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Airline Sustainability Initiatives
Airports Going Green Conference
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Sustainability

How is Sustainability Defined?

“Triple Bottom Line” - Social, Economic, and Environmental Sustainability

- **Widely-accepted approach**
- **Varies in how it is defined and implemented**
- **Critical for airlines to consider all three areas, including the identification of synergies**
- **Comprehensive approach to considering individual actions and initiatives that have long been in place, and incorporating new approaches**



Airline Initiatives Reporting

Industry-Wide Reporting on Sustainability, Environment and Corporate Responsibility



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Reporting Trends

Increasing Trend: Comprehensive Corporate Sustainability Reporting

- **Consistent with other sectors**
- **Global Reporting Initiative Framework**
- **High level focus with continual refinement and improvement**
- **Goal setting: quantitative and qualitative/reference to industry goals**
- **Emissions reporting and GHG inventories**



Sustainability

Key Areas of Focus

Environmental, Social, and Financial Sustainability

Environmental Trends

- Fuel Efficiency and Emissions Reduction
- Energy Efficiency Programs
- Recycling/Waste Minimization
- Water Conservation

Economic Performance

- Critical to airline sustainability
- Contribution to economic systems: Multiplier Effect
- Community Investment
- Payments to Government
- Shareholder value

Social

- Safety: Top Priority
- Diversity
- Community Engagement
- Charitable Contribution
- Education



Sustainability

Environmental Achievements and Goals

ATA airlines have made noteworthy progress and strive to meet more ambitious goals

• **Jet Fuel Conservation:** Industry-wide effort with individual airlines taking continual steps to reduce fuel burn (winglets, operational improvements in the air and on the ground, engine wash, weight reduction, etc.)

• **Recycling:** Recycling throughout operations. Achievements have included one carrier recycling 58% of non-hazardous waste generated in 2009; another carrier implementing a fleet-wide/station-wide commingled recycling program.

• **Energy Efficiency:** Efforts go beyond aircraft fleet to purchase of renewable energy for offices and properties, use of efficient lighting, improved computer power management, among other initiatives



Stakeholder Engagement



Engagement and communication with stakeholders plays a critical role in setting priorities. Key stakeholders include:

Customers

Employees

Investors

Regulators

Airports



Airports and Airlines

Working Together to Achieve Sustainable Goals

Airlines and airports have overlapping, but not identical goals

- **Airlines:** focus on energy, fuel efficiency and GHGs, recycling
- **Airports:** design and construction, operations, recycling and waste

Working Together

- **Individual Airports:** Stakeholder engagement on airport sustainability projects
- **Industry-Level:**
 - Airport Cooperative Research Program Project 02-28: Airport Sustainability Practices
 - Sustainable Aviation Guidance Alliance

Objective: Work together to support sustainability goals



Key Airline Sustainability Initiatives

Climate Change and Alternative Fuels

Sustainability Initiatives Cover a Wide Range of Issues, but There is a Critical Focus on Energy Use and Climate Change

- Multi-tiered approach includes development of technology, operational measures, and infrastructure to reduce fuel consumption and address impact on climate change
- Industry commitment address climate change
 - Approach includes focus on and accelerated deployment of alternative fuels – a key sustainability initiative



Climate Change Commitment

Strong industry position supported by airlines (ATA/IATA), airports (ACI), manufacturers, air navigation service providers

•Global Sectoral Approach Framework for Aviation

- International and domestic aviation emissions under a single framework
- Collective aviation-specific emissions targets
 - Fuel efficiency improvements that result in annual average improvement of 1.5% through 2020
 - Make the growth of the industry's emissions "carbon neutral" beginning in 2021
 - Aspirational goal of 50% reduction in emissions in 2050, relative to 2005 levels
- Continued investment in technology and operations



Alternative Fuels

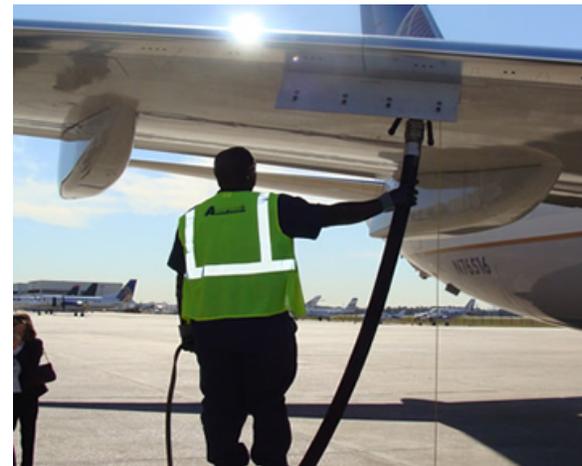
- **ATA is a co-founder and co-lead of the Commercial Aviation Alternative Fuels Initiative (CAAIFI)[®]**
- **Alternative Fuels Principles**
 - Safety/Fuel Quality, Supply Reliability, Economic Feasibility, & Environmental Benefit
- **Accomplishments**
 - Agreement for purchase of renewable diesel for GSE at LAX
 - Airline MOUs with two suppliers for future purchase agreements
 - Approval of new synthetic jet fuel specification
 - 2010 Farm-to-Fly initiative with the Department of Agriculture



Alternative Fuels

Interface with Airports

- **Airports play a role in the deployment of alternative fuels**
 - ACRP 02-18: Guidelines for Integrating Alternative Fuels into the Airport Setting
- **Opportunity to diversify and secure fuel supply**
- **Demonstrable initiative to lower emissions and bring environmental benefits over the long term**
- **Facilities that generate alternative jet fuel can generate other renewable fuels**





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