



 COSTA CROCIERE  
FOUNDATION

# Annual Report 2018

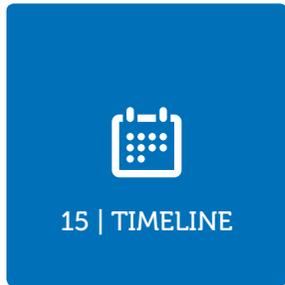
Our utmost gratitude goes to those who support the Foundation. Their effort and contribution enable us to generate the impact we are so proud of.

A. Hartrod Srl  
Agenzia Marittima Saidelli Srl  
Agrimontana Spa  
Albatravel Genova Srl  
Alitalia - Società Aerea Italiana Spa  
Azienda Casearia Salati Srl  
Bc Service Europe Srl  
Bome Srl  
Cassia Travel Srl  
Cervi Enrico Studio Di Architettura  
Chugoku Boat Spa  
Consorzio Per Il Centro Interuniversitario di Biologia Marina  
Cosnav Costruzioni Navali Srl  
Crosa Srl  
Dassisti Viaggi  
De Palma Thermofluid Snc  
Destination Service  
Ecolab Srl  
Effedue Srl  
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Total Servise Srl  
Total Solution Interiors Srl  
Utilia Srl

Our special thanks go to all landbased and on-board Costa Citizens, and to the Union Representatives for their constant support.

We are also deeply grateful to Costa fleet Captains for their role as ambassadors in the 5x1000 campaign.

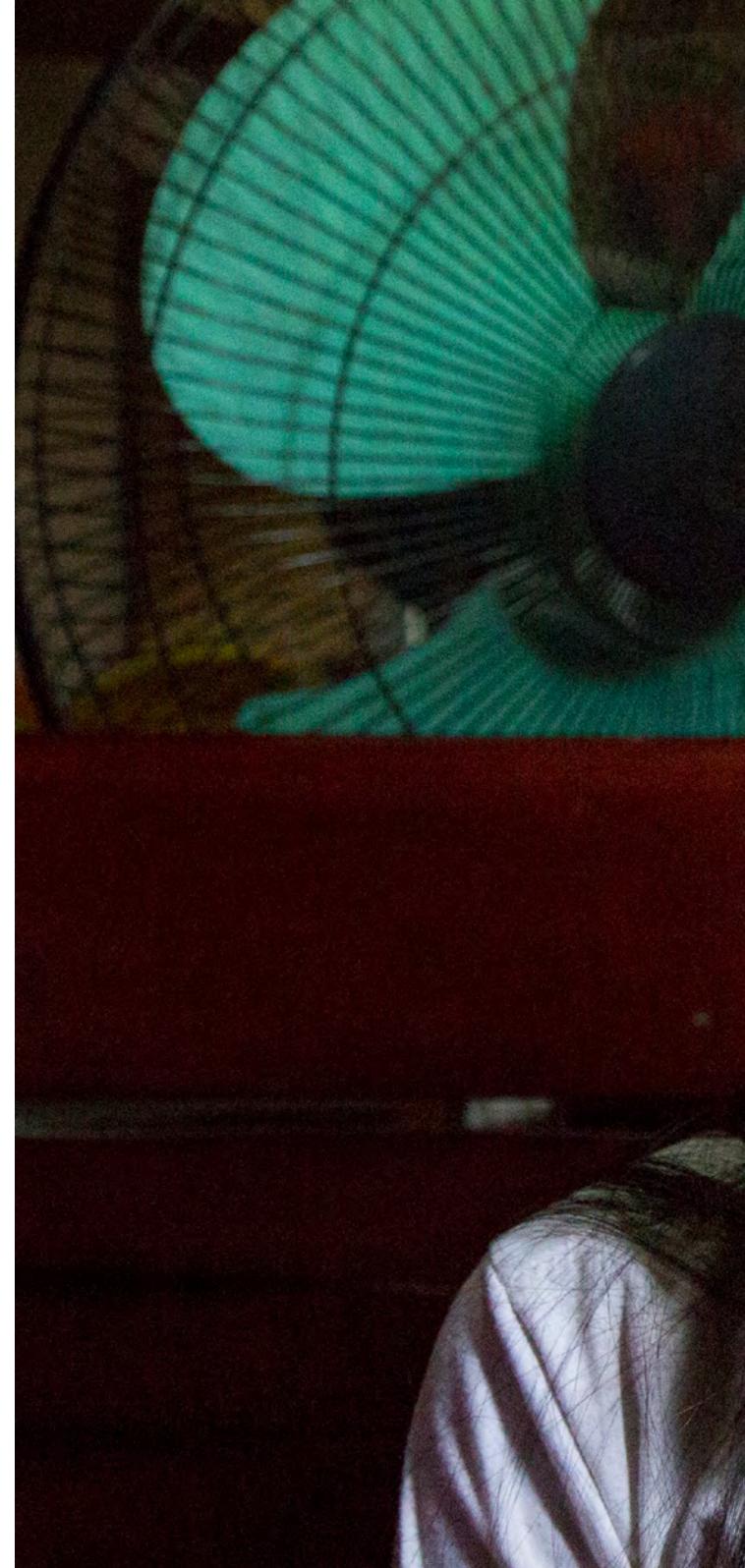


“Happiness is something that multiplies  
when it is divided.”

*Paulo Coelho*

Hello Philippines,  
Hello Future! project

Page 37







# FOREWORD

25,000 beneficiaries, 130 nationalities.

I'd like to start with these figures, which are more than mere numbers, to share the outstanding results achieved by the Foundation. Behind each of the 25 thousand beneficiaries are the faces of children and adults, women and men, stories to be told and talents to be expressed.

For them, the Foundation's support has meant the distribution of 400,000 hot and cold meals, free health and dental care, and a safe place for women who have suffered abuse.

Aid programmes like these are not the only thing we can do to tackle the most urgent problems facing society and the environment.

We invest the majority of our resources in selecting and delivering projects which nurture the skills of our beneficiaries and prepare them to pursue their ambitions, become self-sufficient and find peace of mind. Like the girls in Women Accessibility Tourism who not only overcame the barrier of multiple sclerosis, but also used their exceptional new skills to make sure tourism has no barriers. The results they achieved were so effective, Costa asked them to do the same for the main cruise destinations in the Mediterranean and develop accessible tours for Guests. This is an extraordinary example of how our Company's commitment to social issues can result in business synergies and widen the impact of the Foundation's work to create value for cruise Guests as well.

Our commitment to the environment is equally important. We want to share our love for the sea with younger generations, raising their awareness and making them more informed. Through the Guardians of the Coast project, a third of Italy's coastlines were adopted and monitored by thousands of Italian high school students and their teachers. One of the biggest citizen science projects ever in Italy was created and made freely available to all in society.

Such rapid expansion in our projects does not mean we have forgotten our roots and our home. Insieme per Genova (Together for Genova) began the day after the Morandi bridge collapsed in Genova, and working alongside the local Community, we are building a modern community centre in the Certosa neighborhood, the one hardest hit by the disaster. It will remain as proof positive of Costa's commitment to Genova and Liguria, where most of our initiatives are focused.

We all believe in a better world. But working to make it happen is more complex.

This is why, through the Foundation which invests 100% of all donations received, Costa shares with the Community the value created by the daily commitment of the over 30,000 employees of a responsible Company.

Because happiness is a right, for everyone.



