



# Annual Report 2020



 **Costa Crociere  
Foundation**

Our utmost gratitude goes to those who support the Foundation. Their hard work and support have enabled us to make such an impact.

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Agrimontana Spa;  
Albatravel Genova Srl;  
Alitalia - Società Aerea Italiana Spa;  
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Avventura Urbana Srl;  
Azienda Casearia Salati Srl;  
Bc Service Europe Srl;  
Bome Srl;  
Caruso Rosa Anna;  
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;  
Daphne Srl;  
Dassisti Viaggi;  
De Palma Thermofluid Snc;  
Destination Service Spain, Slu;  
Ecolab Srl;  
Effedue Srl;  
Emme 2 Antinfortunistica Snc;  
Fabbri 1905 Spa;  
Ferrari F.lli Lunelli Spa;  
Ferrucci Beatrice Snc;  
Fondazione Fincantieri;  
Fraizzoli 1923 Srl;  
Francesco Baglietto e Figlio;

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Galante Claudio;  
Gam Office Service Srl;  
General Food Spa;  
Gentile Gabriele;  
Gruppo Messina Spa;  
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I Viaggi di Michelone;  
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IMS Technologies As;  
Italtel Spa;  
Italtende di Del Grande Igor Snc;  
Juventus Club Heroes;  
Key Technologies Spa;  
Kloska Group;  
L'orchidea Srl;  
Loc Group Limited;  
Logotel Spa;  
Lyreco Italia Srl;  
Manifattura Fraizzoli e C. Srl;  
Mantero Sistemi Srl;  
Mappart Idee in Movimento;  
Nautilus Srl;  
Newton Management Innovation Spa;  
Oper Di V. Mastronardi;  
Panapesca Spa;  
Pm Movies Srl;  
Pompadour Tè Srl;  
Portobellotravel di Torrisi Antonio;  
Pricewaterhouse Coopers Spa (PWC);  
Publitalia 80 Spa;

RE 2 di Marrucci Renza e C. Snc;  
Reiseburo Hogger;  
Ri-Diamo Onlus;  
Rondaninavetro Srl;  
Rotary Distretto 2031/2032;  
Savia Giovanna;  
Schiavetti Enzo Sas;  
Selection Srl;  
Servizi Tecnici Navali Srl;  
Società Turistica Agenzia Travels Srl;  
Sp. Spezialitaten - Partner Nord AG;  
Tavi Spa;  
Tecnavi Srl;  
Tipografia A. Teti Srl;  
Total Service Srl;  
Total Solution Interiors Srl;  
Utilia Srl.

**We are eternally grateful to the Captains and Deck Officers of all Costa Group ships, for their help with the 5x1000 campaign. A special mention goes to:**

HR Director, HR Manager;  
Head of Corporate Fleet HR, Crew Experience, Training & Leadership;  
Director HR Fleet Guest Services & Entertainment, HR Director;  
Internal Communication & Employee Engagement Director;  
HR Director Fleet;  
HR Administration & Planning Dept di Costa, Costa Asia e Aida.

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Summary of activities for the year 2019





# HAPPINESS IS FOR EVERYONE

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

*Paulo Coelho*



# FOREWORD

## Letter from the Costa Group CEO

More than 29,000 beneficiaries in 130 countries  
Once again, I would like to start from the figures which are a clear testament to the Foundation's ability to produce lasting change.

Six years after the Foundation emerged from within the Costa Group, and with several important projects now under our belt, from those of international reach with UN endorsement to delivering more than half a million meals to the local Genoese community, it's the time of the year to reflect on the mission that has driven us forward and share information with our stakeholders on how we have evolved and the extraordinary results we have achieved so far.

When the decision was taken in 2014 to set up a non-profit organization, we knew that the issues facing our seas would be complex ones, as they also are for the communities whose livelihoods depend on the sea. It was also obvious to us that the action of individuals would not be enough, however substantial it might be. As the Foundation has evolved, so has its ability to act not only as a funding body, but also as a facilitator of social and environmental innovation, mobilising resources from across the largest cruise group in Europe and Asia. Why? To harness collaboration between for-profit and not-for-profit organisations to bring long-lasting and sustainable results.

Two examples:

The Women Accessibility Tourism (WAT) project in Italy trained unemployed young women with MS, to help them build a career in tourism. By testing out the itineraries of Costa excursions in the biggest Mediterranean cities visited by our ships, these women helped to create "Adagio Tours", i.e. a series of experiential and barrier-free shore excursions which are fully accessible to people with mobility issues. Working with the Italian Multiple Sclerosis Association, Costa Crociere was the first cruise brand in the world to offer guests with reduced mobility fully accessible itineraries which can be equally enjoyed by everyone and that hopefully will inspire others to take step towards improving the accessibility in tourism.

The Made of Sun project in Jordan resulted from our decision to support the pioneering Sahara Forest Project which offers a blueprint for a sustainable future. Elements in abundance in this part of the world, such as desert, salt water and sunlight, are combined and converted into valuable resources such as food, fresh water and energy. Made of Sun was launched at the UN Conference on Environmental Change and has already chalked up several outstanding results. Special dishes devised by our chefs and featuring vegetables grown in the desert are served on the Costa and Aida ships calling at Aqaba; guests enjoy the unique privilege of experiencing what the food of the future could be like: clean, smart, and sustainable.

Clean, smart and sustainable are adjectives which also perfectly describe Costa Group two new flagships: Aida Nova and Costa Smeralda. They are the first two cruise ships in the world to be powered by Liquefied Natural Gas, proving the Costa Group's long-standing and continued commitment to safeguarding the environment and the sea through responsible innovation. We are proud to have been a trail blazer for the entire cruise industry, just as we are proud that the synergies built between the Costa Group and the Foundation have inspired new non-profit organizations linked to the cruise industry. 2019 has been a positive year, we couldn't have asked for more: it has proved that you can achieve great things when you combine innovative thinking with investments in social and environmental sustainability.



**Michael Thamm**

Costa Group and Carnival Asia CEO  
and Costa Crociere Foundation Board Member





# VISION AND MISSION

## **Our vision**

A world where happiness is shared and accessible to all.

## **Our Mission**

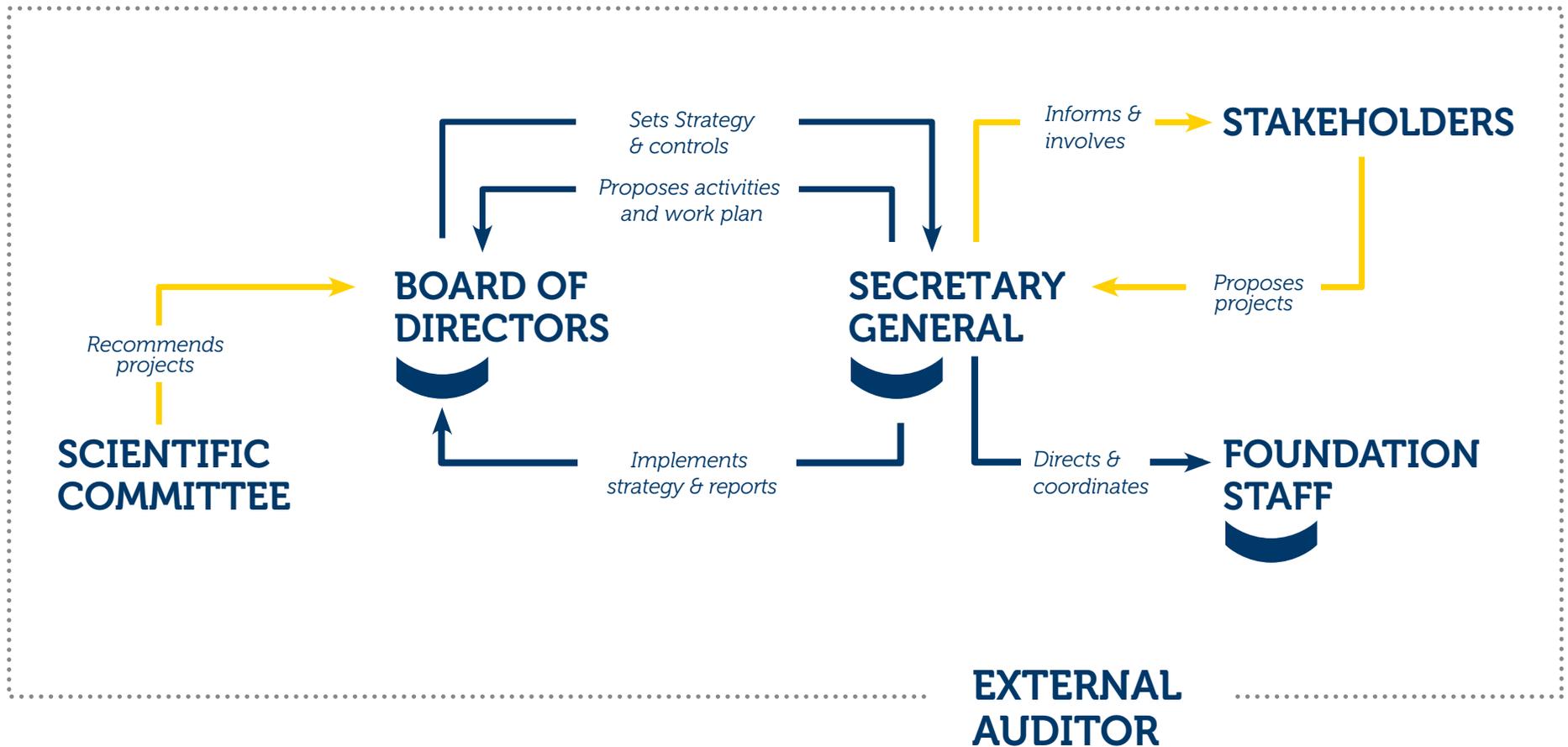
Our bond with **the sea and the local communities we meet on our travels around the world** guide us in choosing which social and environmental projects to support in order to tackle inequality and have a positive impact on society, both now and for future generations.

