

FOR ALL AN EPIC SEA CHANGE

# THIS SEA CHANGE IS REAL

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2020



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**Caring for our environment and the well-being of our communities, Sailors and Crew is just part of who we are. For us, these initiatives are not only responsibilities but business imperatives. We wouldn't know how to do this any other way.**

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Tom McAlpin,  
CEO & President, Virgin Voyages



# Offering the most irresistible holiday at sea.

Scarlet Lady will make her first sailing in April 2020, with 3 ships to follow, by 2023



Adult-by-Design sailings for **18+** travelers



**50+** public spaces

by world-renowned designers, like Concrete Amsterdam, Roman and Williams, and Tom Dixon



Sea focused Sailor experience with

**93%**

ocean-facing Cabins



**20+**

world-class eateries with RockStar-level service shipwide



**2,770**

Sailors

**1,150**

Crew



**4/5/7**

night sailings from Miami to the Caribbean for Scarlet Lady

**Our Sea Is Changing...  
so, at Virgin Voyages,  
we're creating change too.**

**A mission we proudly call**

# **An Epic Sea Change For All**

**We realize that as a start up, this  
is only the beginning, but it's a  
start we're proud of and these  
efforts will only grow as we do.**

# An Epic Sea Change For All

This is our company purpose  
which drives all we do and the  
decisions we make.

==== An Epic Sea  
Change For All  
Defined:

**Epic:** awesome, grand, remarkable.

**Sea Change:** a major transformation  
or change for the better that's  
brought on by the action of the sea.

**All:** people and the planet.

What this “Sea Change” means to us:



**Our Ocean**  
Securing a healthy  
future for our  
ocean



**Our Sailors**  
Delivering  
transformational  
life experiences



**Our Communities**  
Building positive entrepreneurial  
relationships



**Our Crew**  
Providing a caring and  
generous place to  
work



**Our Partners**  
Developing open and  
rewarding partnerships

In short, we are “changing sailing  
for good” by creating positive  
change for people and the planet.

# OUR OCEAN

CLIMATE CHANGE   MINIMIZE IMPACTS   RESTORE OCEAN HEALTH

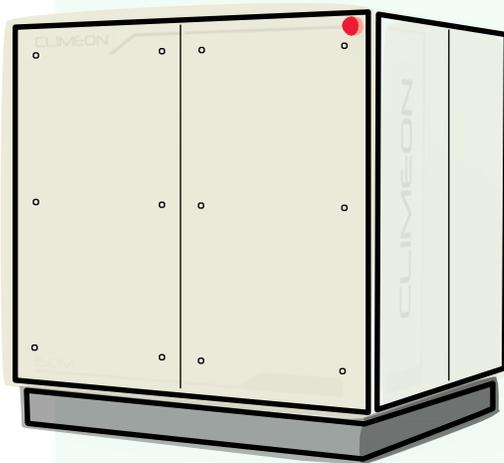


**We are all about securing a healthy future for our ocean. Taking action on climate change, minimizing the impacts of operations, and doing our part to restore ocean health are all critical to our business.**



# A net-zero carbon future.

Fuel is the biggest impact we have on the environment and climate change. While we are striving towards a future with carbon-free fuels, we know we have a long way to go. In the meantime, we are supporting the commercial advancement of clean energy, alternative fuel sources, and other climate positive initiatives.



$$x 6 =$$



Six Climeon units on board can power more than 750 average U.S. households.

## The best energy is clean energy

Well, we think so at least. That's why we are proudly partnering with [Climeon](#), a Sweden based company dedicated to converting ship engine heat to electricity, thereby decreasing our fuel needs. We are honored to be among the first cruise ships to use this technology.

## Carbon neutral

Virgin Voyages is the first cruise line to become carbon neutral for its direct emissions footprint from its very first day of commercial operations. [Learn more about our commitment here.](#)

# We're talking smart energy and fuel usage.

That means we're using state-of-the-art technologies to optimize fuel and energy performance.

We aim to **reduce our fuel demand** with smart itinerary planning and energy efficient technologies. Roughly 60% of our fuel consumption is for propulsion and 40% is for powering onboard operations.



The combustion of fossil fuels can result in poor air quality and health risks from sulfur dioxide and nitrogen oxide emissions plus particulate matter. Two technologies ensure we exceed compliance with regulations. First, Exhaust Gas Cleaning System, or "scrubbers" use sea water to prevent more than 97% of sulfur dioxide emissions from entering the atmosphere. All wash water is treated before any discharge at sea. Separately, a selective catalytic reduction system removes up to 75% of nitrogen oxides.

