



Norwegian Cruise Lines

Subsidiaries: Sixthman
Locations: Florida (HQ)
Industries: Media and Entertainment

RISK LEVEL:



Medium Risk

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DESCRIPTION:

Norwegian Cruise Lines (NCL) often yields to political activism in shaping corporate governance, potentially alienating consumers, dividing employees, and harming shareholders. The company implements race and identity-based policies that replace merit, excellence, and integrity with preferential treatment and outcomes. Norwegian Cruise Lines occasionally embraces corporate initiatives that redirect its central focus from business goals to partisan policies and divisive issues at times. This approach fails to safeguard free exercise, free speech, and free enterprise.

Corporate Weaponization

Has canceled customers, suppliers, or vendors due to their political views or religious beliefs OR corporately boycotts, divests, or sanctions regions, people groups, or industries. Medium Risk

NCL ties executive compensation to ESG measures (1). However, the company has not publicly canceled customers, suppliers, or vendors based on political views or religious beliefs (2).

Charitable giving (including employee matching programs) policies or practices discriminate against charitable organizations based on views or religious beliefs. Lower Risk

NCL does not appear to discriminate against charitable organizations based on views or beliefs (1)(2).

Employment policies fail to protect against viewpoint or other discrimination and/or are ideological in nature. High Risk

NCL does not provide viewpoint protections for its employees (1)(2). The company launched a Corporate Leadership Diversity Initiative that reinforced inclusive hiring practices (3).

Corporate Governance and Public Policy

Uses corporate reputation to support causes, organizations, or policies hostile to freedom of expression. High Risk

Sixthman, a subsidiary company of NCL, joined the ATL Action for Racial Equity in 2021 (1). The company's CEO, Harry Sommer, signed the CEO Action for Diversity & Inclusion pledge, which includes a commitment to promote DEI through bias education training in the workplace (2)(3).

Uses corporate funds to advance ideological causes, organizations, or policies hostile to freedom of expression. Medium Risk

NCL partners with the Florida Diversity Council and sponsored its 2022 LGBTQ+ Summit (1). Otherwise, there are no publicly known cases of the company using corporate funds to advance ideological causes, organizations, or policies (2).

Uses corporate political actions and/or financial contributions for ideological, non-business purposes. Lower Risk

NCL does not operate a PAC or report on its lobbying at this time (1)(2)(3).

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