We are committed to doing everything we can to **achieve the universal goal of creating a more sustainable and equal society**, tirelessly working with reputable partners to find effective solutions to the needs of the communities.

We share our resources and pool our networks for a unique ultimate goal: **to make happiness accessible to all.**

# GOVERNANCE

## Our transparent process

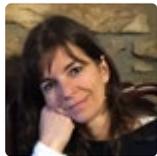


# BOARD OF DIRECTORS



**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.



**Stefania Bertolini**

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



**Laura Cannone**

Costa Brand Emergency Response & Business Continuity Director, Laura leads the Emergency Response and is Chairwoman of the Foundation.



**Giuseppe Carino**

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



**Paola Girdinio**

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



**Sarah Kowalzik**

Secretary General of the Costa Crociere Foundation until May 2017, Sarah was the driving force behind its inception and growth, up to its consolidation.



**Beniamino Maltese**

Senior Vice President and CFO of Costa Group, Beniamino's financial expertise and management skills helped transform Costa from a family business to a publicly listed company.



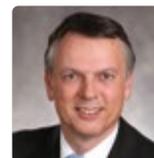
**Neil Palomba**

President of Costa Crociere, Neil leads the company, delivering innovative solutions that meet the needs of the customers of today and anticipate those of tomorrow.



**Ugo Salerno**

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

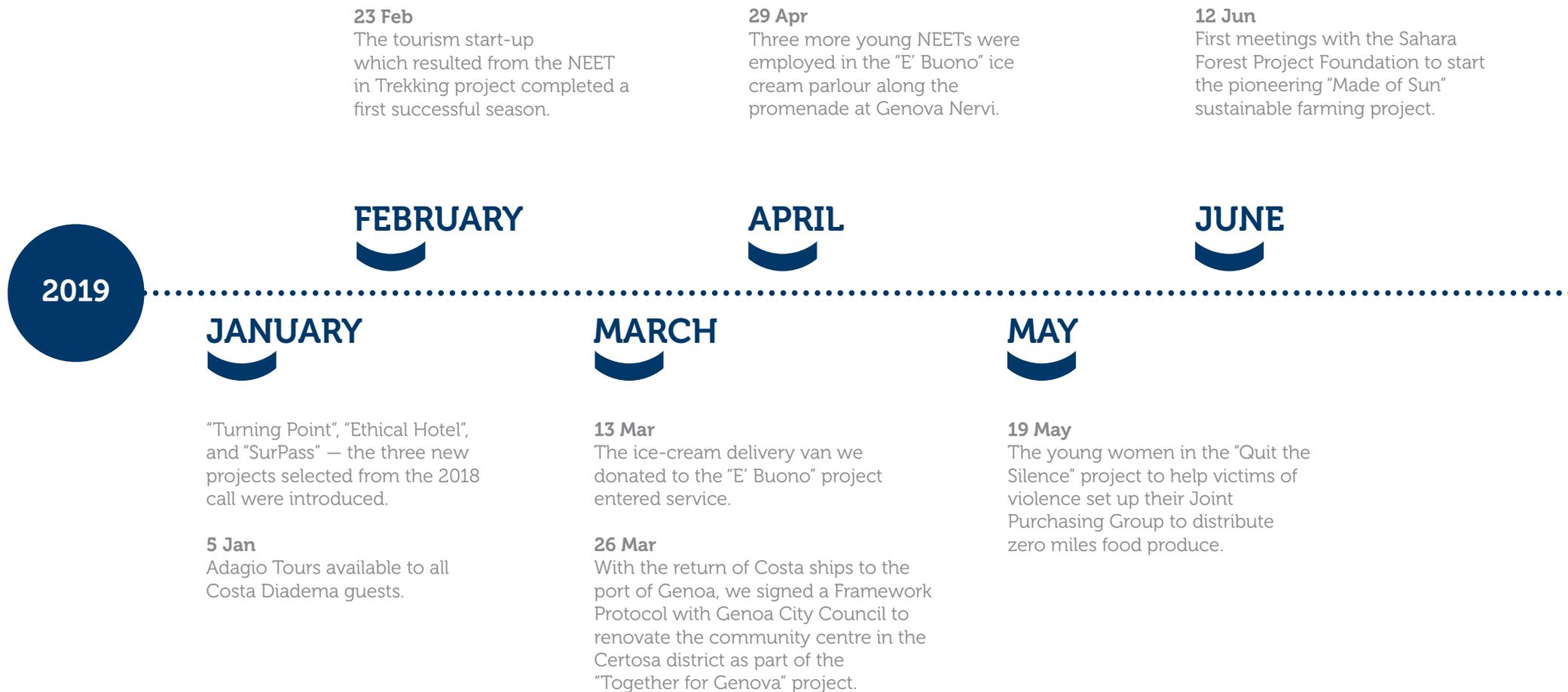


**Michael Thamm**

Chief Executive of the Costa Group and Carnival Asia, Thamm redefined company strategy. As Chairman of CLIA Europe, he helped to reshape standards across the entire cruise industry, steering it towards responsible innovation and a more sustainable future.

# TIMELINE

## Milestones of 2019



**9 Aug**

"NEET in Trekking" project reached an extraordinarily successful conclusion.

**13 Aug**

Event in Arendal (Norway) to formalize the agreement between Sahara Forest Project Foundation, Costa Group and Costa Crociere Foundation for the "Made of Sun" project.

**30 Aug**

Five more young people were included in the "Hello, Philippines, Hello Future!" training program..

**16 Oct**

The girls in our "Turning Point" project took centre stage at a training and team-building day with their new team.

**10 Dec**

In collaboration with Sahara Forest Project, we presented the "Made of Sun" video at the UN climate change conference in Madrid.

**17 Dec**

We officially launched the CCF Happiness Index, created in collaboration with the Universities of Genova, Bologna and East Anglia, to measure the Foundation's impact on our beneficiaries' lives.

**27 Dec**

Adagio Tours were available to book on Costa Smeralda, along with new tours to Pisa.

**AUGUST**

**OCTOBER**

**DECEMBER**

**2020**

**JULY**

End of the second cycle of the "Guardians of the Coast" project offering environmental education and citizen science to pupils and teachers in Italian secondary schools.

**SEPTEMBER**

**13 Sep**

"CCF Happiness Index", the new system that measures the happiness of our beneficiaries and the impact our projects have had on their lives, generated first set of figures.

**26 Sep**

We joined a project to build a new community hub in the Certosa district of Genoa as part of the "Together for Genova" project.

