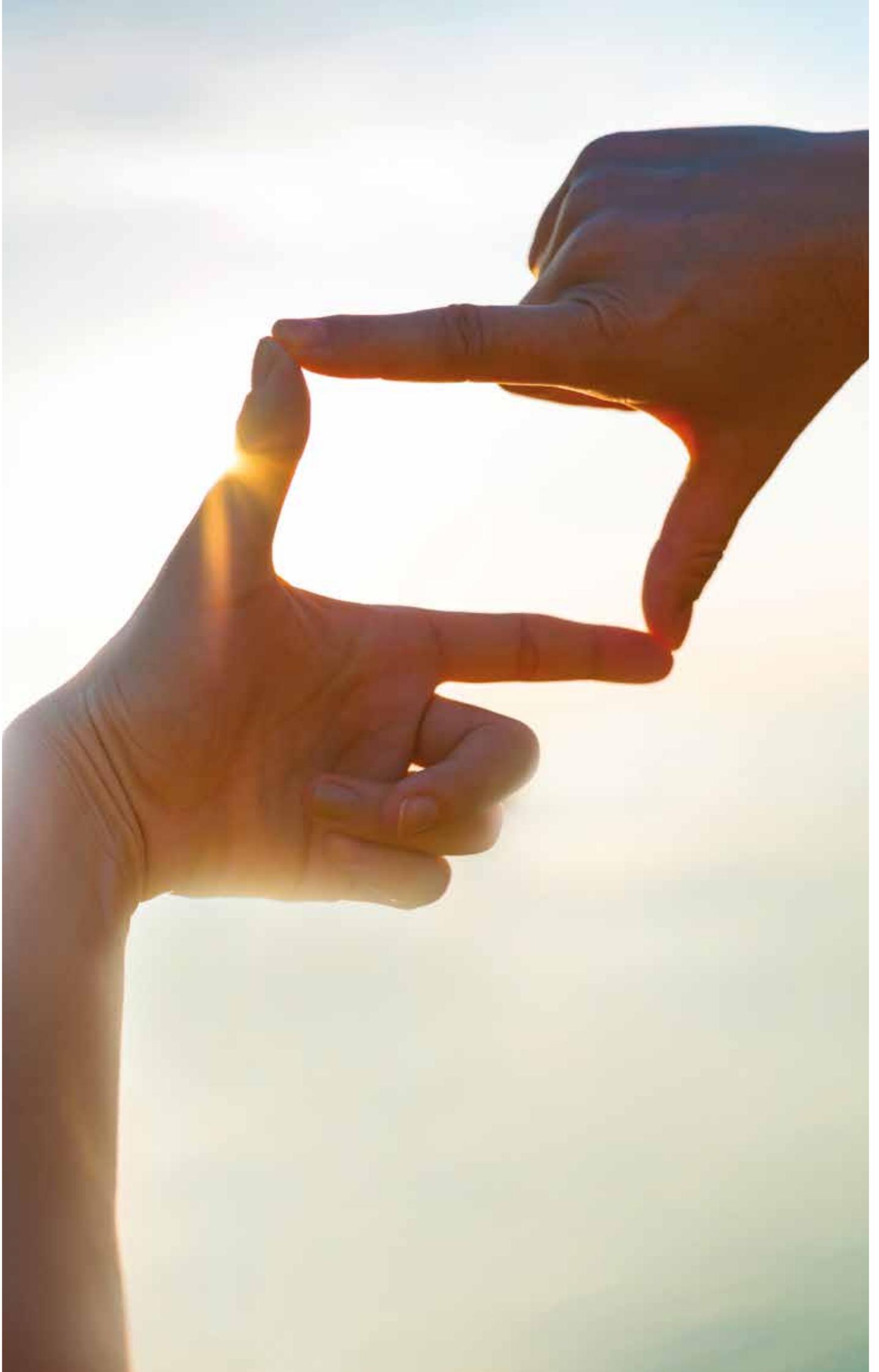
Each project is important to us, and we realize that the ability to draw on both financial and non-financial resources, channeling the expertise and resources of Costa Crociere, is what helps us to make a difference.

It makes us very proud to know that Costa Crociere is contributing to the wellbeing of our society and environment, we would like to thank everyone who has been involved in making that happen.





**SAILING TOWARDS
A BETTER FUTURE.**





VISION

Costa Crociere Foundation believes in a world in which marine pollution is a distant memory, biodiversity is safe and natural beauty is preserved. We want the waste disfiguring our coastlines and threatening wildlife to be removed for good.

We also have another, even more ambitious, dream: that no one should have to struggle to put a hot meal on the table and parents should never be forced to see their children go without. In our vision of equal opportunity, a decent home, healthcare and education would be available to all and everyone would have an equal start in life.

By making our dreams come true, we can make them come true for others as well.



MISSION

Costa Crociere Foundation believes that everyone deserves a second chance and should be given the opportunity to build themselves a better future. At the same time, we want that future to be framed by the splendid sight of a cleaner, healthier sea.