Michael Thamm

*Costa Group and  
Carnival Asia CEO,  
Director of the Board*



# VISION/ MISSION

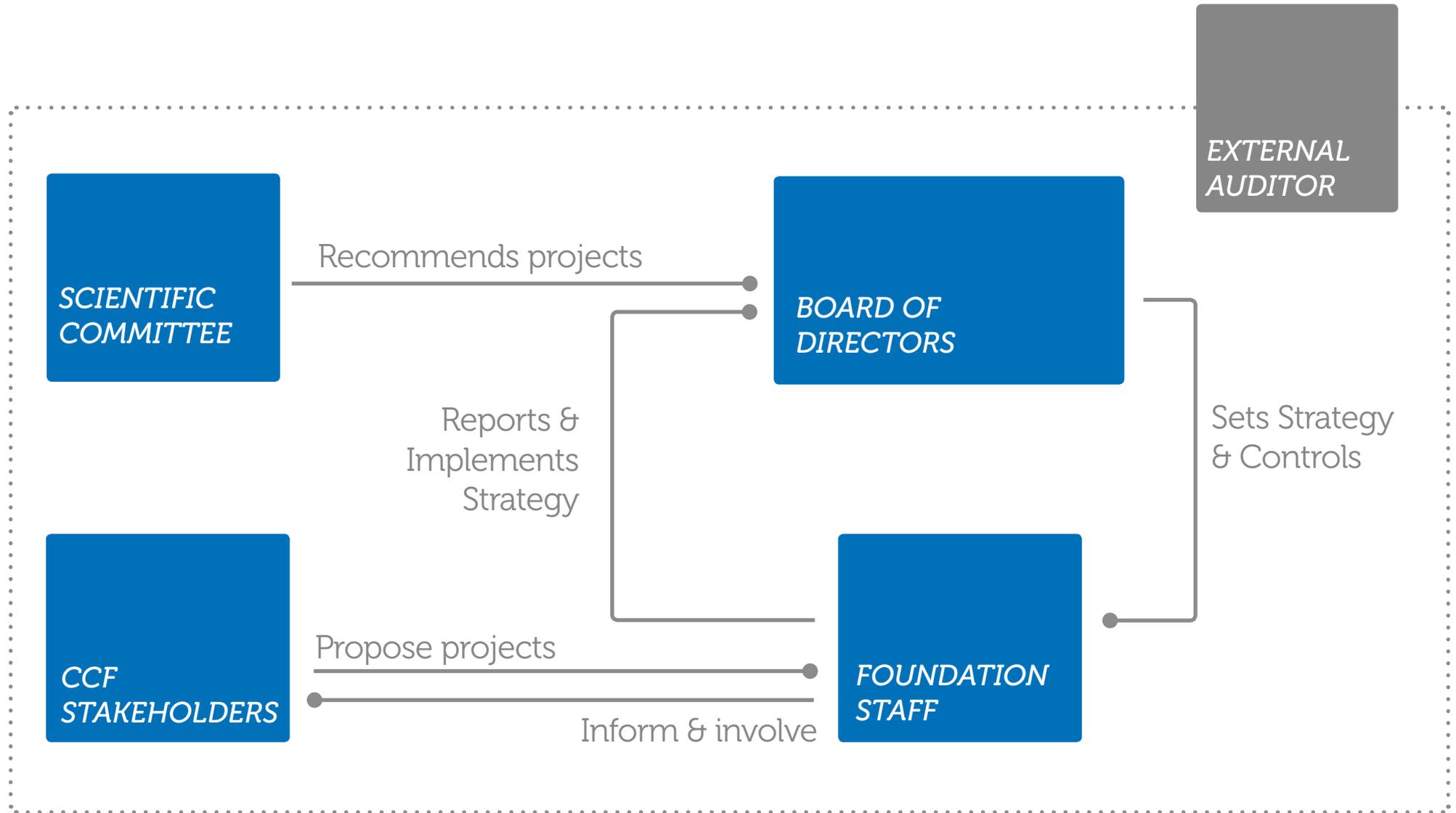


To live in a world where the Right to Happiness is a reality for every human being.



To create a society where every human being is granted the Right to Happiness, through projects aimed at addressing urgent social and environmental problems.

# GOVERNANCE



# BOARD OF DIRECTORS



**HELEN ALFORD**

Professor of Economy and Ethics, Deputy Rector and Deputy Principal of the Faculty of Social Sciences at the Pontifical University of Saint Thomas Aquinas.



**SARAH KOWALZIK**

As former Secretary General of the Foundation's until May 2017, She led the creation and growth of the Costa Crociere Foundation up to its consolidation.



**STEFANIA BERTOLINI**

Secretary General CSR Network and Director of the "Istituto per i Valori d'Impresa" (ISVI). She also teaches Corporate Sustainability and Business Administration.



**BENIAMINO MALTESE**

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



**LAURA CANNONE**

Brand Emergency Response Officer and Chairwoman of the Foundation. She leads the Emergency Response Organization and the Costa Care Team.



**NEIL PALOMBA**

President of Costa Cruises, has been guiding the company to secure a profitable future through the delivery of innovative and customer oriented solutions.



**GIUSEPPE CARINO**

Vice President Guest Experience and On Board Revenue, he turns mission statements into positive customer experiences at Costa.



**UGO SALERNO**

RINA Chairman and CEO, Italy's supervisory body responsible for classifying, inspecting and testing in the marine, energy and transport sectors.



**PAOLA GIRDINIO**

Board Member ENEL and Professor at University of Genoa, she is a leading expert and member of many environmental impact commissions.



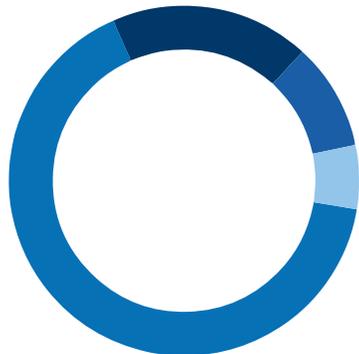
**MICHAEL THAMM**

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

# CCF IN NUMBERS



WE INVEST THE FULL 100% OF THE DONATIONS WE RECEIVE IN ALL OUR PROJECTS



- 65.7%** Direct contribution from Costa
- 18.4%** Donations from fundraising campaigns involving Costa Guests
- 10%** Donations from Commercial Partners
- 5.9%** Donations from fundraising campaigns involving Costa Employees

AVERAGE COST PER PROJECT



*Social*

**100,470 €**

*Social per year*

**49,750 €**

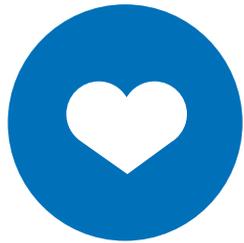


*Environmental*

**185,500 €**

*Environmental per year*

**96,800 €**



**27**  
*Projects*



**24,992**  
*Beneficiaries*



**130**  
*Nationalities*



**23**  
Social projects



**28,032**  
Hours training and support delivered



**412,784**  
Meals distributed



**11,060**  
Beneficiaries of social projects



**868**  
Women victims of abuse helped



**4**  
Environmental projects



**316,380**  
m<sup>2</sup> of beach and seabed cleaned



**731**  
Teachers involved in environmental education classes



**13,932**  
Beneficiaries of environmental projects



**8,201**  
Students involved in environmental education classes



**285**  
Schools involved in environmental education classes



# TIMELINE

2018

JANUARY

**27 Jan**

Last day as students and first day at work for the young people involved in the NEET in Trekking project. The training period is over, time to start cleaning and marking out the paths.

FEBRUARY

**16 Feb**

Wind-up event for the WIT - Women in Technology project, held on-board Costa Diadema, during which awards were given to the best business ideas proposed by the girls at the end of their training.

MARCH

**20 Mar**

Reynalyn and Fernando described their experience in a documentary on the Hello Philippines, Hello Future! project.

APRIL

**5 Apr**

Van purchased and sales network extended in the E' Buono: Every Reason to buy an Ice Cream project.

MAY

**4 May**

During the "Champions of the Sea", annual trade convention, the first edition of the "Charity Champions" event, organised by CCF, took place. The best charity programmes sponsored by Costa Business Partners were awarded.