## Being sleek pays

WE'RE UTILIZING EFFICIENT YACHT-LIKE SHIP DESIGN.

An efficient hull design and **low-friction hull paint** reduce drag and ensure efficient propulsion.

## #FuelGoals

WE'RE FUTURE PLANNING FOR OUR FUEL SOURCES.

Our ships are custom-built with diesel engines that can switch to **alternative fuel sources** when new, cleaner technologies are commercially available.

## Low-energy vibes

WE'RE SAVING ENERGY THROUGHOUT THE SHIP.

- **Sensors in the cabins** automatically close window curtains, turn off lighting, and lower air conditioning settings when unoccupied. **Efficient cooking equipment** such as induction technology cookstoves and on demand ventilation in the galleys
- Implementing **optimized HVAC systems, LED lighting,** and **real-time energy measurement** ensures smart energy use throughout the ship.



# The best kind of waste is the kind that doesn't exist.

That's why we are reducing waste by not generating it in the first place.

## 'See ya' single-use plastics

**WE'RE BANNING YOU FROM THE SAILOREXPERIENCE.**

That's not just straws (yes, those are gone too), but also plastic water bottles, coffee cups, ketchup packets, cutlery, bags, coffee stirrers, and more.

## You can't lose when you reuse

**WE'RE GOING REUSABLE AS MUCH AS POSSIBLE.**

- Reduced disposables by more than 60% in comparison to standard operations.
- Disposable items that couldn't be eliminated are sourced responsibly to include Tree-Free™ and plastic-free items.
- Refillable, rather than disposable, soap and shampoo dispensers are available in the cabins.

## Landfills with less "fill"

**WE'RE DIVERTING WASTE FROM LANDFILLS.**

Our onboard recycling program collects metals, paper, plastic and glass to divert as much waste as possible from the landfill.

## Banishing the buffet

**WE'RE ELIMINATING FOOD BUFFETS.**

All food is made-to-order, preventing an estimated 225 tons of food waste per ship each year.

# Treating water like our life depends on it. Because it does.

We all know water is life, so we take water matters very seriously. That’s why we’re making sure all of our water use and wastewater streams are managed responsibly.

## Flipping the sea script

We’re using reverse osmosis desalination of sea water for our fresh-water production.

## The VIP treatment

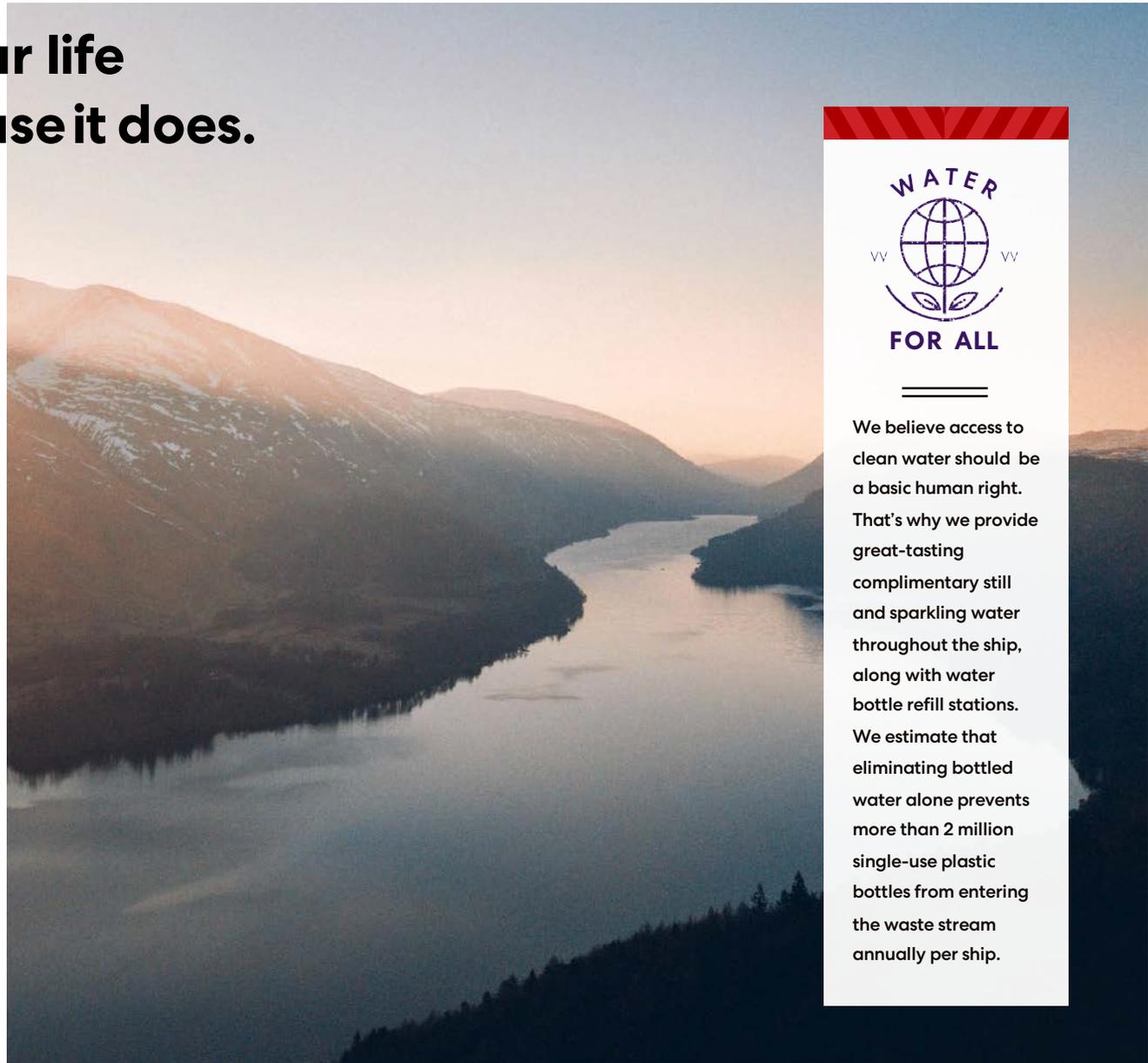
An advanced wastewater treatment system onboard processes black and greywater, thereby exceeding international regulations and generating effluent that surpasses land-based treatment facilities.