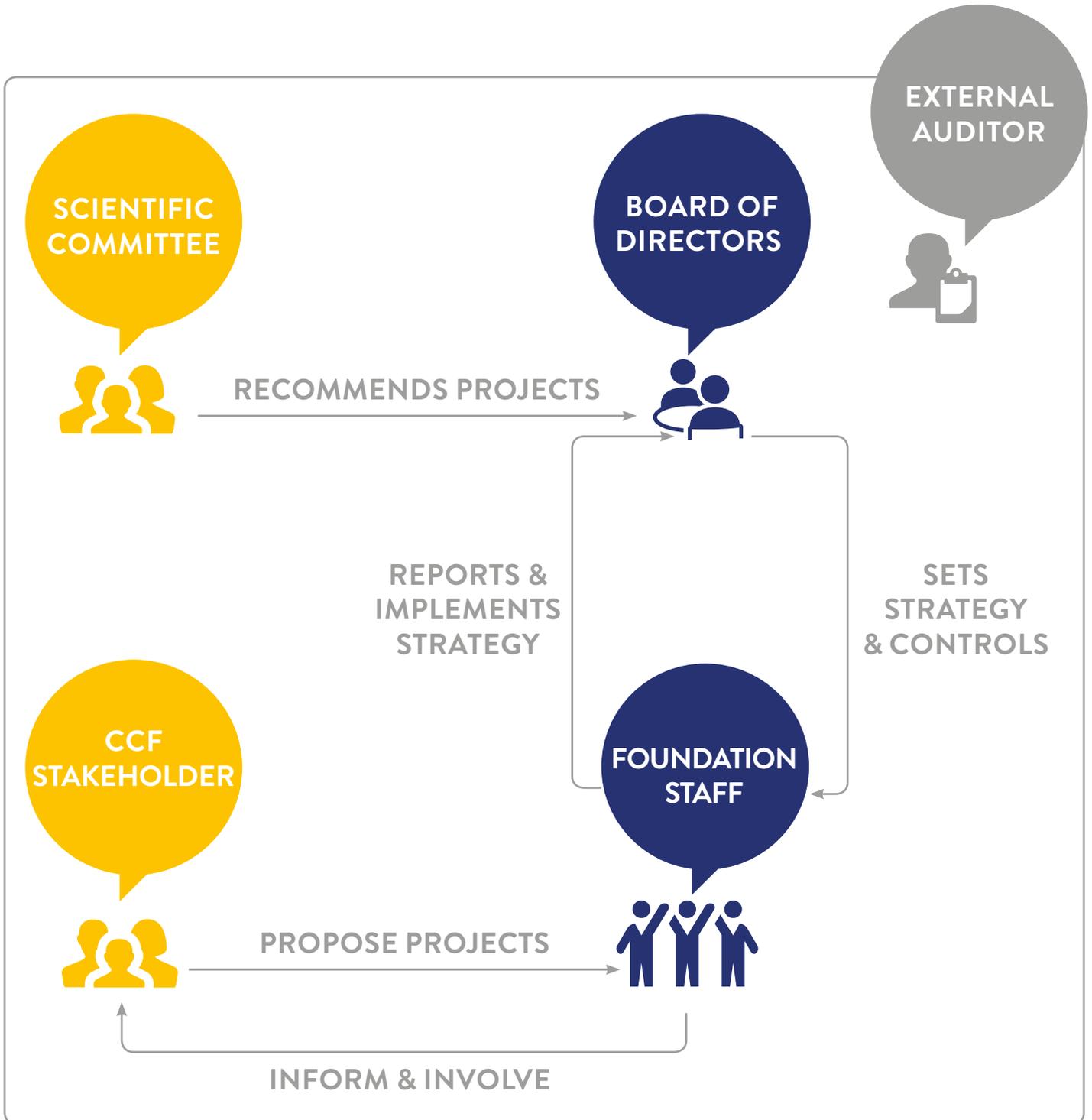
To turn this twofold mission into reality, we understand that results must come from substance and action. To this effect, we have worked hard to forge a solid network of relationships with stakeholders from across the board, from institutions and businesses to the media, suppliers and travel agents. Combining this with Costa Crociere's financial backing, we can be in the right place at the right time, all of the time. Providing help where help is needed, around the world or starting from outside our own front door in Genoa.

The Mediterranean, currently on the brink of an ecological emergency as a result of our throwaway society, is therefore a top priority for us. We, therefore, implement a wide range of initiatives, from clean-up campaigns to environmental education programmes, in which businesses are helped to rethink their products, become more sustainable, and embrace recycling practices.

Pollution is not the only danger to our society. The global recession has seen hundreds of people end up without a job, a home and even food on the table. This is the reason why we fight for everyone's right to a quality education: it's essential for their future. We know we can help steer them into work. Giving people the means to take back control of their lives is also key to our work with victims of domestic violence, who are given a safe haven, financial assistance and emotional support to take their first steps towards a life on their own.



GOVERNANCE





BOARD OF DIRECTORS



STEFANIA BERTOLINI

Secretary General CSR Network and Director of the “Istituto per i Valori d’Impresa” (ISVI). She also holds university courses teaching Corporate Sustainability and Business Administration in several Italian faculties.



LAURA CANNONE

Brand Emergency Response Officer and Chairwoman of the Foundation. She leads the Emergency Response Organization besides a large team of worldwide employees - the Care Team - to render aid to Costa guests and shipboard team should such a situation occur.



GIUSEPPE CARINO

Vice President Guest Experience and On Board Revenue, he is adept at managing revenues, leading teams, promoting partnerships and channeling opportunities to turn mission statements into positive customer experiences at Costa Crociere.



PAOLA GIRDINIO

Board Member ENEL and Professor at University of Genoa, she is a leading expert on environmental issues and member of a number of ministerial environmental impact commissions, as well as member of the Board of Directors.



BENIAMINO MALTESE

Senior Vice President and CFO, his financial expertise and management skills helped transform Costa Crociere from a family business to a publicly listed company.



UGO SALERNO

RINA Chairman and CEO, trained in shipping and naval engineering, and currently heads RINA, Italy’s supervisory body responsible for classifying, inspecting and testing in the marine, energy and transport sectors.



MICHAEL THAMM

Costa Group CEO and CEO Carnival Asia, he has built up a wide portfolio of management successes in the shipping and cruise-line industry.