JUNE

**5 Jun**

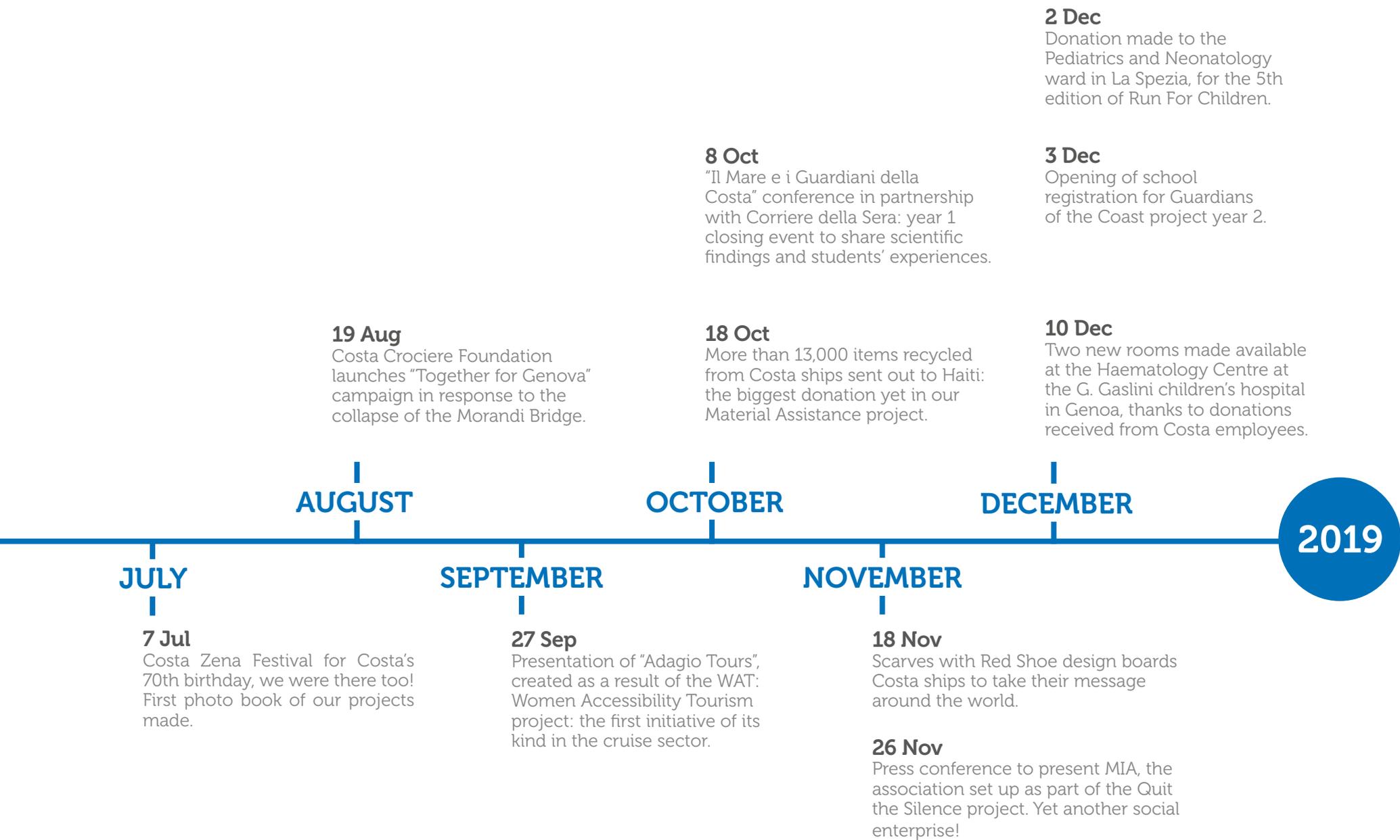
Liguria Region and AIDDA sign agreement to send Red Shoes on their round-the-world journey.

**11 Jun**

First day of their second year of school for the young beneficiaries of the Hello Philippines, Hello Future! project.

**30 Jun**

First excursion led by Puglia Trekking, the social enterprise founded through the NEET in Trekking project.