**NOVEMBER**

**26 Nov**

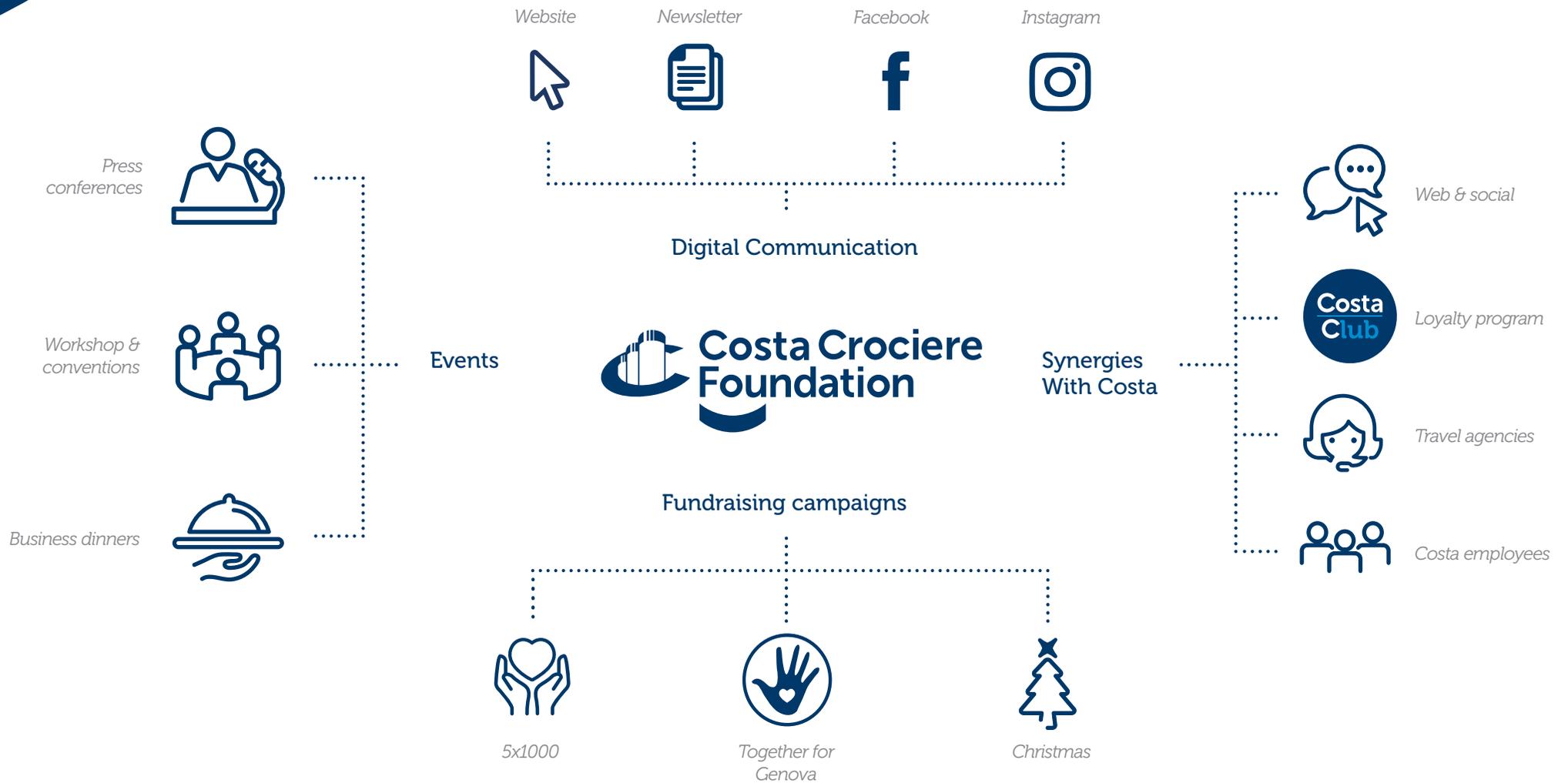
"Casa Elisa", a shelter for women victims of abuse, opened in Genoa after we helped to purchase the space and renovate it as part of the "Safe Haven" project.

**27 Nov**

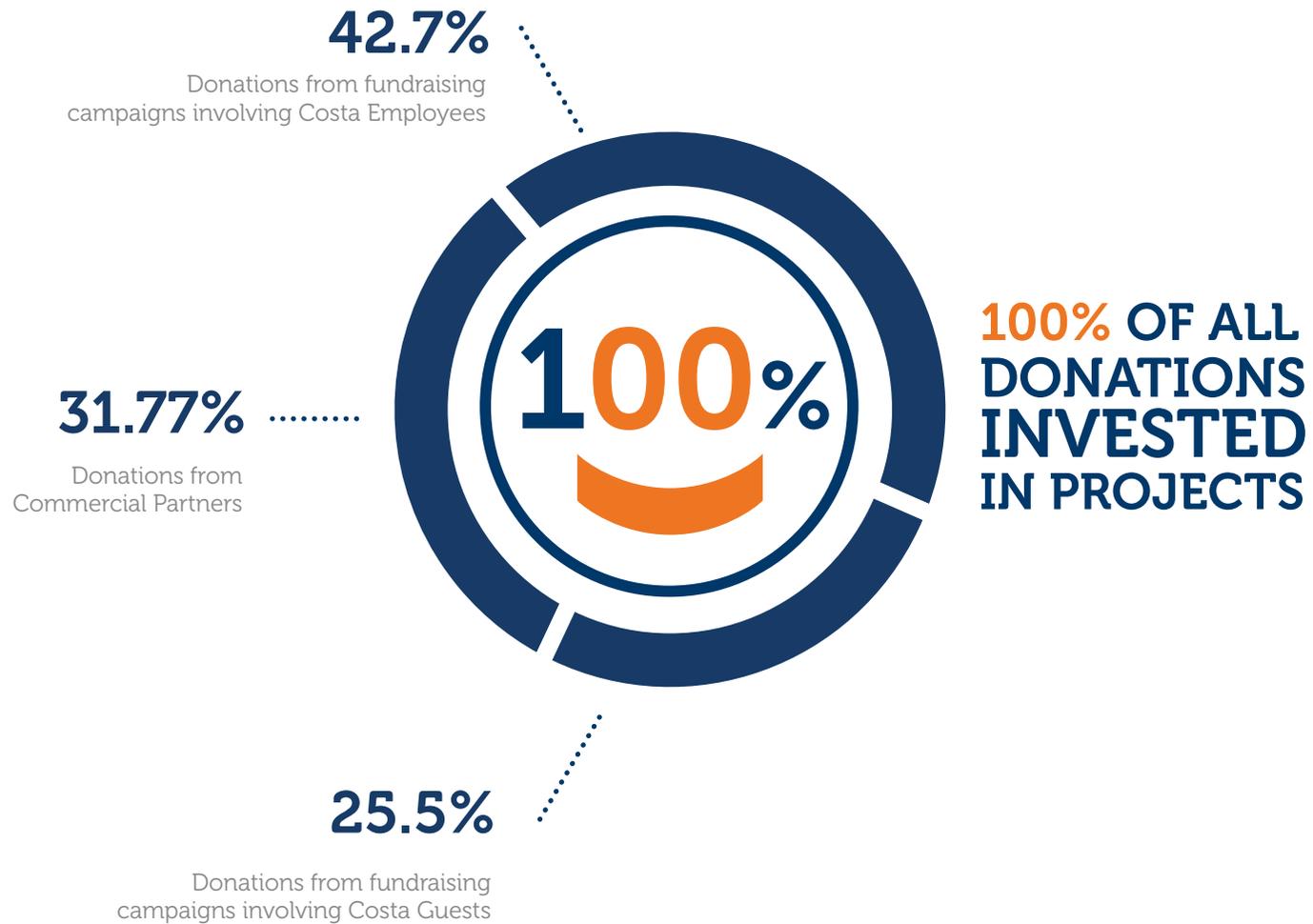
We made a donation to the City of Venice after it was hit by an exceptional high tide which caused serious damage to the city's history, art, and businesses.