IMPACT DATA



12 SOCIAL
PROJECTS



3 ENVIRONMENTAL
PROJECTS



8.509 BENEFICIARIES



95 NATIONALITIES



71.500 M² OF BEACHES AND
SEABED CLEANED UP



34 SCHOOLS
(INVOLVED IN ENVIRONMENTAL PROJECTS)



612 STUDENTS
(INVOLVED IN ENVIRONMENTAL PROJECTS)



CCF IN NUMBERS

AVERAGE COST PER PROJECT

 SOCIAL **159.844 €**

 SOCIAL PER YEAR **44.754 €**

 ENVIRONMENTAL **177.300 €**

 ENVIRONMENTAL PER YEAR **59.100 €**

100%

PERCENTAGE OF DONATIONS ACTUALLY INVESTED IN PROJECTS

0%

PERCENTAGE OF DONATIONS SPENT ON OVERHEADS



86,1%

DIRECT DONATIONS FROM COSTA CROCIERE

8,1%

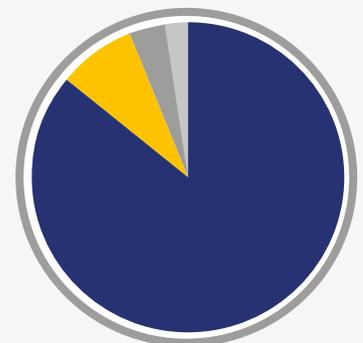
DONATIONS FROM CORPORATE BUSINESS PARTNERS

3,3%

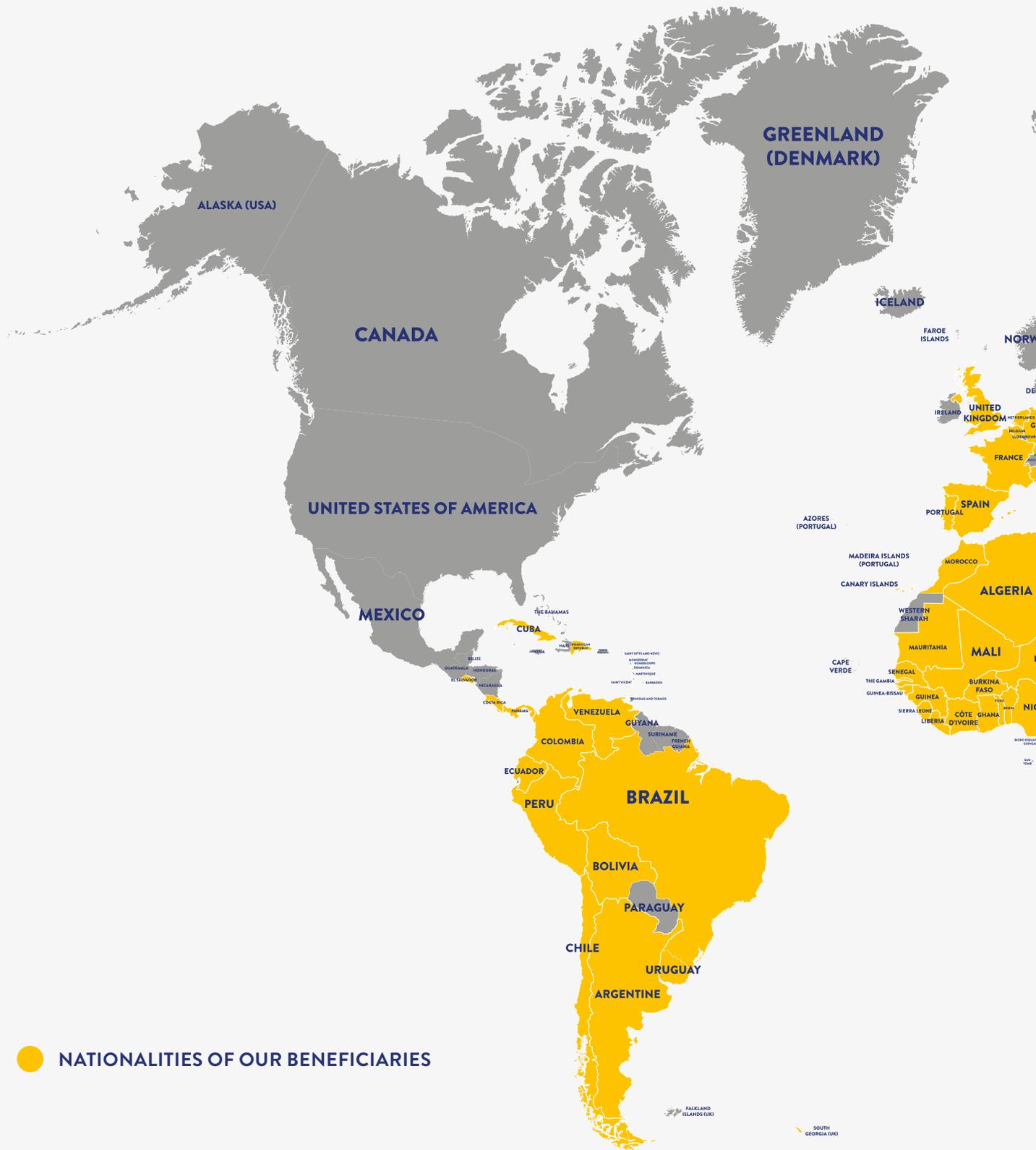
DONATIONS FROM CAMPAIGNS INVOLVING COSTA EMPLOYEES

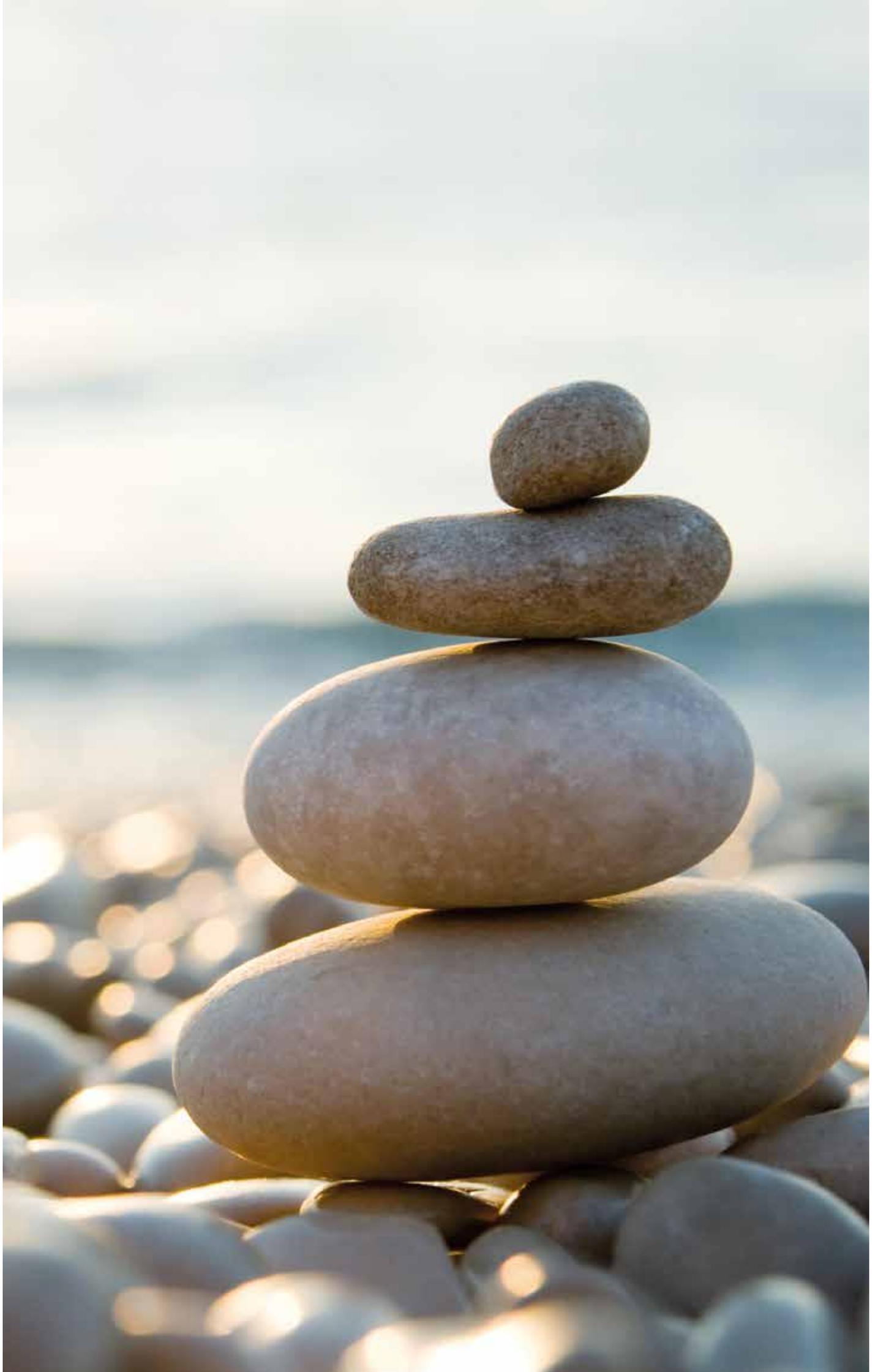
2,5%

DONATIONS FROM CAMPAIGNS INVOLVING COSTA GUESTS



FINANCIAL DATA







ENVIRONMENTAL PROJECTS

Our seas and oceans are under threat: rising pollution levels risk scarring them visually as well as endangering the ecosystem, interfering with marine biodiversity and threatening the survival of aquatic fish and flora. Plastic litter and debris from primarily land-based sources are clogging up coastlines, carried there by rivers and through poor waste management practices.