Turning Point:  
New Pathways  
project

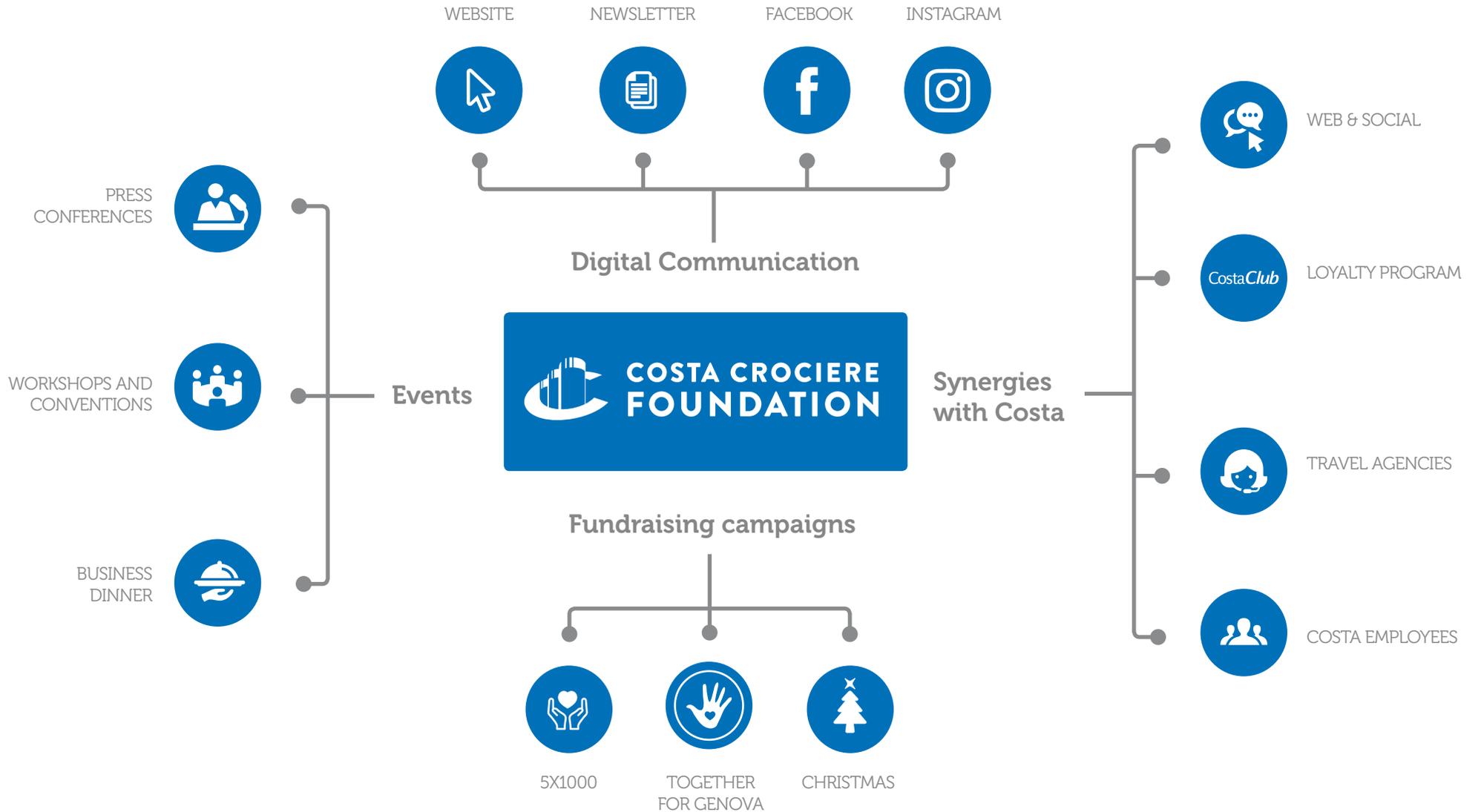
Page 30



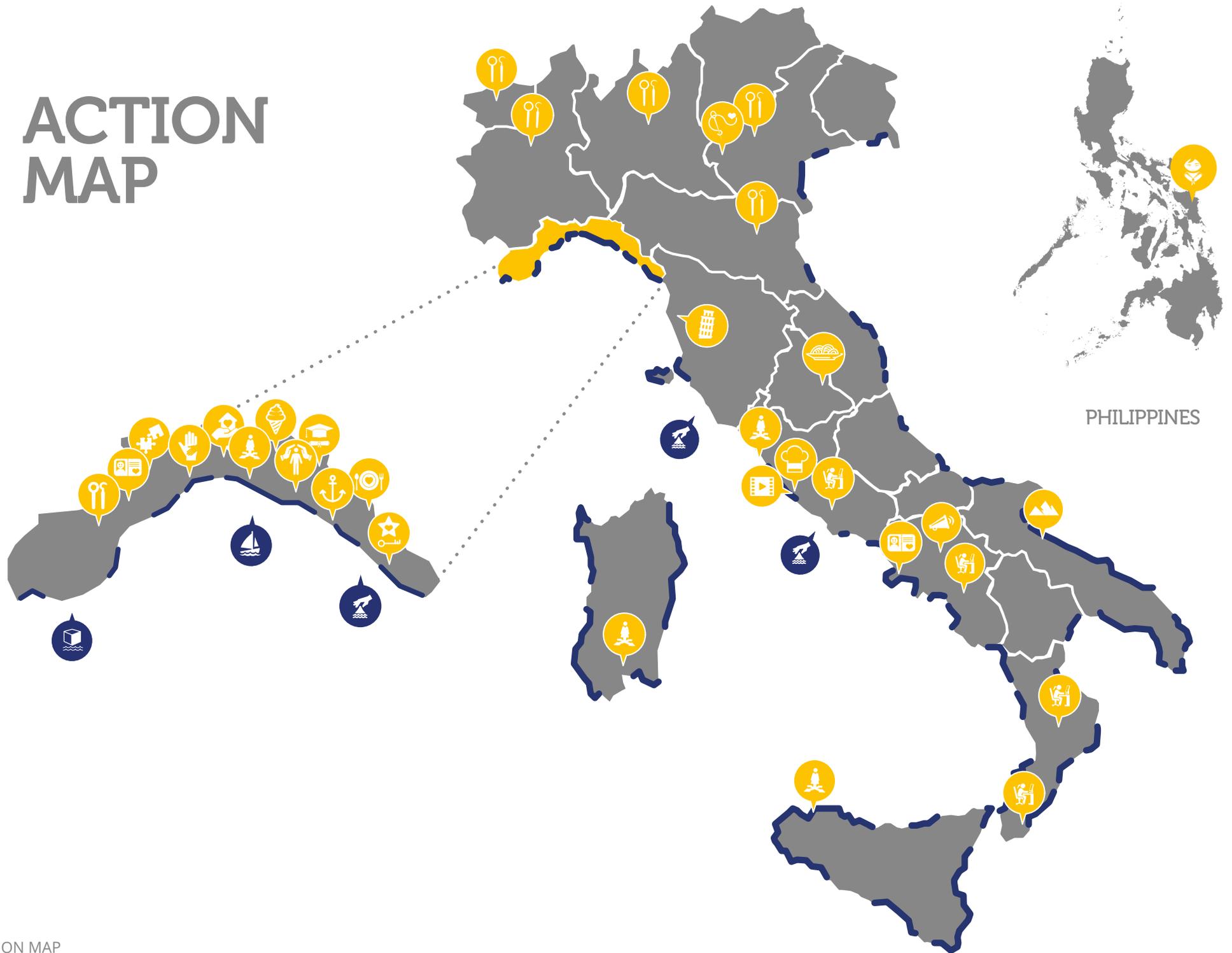


È Buono: Every Reason  
to Buy an Ice Cream  
project

# COMMUNICATION MAP



# ACTION MAP





**Guardians of the Coast**  
Italy — Adopted coastline



**The Sea in 3D**  
Liguria



**En Route to a Bluer Sea**  
Liguria



**A Helping Hand for the Tyrrhenian**  
Liguria, Tuscany, Lazio



**Turning Point: New Pathways**  
Verona (Veneto)



**SurPass**  
Genoa (Liguria), Naples (Campania)



**Ethical Hotel**  
Liguria



**Quit the Silence**  
Afragola (Campania)



**NEET in Trekking**  
Puglia



**È Buono: Every Reason to Buy an Ice Cream**  
Genoa (Liguria)



**Hello Philippines, Hello Future!**  
Philippines



**WAT: Women Accessibility Tourism**  
Genoa, La Spezia, Civitavecchia, Palermo, Cagliari, Marseille, Barcelona, Palma de Mallorca



**A Dentist as a Friend**  
Liguria, Piedmont, Val d'Aosta, Emilia-Romagna, Lombardy, Veneto



**A Safe Haven**  
Genoa (Liguria)



**Education: the Key to your Future**  
Genoa (Liguria)



**A Home for the Homeless**  
Genoa (Liguria)



**Food Assistance**  
Genoa (Liguria)



**Material Assistance**  
Italy, Haiti, Madagascar



**WIT: Women In Technology**  
Campania, Calabria, Sicily, Lazio



**Sea Routes of Success**  
Genoa (Liguria)



**The Miracle Shop**  
Pisa (Tuscany)



**Rebuilding with a Plate of Amatriciana**  
Norcia (Umbria)



**MaTeChef**  
Rome (Lazio)



**Into Work Together**  
Genoa (Liguria)



**Today, Tomorrow, To Nino**  
Rome (Lazio)

# ENVIRONMENTAL PROJECTS



On the back of the exceptional results achieved in 2018, we continued to focus on safeguarding the marine ecosystem along our coasts, an asset that belongs to all our communities. To each and every one of us.

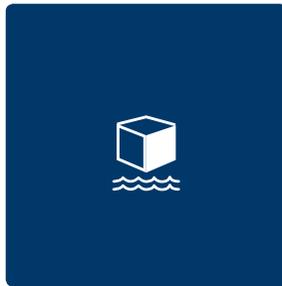
We are proud of the progress made with the Guardians of the Coast project which continues to raise awareness - through education and action - among children, young people and adults regarding the need to defend, protect and constantly monitor the sea and our biodiversity. We are actively involved in shaping future generations aware of and sensitive to the importance of our environment.

Thanks to the long-standing collaboration with our partners OLPA (Osservatorio Ligure Pesca e Ambiente), Scuola di Robotica and CIRSPE (Centro Italiano Ricerche e Studi sulla Pesca), we continue in our intent to rid our coasts of plastic waste through the introduction of a circular economy.

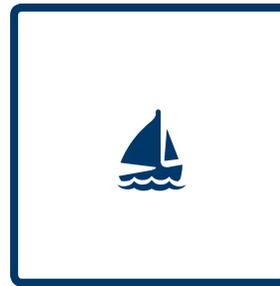
Together we are safeguarding the beauty and splendour of our seas. We paying our water back with the love and care it vitally needs, now more than ever, to protect its fragility.



24 | GUARDIANS  
OF THE COAST



25 | THE SEA IN 3D



26 | EN ROUTE TO  
A BLUER SEA



26 | AN HELPING  
HAND FOR THE  
TYRRHENIAN



Ongoing



## GUARDIANS OF THE COAST

Italy



**5,700** Students involved



**600** Teachers involved



**156** Schools enrolled



**2,610 km** coastline adopted

### GOALS

We shape generations that will take our sea and its beauty to heart. By “adopting” a stretch of coastline, the pupils involved in the project develop a more sustainable approach and conscious awareness of the problems caused by pollution. We make these young citizens aware of the issues faced and give them a sense of responsibility regarding the unique and fragile natural marine assets along our coastlines.

### THE PROJECT

Secondary school pupils look after a stretch of Italy’s coastline and, led by their teachers, study its environmental qualities, the characteristics of the ecosystem and changes in the weather.

Strengthening our collaboration with qualified scientific and technological partners, we give the classes field kits to work with. Our “guardians of the coast” can then access a web portal with a variety of teaching materials while their monitoring actions are facilitated by a free smartphone app designed specifically for this project. Said app contains an archive of images to help recognize marine species, vegetation and the various categories of waste.

### PROGRESS

The success of this first edition of the project proved that Guardians of the Coast is one of the biggest citizen science projects in Italy. We worked with more than 600 teachers and 5,700 pupils which allowed us to adopt and monitor a third of Italy’s coastline. Alternating educational studies with field activities, we tackled issues like the Mediterranean marine environment and biodiversity, climate change, environmental pollution and waste. On October at the final event in Milan, we discussed the sea and how to protect it. On that occasion, the young people, their teachers and stakeholders involved were also given a platform to share their experiences. The final results were presented and new challenges were discussed to preserve and protect our fragile marine ecosystem. The project received a boost from our new scientific partner ENEA, Italy’s National Agency for New Technologies, Energy and Sustainable Economic Development, allowing us to continue to train the future “guardians of the coast” and remain united in our shared goal: a cleaner, clearer sea.

Partner: OLPA, Scuola di Robotica, ENEA, TLC Web Solutions

2017

2019



Ongoing



## THE SEA IN 3D

Liguria



**219** Students and teachers involved



**682** People involved



**7** Scientific information events held



**60** Teaching kits produced with recycled plastic

### GOALS

We protect the sea, giving the debris collected a new life, and work with schools, institutions and divers to create a circular, sustainable economy. Plastic waste gathered is used for the 3D printing of a variety of objects, including teaching kits for visually impaired children so that they, too, can discover the beauty of our marine biodiversity, touching it for themselves.

### THE PROJECT

We reached out to engineers, biologists and designers who shared their teaching and technology skills to add great value to the Sea in 3D project. Together we try to make younger generations more aware of environmental themes through awareness campaigns in their schools.

Abandoned fishing nets, plastic waste and nylon, either dumped in or ended up in the sea, are recovered through the hard work of all those involved: fishermen, tourists, members of the relevant local communities, researchers, institutions and schools. In the next stage, all non-biodegradable materials collected are recycled and reused by means of 3D printing technology.

