

Nemo Consulting Firm

<u>Team Member Name</u>	<u>Year</u>	<u>Major</u>
Member 1 Ruiyun Li	Junior	Marketing
Member 2 Mei Lan Loh	Senior	Finance
Member 3 Natalia Hernandez	Junior	Marketing
Member 4: Aly Wolf	Senior	Marketing
Member 5: Mackenzie Ross	Junior	Marketing

Advisor(s): Jeffrey Thies

Topic: Carnival Corporation: From Waste to Riches

Division: Undergraduate

Audience: Board of Directors of Carnival Corporation

Sustainable Development Goal

#6: Clean Water and Sanitation: Ensure availability and sustainable management of water and sanitation for all

#14: Life Below Water: Conserve and sustainably use the oceans, seas and marine resources for sustainable development

Executive Summary

Carnival Corporation is the world's largest cruise company, owning 8 different cruise lines with over 100 ships. From its creation in 1972, Carnival has overcome many challenges; although it has never faced a pandemic. With the worldwide outbreak of COVID-19, the Carnival has suffered dramatically from the negative news coverage, the shutdown of their cruise lines and ports, and the distrust from their customers. In order to combat the COVID-19 set back and to compete with other cruise companies, Carnival must revamp their brand by focusing on human and ocean health, instead of solely on entertainment at sea.

Carnival has had a long history of dumping food waste, plastic, and oil into the ocean resulting in million dollar fines over the years. To accelerate its environmental compliance, Carnival announced it was piloting a new biodigester program aboard 15 of its ships in 2019. Biodigesters are machines that break down food waste while producing biogas and digestate (liquid leftover). Carnival is currently dumping this digestate into the ocean. This liquid contains nitrogen and other elements that are detrimental to marine life because they produce harmful algae plants. With this problem in mind, Carnival Corporation has asked Nemo Consulting Firm to create a sustainable initiative to contribute to ocean protection while advancing the company's overall rebranding and their positioning among competing companies. Therefore, Nemo Consulting Firm recommends that the digestate be sold as fertilizer to distributors once ships have docked. The digestate can be used as fertilizer due to its main element of nitrogen, which has proven to be beneficial to plant growth. By doing so, Carnival will generate revenue while promoting environmental stewardship.