Costa Crociere Foundation has made the sea the mainstay of its mission, and we refuse to stand by and let the devastation continue. Through projects and initiatives targeting our seas, we are endeavouring to turn this situation around.

Our first line of attack were educational programmes to inform and mobilise hundreds of students and make future generations more aware of, and sensitive to, environmental issues: education is the only way of bringing lasting change. Moreover, working with professional divers, the fishing community and local authorities, we have also made a start on cleaning coastlines and seabeds in the hope of safeguarding biodiversity.

A second, and equally important, part of our approach is to support businesses and convince them to rethink their products, make them more recyclable and reduce their impact on the environment. Plastic is the biggest source of pollution in the world and, by going straight to plastic manufacturers, we hope to reduce the amount which ends up in our oceans.

By creating targeted interactions of this kind, between programmes and people, we believe we can eradicate a problem that is threatening entire marine species and causing irreversible damage to key tourist assets, not to mention putting human health at risk.

There is nothing more beautiful to behold than an unspoilt sea, for all to enjoy and to navigate.



PARTNER: OLPA (Osservatorio Ligure Pesca e Ambiente)



EN ROUTE TO A BLUER SEA

OUR STORIES

Two hundred children from upper and lower secondary schools across Liguria submitted their projects - one from each class - outlining their suggestions on how to raise public awareness about marine pollution. Having embraced the idea with gusto and outstanding inventiveness, their ideas included a model showing the benefits of creating a conservation area around Gallinara island, a video about waste and the problems it causes, and a boardgame connected with protecting the sea.



Liguria



2600
people involved



20 schools



520 students involved



619 kg
marine litter collected



55.000 m²
of coastline cleaned

Costa Crociere has been working with OLPA, the Ligurian Marine Observatory for Fishing and the Environment, on a project to reduce beach litter, clean up the coastlines and raise public awareness about marine pollution.

Italy's coastlines are at risk from inadequate waste management. The area of most concern is the one that attracts most people: the 50m strip running along the shore where discarded objects tend to collect.

Locals were made aware of the problem and several local fisherman asked to use their skills and specialist knowledge to measure, using specific equipment, pollution levels along the coast and in the sea.

Sizeable sections of the seabed and coastline were then cleaned up through the efforts of hundreds of people who helped to collect and classify the debris found.

Students in several Ligurian schools were involved in environmental education workshops and encouraged to "adopt" a section of the coast and study the problems it faced.

2015

2017



PARTNER: CIRSPE (Centro Italiano Ricerche e Studi sulla Pesca)



A HELPING HAND FOR THE TYRRHENIAN

OUR STORIES

Rethinking and revisiting rubbish: creativity can do great things when given a free rein, like turning waste into a work-of-art.

In a project which aims to trigger behavioural change, it will come as no surprise that sculptor Michelangelo Pistoletto used some of the waste items collected by fishing boats in Fiumicino in his work “Il Terzo Paradiso” (The Third Paradise), subsequently donated to the town of Cerveteri.



Liguria, Tuscany, Lazio



14 schools involved



510 students involved



1000+ kg of litter collected



16.500 m² coastline reclaimed

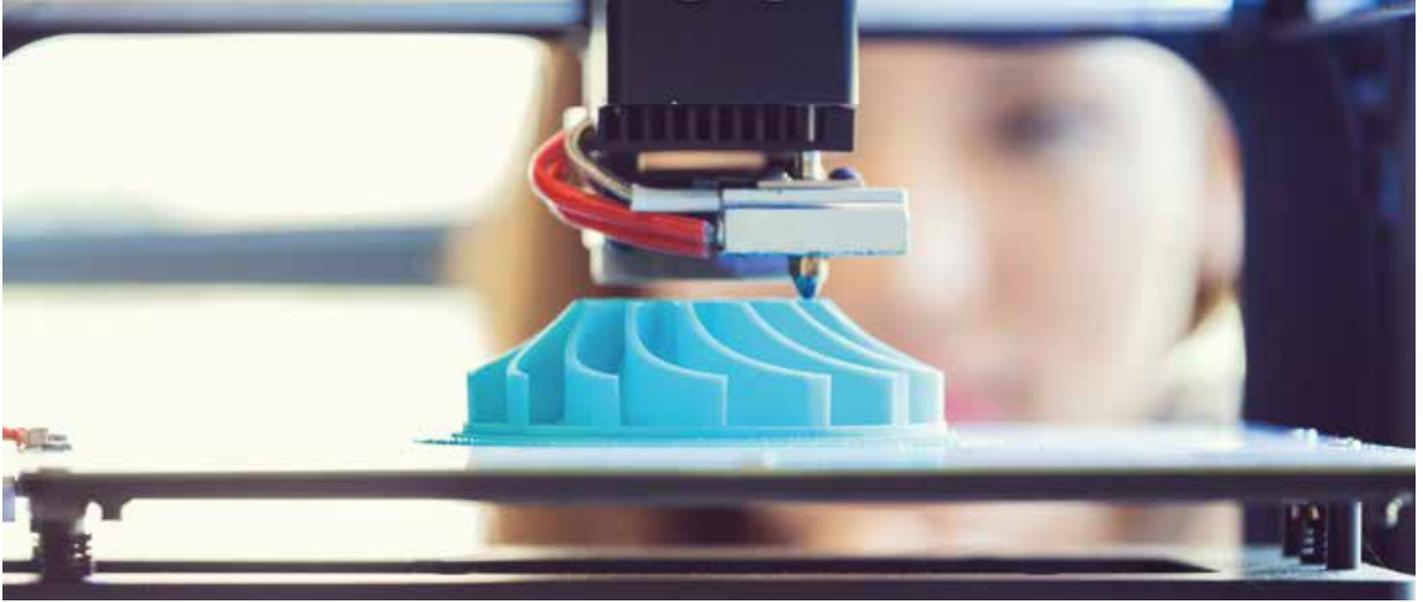
There are two main avenues to reducing waste at sea. Firstly, we have to stop the mountains of things we throw away from getting any higher. Secondly, we need to change the behaviour at the root of the problem, given that most of the waste that ends up in the sea comes from fishing, leisure craft and illegal dumping.

The European Union has taken action to enact legislation to rectify this. CIRSPE, through its A Helping Hand for the Tyrrhenian project backed by the Costa Crociere Foundation, has mobilised people and producers to adopt recyclable products and sustainable practices.

The project is fully inclusive, reaching out to schoolchildren and stakeholders living and working along the Ligurian, Tuscan and Lazio coastlines, giving them a hands-on role in the process. The children, for example, got a chance to see for themselves the many problems waste causes when they were invited to take part in beach clean-up days, while local divers and local authorities helped to collect waste floating in our waters.

2015

2018



PARTNER: Scuola di Robotica



THE SEA IN 3D*

OUR STORIES

Scuola di Robotica brought around 200 schoolchildren together in a practical activity that showed them how plastic can be recycled. With so many young people involved, Pokémon were the natural choice for the objects they wanted to print in 3D! The bottle tops collected and brought into to the workshop were turned into plastic reels, to the surprise of all those present, and then used to create a multitude of objects.