### PROGRESS

In summer 2018, we held a series of informative events called "eco-flippers", pulling together volunteers, divers and professional partners. Together, we cleaned the seabed and collected waste from Liguria's coast. The younger members of the project were given snorkelling equipment and while they collected waste, they were also able to learn about marine flora and fauna. A team of biologists shared an array of scientific content to help the young people understand the damage pollution causes and the consequences for marine biodiversity. Our partners at Scuola di Robotica then showed us how the plastic collected could be given a second life by using 3D printing to turn it into buoys for marking out routes on waterways, or teaching kits for visually impaired children. Teachers were able to download kits and teaching materials, request printed copies of the materials to be used in class and could access an e-book containing the full contents of the project.

Partner: Scuola di Robotica

2016

2019



Completed - 2015/2018

## EN ROUTE TO A BLUER SEA

Liguria

### IMPACT

We have the duty to protect and safeguard the marine-coast ecosystem. By organising beach clean-ups, introducing ongoing coastal monitoring using advanced equipment and running scientific education campaigns we have raised awareness in local communities of the state of our seabed and coasts, and how they are a valuable asset to be protected. Reaching out to the many members of society, we coordinated a series of actions involving local volunteers, students, professionals, public and private bodies, academics, small-scale fisheries and diving operators. Working side by side to protect our sea and rid of pollution. On the back of the success and evolution of the En Route to a Bluer Sea, we launched the Guardians of the Coast project across Italy which, with specialist support of valuable scientific partners, made the young people of today's high schools the guardians of tomorrow's seas.

Partner: OLPA (Osservatorio Ligure Pesca e Ambiente)



**720** Students and teachers involved



**7,230** People informed via info-point



**570** Hours of educational activities held



**36** Info points set up for awareness-raising events



Completed - 2015/2018

## A HELPING HAND FOR THE TYRRHENIAN

Liguria, Tuscany, Lazio

### IMPACT

Together with our scientific partner CIRSPE, we coordinated a detailed campaign to draw attention to the importance of the marine ecosystem and level of pollution in our seas. An educational and awareness-raising programme was rolled across Liguria, Tuscany and Lazio, during which the pupils of the schools involved took part in cleaning up beaches in their local area. Alongside the young people, we also engaged with teachers, parents, fishermen, institutions, port authorities and divers. The aim was to create a local community aware of and sensitive to the issues surrounding environmental pollution so they would be ready to instantly adopt a sustainable approach to waste management, making the transition to the use of biodegradable materials and bioplastics.

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



**1,693** Students and teachers involved



**90** Classes involved



**36,380** m<sup>2</sup> Coastline cleaned



**2,981** kg Marine debris collected



# SOCIAL PROJECTS



We are happy to have reached numerous project goals in 2018, collaborating with valuable partners and driving lasting, sustainable change for those who most need it. Our approach is to address the social problems afflicting our communities, offering solutions and laying the foundations for a future built on hope and trust.

We distributed more than 400 thousand meals to the less fortunate living on the edges of society, provided dental care to infants and children from disadvantaged and at-risk economic and social backgrounds, protected women affected by domestic violence, helping them to take back control of their lives by regaining employment. We are helping young people struggling to turn their present into a future, giving them the tools of personal and professional growth.

The project in the Philippines saw us extend our reach internationally in 2017 - we took 500 children off the streets and got them a place at school - moved into the second phase in recent months, delivering training courses for vulnerable young people in prestigious institute training Costa crew members.

We continue to invest 100% of the donations and resources received from Costa to take care, every day, of those who need our help most in society, to make happiness a Right for everyone.



30 | TURNING POINT: NEW PATHWAYS



31 | SURPASS



32 | ETHICAL HOTEL



34 | QUIT THE SILENCE



35 | NEET IN TREKKING



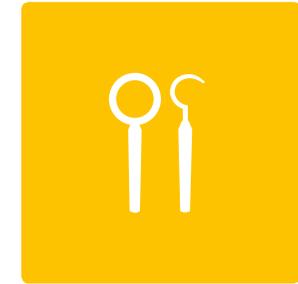
36 | È BUONO: EVERY REASON TO BUY AN ICE-CREAM



37 | HELLO PHILIPPINES, HELLO FUTURE!



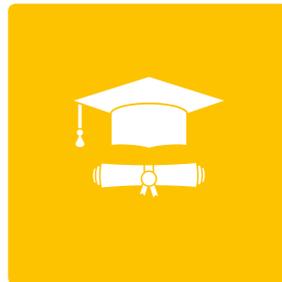
38 | WAT: WOMEN ACCESSIBILITY TOURISM



39 | A DENTIST AS A FRIEND



40 | A SAFE HAVEN



41 | EDUCATION: THE KEY TO YOUR FUTURE



42 | A HOME FOR THE HOMELESS



43 | FOOD ASSISTANCE



44 | MATERIAL ASSISTANCE



46 | WOMEN IN TECHNOLOGY



46 | SEA ROUTES TO SUCCESS



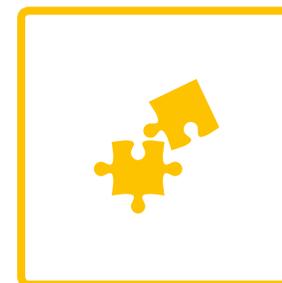
47 | THE MIRACLE SHOP



47 | REBUILDING WITH A PLATE OF AMATRICIANA



48 | MATECHEF



48 | INTO WORK TOGETHER



49 | TODAY, TOMORROW, TO NINO



New!



## TURNING POINT: NEW PATHWAYS

Verona (Veneto)



Women  
Involved\*



Hours of  
psychological and  
emotional support  
provided\*



Hours of  
professional  
mentoring and  
tutoring\*



Jobs gained  
within the  
cooperative\*

*\*Winning project in 2018 call.  
Figures will be published in the 2019 Annual Report.*

### GOALS

This project reaches out to women who, on account of a personal vulnerability or past trauma, struggle to enter the labour market.

Turning Point gives them the opportunity of a stable job in the dressmaking industry. Step after step is taken towards professional growth and social integration for women from difficult backgrounds or looking for humanitarian protection in our country. Women who need to regain their confidence in themselves and in their future.

### THE PROJECT

ISTAT, the Italian National Institute of Statistics, tell us that one in every two women of working age is unemployed. In this context, the risk of social and professional exclusion is extremely high for women living in difficult social circumstances or who are part of disadvantaged or protected categories.

We offer these women a programme of training and psychological support to

help them build relationships in the workplace and to improve the position of women in society. The technical training is delivered with the help of professional tailors from Quid, our partner, within the production and packaging area, to learn how to use specific machinery and conduct quality control. Tutors assist the beneficiaries of the project to help them acquire specific skills, helping them to grow professionally and take their place in society. And to return to a normal, worry-free life.

Psychological support is provided by an external consultant who gives the women guidance during psychological and emotional support sessions, organising meetings with territorial bodies dealing with gender issues and the protection and rights of women.

*Partner: Cooperativa Sociale Quid*

2019

2021



New!



## SURPASS

Naples (Campania),  
Genoa (Liguria)



Children who  
overcame illness  
and SurPass given\*



Screening clinic  
schedule set up\*



Hours of  
psychological and  
social support  
provided\*



Specialist  
examinations  
performed\*

*\*Winning project in 2018 call.  
Figures will be published in the 2019 Annual Report.*

### GOALS

A child who has already battled and overcome illness needs, and is entitled, not to be left alone, to prevent any potential relapse and also to have the necessary psychological support in his or her everyday life. To live a worry-free life for once. Young and older children who have survived cancer are presented with a "SurPass Passport", namely a digital document that assures them care and support for the rest of their lives.

### THE PROJECT

Thanks to current treatments, more than 75% of children with cancer are cured nowadays and become Long-Term Child Cancer Survivors (LSTP in Italy). We shouldn't forget, though, that even cured patients experience delayed effects which can emerge many years later. These could be new pathologies and neoplasias, falling behind at school, psychomotor issues and complications reintegrating into everyday life.

The health service, which should continue to monitor patients in the long

term, often encounters various obstacles like difficult-to-source documentation or incomplete case histories. We don't want to leave these children and young people on their own. The first pilot case to receive the "SurPass Passport" - a customised document available in all European languages - were children from the paediatric ward at the Pausilipon Hospital in Naples and G. Gaslini in Genoa. With this certificate detailing the patient's history and a preventive screening programme, early intervention can be done to protect organs at risk or in the event of a relapse.

We want to assure children cured of cancer a better life, and our sole objective is to take their hand and lead them towards a happy future.

