



AIR TRANSPORT ASSOCIATION

**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)<sup>®</sup>**
- **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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