## Standards not standard

All wastewater streams, including black, grey, bilge and ballast, are treated to meet stringent water quality standards.

## When they flow high, we flow low

Low-flow water fixtures, water-efficient dishwashers and laundry equipment (like tunnel washers and eco-friendly dry cleaning), and vacuum toilets ensure smart water use.



We believe access to clean water should be a basic human right. That’s why we provide great-tasting complimentary still and sparkling water throughout the ship, along with water bottle refill stations. We estimate that eliminating bottled water alone prevents more than 2 million single-use plastic bottles from entering the waste stream annually per ship.

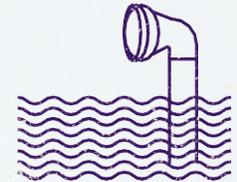
# The future as we see things.

In our eyes that future includes a healthy ocean that's been cared for and treated with respect. That's why we're working hard to secure a sound future for the place that has so openly welcomed us to explore and travel its waters.

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## Uniting for Ocean Health

To support this ambition we have partnered with Ocean Unite, a highly respected not-for-profit organization focused on a mission of 30X30- which means protecting 30% of the world's oceans by the year 2030. Through this partnership we will accelerate their mission-critical work and support specific conservation initiatives in the areas where we sail.



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## BLUE HOLE EXPEDITION

In December 2018, Ocean Unite and Virgin Voyages joined an expedition for the first dive to the bottom of the Blue Hole in Belize. The mission: map the bottom of the Blue Hole, a UNESCO world heritage site, and raise awareness for the need to protect our ocean and take action on climate change. The expedition was broadcast on Discovery Channel garnering significant media attention after it aired.



# OUR COMMUNITIES

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**We love making friends  
and sharing the love.**

**Our goal is to build  
positive entrepreneurial  
relationships with the  
communities where we  
operate.**

# Knowing our neighbors.

Our first ship will be sailing from PortMiami to the Caribbean. We are making a difference by developing entrepreneurial partnerships that support the local economy and ensure the communities we visit thrive.



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## We work closely with communities:

- Building positive relationships with government officials, tour operators and local business
- Boosting the local economy
- Promoting local businesses

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## We support curated and sustainable experiences:

- Treading lightly with smaller tours
- Seeking immersive and authentic experiences that tap into true local culture
- Preserving the beauty and health of the natural environment
- As a matter of practice, we will not offer tours that feature captive 'swim with' programs

# OUR SAILORS

 If our Sailors say, 'That wasn't only the best vacation ever, but it changed my perspective on a few things,' then we know we've succeeded.