Liguria



educational kit created



schools involved



volunteers



traffic to website



advertising

The Sea in 3D project, in collaboration with the Scuola di Robotica association, aims to find a new life for debris collected from the sea and beaches using 3D printing. This will help to both clean up the sea and also facilitate a sustainable economy.

To begin with, plastic and nylon waste is collected by people with an interest in the sea - fishermen, tourists, local residents and schools - previously targeted in a public awareness campaign. In a second stage, non-biodegradable materials are reused to produce new products using 3D printing techniques.

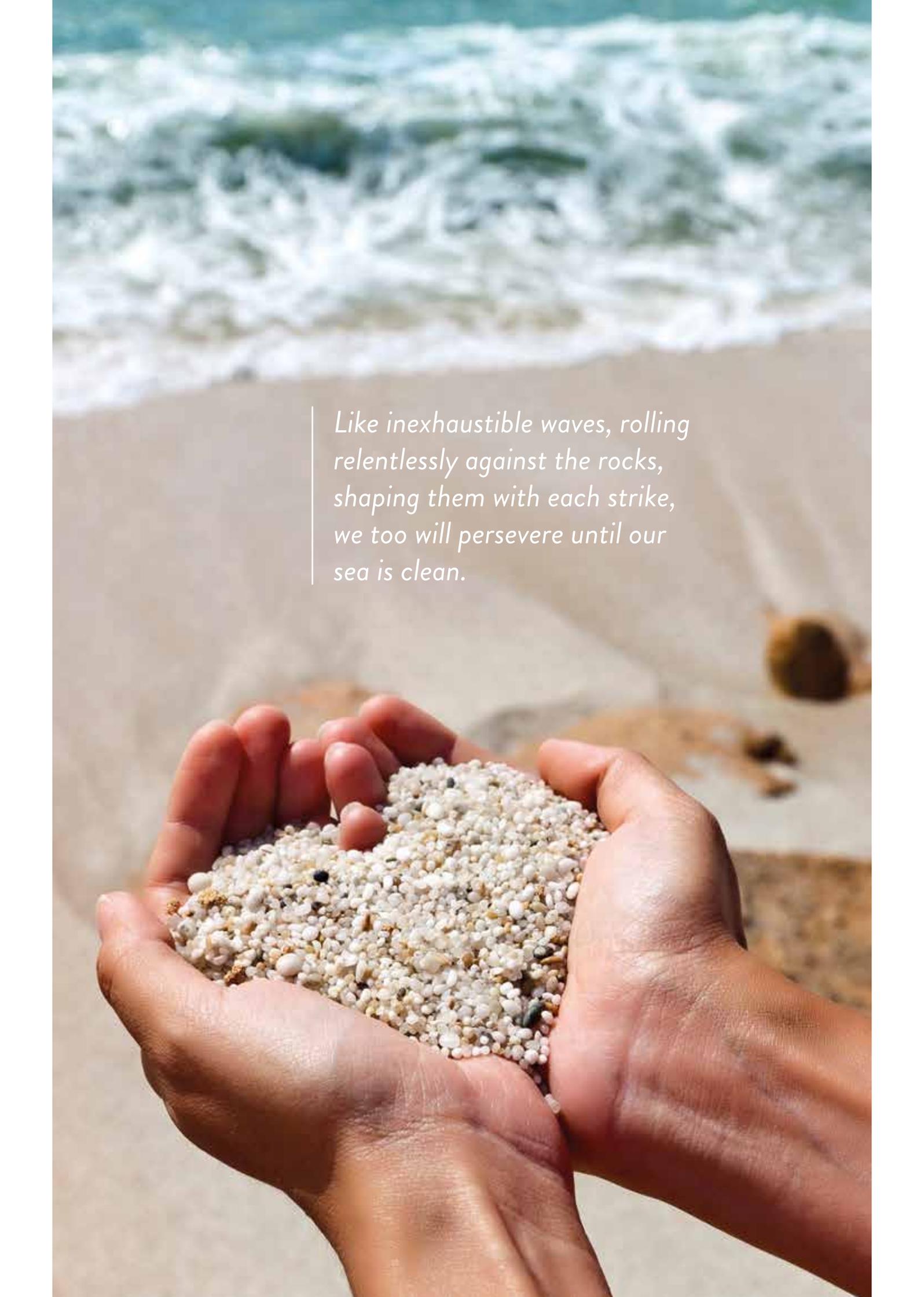
The variety of objects which can be produced is endless, from teaching kits for visually-impaired and blind children to marine kits for schools containing objects like coral and shells which would otherwise be impossible to have in the classroom.

Some of the children targeted in the printing project come from disadvantaged backgrounds meaning the project gives them an important opportunity to gain new technical skills. Facilitating the professional development of young people in this way, whilst also cleaning up the seas, are the flagship features of The Sea in 3D project, which aims to be game-changing in its ecological, educational and social impact.

2016

2019

*The project started in 2016, therefore KPI data will be available in 2017



*Like inexhaustible waves, rolling
relentlessly against the rocks,
shaping them with each strike,
we too will persevere until our
sea is clean.*





SOCIAL PROJECTS

A global recession is underway and, unfortunately, doesn't seem to be slowing down. Since 2008, Italy has seen its job market increasingly squeezed and unemployment rise steadily as a result. The effects on families have been devastating: incomes have dropped and many have fallen below the breadline. What was once considered essential has now become a luxury.

The labour market itself has changed and, with fewer jobs available, young people have been left on the side-lines, out of work or in positions that don't guarantee a minimum wage. Women are often affected disproportionately and when the situation is complicated by domestic abuse and violence, it can become almost impossible to know where to turn for help.

In line with our mission to tackle the threats to our seas, marine species and natural heritage, Costa Crociere Foundation has also turned its attention to the threats faced by vulnerable people in our society. Working with local authorities and cooperatives, we have drawn on Costa Crociere's broad network of suppliers to provide help for the homeless and food for the hungry. One of our main partnerships is with the Community of Sant'Egidio. With our help, they are the only source of a hot meal for more than 450 people every day.

To end hunger and food insecurity, we realized that we also had to take action to reverse youth unemployment. Through our scholarship programme, courses and hands-on training schemes, we have given disadvantaged young people a route back into education and out of poverty. By giving them marketable skills, we are giving them back hope in the future.

Our work doesn't stop here. Looking around us, we wanted to make sure that no one in society gets left behind, including women who have been victims of domestic violence. Costa Crociere Foundation has done everything within its means to support A Safe Haven project offering accommodation and support to women and children.

Everyone has a right to a better future and we believe we can help to build it.



PARTNER: Comunità di Sant'Egidio



A HOME FOR THE HOMELESS

OUR STORIES

At the age of fifty-five, Olga was forced to leave her home and family in Ukraine when she came to Italy to work as a carer. When the person she was caring for passed away, she was left with no job and no home. When voluntary workers from the Community of Sant'Egidio found Olga, she was scared and withdrawn. At such a difficult time, their comforting words gave her the strength to pick herself back up and start over. Olga now has a stable job and this summer will be able to return to Ukraine to visit her family.