# COMMUNICATION MAP



# CCF IN NUMBERS





**28**

Projects



**29,839**

Beneficiaries\*



**130**

Nationalities



**23**

Social  
Projects



**14,636**

Beneficiaries



**516,013**

Meals distributed



**529,117**

Hours of training  
and support provided



**28,500**

Items donated



**848**

Women victims  
of violence supported\*



**5**

Environmental  
Projects



**15,203**

Beneficiaries\*



**2610**

Km of coast adopted  
by the Guardians  
of the Coast



**13,352**

Students involved  
in environmental  
education programs



**1160**

Teachers involved  
in environmental  
education programs



**1262**

Kg of vegetables  
loaded on Costa ships  
thanks to "Made of Sun"

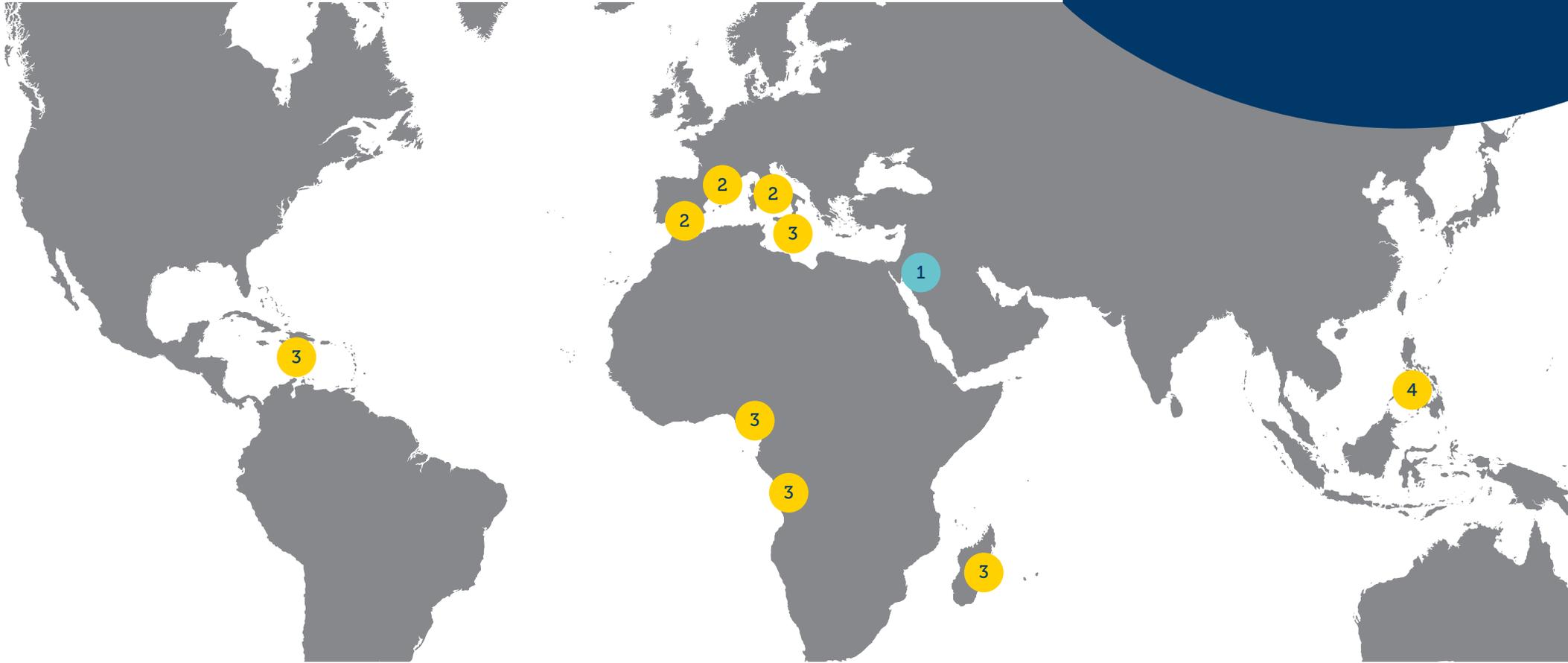
\*As of 2019, the attribution and reporting criterion of our impact indicators and data has been improved. In particular, the direct beneficiaries of our projects were distinguished from all those who participated in awareness-raising activities.



**ENVIRONMENTAL PROJECTS**  
From page 18



**SOCIAL PROJECTS**  
From page 26



**1** *Jordan*  
**MADE OF SUN**

**2** *Italy, France, Spain*  
**WAT/ADAGIO TOURS**

**3** *Italy, Haiti, Madagascar, Angola, Cameroon*  
**MATERIAL ASSISTANCE**

**4** *Philippines*  
**HELLO PHILIPPINES,  
HELLO FUTURE!**

# ACTION MAP

- 1 Liguria  
**TOGETHER FOR GENOVA**
- 2 Liguria  
**A HOME FOR THE HOMELESS**
- 3 Liguria  
**FOOD ASSISTANCE**
- 4 Liguria  
**A SAFE HAVEN**
- 5 Veneto  
**TURNING POINT: NEW PATHWAYS**
- 6 Campania, Liguria  
**SURPASS**
- 7 Campania  
**QUIT THE SILENCE**
- 8 Liguria  
**ETHICAL HOTEL**
- 9 Liguria  
**EDUCATION: THE KEY TO YOUR FUTURE**
- 10 Tuscany  
**THE MIRACLE SHOP**
- 11 Lazio  
**MATECHEF**
- 12 Puglia  
**MEET IN TREKKING**
- 13 Liguria  
**È BUONO: EVERY REASON TO BUY AN ICE CREAM**
- 14 Liguria  
**RED SHOES ON TOUR**
- 15 Southern Italy  
**WIT: WOMEN IN TECHNOLOGY**
- 16 Northern Italy  
**A DENTIST AS A FRIEND**
- 17 Liguria  
**SEA ROUTES TO SUCCESS**
- 18 Lazio  
**TODAY, TOMORROW, TO NINO**
- 19 Umbria  
**REBUILDING WITH A PLATE OF AMATRICIANA**
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**INTO WORK TOGETHER**
- 21 Liguria  
**THE SEA IN 3D**
- 22 Liguria  
**EN ROUTE TO A BLUER SEA**
- 23 Liguria, Tuscany, Lazio  
**A HELPING HAND FOR THE TYRRHENIAN**
- Italy  
**GUARDIANS OF THE COAST**  
*Monitored coastlines*



# ENVIRONMENTAL PROJECTS

## The 2019 results

It comes natural to us to look after the marine environment: the Foundation and our coastal protection projects came into being literally at the same time, and they will always be at the heart of everything we do.

We are particularly proud of the thousands of school pupils and teachers we managed to engage with across Italy and encourage to adopt around a third of Italy's coastline in order to study its biodiversity and monitor the effects of both climate change and marine pollution.

We are excited about the results achieved by "Made of Sun", the pioneering new project that aims to turn the desert into a resource. It is a model of sustainable innovation and shared value creation whose main purpose is to safeguard the environment and make the world a better place.

We have two primary goals: to have an immediate and lasting effect on the areas adopted and to work with specialist scientists to make younger generations aware of the fragility of our environment and the need to protect it.



22

**MADE OF SUN**

*Jordan*

24

**GUARDIAN OF THE COAST**

*Italy*

26

**THE SEA IN 3D**

*Liguria*

27

**EN ROUTE TO A BLUER SEA**

*Liguria*

27

**A HELPING HAND FOR THE TYRRHENIAN**

*Liguria, Tuscany, Lazio*



# MADE OF SUN

## Jordan

**3** Hectares of desert cultivated

**1262** Kg of vegetables used in Costa & Aida ships

**130** Tons of product grown

**7** People employed in the facility

2019

2021

### GOALS

This ground-breaking environmental enterprise, funded primarily by the governments of Jordan and Norway, the European Union Commission and USAID (United States Agency for International Development), has already achieved some amazing results: 10,000 litres of desalinated water are produced every day and 130 tons of vegetables have been harvested from greenhouses with three hectares of land.

The Foundation now wants to join the original backers and contribute to the project's future development, which will see it extend to about 20 hectares and generate 34 thousand tons of fruit and vegetables.

The project has the potential to become a model for sustainable agriculture in all areas with scarce water resources.

### PROJECT

"Made of Sun" is designed to use the resources we have an abundance to produce the ones we don't – using deserts, salt water, sunlight, and CO<sub>2</sub> to produce food, water, and clean energy. The pioneering facility is in Jordan, a vegetable-growing station powered exclusively by solar energy and greenhouses irrigated with desalinated sea water, is located near the port of Aqaba. In addition to receiving the Foundation's support, the produce will also be served on all Costa and Aida ships calling in at Aqaba.

