

**Press Contact**

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**MEDIA RELEASE**

## *A-ROSA SENA honoured at the 2022 German Awards for Sustainability Projects*

**A-ROSA SENA is an important milestone on the company's sustainable course**

**Rostock, 15 June 2022** – A-ROSA has received a prestigious 2022 'German Award for Sustainability Projects', winning the 'Service – Transport' category for its ground-breaking new ship, A-ROSA SENA.

These awards honour companies and organisations that have shown outstanding commitment and pioneering contributions to sustainability. They focus on the 17 Sustainable Development Goals of the United Nations (SDGs) and their goal is to highlight sustainability at all levels, eventually inspiring others to start sustainable projects.

Commenting on the accolade, Jörg Eichler, CEO of A-ROSA Flussschiff GmbH said: "We are so proud to have received this award! Sustainability has always been important to us as river cruises are nothing without the incredible destinations they sail through. A-ROSA SENA takes things to the next level and plays a key role in our ambitious sustainability strategy. Her launch is a significant milestone for us in our aim to become the most sustainable river cruise operator on Europe's rivers. Playing our part in protecting our planet for future generations is incredibly important to us."

A-ROSA SENA has been designed and built with sustainability at its core from the very outset. From the hardware and sailing technologies that reduce emissions, to waste management, destination protection and social responsibility – she is the first in a new generation of ships from A-ROSA. Her 'E-Motion' concept is truly innovative, combining a diesel engine and a separate electric motor, which is powered by batteries. When approaching a port, the ship can switch to battery power, arriving silently and emission-free, thus reducing water, air and noise pollution. The vessel is equipped with a shore power connection, meaning the battery can be charged overnight. Her optimised hull design helps decrease energy consumption and she is the first river cruise ship in Europe with the ability to generate electricity from exhaust heat.

Sandra Wendland, sustainability manager at A-ROSA Flussschiff GmbH adds: "Our partnership with the world renowned Fraunhofer Institute is enabling us to create a roadmap for the future that makes us accountable and ensures we deliver on our sustainability goals."

**Caption**

A-ROSA\_Sustainability-Award\_2022

Accepting the award last week at the awards ceremony in Berlin are: A-ROSA's sustainability manager, Sandra Wendland (left) and CEO, Jörg Eichler (right). Photo: A-ROSA River Cruises

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**About A-ROSA**

A-ROSA is the creator of cruises with a difference that take in cities, towns and countryside along Europe's most beautiful rivers: the Danube, Douro, Rhine/Main/Moselle, Rhône/Saône and Seine. The current fleet is made up of 12 premium ships, all of which combine the amenities of a hotel (quality entertainment programme, modern facilities) with the benefits of a cruise. On board, Premium all inclusive rate guests can enjoy varied buffets, high-quality drinks and access to the SPA-ROSA, which features a sauna, massage room and gym. One of the highlights of the cruises is the opportunity to relax on the sun deck or balcony and watch the magnificent scenery drift by. The ships dock in central locations, close to the heart of European metropolises, renowned historical sites and famous cultural and natural attractions – providing unforgettable experiences. To ensure that the cruise is a hit with the whole family, there are generously sized cabins, a Kids Club and heated outdoor pools, as well as a programme to suit every guest's needs. What's more, children aged 15 and under travel free. A-ROSA Flussschiff GmbH is headquartered in Rostock/Germany and has sales offices in the UK and Australia.

*Further information about the company as well as accompanying press material can be found at [www.rosa-cruises.com/press](http://www.rosa-cruises.com/press)*