*Partner: OPEN Onlus - Associazione Oncologia Pediatrica e Neuroblastoma  
Project co-funded with Ri-Diamo Onlus Association*

2019

2021



New!



## ETHICAL HOTEL

Liguria



Beneficiaries  
people with  
intellectual  
disabilities\*



Hours of  
training  
delivered\*



Returning clients\*



New  
apprenticeships\*

*\*Winning project in 2018 call.  
Figures will be published in the 2019 Annual Report.*

### GOALS

We highlight the many talents of people with intellectual disabilities who are often penalized in the world of work and belittled by society in general. By finding them a professional occupation in the hotel sector and in the quality produce industry, and through a series of steps which aim to give them their independence, these individuals are given the chance they deserve to be full and active members of society.

### THE PROJECT

The Ethical Hotel is the product of the happy realization that the hospitality industry is the ideal place in which to harness the untapped qualities of individuals with intellectual disabilities. And also to change the underlying culture in which disability is often seen as a limit. By giving them professional and personal instruction, we propel individuals with disabilities towards self-realization and independence.

CENSIS, Which is the Italian Center for social investment studies, figures show

how only one in five people with a disability in Italy is in employment. But when these individuals are given the chance to embark on a carefully-planned employment pathway that taps into their individual talents, they are more than capable of overcoming any of the challenges, big or small, encountered in the workplace every day. It is also the best way to make them feel like an important part of the society we live in.

As a result of this project, we will open a high-quality restaurant which, by virtue of the work of our very special beneficiaries, will have every respect for its customers and for the local produce of the host area.

Partner: Download Onlus cooperativa sociale

2019

2021





Ongoing



## QUIT THE SILENCE

Afragola (Campania)



40 Women trained



387 Hours of training delivered



67 Women helped in crisis centres



125 Hours of support delivered

### GOALS

We want to give women who have suffered domestic abuse the chance to get their lives back, as well as attempting to combat sexual discrimination and promoting a culture of respect for women's rights by making these women part of a network of sustainable social economies.

### THE PROJECT

We give women with a difficult past, often victims of violence, the means to regain their independence.

As well as offering a framework of legal and psychological support from day one, we also provide an opportunity to return to work with confidence and dignity. This is made possible through professional enterprise-building and self-employment training courses, encouraging the women to develop their talents and grow their self-esteem. With the new-found awareness this brings, they can turn the tables and get their lives back on track.

### PROGRESS

Ten women are currently on a journey towards newfound trust and hope. During this enterprise-building pathway, the women involved were given business advice, help to put together a business plan, and guidance in the set-up of an e-commerce website to give the agricultural business and its network the best possible chance to succeed.

The press conference held on 26 November 2018 in Afragola and attended by Sergio Costa, Italy's Minister for the Environment, officially launched the MIA Association (Memory, Inclusion, Autonomy) as the natural progression of our project. MIA is an agricultural social enterprise which has been created by the asset seized from criminal organisations in the metropolitan area of Naples, taking an important stand against violence and promoting rebirth.

Partner: *Consorzio Terzo Settore Onlus*

2017



2019



## NEET IN TREKKING

Puglia



**25** Young people trained



**17** Training walks completed



**90** Hours of training delivered



**16** Paths restored

### GOALS

The purpose of this project is to give young people not in employment or education renewed hope and trust in the future. A multidisciplinary team of experts accompanies the young people along a specific professional journey, offering them an opportunity to add to the natural assets of their home territory, protecting the environment and encouraging quality tourism.

### PROJECT

Since 2017, NEET in Trekking has rehabilitated and trained young people in Puglia, offering them a formative pathway that combines orientation, theory and practical experience in the trekking sector. It leverages the potential and tourist presence in woodland areas of the Itria valley, taking in the city of Bari and the provinces of Brindisi and Taranto.

The young people begin to have more faith in their own abilities as they are steered towards self-employment and business enterprise, developing skills in a variety of sectors: from protecting the environment to ecology, biodiversity and regenerating the local area.

### PROGRESS

After the outstanding success of the training courses in 2017, the whole of 2018 was devoted to setting up Puglia Trekking, a social enterprise specializing in hillwalking and trekking. The enterprise turned the lives of the young people around, taking "students" and turning them into young entrepreneurs (they are now tour guides running their own enterprises), confident in their skills and the potential of their local area.

The new Puglia Trekking guides work hard every day, putting determination and passion into the task of cleaning and maintaining paths, as well as designing and creating new ones. Together they have created a new and varied offering guided tours for children and adults, for local residents, tourists from other parts of Italy and also international visitors.

Partner: Associazione Warrols

2017



2019



Ongoing



## È BUONO: EVERY REASON TO BUY AN ICE CREAM

Liguria



**107** Young  
people trained



**11,600 kg**  
Ice cream  
produced



**3,740** Hours of  
training delivered



**23** New jobs  
created

### GOALS

Underpinned by the aim to produce superior quality artisan ice cream, our project is an ethical, ecological and socially-useful solution to give vulnerable young people with no other opportunities the chance of employment. Through the È Buono social enterprise, these young people have a chance to see things differently and have hope for the future.

### PROJECT

È Buono reaches out to young people who have been removed from their families for their own safety and aims to give them a professional experience in the production and sale of ice cream. They work in a stimulating environment in which they can give free rein to their talents and inclinations and build themselves a career and independent future.

### PROGRESS

Continuing in a natural progression of sustainable growth and following the success of the È Buono social enterprise in Genoa, we purchased: a porter to increase the distribution network and to supply the customers of their laboratory, an ice cream cart to sell the product at fairs and at the beach, and a machine to produce biscuits to sustain the selling during winter.

We also have trained the young people now employed in the store at Genova Nervi, inaugurated last year. These actions helped to generate renewed motivation and confidence in the beneficiaries, not to mention trust in the future through the employment opportunities available for disadvantaged young people who would otherwise be at risk of social exclusion.

Partner: Agevolando Cooperativa Sociale

2017



2019



# HELLO PHILIPPINES, HELLO FUTURE!

Philippines



**500** Children involved



**92%** School attendance



**854** Hours of training delivered



**19** Young people trained in hospitality

## GOALS

We contribute actively to getting young Filipino children off the streets and out of a life of misery, giving them the chance of a more promising future. We do this by starting them on a long-term programme of education and professional instruction in a country which, despite constant economic growth, still struggles with serious social issues like poverty and child labour.

## PROJECT

We wanted to do something important to help the country harness the potential of its young population so devised a project that acts at multiple levels. Firstly, we enabled 500 children from the poorest backgrounds to go to school, gave them school uniforms, books and everything they needed to follow their lessons. The next step saw the most deserving students progress to a carefully-planned professional development programme in the hotel, catering and cruise sector.

## PROGRESS

In addition to giving the young people an education, we also provided a pathway into employment which is essential to breaking through the barriers of poverty and social exclusion. On the back of this opportunity, which offered hundreds of disadvantaged children access to a decent education, in 2018 we embarked on the second phase in which vulnerable young people were given professional training in the same prestigious local institutions which currently train Costa Crociere crew members in the hotel services, catering, culinary arts and pastry-making sectors. The courses offered the young people a chance to make their voices heard, as well as an equal opportunity to have a successful future and the ability to establish themselves internationally.





Ongoing



## WAT: WOMEN ACCESSIBILITY TOURISM

Genoa, La Spezia, Civitavecchia, Palermo, Cagliari, Marseille, Palma de Mallorca, Barcelona



15 Women trained



28 New accessible trails mapped



160 Hours of training delivered



19 Cities covered

### GOALS

To improve the accessibility of some of the most popular tourist destinations in Italy and Europe, and to help the young female beneficiaries with Multiple Sclerosis to develop professional skills in the tourism sector. Besides, for the first time ever in the cruise industry, disabled Guests travelling on Costa ships will be able to take part, at no extra cost, in group excursions, the accessibility of which is verified by AISM to assure they meet the highest of international standards and practices.

### PROJECT

We gave unemployed women with Multiple Sclerosis the chance to be part of vital change in the tourism sector, building their knowledge and practical skills in the sector. With the guidance of mentors from Costa's Shore Excursions Department, these women were able to co-plan customised experiential travel itineraries to help make cruises even more accessible.

60% of Italians with MS are unemployed, and the percentage is even higher for women. The professional training the beneficiaries received gave them a pathway into work and a way of overcoming social and cultural barriers preventing them from having fair and equal opportunities.

