



TO: Richard Fain

FROM: Paige Siegall

DATE: November 14, 2014

RE: Corporate Social Responsibility Memo

After reviewing our current CSR efforts, I would like to propose a new program that will make Royal Caribbean a better steward of the environment.

As one of our goals is to “protect the marine environment and sustain the well-being of the people and places we serve,” our current CSR strategies are good, but not great. For example, the Save the Waves program focuses on reducing, reusing and recycling waste to uphold our philosophy of protecting the marine environment. The key efforts to **reduce, reuse and recycle** are identified; but specific efforts on **how** these efforts are carried out are unknown. I propose that the Save the Waves campaign keep this specific strategy, but works to implement stronger tactics.

Save the Waves campaign has no tactics of implementation, but instead is a way of thinking for those working on board our cruise ships. In order to make Royal Caribbean a stronger organization, we must reshape this philosophy into specific actions that provide us with tangible results.

Suggesting the company implements the ideals to reduce, reuse and recycle is vague. It would benefit our company to partner with a well-known organization in order to give this concept more strength. Partnering with an organization such as the National Recycling Coalition will give prospective customers a better sense of the scale in which Royal Caribbean can positively affect recycling efforts.

A partnership with a company such as the National Recycling Coalition is an easy task- you simply sign up for membership. By representing an organization that is successfully established, the CSR program Save the Waves generates more credibility.

Staff and customers, alike, can benefit from a stronger program. For example,

- Staff can feel as though they aren't just helping people enjoy their cruise, but they are supporting recycling efforts and the environment.
- Customers may want to participate in Royal Caribbean Cruises over other cruise lines, knowing Royal Caribbean has a strong partnership with a valued recycling nonprofit.
- Customers will feel more inclined to sign up for a cruise knowing the company understands the negative impacts at hand, but has strong efforts to combat them.

After partnering with a credible organization like National Recycling Coalition, Royal Caribbean should make sure prospective customers are able to identify the details of this CSR program. Royal Caribbean should:

1. Advertise partnership on **website**, while customers are looking to book.
2. Advertise partnership on all forms of **social media** to get the CSR efforts out to all publics.
3. Train and inform all staff members to capitalize on the positive recycling plans, making sure customers **know** the positive impact Royal Caribbean has while they aboard the ship.

Royal Caribbean has a foundation for a successful CSR program, but we need the backing of a well-known organization to enhance our efforts.