



# Global Media Day

Diversity and Inclusion Awards

Update on 25by2025

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**IATA  
Diversity  
& Inclusion  
Awards**

- Inspirational Role Model
- High Flyer
- Diversity & Inclusion Team

Applications Open 8<sup>th</sup> July-29<sup>th</sup> August

Winners announced at the Annual General Meeting and World Air Transport Summit Boston, USA (3-5 October 2021).



We are pleased to launch today the 2nd edition of IATA Diversity & Inclusion Awards which recognize and celebrate the efforts to promote a more diverse and inclusive aviation industry.

### Three Categories of Award:

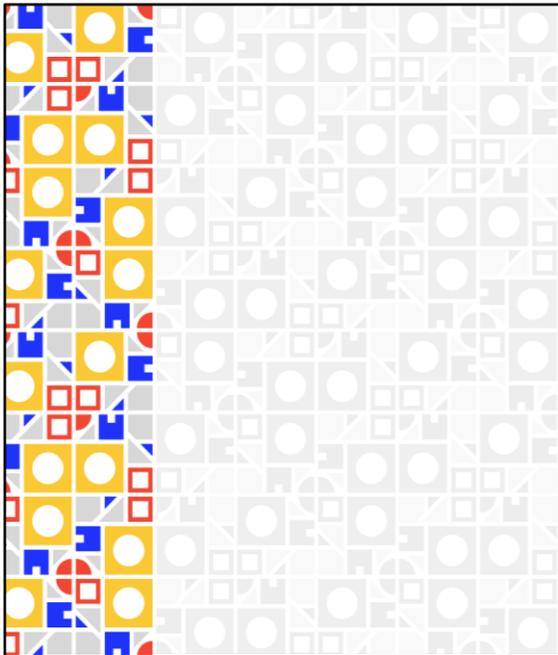
**Inspirational Role Model Award:** Recognizes a woman holding a senior position within the air transport industry who has had a significant impact on the aviation agenda through her strong contribution to business delivery, as well as her ongoing support of the diversity and inclusion agenda. Nominees are welcome from across the aviation industry.

**High Flyer Award:** Recognizes a young female aviation professional under the age of 40 who has demonstrated leadership through concrete action in favor of diversity and inclusion, making a positive impact on the industry. Open to all female professionals in the aviation industry.

**Diversity & Inclusion Team Award:** Recognizes an airline that has seen measurable change in diversity and inclusion as a result of the work it has been doing in this

area. Open to all IATA member airlines.

The winners of each category will receive \$25,000 in prize money sponsored by Qatar Airways payable to the awardee or their nominated charity working on diversity and inclusion projects.

The graphic features a vertical strip on the left with a colorful geometric pattern of squares and circles in yellow, blue, and red. The rest of the graphic is a solid blue rectangle containing white text and the IATA logo.

## IATA Diversity & Inclusion 25 by 2025

An industry pledge to work towards shifting key Diversity & Inclusion Metrics across the industry by 25 %, or up to a minimum of 25% by 2025.

Results will be shared annually at the AGM

A forum to share best practices and ideas for the airline to use and implement.



During IATA's 2019 World Air Transport Summit, Air New Zealand's former CEO Christopher Luxon challenged the industry to do more to advance gender diversity by urging airlines to do more to address issues facing women – that challenge formed the basis of the launch of the 25by2025 initiative.

**25by2025 - a global initiative to change the gender balance within the aviation industry.** It is a voluntary campaign for IATA member airlines to improve female representation in the industry by 25%, or up to a minimum of 25% by 2025. The 25by2025 campaign is an initial step to making the aviation industry more gender balanced.

**By committing to 25by2025 the airlines will:**

- Report annually on key diversity metrics
- Increase the number of women in senior positions and under-represented areas
- Increase female nominations from their airlines for IATA governance roles to a minimum of 25%  
Work with IATA to increase the number of women appointed to IATA governance roles to a minimum of 25%

**In addition to the industry campaign, IATA commits to:**

- Create a forum for sharing best practices and collate industry metrics in an annual update
- Increase the number of women in top senior positions to a minimum of 25%
- Increase the number of women participating at events, panels and conferences to a minimum of 25%
- Increase the number of women appointed to IATA governance roles to a minimum of 25%

Employment by airlines went from **2.89** million in 2019 to an estimated **1.96** million in 2021

<https://www.iata.org/en/iata-repository/publications/economic-reports/airline-industry-economic-performance---november-2020---report/>

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The COVID19 pandemic has changed the world, and according to the World Economic Forum As the impact of the COVID-19 pandemic continues to be felt, closing the global gender gap has increased by a generation.

Across economies, women have overall been more adversely impacted by these changes due to COVID than men.

It is estimated that employment in airlines went from 2.89 million in 2019 to an estimated 1.96 million in 2021 – we don't yet fully know the impact of these changes on gender.

Our airline signatories are signaling their intent to put Diversity, Equity & Inclusion at the heart of the restart.

They are also no longer talking about Diversity and Inclusion, but Diversity, Equity and Inclusion.

## 25by2025 initiative: 62 signatories

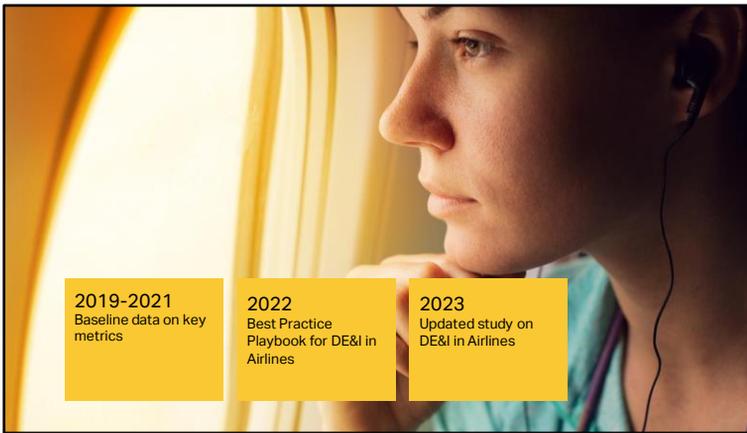


## Putting DE&I at the heart of the restart

Despite the pandemic we have seen an increase in the number of airlines who have wanted to join this initiative. Our signatories represent 32% of PAX/Cargo traffic.

We have also welcomed three non-airline members, and continue to collaborate across the industry working with the Women in Aviation and Aerospace charter in the UK as well as other groups focusing on Diversity, Equity and Inclusion.

We continue to welcome new members to the group with a view that collaboration in the search for good diverse talent helps the industry as a whole.



**2019-2021**  
Baseline data on key metrics

**2022**  
Best Practice Playbook for DE&I in Airlines

**2023**  
Updated study on DE&I in Airlines

**Due to the pandemic, we had to put the first year of reporting on hold, so this year we are collating data from our signatories to get a picture of where they are against their targets. These results will be reported as part of the Annual General Meeting and World Air Transport Summit in Boston in early October.**

**During 2022 we will be building a best practice playbook for the airlines on how to address the unique challenges of Diversity, Equity & Inclusion in our industry.**

**Finally in 2023, we will be doing an updated study on the shape of Diversity, Equity and Inclusion across the airlines building on work that has previously been done through the 'Soaring through the Glass Ceiling' report which we issued in 2019.**



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