### PROGRESS

From January 2019, Guests on Costa Diadema will be able to book fully accessible shore excursions thanks to the work of the women in our project. Called the Adagio Tours, they were developed to meet the requirements of Guests who want to enjoy the selected destinations at a slower pace. The list of tours includes all the call in the Western Mediterranean itinerary: Genoa, Marseille, Barcelona, Palermo, Rome, Palma de Mallorca and Cagliari.

The Adagio Tours are designed for all users, including individuals with temporary or permanent motor disabilities, parents with children in prams, and elderly people.

The new programme heralds a message of social and cultural inclusion.

Partner: AISM (Associazione Italiana Sclerosi Multipla)

2017

2019



Ongoing



## A DENTIST AS A FRIEND

Liguria, Piedmont, Val d'Aosta, Lombardy, Emilia-Romagna, Tuscany, Veneto



**1,833** Children beneficiaries



**266** Dentist studios involved



**1,268** Volunteer dentists



**7** Italian regions covered

### GOALS

We provide free dental care to infants and children who live in care or come from vulnerable families signalled to us by Social Services. The project began in Liguria then spread not just in the local Genoa area and remote regions of the Ligurian hinterland, but also to six more regions in the country.

### PROJECT

The project was created in response to a clear requirement: vital dental care for young people aged 6 to 18 from difficult environment or living in protected structures who could otherwise not afford it. A child with tooth problems very often develops issues with social interaction.

To continue to look after these children and give them a future with a smile, we are in constant search for new voluntary dentists as well as continuously training new welfare officers, educators and the children's families.

### PROGRESS

The figures paint an eloquent picture of how far we have come with the Dentist as a Friend project: thanks to the efforts of all those involved, around 1,200 voluntary dentists have given dental treatment to more than 1,800 children, completely free of charge. The latter was a 70% increase on the figure recorded in 2016. Moreover, in 2018 the network of voluntary dentists in Liguria, D'Aosta, Piedmont, Lombardy and Emilia Romagna was extended to include Veneto and Tuscany. Always looking to the future, we have no intention of stopping and are determined to keep growing this valuable network.

Partner: Associazione Arkè ONLUS

2016



2019



Ongoing



## A SAFE HAVEN

Liguria



**347** Women victims of abuse helped



**4** New shelters



**118** Children helped



**4,130** Hours of support delivered

### GOALS

We guarantee women who have been victims of domestic abuse a safe place to live and the resources they need to fund the first few months in their new home. The support is also extended to their children, with family therapy sessions to restore hope and faith in the possibility of a better future.

### PROJECT

We have been striving since 2016 to increase the number of emergency shelters for women battered, to extend the support services provided within existing structures, and to support the women in reaching financial independence by contributing to their monthly income and helping with rent in the early months. We help the women to continue on the road towards full independence and a new, worry-free start.

### PROGRESS

To guide women who have experienced violence and abuse towards a new start, we have increased the number of homes available and increased the level of support and psychological therapy. In 2018, we found and restructured a third apartment, Casa Elisa, owned by the partner cooperative in our project, and it is now a fully-protected safe haven. Having completed the necessary inspections and obtained the required permits from the local authorities, it is ready to welcome and give hope back to women who need somewhere to feel safe, and where they can start afresh with their children. Furthermore a fourth protected house has been found ready to become in the next few months another secure haven.

Partner: *Il Cerchio delle Relazioni*

2016

2019



## EDUCATION: THE KEY TO YOUR FUTURE

Liguria



**10 Students**  
involved



**28/30 Average**  
marks



**5 years**  
Scholarship  
length



**110 cum laude**  
Average graduation  
marks

### GOALS

Our scholarship programme gives students from low-income families the chance to embark on a high-value degree pathway taking them through university and closing the social inequality gap.

### PROJECT

Education: the key to your future sustains deserving students through a full degree course, assisting them throughout their time at university and giving them a chance to decide and define their future.

### PROGRESS

We are proud of the young beneficiaries of our support who were enrolled in engineering faculties (mechanical, industrial, biomedical, naval and information) and all completed their courses to graduate with distinction. We wish them all the best for a forthcoming life of success.

2015



2020



Ongoing



## A HOME FOR THE HOMELESS

Liguria



43 People hosted



14 Beds available



6 Apartments



28 Journeys to independence completed

### GOALS

Our goal is to create long-lasting solutions for homeless people in and around Genoa. The project provides medium to long-term tenancies for the most vulnerable in the community, as an alternative to temporary accommodation in shelters. This gives them a safe place and time to work towards economic and social independence. And a better life.

### PROJECT

Working with the Sant'Egidio Community in Genoa, we devised a system that provides a home and help with basic necessities to people in critical economic and social circumstances. With a safe place to live, the beneficiaries can begin to overcome material and emotional deprivation through interaction with a team of voluntary and professional therapists who offer their support daily and on multiple levels to give homeless people a chance to build a dignified life for themselves.

### PROGRESS

Over the past three years, our project gave 43 people a safe place in which to start over, and the peace of mind that they would not had for a long time. Safe, permanent accommodation with wraparound psychosocial, educational, linguistic, medical and legal support and assistance. This shadowing continues through subsequent stages of the tenancy, helping the individuals, and sometimes family units, by providing physical and emotional support to aid and smooth their transition back into society. To date, 28 people have made this transition and now live independently and at ease in their new life.

Partner: *Comunità di Sant'Egidio Genova*

2015



2020



Ongoing



## FOOD ASSISTANCE

Liguria



**7,280** Food kitchen beneficiaries



**182,000** Cold meals distributed in Genoa



**230,800** Hot meals served in food kitchen



**130** Nationalities

### GOALS

A growing number of people in our country has fallen into poverty and do not have access to a sufficient quantity of food. We want to stop this. Drawing on our network of stakeholders, suppliers, local authorities and Costa partners, which also includes charities and non-profit associations, we have the right resources to help those in need who are often ignored or who become invisible.

### PROJECT

It is estimated that food insecurity is a reality for more than 4.8 million Italians, a number which seems intent on rising. To combat such frightening statistics, we work with the Sant'Egidio Community in Genoa to provide food, medicines, clothes and shelter to about 450 people every day, from two distribution centres and reaching out to the darkest, most forgotten corners of our city.

### PROGRESS

We are proud to report that we have helped more than 7000 people in difficulty and distributed more than 400,000 meals. In addition to helping those who need it the most, we also aim to raise awareness among Costa employees about what we are doing and getting them involved. To date, more than 50 colleagues have signed up to our corporate volunteering programme at the Sant'Egidio Community, a large number of which got involved to make and serve the charity Christmas lunch, which proved to be especially poignant time to think about and help with the plight of others.

Partner: *Comunità di Sant'Egidio Genova*

2015



2020



Ongoing



## MATERIAL ASSISTANCE

Italy, Haiti, Madagascar



94 Orders placed



60 Charities



28,000 + Object donated



100% Costa fleet involved

### GOALS

By reusing and recycling materials dismissed from the Costa fleet, we want to tackle the material deprivation faced by the most disadvantaged communities, as well as encouraging more people and organisations to do the same. This project was the first step towards establishing a national recycling network. The bigger the network, the more people can be helped.

### PROJECT

We store in our warehouse all the items and objects that Costa Crociere no longer needs on its ships but which are still in excellent condition and ready for a second life with those in need.

This initiative, which benefits both those receiving the goods and also the environment and the battle to reduce waste, did not stop at donations: it triggered a virtuous cycle of reusing and recycling among Costa's employees, stakeholders and suppliers.

### PROGRESS

Working with the one of our partner, on October 2018 we sent out to Haiti more than 13,000 objects donated from Costa vessels. This is the biggest step taken to date in our Material Assistance project. The huge donation targets children and families living in the Haitian capital Port-Au-Prince's poorest slum, Cité Soleil. Plates, linens and upholstery fabrics, chairs, leftover stocks of crew uniforms and many other materials were given a second life as they helped support an economically and socially fragile community. Over the past year, we also donated toys, clothing and towels to an orphanage in Madagascar, bringing a smile to the face of the vulnerable children living there.







Completed - 2016/2018

## WIT! WOMEN IN TECHNOLOGY

Lazio, Calabria, Campania, Sicily

### IMPACT

The objectives of this project were pursued by reaching out to young women in Central and Southern Italy in an attempt to redress the balance between the sexes in terms of access to employment in the digital and new technologies sectors. Female students from high schools in Campania, Calabria, Sicily and Lazio completed their training with an event on board Costa Diadema during which they presented the results of their work: creative prototypes of mini-projects in the travel industry, developed using technological and business skills, the professional use of social media and self-financed through digital crowd-funding. Each of the skill sets acquired are widely recognized as essential in today's labour market.