### PROGRESS SO FAR

In August, a partnership agreement was signed at Arendalsuka, Norway's main political and economic forum. All Aida and Costa ships calling in at Aqaba serve special dishes created by chefs to showcase the vegetables grown in the desert; passengers are also made aware, through targeted communication, of the need to develop sustainable solutions to combat global warming. A video we made about the project was presented at COP25 in Madrid in December.

The foundations have been laid with the Jordanian Authorities to build a plant to supply the structure with salt water straight from the nearby Red Sea.

Partner: Sahara Forest Project Foundation





# GUARDIANS OF THE COAST

## Italy

**10,828** students involved

**1077** teachers involved

**280** schools in the program

**2610** km of coast adopted

2017



2021

### GOALS

We want younger generations to be aware of the fragile beauty of the marine ecosystem and to learn how to take care of it.

By involving teachers and students in a programme of environmental education, we can help them to understand how precious and unique our marine heritage is and how to take a more sustainable and conscious approach to preventing it from being polluted.

### PROJECT

Secondary school students adopt a stretch of the Italian coastline and, with the guidance of their teachers, study the specific marine environment in detail as well as the wider marine ecosystem, mapping changes over time. The "Guardians of the Coast" are given a web portal with educational content created by expert scientific partners.

The pupils monitor the coast on the specially designed free app for smartphones, which contains an archive of images to help them recognise and classify marine organisms, coastal vegetation, and beach debris.

### PROGRESS SO FAR

In its first two years, "Guardians of the Coast" saw 280 schools, nearly 11 thousand pupils, more than one thousand teachers and in excess of 105 thousand scientific records collected, making it one of the most important environmental education and citizen science projects ever conducted in Italy. Alternating classroom training and field trips, the pupils studied in great detail the characteristics and biodiversity of the Mediterranean marine environment, the effects of climate change and pollution, the socio-economic aspects of managing the coastline and its resources. A new collaboration with the ENEA (National Agency for New Technologies, Energy and Sustainable Economic Development) Marine Environment Research Centre resulted in the introduction of a microplastics module.

Partner: Scuola di Robotica, OLPA (Osservatorio Ligure per la Pesca e l'Ambiente), ENEA, Key Technologies





Closed (2016-2019)

# THE SEA IN 3D

## Liguria

### IMPACT

This three-year project ended in 2019. Over its time, environmental education programmes were delivered in schools and activities held to raise the awareness and engagement of local operators, citizens, and tourists in Ligurian seaside resorts, for example eco-snorkelling to recover plastic and fishing gear abandoned at sea. Children of all ages were given snorkelling equipment and taught about marine flora and fauna. A team of biologists then talked to them about the consequences of pollution on the biodiversity of the sea. Scuola di Robotica successfully tested a cycle to transform the plastic collected into raw material for 3D printing. In particular, educational kits with marine animal shapes and buoys to mark naturalistic snorkelling trails (blue trails) were produced for visually impaired children.

Partner: Scuola di Robotica



219 students and teachers involved

7 scientific dissemination events organized

682 people actively involved

60 educational kits produced with recycled plastic





Closed (2015-2018)

# EN ROUTE TO A BLUER SEA

*Liguria*

## IMPACT

In this project, we helped to convey to local communities the importance of looking after the seabed and beaches in local Liguria communities and organised waste-collecting activities, waste-monitoring with advanced equipment, and public science actions. We mobilised groups across the community and coordinated volunteers, school pupils, professionals, private and public bodies, academics, small fishing, and diving operators.

The local experience of "En Route To A Bluer Sea" planted the seed for a wider and much more articulated project on a national scale, namely "Guardians of the Coast", in which OLPA is a scientific partner.

Partner: *OLPA (Osservatorio Ligure per la Pesca e l'Ambiente)*



**660** students and teachers involved



**570** hours of educational activities



**7,230** people involved and sensitized at the info-points



**36** info-points



Closed (2015-2018)

# A HELPING HAND FOR THE TYRRHENIAN

*Liguria, Tuscany, Lazio*

## IMPACT

Together with our scientific partner CIRSPE, we coordinated a detailed two-step campaign which started with drawing attention to the needs of the marine ecosystem and progressed to removing debris from our seas. We ran an educational awareness programme across Liguria, Tuscany, and Lazio, during which pupils 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. We achieved our objective of fostering a more informed local community that is now aware of the problem of environmental pollution and ready to adopt more appropriate waste disposal practices and a more sustainable lifestyle through the use of biodegradable and bioplastic materials.

Partner: *CIRSPE (Centro Italiano Ricerche e Studi per la Pesca)*



**1,645** students and teachers involved



**36,380** m<sup>2</sup> of coasts cleaned



**90** classes involved



**2,981** Kg of Marine litter collected

# SOCIAL PROJECTS

## The 2019 results

We offer immediate solutions to social emergencies and also try to build the foundations of a future of trust and hope.

We have distributed more than 516,000 meals to the less fortunate on the margins of society; given a roof and assistance to the homeless; offered dental care to children from disadvantaged backgrounds; protected women victims of violence, helped them to take back control of their lives by earning a living; set up scholarships and school and professional education programs to give a future to young people in Italy and the Philippines living without hope in the present; donated computers, printers, medicines, clothing, toys, furniture and furnishings no longer used on our ships - but still in excellent condition - to communities in Italy, Haiti, Madagascar, Angola and Cameroon; trained people with disabilities, socially disadvantaged or in protected categories and devised a way for them to carve out a career for themselves in the tourism industry.

We will continue in this way, investing 100% of the donations and resources received from Costa to take care of the most vulnerable people in our society on a daily basis.





- 30 **TOGETHER FOR GENOVA**  
*Genoa (Liguria)*
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*Genoa, La Spezia, Civitavecchia, Palermo, Cagliari, Marseille, Palma de Mallorca, Barcelona*
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*Philippines*
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A PLATE OF AMATRICIANA**  
*Norcia (Umbria)*
- 51 **INTO WORK TOGETHER**  
*Genoa (Liguria)*



# TOGETHER FOR GENOVA

*Genoa (Liguria)*

**1,000 m<sup>2</sup>**  
of surface area under renovation

**1** fundraising campaign

**24** business partners who donated

**82,118** "trofie" dishes served on board



## GOALS

After the tragic events of 14 August 2018 when the Morandi bridge collapsed, devastating the city of Genoa and hitting the heart of our community, we set to work immediately to help lift a city on its knees and give it the chance to live again.

## PROJECT

To bring relief to the Certosa district which was torn from the rest of the city when the collapse of the bridge cut it off, bringing devastating consequences for local businesses and the daily life of the local community, we found a building to renovate and offer to the community as a meeting point for all age groups.

## PROGRESS SO FAR

We coordinated a number of actions launched by Costa Crociere and collected a total of €318,553 from the 1 euro donations Costa made for each plate of pesto trofie pasta served on its ships, and donations received from employees, Guests, partner travel agencies and suppliers all over Europe. Working in partnership with Genoa City Council and the Liguria Region, we embarked on a renovation project funded entirely by the Foundation: the plan is to create a brand-new community space in the red zone at the centre of the tragedy, where local people can meet and spend time together in the social or coworking spaces, rooms for cultural events, meetings, sports, and in an outdoor area serving the nursery school and middle school.





## Adagio Tour

### GOALS

We want to improve the accessibility of some of the most popular destinations in Italy and Europe while also helping young unemployed women with multiple sclerosis to develop professional skills in the tourism sector.

### PROJECT

60% of people with multiple sclerosis in Italy do not have a job and most of them are women. This project aims to create a team of professionals with first-hand experience of the difficulties people with reduced mobility often encounter. It harnesses their unique skills and insights as a way of also giving them financial independence. The synergy with the Costa Group allows us to put their work to good use immediately, creating the world's first project in the cruise sector to make holidays more accessible to everyone at the same price.