Liguria



20 homeless hosted



12 beds available



7 autonomy path completed

When you live on the streets you're not only exposed to a variety of dangers, you also risk losing your identity through lack of social interaction.

The risk of losing their home has sadly become a reality for a growing number of single dads, elderly people on their own, young unemployed foreigners or workers earning below the breadline.

Driven by such concerns, Costa Crociere Foundation worked closely with the Community of Sant'Egidio on a successful project to help the homeless by offering three main pillars of support.

The first step was to put a safe roof over their heads and provide basic necessities to help them take their first steps out of homelessness.

Helping someone is not just about providing material assistance though, it also means extending a hand of friendship and a human presence. That's why the project first provided a home then followed it up with expert counsellors and volunteers offering personalized psychological, educational, medical and legal services to help the individuals resume their place in society.

Moreover, the project was crucial in raising awareness about the plight of homeless people and giving them an opportunity to rebuild a life for themselves.

2015

2020



PARTNER: Comunità di Sant'Egidio

FOOD ASSISTANCE

OUR STORIES

On turning sixty, L. found himself sleeping in Genoa train station, with no job and no home. He had lost all hope, leading himself into alcohol addiction. The hot meals provided by the Community of Sant'Egidio were the only time he ever heard an encouraging voice. The staff at the soup kitchen eventually convinced him to get back in touch with his daughter who had been worrying about her dad ever since he went missing. L.'s life has been transformed. He moved in with his daughter, stopped drinking and is now a full-time grandfather.



Liguria



3000 people helped



171.140
meals served



77+ nationalities

Food insecurity has become real for more than 4.8 million Italians struggling to survive the recession. To offset this hardship can be an essential lifeline for children, women and the elderly.

Drawing on Costa Crociere's dense network of stakeholders, suppliers, local authorities and partners, the Foundation reached an important first milestone: to get food to parts of Genoa that are normally forgotten.

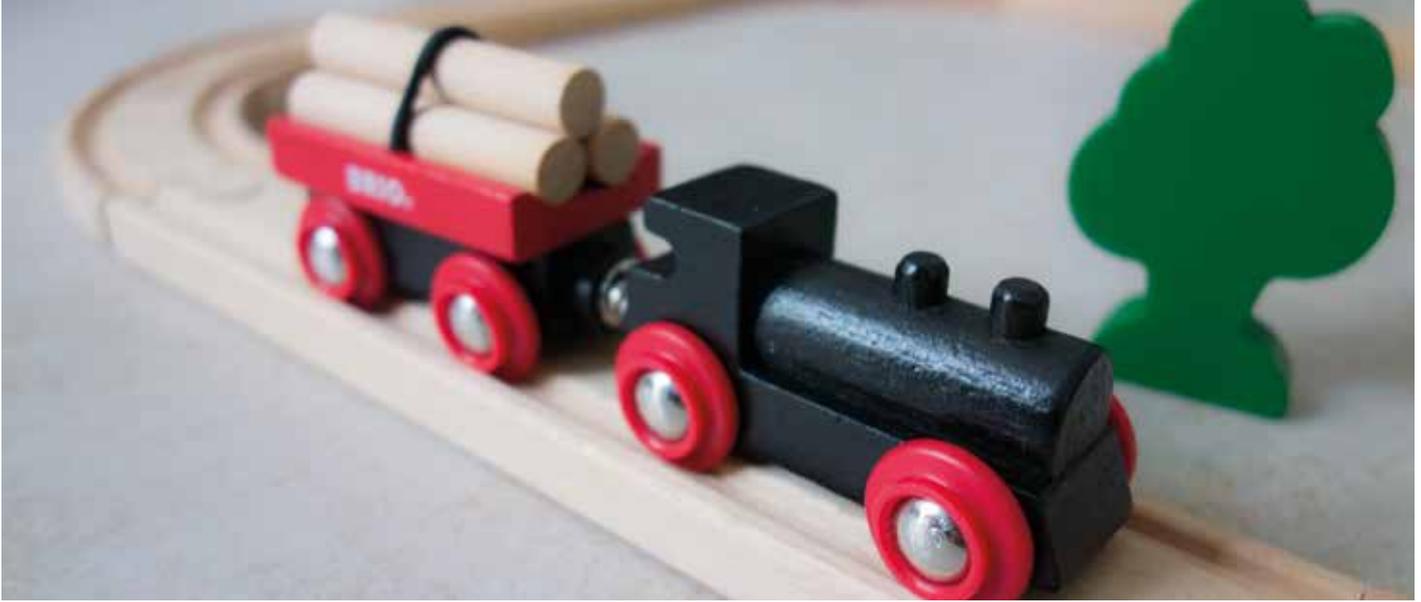
Through our partnership with the Community of Sant'Egidio, 450 people receive vital food assistance. Unfortunately, the demand for food, medicines, clothing and shelter has shot up so much that the Community of Sant'Egidio now runs two meal centres.

The key pillars of the programme – the provision of food is supplemented by a public awareness campaign.

By supplying necessary foodstuffs and changing public attitudes, the project is having a positive impact on society.

2015

2020



MATERIAL ASSISTANCE

OUR STORIES

If we give life meaning, we can make life longer. This applies to people and also to things. Decommissioned items from Costa Crociere ships were used to part-furnish homes in the A Home for the Homeless project. During an interior ship makeover, prime quality bed covers and blankets, prematurely destined for the scrap heap, were given a new lease of life as a result of this project. In their new home, the recycled items also marked a new start for the people living there.



Italy



60 orders completed



10.000+
items donated
(max 639 per time)



100%
Costa fleet involved



17 volunteers involved

There are many items on Costa Crociere ships which are no longer needed but are far from having reached the end of their life cycle: finding them a new home is the cornerstone of the Foundation's Material Assistance project.

In a throwaway society like ours, the chance to donate quality items to charity associations has a double purpose: it helps both the environment and people in need.

And so the idea was born to take surplus goods from Costa Crociere - things no longer used on-board for a variety of reasons but still in perfect condition - and put them into the hands of people without a home or a hot meal.

It fits perfectly with one of the aims of our environmental programme: to reduce waste through recycling and helping those in need.

The Foundation endeavoured to find out which items charities were looking for and how Costa Crociere could help provide them.

The charitable efforts didn't stop at mere donations; they set in motion a virtuous circle of resource recycling whereby Costa Crociere constantly encourages its employees, stakeholders and suppliers to do the same thing.

2014

2020



PARTNER: Associazione Arkè

A DENTIST AS A FRIEND*

OUR STORIES

Back in 2000, six-year-old E. had really bad toothache. His teeth were black, crooked and the other kids at school laughed and called him “bugs bunny.” Marco, a dentist who lived in the same town, decided to do something about that. He started looking after E.’s teeth free of charge. Before long, he had them white and straight again. E. is 23 now, has beautiful, healthy teeth and a normal life. His story was the inspiration for the A Dentist as a Friend project.