Partner: *Fondazione Mondo Digitale*



**210** Students trained



**400** Hours of training delivered



**6** Schools involved



**41** Business ideas submitted by students



Completed - 2016/2018

## SEA ROUTES TO SUCCESS

Genoa (Liguria)

### IMPACT

Through the Sea Routes to Success project we gave young people not in work or education the opportunity to join a professional programme learning about traditional marine occupations in Genoa. They alternated theory and practice with woodworking and time at sea. To our enormous satisfaction, all eleven pupils passed the BST SWTC exams they needed to be able to find work on any kind of vessel. During the project, several of the pupils were able to gain work experiences through their own efforts to approach organisations and businesses offering work on a seasonal basis.

Partner: *Non Solo Vela Associazione di Promozione Sociale*



**12** Young people trained



**100** Hours at sea



**460** Hours of training delivered



**11** New apprenticeships



Completed - 2016/2018

## THE MIRACLE SHOP

Pisa (Tuscany)

### IMPACT

We gave young people without a job and individuals with Down's Syndrome a chance to gain professional experience through the construction of a shop selling fair trade goods and the first ever shop to open to the public in the famous Piazza del Duomo in Pisa. The emporium is a training lab where disadvantaged young people are offered apprenticeships every year and the chance to gain vital experience to help them find their way into permanent work. The Miracle Shop is a stop-off for Costa Guests visiting Pisa, where they receive a warm and professional welcome from young people wearing smiles of hope.

Partner: ALZAIA – Cooperativa Sociale



**10** Young people working in the shop



**40** Hours of training delivered



**6** Beneficiaries with Down's Syndrome



**40** Hours of one-to-one training

Completed - 2016/2017



## REBUILDING WITH A PLATE OF AMATRICIANA

Norcia (Umbria)

### IMPACT

In 2016, we decided immediately that we would help the communities torn apart by the earthquake that struck at 3.36 on 24 August, razing to the ground the town of Norcia and entire villages in central Italy. With our coordination, Costa Crociere donated €1 for every Amatriciana Pasta dish served in its on-board restaurants. The proceeds of this initiative and the donation made by the Guests were used to build a brand-new nursery school, opened on 9 May 2017, enabling the children of Norcia to continue to learn together. And to start to smile again.

Partner: Fondazione Francesca Rava NPH Onlus



**125** Children beneficiaries



**60,000** Plates of amatriciana sold



**410 m<sup>2</sup>** Size of school rebuilt



**5,000** Individual donations



Completed - 2015/2018

## MATECHEF

Rome (Lazio)

### IMPACT

Over the three-year cycle since the associated professional courses began in 2015, MaTeChef created a social enterprise with the Altrove bistrot, mixing a micro-universe of cultures and flavours and offered work in the catering trade for young people from different countries with difficult economic circumstances and at risk of social exclusion. Working with Costa Shore Excursions Department, we were also able to include the Altrove as a permanent feature on one of the Rome tours. This gave cruise Guests an important opportunity to share in what we are doing and to hear and see for themselves what these young people have been through before they were finally given a stepping stone to personal and professional realization.

Partner: Cies Onlus (Centro Informazione ed Educazione allo Sviluppo)



**61** Young people trained



**590** Hours of training delivered



**58** New apprenticeships



**30** Nationalities



Completed - 2015/2017

## INTO WORK TOGETHER

Genoa (Liguria)

### IMPACT

Into Work Together was one of the first projects in which we helped young unemployed people with fewer opportunities to build themselves a future. Through professional training courses in a range of fields, we provided an opportunity for the young beneficiaries to gain in determination and acquire the vital skills needed to have equal access to a decent job. The pathway towards independence and employment allowed the young people, at the end of their training, to gain apprenticeships and work experiences, some of which have led to full-time employment.

Partner: Il Laboratorio Cooperativa Sociale



**155** Young people trained



**15** Training courses



**6,432** Hours of training delivered



**20** New apprenticeships



Completed - 2015/2018



## TODAY, TOMORROW, TO NINO

Rome (Lazio)

### IMPACT

A decent education is the basis of a solid future. We gave children and young people from difficult and fragile economic backgrounds the chance to join a quality education programme which lifted them up and gave them the qualifications to take their place in society.

We are happy with the results achieved, in both qualitative and quantitative terms, and the positive and permanent long-term effects. We tripled the number of pupils receiving educational support. Likewise for the support hours delivered: from 960 in 2015, we achieved a peak of 9800 in late 2018. Our support helped to give these children equal access to education.

Partner: Focus – La casa dei diritti sociali



**412** Students  
involved



**13,700** Hours of  
after-school  
activities



**71** Schools  
involved



**23** Nationalities





# SOCIAL INITIATIVES

## RED SHOES ON TOUR

### GOALS

We embraced the powerful Red Shoes symbol representing the battle to combat violence against women. Working with valuable partners, we reached out to anyone able to offer help to women who have suffered abuse. The women were offered a way of turning their lives around and building a new future.

### PROJECT STATUS

We decided to devote the money generated from the sale of luxury silk scarves featuring a red shoe design, made by a fashion designer, to a brand new fund to support women who have been victims of violence. Revenues from sales were invested in employment schemes to give women the confidence and skills they need to return to the workplace and regain their independence. Last year, we also promoted the initiative at three important events in Liguria: at Palazzo Costa in Genoa, at the Cruise Terminal in La Spezia and at the Palacrociera in Savona. In November, we announced that the Red Shoes scarves would be sold on 10 Costa ships, ready to take the message around the world.

*Partner: Liguria Region, AIDDA - Associazione Imprenditrici e Donne Dirigenti d'Azienda*



## TOGETHER FOR GENOVA



### GOALS

After the tragic events of 14 August 2018 when the Morandi bridge in Genoa collapsed, devastating the city and dealing a terrible blow to the heart of our community, our only concern was to help lift a city on its knees and give it the chance to live again.

### PROJECT STATUS

We coordinated a series of actions involving Costa: for example 1 euro was donated for every plate of Trofie al Pesto served to Guests. We involved also Business Partners and all those who volunteered to help the city of Genoa. We are proud of the success of the initiative, which raised more than 267 thousand euro. We are also grateful to all those who donated and made it possible for us to make a real contribution to the rebirth of the city.

Working with the City Council and Liguria Regional Council, we found the perfect project in which to invest the money – a place of social regeneration, in the red zone hit hardest by the tragedy, a space in which the citizens can meet and get together.



# AFTERWORD

We have come a long way since 2014 when we started out in our home city, Genoa, before gradually spreading our wings and traveling overseas from Liguria: to the Philippines, where we are delivering education and professional training to young people who see no opportunity to develop their skills in the difficult local context; or to Haiti where we sent 13,000 basic items from our ships, desperately needed by local communities who are still dealing with the aftermath of the 2010 earthquake.

Five years of tireless work have left a tangible mark on the lives of the 25,000 beneficiaries. These amazing results, confirmed through the constant monitoring of the qualitative impact our projects, drive us to continue and further validate the characteristics which distinguish our approach.

The Foundation will continue to promote, select and implement both social and environmental projects. I believe this is the most effective, albeit complex, way to get the most benefit from the amazing wealth of resources - not solely financial - that Costa and our many partners can provide.

Effectiveness, innovation and lasting impact remain the key criteria determining how we select projects in which to invest. Only on this basis can we generate clear, long-lasting change.

100% of all donations received – which in 2018 have risen sharply on top of the already positive growth in recent years - continue to be invested in projects: we see this as our duty towards the many benefactors who support and believe in us.

None of what we do would be possible without those who share our values and act in tandem with Costa Crociere Foundation: Colleagues, Costa Guests, travel agents, suppliers and private individuals. In conclusion, but no less important, the members of our Board of Directors who have guided us and stood by our side as we strove to reach ambitious yet achievable new horizons. I give all of you my heartfelt thanks and my pledge to make the bond that joins us even stronger.



Davide Triacca

*Secretary General  
Costa Crociere  
Foundation*

# THANKS TO YOU, OUR HELP CAN GO FURTHER

Support us online on [www.costa-crociere-foundation.com](http://www.costa-crociere-foundation.com)

IBAN **IT 89 0 030 6909 6061 0000 0103 634**

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*Printed by  
Grafiche G7 Sas  
[info@grafigheg7.it](mailto:info@grafigheg7.it)*

*Data updated as of December 2018  
Printed in August 2019*

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