### PROGRESS SO FAR

The "Adagio Tour" that resulted from this project comprises a series of experiential travel packages that the fifteen women trained in the WAT project created in collaboration with the Costa Excursions Team. Guests on Costa Crociere ships with disabilities are the first ever cruise passengers in the world to have the option, at no additional cost, of shore excursions that are accessible under AISM standards, in accordance with international best practices. Adagio Tours run at a relaxed pace making them ideal for parents with small children in pushchairs or more elderly guests with reduced mobility.

## WAT/ADAGIO TOURS

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

 **15** women trained

 **28** accessible itineraries studied

 **160** training hours provided

 **9** Adagio Tours implemented

**2017**

**2021**

Partner: AISM (Associazione Italiana Sclerosi Multipla)





# HELLO PHILIPPINES, HELLO FUTURE!

## Manila (Philippines)

**500** school-aged children involved

**28** young people trained in hospitality & catering

**854** hours schooling per child

**32,600** hours training in hospitality & catering

2017



2021

### GOALS

In a country with a steadily growing economy but still blighted by serious social problems such as poverty and child labour, we want to make a concrete contribution to the lives of Filipino children and young people living a life of misery on the streets by giving them access to primary and secondary education and the chance to build a professional career in the tourism sector.

### PROJECT

A large percentage of Costa crew members are from the Philippines and to show our gratitude we want to help their young people. There are three levels to the project: firstly, children from the poorest backgrounds are given the chance to go to school, they are provided with school uniforms, books, and everything they need to follow their lessons; secondly, deserving individuals are given training in hotel and cruise services at the prestigious Magsaysay Institute for Hospitality and Culinary Arts; lastly, those showing the most potential are offered a job on Costa and Aida ships.

### PROGRESS SO FAR

We have placed five hundred children in education (and witnessed an attendance rate of 92%); the vocational training stage of the project was also commenced, whereby vulnerable young people attend training courses at the hotel institute that trains Costa crew members in catering and dining, pastry-making and other service sectors. Twenty-eight young people are currently going through this phase, attending courses that will unlock a future of equal opportunity and the ability to support themselves. The Foundation also helps them to apply for and obtain the necessary identification papers and documentation to be employed both at home and around the world.

Partner: Homer Foundation, Tondo Foundation, Buklod Kalinga



# MATERIAL ASSISTANCE

*Italy, Haiti, Madagascar, Angola, Cameroon*

**95** donations made

**62** beneficiary associations

**28,500** objects donated

**100%** Costa fleet involved



## GOALS

By reusing and recycling materials from the Costa fleet, we want to tackle the material deprivation faced by the most disadvantaged communities, as well as encouraging more organisations to do the same. This project was the first step towards establishing an international 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 uses on its ships but which are still in excellent condition and ready for a second life with those in need in our community: computers, printers, medicines, clothing, toys, furniture. 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 SO FAR

To date, with the help of our partners, we have distributed more than 28,000 objects (decommissioned uniforms, dishes, linens and upholstery fabrics, chairs, and sofas from Costa ships) around the world. Altogether, 62 international associations benefitted from this virtuous recycling and reuse project. Supplies were sent in 2019, for example, to families living in the Haitian capital Port-Au-Prince's poorest slum, Cité Soleil, and hard hit by the 2010 earthquake. We also shipped cases of toys, clothing and towels were shipped to an orphanage in Madagascar; donated IT equipment to a primary school and profession institute in Angola; sent ultrasound equipment, defibrillators, and medical supplies to a hospital in Cameroon.



# A HOME FOR THE HOMELESS

*Genoa (Liguria)*

52 people hosted

13 places available

6 furnished apartments

39 journeys to independence completed

2017



2021

## GOALS

We aim to create lasting solutions for homeless people in the city of Genoa. The project provides medium to long-term tenancies to the most vulnerable, as a safe alternative to temporary accommodation in shelters. This will provide the stability required to become more independent financially and socially, and to take the first steps towards a better life.

## PROJECT

Working with the Sant'Egidio Community in Genova, 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 professional therapists who offer their support daily and on multiple levels to help recover from alcohol addiction, for example, and to give homeless people a chance to build a dignified life for themselves.

## PROGRESS SO FAR

The 6 apartments provide living space for 13 people, and over four years we have managed to offer a safe haven to 51 beneficiaries. We created these spaces to offer psychosocial, educational, language, medical and legal support in a combined programme to help the beneficiaries regain their self-esteem and independence. This counselling continues through the subsequent stages of the project, helping both individuals and family units in their gradual but solid reintroduction to society. 39 people have now completed their journey with us and have embarked confidently on their new life: in their own homes, with their families and a means of supporting themselves.

*Partner: Comunità di Sant'Egidio, Genoa*



# FOOD ASSISTANCE

## Genoa (Liguria)

**8,595** beneficiaries served in food kitchen

**298,386** meals distributed on the street in Genoa

**217,627** hot meals served in food kitchen

**130** beneficiary nationalities



### GOALS

More and more people in Italy are living below the poverty line and do not have enough food to survive: we want to help bridge this gap. Drawing on our network of suppliers, local authorities and Costa partners, charities, and non-profit associations, we have the right resources to help those in need who are often ignored or invisible.

### PROJECT

It is estimated that around five million Italian citizens are experiencing food insecurity—a figure that seems to keep rising. To combat such frightening statistics, we work with the Sant’Egidio community in Genoa to provide food, medicines, clothes, and shelter to people every day, from two distribution centres and reaching out to the darkest, most forgotten corners of the city.

### PROGRESS SO FAR

We are proud to report that, since 2015, we have helped more than 8,000 people in difficulty and distributed more than 523,000 meals. A laundry and shower facility was also opened. In parallel with this, we are continuing to raise awareness and involve Costa employees in our activities. More than 50 colleagues have already signed up to our corporate volunteering programme at the Sant’Egidio community, both during the year and also in the festive period in particular, helping to make and serve the charity Christmas lunch, an especially poignant time to think and share.

Partner: Comunità di Sant’Egidio, Genoa



# A SAFE HAVEN

*Genoa (Liguria)*

**30** beds available

**543** counselling sessions held

**10** women on the path to financial independence

**9** months average stay

2016



2021

## GOALS

Women who have been victims of domestic abuse are guaranteed 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 home and faith in the possibility of a better future.

## PROJECT

We have worked since 2016 to increase the number of emergency shelters, extend support services provided within existing structures, and support the women while they become more financially self-sufficient, helping with their rent and monthly expenses. We provide constant support until they are able to continue unaided, assuring a new and safe life for themselves and their children.

## PROGRESS SO FAR

We delivered more than 543 hours of psychological counselling to 197 women, looked after their young children, and gave a safe haven to 98 beneficiaries in two existing shelters. We renovated a third apartment, "Casa Elisa", owned by the cooperative "Il Cerchio delle Relazioni", a partner in our project. It is now a fully protected home, ready to welcome and restore hope to women who need a place to feel safe and to start afresh with their children. In order to meet the increasingly pressing needs of the territory, a fourth apartment was identified and will soon be ready to offer shelter and a home to someone else.

Partner: *Il Cerchio delle Relazioni*



# TURNING POINT: NEW PATHWAYS

## Verona (Veneto)



**7** women in vulnerable situations helped



**77** hours of professional coaching and tutoring



**46** hours of psycho-emotional support provided



**5** women recruited within the cooperative



### GOALS

Target beneficiaries of this project are women who have been victims of difficult situations or seeking humanitarian shelter in our country, vulnerable women whose past experiences and trauma have limited their access to the labour market. We will offer twelve of these women a stable job in the tailoring and dressmaking trade as the culmination of a period of professional development and social inclusion.

### PROJECT

Banca d'Italia estimates that if female occupation were to rise from 49% to 60%, GDP would increase from +1.5% to +7%. The problem lies in the fact that, as ISTAT data shows, one in every two women of working age is not in employment in Italy. In this context, the risk of social and professional exclusion is even higher for women living in uncertain circumstances or who are part of disadvantaged or protected categories. Our project aims to support a total of twelve women starting from a position of vulnerability and accompanying them on a pathway of professional growth, with psychological support, to help them build relationships in the workplace, rebuild their self-esteem, achieve financial independence, and improve their position in society.

### PROGRESS SO FAR

The project commenced in 2019 with the induction of the first 7 women who received counselling from an external consultant to prepare them for the dynamics and relationships of the workplace and also coaching on the role of women in wider social interactions. Technical training on how to use specific machines and to perform quality control has commenced in parallel with tutoring from professional dressmakers from "Quid", a social cooperative and partner of ours, working in the garment-making and assembling sectors. The project will continue with more women suffering from physical or mental ill-health, recovering from substance or alcohol abuse, in prison, victims of violence or human trafficking.