Liguria, Piedmont,
Valle d’Aosta, Lombardy,
Tuscany, Emilia-Romagna



volunteer dentists



treatments



children treated

A Dentist as a Friend was introduced as a way of providing free dental care to children from families struggling financially.

In today’s economic climate, finding the money to cover the cost of expensive dental treatment is becoming increasingly difficult. The project aims to overcome this by offering qualified care to infants and children from the poorest backgrounds. To succeed, it requires detailed planning and coordination to bring together the many parties involved, the dentists, dental hygienists, social services and also the families.

Building on the encouraging results achieved in Genoa, A Dentist as a Friend is planning a public awareness campaign in order to recruit new dentists, train social workers and inform the families of potential patients. The project was extended to take in more regions of Italy, such as Piedmont and Valle d’Aosta, with Lombardy, Tuscany and Emilia-Romagna set to follow.

The project has set itself the ambitious task of making sure children from poorer backgrounds don’t have to grow up with bad teeth.

2016

2019

*The project started in 2016, therefore KPI data will be available in 2017



PARTNER: CIES Onlus (Centro Informazione ed Educazione allo Sviluppo)

MATECHEF

OUR STORIES

O. arrived in Italy from Burkina Faso after a long and treacherous journey, driven by his desire to become a chef. During his training with MaTeChef, O. showed enormous passion and achieved outstanding results. After an apprenticeship in a restaurant in Rome, O. moved to Lecco and found work right away in another restaurant, his dream of turning his love of cooking into a career finally come true.



Lazio



30 students trained



6 teachers



135 hours of classes per student



13 nationalities

Is there a way of closing the educational attainment gap for children from low-income households while also supporting a restaurant?

Altrove, a restaurant opened as a result of the MaTeChef project, funded by Costa Crociere Foundation, may be the answer. Located in the busy Ostiense district of Rome, it trains young chefs and serves as an important meeting place for locals. Serving both organic and fair trade food, Altrove is both multi-ethnic and km0.

On completion of their training, the young chefs are offered the opportunity of paid employment in the restaurant where they can start to build themselves a professional profile.

The programme is also an important way of building their self-esteem and their chance of securing a permanent job in the long-term. Qualifying as trained chefs, the young apprentices represent a precious resource for businesses in the catering trade.

2015

2018



PARTNER: FOCUS - La casa dei diritti sociali

TODAY, TOMORROW, TO NINO

OUR STORIES

A., a teenager, underwent a treacherous journey from Afghanistan to Italy where he sought political asylum. He had always dreamed of becoming a video operator. With his tenacity and our support, he passed his diploma in filmmaking at the Roberto Rossellini higher education college and is now studying drama, arts and music at university in Rome. In his spare time, he has already gained significant work experience as a video assistant on two films.



Lazio



150 beneficiaries



23 schools involved



18 nationalities



20 tutors

Today, Tomorrow, To Nino aims to give vulnerable young people a chance of an education and to stop them from dropping out of school. Keeping children in education is one of the EU's strategic goals for 2020.

The three-year project targets vulnerable young people on three fronts: prevention, intervention and financial assistance.

To combat early school-leaving and encourage them to continue with their studies the program offers wrap-around support, delivering specialist teaching support in the classroom and further guidance and social activities after school. Through personalized learning pathways, pupils are helped to acquire the skills they need to be part of society. One of the main reasons young people living in urban areas of decline leave school early is their sense of alienation from the wider community.

Moreover, family empowerment sessions are organised to support their parents and help them recognize the difficulties faced by their children. To help offset the cost of keeping their children in education, school books and learning materials are provided.

2015

2018



PARTNER: Il Laboratorio Cooperativa Sociale



INTO WORK TOGETHER

OUR STORIES

A perilous trip across Africa to reach Italy in search of a better future. This is the story of many young people, just like the 22-year-old who arrived in Genoa from Guinea-Bissau, after a long and deadly journey. The project gave him the opportunity to learn Italian, to take a catering course and discover a talent for cooking, as his tutor confirms. The practical apprenticeship is the next step in the transition to full-time employment.



Liguria



153
students trained



3808 hours
12 courses



95% attendance



22+ nationalities



10 traineeships starting
from 28.02.2017

Thousands of young people drop out of school every year without ever attaining the skills they need to find a satisfying role for themselves in society. The difficulty in finding a job is often further complicated by limited finances which can cause a growing sense of frustration that may spill over into criminal or dangerous behaviour.

In response to this problem, the Into Work Together (Cooperation and Co-Working) project, run in partnership with Il Laboratorio Cooperativa Sociale, offers unemployed young people, referred by social services, a training programme in which they will be given the chance to acquire core skills (IT, languages, social media, safety in the workplace) then more specialist skills (manual labour, high tech, service industry).

The new abilities acquired will provide an essential confidence boost prior to making renewed contact with the labour market.

Another pillar of the project is the three-month work placement, during which their progress “on-the-job” will be tracked by the same tutors who guided them through the training stage. The experiences and feedback of the participants are monitored to assure the project can be continually improved.

2015

2018



EDUCATION: THE KEY TO YOUR FUTURE

OUR STORIES

G. is a female student from Genoa. Her family, like many other Italian families, was struggling financially and couldn't afford to send her to university after high school. Thanks to the Education: The Key to Your Future project, G. is now doing exceptionally well on a Biomedical Engineering course: scoring a grade point average of 29,5/30. Winning this scholarship not only allowed her to continue her studies, it was also an empowering experience that gave her back her confidence. What dreams does she have for the future? A career in Robotics or Neuro-engineering, which is now one step closer to achieving.



Liguria



all **5**
years of university covered



10 students involved



5 nationalities



28/30
average grade

The more qualifications a person has, the more chance they have to lift themselves out of economic and social hardship.

When there are no jobs to be had or the work available doesn't pay enough to survive, there is a real risk of falling into a vicious circle of debt, insecurity and, ultimately, poverty. Education is the foundation on which to start building change and paving the way to a different life.

We are firm believers of this and decided to use our scholarship programme to fund the university education of several young high school pupils who deserved the opportunity to continue their studies but whose families were struggling financially.

In particular, we chose students wishing to take an engineering degree at Genoa university, for two main reasons. Firstly, because the engineering faculty in the Ligurian capital is one of the finest in Italy. Secondly, statistics show that young people with an engineering degree have more chance of finding a job after graduation.

The faculty is also near Costa Crociere's offices making it possible for the financial assistance to be backed up by valuable support and mentoring from Costa's employees and HR team.

2015

2020



PARTNER: Non Solo Vela Associazione di Promozione Sociale

SEA ROUTES TO SUCCESS*

OUR STORIES

Skills for life, not just for life at sea. For MG., one of the jobless young people at risk of social exclusion, Sea Routes to Success was also a way of learning by doing and trying new things, the ones he most enjoys, as well as the many other courses on offer. Being part of Sea Routes to Success gave MG. back his self-confidence and the hope that he can build himself a better future.



