



Report on Aquila's Commitment to Sustainability 2025-2026

Aquila is dedicated to advancing sustainable tourism and environmental stewardship in the Bay of Fundy region. Our initiatives align with global best practices and local community priorities, ensuring that our operations contribute positively to both people and the planet.

1. Sustainability Certifications

- **GreenStep Recognition (Target: End of 2026)**

Aquila is participating in the GreenStep Sustainability Pathway, a program that helps businesses measure and improve sustainability performance through expert coaching and a customized action plan. Achieving the GreenStep Recognition demonstrates leadership in climate action, energy efficiency, water conservation, waste reduction, and social impact initiatives. GreenStep's framework is built on **GSTC-recognized criteria**, ensuring credibility and alignment with international standards. [greenstep.ca]

- **GSTC Certification (Target: End of 2027)**

Our long-term goal is to achieve **Global Sustainable Tourism Council (GSTC) Certification**, the most trusted benchmark for sustainable tourism worldwide. GSTC certification involves a rigorous, third-party audit against global standards covering environmental, cultural, and socioeconomic impacts, reinforcing our commitment to responsible tourism. [gstc.org]

2. Trolley Fleet Modernization

We have launched a **10-year fleet upgrade plan** to replace older trolleys with modern vehicles featuring improved environmental performance and reduced emissions. Our current fleet includes two new trolleys purchased in **2018 and 2024**, with additional fleet upgrades planned as part of our ongoing modernization program, supporting our transition toward lower-carbon transportation through the replacement of older vehicles.

3. Community and Environmental Contributions

Aquila supports initiatives and practices that strengthen local communities and protect ecosystems and promote responsible tourism:

- **The Code – Tourism Child-Protection Code of Conduct:** Aquila is a member of The Code, a global initiative supporting the protection of children from sexual exploitation in travel and tourism. As part of our commitment to responsible tourism, we are working to integrate The Code's principles into our internal practices and training programs where appropriate, and to raise awareness among our team and partners.
- **United Way's Million Dollar Pledge:** As a founding member, Aquila contributes to a collaborative fund of \$1 million over 10 years with other local businesses, supporting programs that improve educational outcomes and reduce poverty for children and youth in our region.



- **Romero House Soup Kitchen:** Aquila is a long-time supporter, both financially and with volunteer time, to Romero House, who provide meals and support for vulnerable populations.
- **Grand Manan Whale & Seabird Research Station:** A portion of every whale-watching tour is donated to support research and conservation projects that protect marine life in the Bay of Fundy, including endangered species and climate impact studies.
- **Indigenous Tourism Destination Fund:** For every tour with First Nations Storytellers, we donate to the ITDF, which invests in infrastructure, training, and marketing to grow Indigenous tourism and advance reconciliation across Canada.
- **Saint John Jewish Historical Museum.** A portion of every Jewish Historical Tour is donated to the Saint John Jewish Historical Museum, whose mandate is to collect, conserve, and display artifacts related to the history of the Saint John Jewish Community and to research aspects of the community's history and its people.
- We believe in giving back to the communities where we live and work. Each year, we provide every team member with a **Donation Allowance** to support local organizations of their choice, empowering them to make a meaningful impact.
- We offer an **Annual Aquila Scholarship** to children of team members pursuing post-secondary education, helping them achieve their academic and career goals.

4. Reducing Single-Use Plastic Bottles

We are actively exploring ways to reduce the amount of bottled water Aquila provides to guests. Our goal is to minimize single-use plastics and promote environmentally friendly alternatives.

To support our goal of minimizing single-use plastics, in situations where bottled water is still required by Aquila's cruise line contracts, we prioritize bottles made from recycled materials and ensure appropriate disposal while we continue evaluating longer-term solutions.

5. Team Education on Sustainability Topics

Aquila is investing in the education of the team on various levels and elements of Sustainability, including the following:

- **The Code – Tourism Child-Protection Code of Conduct:** Members of Aquila's Sustainability Squad have completed the online training.
- **Eco-Driving Online Course** – Summer 2026 - Rolling out to all Aquila trolley drivers the course to learn how to apply Eco-Driving Techniques to reduce energy use and emissions.
- **Future Proof Your Business: Climate Action for Small & Medium-Sized Enterprises** (Academy for Sustainable Innovation) – December 2025/January 2026 – All Aquila office team members will complete the course



- **GSTC Sustainable Tourism Operator Course** – Summer 2025 – All Aquila office team members completed the course
- **GSTC Sustainable Tourism Online Course** - Spring 2024 – Completed by a member of Aquila’s Sustainability Team

6. Shore Excursion Initiatives

We are committed to reducing the environmental impact of our shore excursions while maintaining exceptional guest experiences. Our approach focuses on 4 key areas:

- **Expanding Low-Impact Tour Options**
We actively seek to offer existing and new excursions that do not require transportation, encouraging walking tours and experiences that minimize emissions.
- **Optimizing Transportation Use**
For tours that do require vehicles, we carefully plan routes and schedules to maximize efficiency and reduce unnecessary travel, ensuring the most sustainable use of transportation resources.
- **Driver Training on No-Idling Policy**
All trolley drivers and sub-contracted bus drivers receive comprehensive training on our strict “No Idling” policy. This includes in-person training sessions, mandatory instructional videos & regular email reminders
- **Parking Lot & Spill Management**
We maintain strict protocols for managing our parking areas and preventing environmental contamination. Our team is highly diligent in cleaning up and reporting any oil or fuel spills immediately. This commitment is reinforced through regular training and reminders, ensuring spill response procedures are part of every single cruise day.

At Aquila, sustainability is not just a goal - it’s a responsibility we embrace every day. Through innovation, collaboration, and education, we are committed to creating meaningful experiences that respect our environment, support our communities, and set a standard for responsible tourism in the Bay of Fundy and beyond. Together, we are shaping a future where travel leaves a positive impact on people and the planet.

We recognize that sustainability is a journey of continuous improvement, and we remain committed to measuring, strengthening, and sharing our progress.