Partner: Progetto Quid



# SURPASS

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

**518** patients identified for inclusion in the project

**88** SurPasses delivered

**233** SurPasses in progress

**2** speeches at national and international conferences

2019



2021

## GOALS

A child who has fought and overcome illness is entitled not to be left alone, even after they've been cured. To prevent relapses or provide psychological support in coping with everyday life, we give young cancer survivors a "SurPass" ("Survivor Passport"). In both digital and hard copy formats, they can carry their medical history with them at all times and be assured of the best aftercare, wherever they might be, for the rest of their lives.

## PROJECT

Targeting all children who are declared cancer-free by the paediatric oncology ward of the Gaslini Hospital in Genoa and Pausilipon in Naples, this pilot project - which we hope to see rolled out Across Italy - aims chiefly to smooth the transition from paediatric intensive care to being followed by a general practitioner into and during adulthood. The SurPass passport contains the young person's full medical history (primary tumour, therapies, etc.) and screening programs deemed necessary to monitor and quickly treat any relapses and complications regarding organs at risk. SurPass is available online, making it automatically accessible and translatable across Europe.

## PROGRESS SO FAR

More than 75% of children with cancer are cured and join the group of Long-Term Child Cancer Survivors (LSTP in Italy). Being cured does not rule out, unfortunately, the possibility of new pathologies and neoplasms, learning delays, psychomotor problems and complications fitting back into everyday life. The health care system often struggles to monitor these young people efficiently in the long term due to lack of documentation. We don't want them to be left alone. There are currently 518 patients in treatment at Genoa and Naples who we want to include in the project, 233 of whom have already been signed up and 88 who have received their SurPass. We are pushing on for them and for all those who will join the project in the future.

Partner: Associazione Oncologia Pediatrica e Neuroblastoma – OPEN Onlus

**RiDiamo**  
O N L U S

Project cofinanced with  
the Ri-Diamo nonprofit association



# QUIT THE SILENCE

## Afragola (Campania)

-  **30** women who have completed the training cycle
-  **594** women supported at the anti-violence centres
-  **572** training hours provided
-  **179** hours of work orientation



### GOALS

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

### PROJECT

We give women who have suffered violence and abuse the resources to become self-sufficient. We offer them legal and psychological counselling and then the opportunity to re-establish themselves physically and personally in the world of work: training courses in business management and self-employment give them an opportunity to use their talents, rebuild their self-esteem and take back control of their lives.

### PROGRESS SO FAR

Forty women attended training courses on how to plan and manage a social enterprise in the agri-food sector. The "M.I.A. - Memory, Inclusion, Autonomy" - Association evolved naturally out of our project and the resulting social-agricultural enterprise was set up in property confiscated from mafia groups in the city of Naples, sending out a strong message and taking a powerful stand against violence.

We are waiting for the farm to be released by the local council in order to move production there of preserves (sauces, jams, fruit juices) made from the fruit and vegetables grown on the farm which are also sold fresh through GAS (collective purchasing groups) networks. Until the green light is granted, the women continue to make progress in their training with business consultants, drawing up business plans and managing the e-commerce site.

Partner: Consorzio Terzo Settore Onlus



# ETHICAL HOTEL

## Liguria

- 20** young beneficiaries involved
- job placements commenced\*
- 2** partnerships created
- loyal customers\*

2018

\* This project was selected in the 2018 call. Outcome figures will be published in the 2021 annual report.

2021

### GOALS

To highlight the many talents of people with intellectual disabilities who are often penalized in the world of work and belittled by society. By opening up a pathway into a professional occupation in the hotel sector and in the quality foods industry, and through a series of steps which aim to give the beneficiaries their independence, we hope to give them the opportunities they deserve to be full and active members of society.

### 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 to change a culture which frequently sees disabilities as a hindrance. According to Censis statistics, only one person in five with an intellectual disability is in work. The remaining 10.5% are seeking employment, 23.9% are not looking and 46% stopped working, having failed to find a new position or professional opportunity. But we know that 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 challenges, big or small, that they might encounter in the workplace every day and take their natural place in society.

### PROGRESS SO FAR

By offering professional and personal instruction, we are propelling individuals with disabilities towards self-realization and financial independence. We are reaching out, specifically, to individuals with Down's, x-fragile and Williams syndromes and other rare pathologies, which at the end of the training, will be employed in two commercial outlets: a hotel with bistro in Monterosso (renovated by the Foundation) where the work of the special collaborators will translate into heightened respect for customers and the specialities of the local area; and a farm, the governance we are developing for a high-profile production chain ranging from honey to saffron.

Partner: Cooperativa Sociale Download Onlus



## EDUCATION: THE KEY TO YOUR FUTURE

### Genoa (Liguria)

- 10 students beneficiaries
- 110 cum laude the average graduation mark
- 7 years of duration for the scholarships
- 7 scholarships awarded



#### GOALS

Our study incentive program provides young people from low-income families the opportunity to undertake a high value university course, reducing the social inequalities which result from lack of financial resources.

#### PROJECT

Deserving students are offered scholarships to cover the full cost of a university degree, including masters' courses, assuring them the preparation they need to take up the reins of their future.

#### PROGRESS SO FAR

We are proud of all the young beneficiaries who studied at the Faculty of Engineering (mechanical, industrial, biomedical, naval and computer science). All of them graduated with first class degrees, 110 cum laude, and their scholarships were extended for a further 30 months to allow them to also complete their master's degree.



# THE MIRACLE SHOP

*Pisa (Tuscany)*

## IMPACT

By restructuring an old, abandoned building and opening the "Miracle Shop", an outlet selling fair trade goods and the first ever shop to open to the public in the famous Piazza del Duomo in Pisa, we created opportunities for young people without a job and individuals with Down's Syndrome to grow personally and professionally. The emporium is not only a place of employment for young people with Down's Syndrome, it is also a training lab which offers them apprenticeships every year and the chance to gain vital experience to help them find their way into permanent work.



**On board Costa ships, all guests who choose an excursion to Pisa are informed of the project and given a bookmark to promote visiting and shopping in the store.**

*Partner: Alzaia – Cooperativa Sociale*

**10** young employees in the shop

**40** training hours provided

**6** young people with down syndrome employed

**40** internship training hours provided

2016

2018



# MATECHEF

Rome (Lazio)

## IMPACT

Over the three years of the project, we gave young people who are not in employment, education or training (NEET) and protected foreign nationals from more than 35 different countries, the chance to take three different training courses at no expense: assistant chef, assistant pastry chef, and bartender. On top of this, we also provided paid internships to enable them to hone and practice the skills acquired during the course. These experiences gave them more opportunities of finding a way into the world of work. "Altrove", a social restaurant in the food district of Rome Ostiense and microcosm of cultures, realities, and tastes, emerged from this project.



**The Altrove Restaurant now welcomes Costa Guests on shore excursions to Rome, serving a classic Mediterranean menu and a revisiting of traditional recipes in a multicultural perspective.**

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



**60** young beneficiaries trained



**6,000** training hours provided



**40** internships carried out



**35** nationalities

2015

2018



Closed (2017-2019)

# NEET IN TREKKING

## *Puglia*

### IMPACT

We gave young NEETs who lacked opportunities for personal fulfilment their confidence back in a series of training courses, led by experts in multiple fields, on how to market their local landscape and heritage, protect the environment and promote quality tourism. During the project, 16 trekking routes were identified, cleaned up, tracked, and mapped on GPS. 3 of the 25 young beneficiaries from the Puglia region of Italy set up the social enterprise "PugliaTrekking Escursionismo" - an ETS providing environmental education and championing responsible, sustainable tourism. "PugliaTrekking" offers a range of guided tours for children and adults, for locals and tourists, and will continue to maintain existing trails and create new itineraries.