# Still you, just better.

We want Sailors to reach the end of their voyage not only rejuvenated and refreshed, but like they gained a new part of themselves. Throughout their journey, Sailors will engage with people and planet-friendly initiatives that are naturally embedded in experiences.

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## Guilt-free fun

From our focus on reusable items, to serving amazing high-quality coffee that provides workers a fair wage, Sailors can [indulge, guilt free.](#)

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## Join us anytime

Sailors are invited to support our ocean [conservation efforts.](#)

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## After the ship

We hope Sailors get [inspired to make a difference](#) long after their journey with us, whether they adopt mindfulness, recycle more, reduce their consumption of single-use plastics, or give back to ocean conservation organizations—any chance to make a difference is encouraged.



VITAMIN SEA

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This is our overall well-being ethos for our Sailors and our seas. It's a way of 'being' on board and it is integrated across everything Sailors do, whether that's a high-intensity workout, seeking nirvana through meditation, having a fresh juice and healthy brunch, or dancing the night away.

# OUR CREW

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**Our goal is for every  
Crew member to love  
coming to work each  
day.**

**We strive for a Crew  
that loves being at  
work where culture  
and passions  
interact naturally.**



# The best gig you'll ever have.

Our greatest strength is our people. We take pride in our ability to come together as unique global individuals. At Virgin Voyages, everyone is welcome to come as they are—with diverse hopes, experiences, and backgrounds—and be the best version of themselves.

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## RockStar Crew Culture

**SAFE TO BE YOU.** A culture based in our creeds and family values, so Crew know they are cared for and nurtured

**NO ONE-SIZE-FITS-ALL.** We all come in different shapes, sizes, colors and shades - and we respect, embrace and celebrate that fact

**GIVING BACK IS KIND OF OUR THING.** We encourage Crew to volunteer for causes they are passionate about and join our local initiatives

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## Promoting well-being & quality of life on board

- More single occupancy cabins for Crew
- Healthy meals and nutritionist available
- Mental care and stress management programs
- Events, activities and free Wi-Fi
- Crew gym and fitness offering
- Free uniforms and basic toiletries



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Virgin Voyages' Scarlet Squad Program is an initiative that focuses on balancing the gender gap in leadership positions and in Crew roles and placement. The program is dedicated to recruiting, supporting and mentoring female talent—especially shipboard roles in marine, technical and hotel management. We will work towards an onboard environment where everyone has an equal opportunity to reach their full potential.

# OUR PARTNERS



**Great partners are  
hard to find. We  
strive to work with  
partners who  
naturally understand  
our brand ethics  
and values, like  
Intelligentsia Coffee,  
and more.**

# We can't do it alone

To create An Epic Sea Change For All, we will align with like-minded organizations and work closely with our suppliers. From sourcing food to ship furnishings and retail offerings, we are creating a responsible supply chain and a network that is in constant development.

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## Always up to code

All suppliers must adhere to the principles set forth in our [Supplier Code of Conduct](#) Policy.

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## Keeping things local

[Real life partnerships](#) from sourcing microgreens to custom brewed beer, we aim to provide unique experiences and support our Miami community in the process.

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## Red hot on the outside and green on the inside

Our retail offering includes [reef-friendly sunscreens](#), safe cosmetics, upcycled materials and sustainable fashion.

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## True to where we came from

Disposable items used on board such as facial and bath tissue and to-go coffee cups have been [sourced sustainably](#) from agricultural by-products and plastic-free material.

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## Hanging out with purpose

Sea Terraces feature Yellow Leaf Hammocks, a social enterprise that [fosters women's empowerment](#) and community transformation in rural Thailand.



We are moving toward full supply chain transparency. We also aim to procure products that prevent deforestation, protect our ocean, and promote business practices that ensure the fair and ethical treatment of farm workers and animals, such as:

- cage-free eggs
- sustainable fish
- and seafood direct
- trade coffee
- responsibly sourced palm oil
- locally sourced ingredients

Vegetarian and vegan meal options will be available throughout our eateries. Looking ahead, we will continuously evaluate our food sourcing practices to provide the best quality products and support healthy food systems.

# At Virgin Voyages we consider ourselves Sea Huggers

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These initiatives are just some of the ways we would like to give our seas, Sailors, Crew, communities and partners great big hugs, and we will continue to do so as we grow.

When it comes to sustainability, we plan to set a new standard, not only for ocean voyages, but for all travel.

**Sail on, Sailors.**

