SUSTAINABILITY IN THE AIR

SAF DEPLOYMENT & BEHAVIORAL CHANGE

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A growth company focused on Asia-Europe traffic

• One of the world’s longest continuously operating airlines (1923)
• Close to 12 million passengers annually
• Personnel of ~6000 employees
• 19 destinations in Asia, 7 destinations in the Americas and over 100 destinations in Europe
• Modern, fuel efficient and streamlined fleet
• Best Airline in Northern Europe in World Airline Awards eight years in a row
• 4-star Skytrax rating
• Member of the one world alliance
Responsible Finnair
Linking ethical business practices and sustainability agenda for a holistic, coordinated approach in the eyes of Finnair’s stakeholders

Cleaner
Being a frontrunner in the adoption of new, cleaner technologies
Driving operational and infrastructural improvements to reduce environmental burden
Minimizing the use of natural resources and negative impact on our surroundings

Caring
Providing a reliable and pleasant experience for all customers
Nourishing equality and non-discrimination
Enabling customers to feel good and do good
Being a fair employer with a content and competent workforce

Collaborative
Engaging in open dialogue and cooperation with stakeholders
Undertaking meaningful partnerships to promote Nordic mindset and involving customers also
Integrating sustainability into sourcing processes and driving best practices throughout the supply chain

Ethics & Compliance
Foundation of how we conduct our business in sustainable way, in all areas:
• Finnair Code of Conduct
• Supplier Code of Conduct
Discussion heated in Scandinavia

The Parliament’s Finance Committee’s transport division is perhaps surprisingly supportive of the idea of adopting an aviation tax similar to the one that is scheduled for introduction in Sweden on 1 April, 2018, reported financial magazine Tekniikka & Talous in March.

53 percent of Swedes are in favour of the new tax

a survey published on March 25th by Dagens Nyheter

Green party announced in April 2018 they want aviation tax to be on next government’s agenda.

They justify this by the fact aviation fuel is currently not taxed.

In recent poll (May 2018), 52 % of Finns supported aviation tax and 37 % were against it.

The poll was conducted by the newspaper of the biggest environmental NGO is Finland.

There was also another poll by the biggest newspaper Helsingin Sanomat with very similar results.

Companies should be involved in solving societal problems

Trendbrott: Flyget tappar i popularitet

Published 10 November 2018

Study by Miltton in 2017.
Should the target be to reduce the emissions of aviation from the current level?

- NO: 6%
- YES: 56%

What is the best way to decrease the environmental impacts of aviation?

- BIOFUELS 55%
- CARBON CAPTURES 28%
- FLIGHT TAX 11%
- EMISSIONS TRADING 6%

What would be an appropriate additional payment for a one-way flight in Europe?

- 0 €: 24%
- UNDER 5-20 €: 54%
- 21-OVER 100 €: 23%

Did you know that aviation is a part of EU Emissions Trading Scheme?

- YES: 40%
- NO: 60%

Should a flight tax be adopted, even if its proceedings cannot be directed to decreasing environmental impacts?

- NO: 27%
- YES: 73%

Should Finland adopt its own payment system in addition to the EU and global schemes in order to decrease emissions from aviation?

- YES: 45%
- NO: 55%
Communication, communication, communication...

- Through – SoMe, IFE, Finnair Plus, Media, Personnel, WoM
  - Choose an airline with modern fleet
  - Fly in the right direction from the beginning
  - Avoid over-crowded airports
  - Multimodal transportation

- Compensate/offset?
  - "Future Button" - as of early 2019 Finnair will offer two alternatives: customers can either purchase biofuel or support a carbon sinks with a sum of their choice
  - Before/during/after flight

...Also action needed!

If every Finnair pax would leave - 1kg/luggage per flight/per year would that save 1,2mil. kg fuel=20 HELTYO flights
Thank You!
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#responsibility #sustainability #smallthingsmatter