Partner: *Associazione Warrois*



**25** young people trained



**36** educational excursions carried out



**110** training hours provided



**16** paths cleaned and mapped





Closed (2017-2019)

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

*Genoa (Liguria)*

### IMPACT

We gave 250 vulnerable young people training in the ice-cream sector. The social enterprise "È Buono" gave them a stimulating environment in which to give free reign to their many talents and aspirations, and to start building a path towards independence and a satisfying job. We purchased an ice-cream cart to use at trade fairs and at the seaside, a van to deliver ice cream from the workshop to local customers, and an oven in which to bake wafers, cones, and biscuits, to create a revenue stream in the winter. By way of this project (which won a Celivo and Confindustria award for "Innovative social partnership experiences 2016" ) 32 of the young trainees now have a permanent job: because quality ice cream is also ethical, ecological and socially useful.

Partner: *Agevolando Cooperativa Sociale*



**116** young people trained



**12,500** kg of ice cream produced



**5,900** training hours provided



**32** new jobs created





Closed (2018-2019)

## RED SHOES ON TOUR

**Liguria**

### IMPACT

In collaboration with Liguria Regional Council and AIDDA (an association of female business executives and entrepreneurs), we set up a fund to support women victims of violence through the sale of silk scarves produced by an atelier specializing in female fashion and accessories, and decorated with red shoes - the tragic and powerful symbol of the campaign to end violence against women. The money raised was used to provide paid work experiences to help the women build a pathway into the world of work. We promoted the initiative at three important events in Liguria: at Palazzo Costa in Genoa, at the Cruise Terminals in La Spezia and Savona. The scarves were sold in shops on all Costa ships.



*Results were not available at the time of going to press with this report: the funds raised have been allocated to scholarships and paid traineeships for women reported by the Ligurian Anti-violence Centers, and will be drawn down during 2020.*



Closed (2017-2019)

## WIT: WOMEN IN TECHNOLOGY

**Lazio, Campania, Calabria, Sicily**

### IMPACT

The idea behind WIT was to tackle the problem of young women not in education or employment by giving them business training in digital enterprise and new technologies. The high school pupils from the regions targeted concluded their training with an event on the Costa Diadema ship during which they showcased the many skills they had acquired in a series of mini travel projects. They described the objectives, results, and strategic approach they had taken in each, and demonstrated how they had honed their technology and business-building skills, harnessed the marketing potential of social media, and crowdfunded their campaigns digitally. We were able to give them the essential skills to get ahead in the digital working world.

Partner: *Fondazione Mondo Digitale*



**210** students trained



**400** training hours provided



**6** schools involved



**41** business ideas presented by the students



Closed (2016-2019)

## A DENTIST AS A FRIEND

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

### IMPACT

We provided free dental care to children aged 6 to 18 years from troubled family backgrounds known to Social Services or living in protected communities or facilities: situations in which such an expense would otherwise be unaffordable. The project started in Liguria and, within three years, had been adopted in seven more Italian regions and had treated more than 2,000 young people (39% Italian, 61% foreign). Through a far-reaching communication and awareness-raising campaign, more than 1,300 volunteer dentists donated their time and expertise; we trained social workers and educators to report cases of need correctly and gave the young patients information on oral hygiene and how to prevent dental decay.

Partner: Associazione Arkè



**1,833** young beneficiaries



**266** dental hygiene practices



**1,268** volunteer dentists



**7** Italian regions involved





Closed (2016-2018)

# SEA ROUTES TO SUCCESS

*Genoa (Liguria)*

## IMPACT

Through this project, we gave young people classed as NEET (not in work, education, employment, or training) the opportunity to join a professional program to learn about traditional marine occupations in Genoa in which they alternated periods of theory and practice in carpentry with time at sea.

To our enormous satisfaction, all pupils passed the BST SWTC exams required to find work on any kind of vessel. During the project, several of the pupils had significant experiences in work they gained through their own efforts to find organisations and businesses to work with on a seasonal basis.

Partner: *Non Solo Vela Associazione di Promozione Sociale*



**12** young people trained



**100** hours of navigation



**460** training hours provided



**11** internships activated



Closed (2015-2018)

# TODAY, TOMORROW, TO NINO

*Rome (Lazio)*

## IMPACT

We gave groups of children and young people, both Italian and foreign nationals, from difficult and financially insecure backgrounds, the chance to a quality education: because a decent education is essential to building a dignified future. 400 children and young adults from the metropolitan area of Rome benefitted from individual and flexible learning paths, targeted teaching support and study guidance as well as intercultural workshops carried out within the classes. Our support restored some balance in the position of these children in society, preventing them from abandoning their education and assuring benefits for both themselves and their families.

Partner: *Il Laboratorio Cooperativa Sociale*



**412** students involved



**13,700** support hours and after-school care



**71** schools involved



**23** nationalities



Closed (2016-2017)

## REBUILDING WITH A PLATE OF AMATRICIANA

*Norcia (Umbria)*

### IMPACT

In 2016, we were determined to help the communities torn apart by the earthquake, which razed 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.

With the proceeds of this initiative and donations received from cruise passengers, on May 9, 2017, only four months after construction began, we were able to officially open the new nursery building, allowing the children of Norcia to get back together in a normal and safe environment. To play, learn and start to smile again.

Partner: *Fondazione Francesca Rava NPH Onlus*



**125** young beneficiaries



**60,000** Amatriciana dishes served



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



**5,000** individual donations



Closed (2015-2017)

## INTO WORK TOGETHER

*Genoa (Liguria)*

### IMPACT

Into Work Together was one of our first projects to help unemployed young people from disadvantaged backgrounds and with fewer opportunities to build a successful future for themselves. By offering a broad range of courses (English, Italian for foreigners, IT, social networking, safety in the workplace) offering transferable skills and three specific technical and professional courses, we gave the young people a chance to acquire the determination and skills they need to have an equal chance of finding a dignified job. The pathway towards independence and employment allowed the young people, at the end of their training, to join the workplace through apprenticeships and work experiences, some of which led to permanent employment.

Partner: *Il Laboratorio Cooperativa Sociale*



**155** young people trained



**15** subjects offered



**6,432** training hours provided



**14** job placement paths started



# AFTERWARD

## Happiness is for everyone

2019 was an extraordinary year for the Foundation. Remaining true to our founding principles, chiefly the pledge to assure 100% of donations go straight to projects, we have embraced three new programmes and consolidated our most emblematic projects in the Mediterranean - Adagio Tours and Guardians of the Coast - which will be further extended in 2020.

Our strength is the synergy with the Costa Group: the exchange of skills, ideas, materials and human resources which breathe life and longevity into our projects while giving Costa and the cruise industry as a whole a wealth of best practices, pilot experiences and projects in the field of sustainable innovation. I'm thinking of Guests discovering new locations, tasting new dishes, meeting young people and hearing their stories, which add moral depth and intellectual enrichment to their travel experience and make it truly memorable.

I'm thinking of the young beneficiaries of those projects who, once professionally trained, were able to gain a dignified role in the world of work, meeting customers and tourists, regaining their trust and independence and taking their first steps on the road to happiness.

I'm thinking of Costa Crociere's employees themselves, who are increasingly involved in our volunteer programmes. To continue to do more and better, we further consolidated our efforts last year. To begin with, we strengthened our partnerships with important research bodies in the non-profit sector, such as Assifero and the European Venture Philanthropy Association, and our experience with them has confirmed the ground-breaking nature and effectiveness of our working models.

Secondly, we devised ways of involving our stakeholders more broadly in shared projects. Every effort, by every member of the team, who I would like to sincerely thank, will be focused on this and on guaranteeing concrete, measurable results.

With renewed optimism, therefore, I would like to thank all project coordinators, colleagues, the Board of Directors, Guests and business partners of the Costa Group for your continued support in 2020 which will help us to make sure that happiness is not just a right, but a right that everyone has access to.



**Davide Triacca**  
Secretary General  
Costa Crociere Foundation

# THANK YOU



**OUR HELP GOES FURTHER  
EVERY YEAR**

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**Design/layout**  
Artefice Group  
[www.arteficegroup.com](http://www.arteficegroup.com)

Daniel Ingenito  
[info@danielingenito.it](mailto:info@danielingenito.it)

**Copywriting**  
Sasha Carnevali  
[sasha.carnevali@fastwebnet.it](mailto:sasha.carnevali@fastwebnet.it)

**Translations**  
Denise Muir - Magicamente Translations  
[denise@denisemuir.co.uk](mailto:denise@denisemuir.co.uk)

Data updated as of December 2019

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