Liguria



people involved



Costa business partners



autonomy paths completed



traineeships activated



new jobs

Sea Routes to Success project revives the tradition of training ships in tackling, through targeted courses, Italy's youth unemployment crisis, a problem which is reflected and on the rise across Europe. It targets young people aged 18 to 25 with a middle school education, resident in Genoa, and either native Italians or non-natives with a valid residency permit. The intention is to turn their lives around by giving them faith in the future and the technical and transversal skills needed to find their place in the maritime labour market.

The teaching programme alternates classroom lessons with practical land-based ship carpentry sessions and time at sea, giving trainees the chance to acquire some solid professional experience as well as the opportunity to build the necessary people skills needed to work effectively in a group.

On completion of their training, the young people are offered a three-month work placement funded by the Sea Routes to Success project. For the local enterprises involved, this is an invaluable occasion to increase their workforce and harness the energy and enthusiasm of young people excited about working in the industry. For the trainees, it is opportunity to put their new skills into practice, regain faith in themselves and their ability to rise to new professional and personal challenges.

2016

2018

*The project started in 2016, therefore KPI data will be available in 2017



PARTNER: ALZAIA - Cooperativa Sociale



THE MIRACLE SHOP*

OUR STORIES

C. was born with Down's Syndrome but the day finally came to make that important step towards real independence, in the company of four friends. He'd been helping out at a supermarket for years, as part of a social and educational integration programme, but it was never a real job. Thanks to the Miracle Shop, he now has the opportunity to take up regular employment and receive his very first wage packet!



Tuscany



people involved



new jobs



n° Costa shore excursions

The Miracle Shop provides jobless young people and people with Down's Syndrome an opportunity for personal and professional growth.

By making them part of a new retail venture on Pisa's world famous Piazza del Duomo, the social impact is enormous as well as facilitating a sustainable economy through the sale of locally sourced organic and/or fair trade foodstuffs and merchandise.

The beneficiaries of the project are four unemployed youths and five young people with Down's Syndrome. They receive a mutual help by this combined training programme, where specific roles are assigned to fit their individual skillsets.

For both groups, the new skills and experience gained by the end of the project will prove invaluable in enabling them to re-engage with the labour market and find employment with other local enterprises.

The project is therefore in perfect harmony with the key theme of the UN's Sustainable Development Goals for 2030 which call on nations "not to leave anyone behind."

2016

2018

*The project started in 2016, therefore KPI data will be available in 2017



PARTNER: Fondazione Mondo Digitale

WOMEN IN TECHNOLOGY*

OUR STORIES

The Women In Technology project kicked off to the enthusiasm of all the future young business women taking part. Girls like S., for example, currently attending secondary school in Palermo, were impatient to put herself to the test in the IT world even though she comes from a classics background. Or S., or any of her friends for whom training is an essential stage in their journey towards the job market of the future. WIT gives them this opportunity - an equal one in an unequal world - turning on its head the belief that scientific studies are generally more suited to boys.



Campania, Calabria, Sicily

Women in Technology (WIT) champions the IT-related business ideas of 150 female pupils from three secondary schools in Campania, Calabria and Sicily.



women involved

The WIT training programme aims to give the young girls core skills they will need to get ahead in modern society. The project does not stop at general notions, going on to develop soft skills like leadership and problem-solving abilities. Students are encouraged to find solutions to problems in their own lives and in that of their communities.



% attendance

The underlying philosophy in the WIT project is learning by doing with a view to empowering young women and making them aware of their worth. Participants are guided through the development of their own personal start-up in the IT sector and encouraged to put their newly-acquired skills into practice.



new business



number of schools

The best ideas are then submitted to businesses in the Fondazione Mondo Digitale, the brains behind the project. Members may then provide the social investment needed to get the ideas off the ground. The young women therefore have a chance to interact with the “real” world of work and receive invaluable advice and suggestions to be treasured on their journey towards a brilliant future!

2016

2018

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PARTNER: Il Cerchio delle Relazioni

A SAFE HAVEN*

OUR STORIES

Arianna is a young mum who sought help for herself and her baby, M., when she escaped a violent partner. Unable to return home, she was given a place in housing provided by Cerchio delle Relazioni. Mother and child now live together in a “halfway house”. Showing great courage, Arianna is managing to successfully combine work and family. With the help of the project, very soon, she will be able to apply for a loan that will enable her to make the move into a real home with her son.



Liguria



women and children involved



available places in safehouses



autonomy paths completed

Figures released by Italy’s national statistics office show that the number of women experiencing domestic violence is still high.

Crisis centres in Liguria struggle to provide accommodation for all women escaping maltreatment: the Safe Haven project is attempting to tackle this problem on more than one level.

Firstly, it provides a safe and secret home that is suitable for women and their children. Secondly, the women are given the money they need to survive while they adapt to their new circumstances. Thirdly, support services are intensified through the provision of an educational therapist to counsel the children.

When their time in the safe house comes to an end, the women embark on a journey towards full self-sufficiency, which helps to restore their confidence in the future.

Empowerment - the process of growth based on the awareness of one’s own potential and the ultimate objective of fully developing it - is a popular concept that The Safe Haven project embodies in full.

2016

2018

*The project started in 2016, therefore KPI data will be available in 2017

AFTERWORDS



SARAH KOWALZIK
SECRETARY GENERAL
COSTA CROCIERE
FOUNDATION

A globally-operating foundation takes time and endeavor to build. It is a long and complex process that must generate real and lasting impacts as well as facilitate engagement and interaction with stakeholders across the spectrum.

In our first two years of operations, we laid the necessary foundations to overcome the many challenges that lie ahead.

All projects backed in 2014, across both social and environmental programmes, were rooted in the local community. We wanted to underscore our ties with Genoa and Liguria by supporting projects and activities that benefitted local communities and the Ligurian Sea.

Moving forward, in 2015 and 2016, we extended our reach to twelve of Italy's twenty regions.

In 2017, the intention is to take our work into the remaining regions in Italy and also launch our first international project in the Philippines. Such a step towards global influence is a natural process for Costa Crociere's corporate Foundation. It is our duty to reach out to those in need, regardless of where they live and who they are.

2017 will be a truly pivotal year for the Foundation. We expect to continue to grow and also to evolve in the nature of our response. Until now, we have taken a full responsive approach, putting out an annual call for projects and evaluating each of the proposals received from non-profit organizations. From this year, we will still call for project proposals but the balance will switch to a more directive management one, to afford us a greater role in co-designing (and maximizing impact of) the projects selected. It will also have the effect of placing greater emphasis on the non-financial resources to which we have access. The most important of these, not counting our ships and infrastructures, are the knowledge and experience of colleagues and partner organizations, both onboard and ashore.

"Guardiani della Costa" is a prime example of such an approach: starting in 2017, students and teachers from high schools all over Italy will adopt, monitor and protect their respective sections of Italy's coastline. A citizen science programme of this scale, among the biggest of its kind in Italy, will engage and empower the full amount of Costa Crociere's stakeholders, from clients and colleagues to business partners.

Without their support, and the active role they play in our projects, as volunteers, experts or benefactors, Costa Crociere Foundation would not be as special as it is now.

CREDITS

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