The IATA carbon offset program

How you can get involved
Two thirds of travellers believe that the price of an air ticket should reflect the environmental impact of air travel.1

In 2013 worldwide flights produced 700 million tonnes of CO₂, around 2% of all human induced CO₂ emissions.2 Whilst we strive to improve the efficiency of aircraft and find solutions to address aviation emissions, airlines can offer passengers the opportunity to offset their emissions, or contribute to a climate change fund. This is a recognised way for them to take action now and limit the environmental impact of their travel.

As a result, we’ve created a high quality, credible and transparent offset program in partnership with ClimateCare who advocate an integrated approach to carbon reduction and sustainable development.

Signing up to this program is a simple and robust way to give your passengers the option to offset the carbon emissions caused by their flight through world class projects that both cut carbon and deliver value for local communities.

Watch this video to learn more about ClimateCare’s approach to offsetting.

If you want to do even more, you can work with us to offset your operational emissions, or opt to support projects in the destinations you fly to or from.3

- Cost effective, transparent and verified offset program
- Shared best practice across the industry
- Support in calculating emissions for routes based on your own fleet data
- Advice on building offsetting into the online booking process
- Robust carbon emissions reductions
- Communications support
- Option to support projects in destinations you fly to, or from

By joining other IATA members who have already signed up to this best practice carbon offset program you can be confident your activity is robust and delivers real environmental and community benefits. You’ll be eligible for support to launch and communicate your program, ensuring staff and passengers value and engage with it. You’ll also access expertise to manage the complex carbon calculations process on your behalf.

“I…thank the tourists who play their part by off-setting their own carbon emissions” says Ban Ki Moon, Secretary-General of The United Nations.

To date this program has reduced more than 100,000 tonnes through projects around the world.

To find out more contact Michael Schneider and sign up today.
The benefits

A robust partnership approach

We launched the Program in 2010 in partnership with ClimateCare which has been delivering carbon offset programs since 1997. ClimateCare specialises in best practice climate and development projects that protect the environment and improve people's lives. Working with over 800 partners, ClimateCare recently won the prestigious Queen's Award for Enterprise, one of the UK's greatest accolades for businesses. The award was for its "outstanding contribution to tackling climate change and alleviating poverty".

The benefits to your airline

There has been a great deal of research into the business benefits of carbon offsetting. Studies indicate that you can:

- **Attract top talent** - Research by the Academy of Management found that graduates consistently ranked environmentally friendly organisations as far more attractive employment options.

- **Improve customer engagement** - A study by Deloitte found that on average 9 out of 10 customers want to hear more about companies' sustainability efforts and that 8 out of 10 want to be engaged in companies' sustainability activities.

- **Increase your reputation** - Research carried out by The International Carbon Reduction and Offset Alliance (ICROA) found that 67% of offset buyers reported an improvement in reputation and brand image.

You can also expect to see improvements in areas such as employee engagement, efficiency, market differentiation and more. Increasingly organisations offset air travel as part of their CSR strategy and offering a robust, simple to use carbon offset solution like this, will help attract these responsible business clients to use your airline.

If you need help making the business case within your organisation then please contact ClimateCare whose experts will be more than happy to provide you with more information.

The social benefits

Offsetting through climate and development projects delivers value for communities as well as the environment. Recent research showed that offsetting one tonne of CO₂ delivers a further US$664 in economic, social and environmental benefits for communities around the world.

1. [http://amj.aom.org](http://amj.aom.org)
2. [http://www2.deloitte.com](http://www2.deloitte.com)
What is a carbon offset?

Carbon offsetting is a cost-effective means of reducing carbon emissions and supporting sustainable development projects and communities, particularly in developing countries.

Your investment in a carbon reduction project reduces a specific volume of emissions, to compensate for the impact your activity has on the climate.

The airline industry is working to find low carbon solutions for aircraft and fuel. While they do that offsetting is the only way to tackle the emissions that remain and is endorsed by the UN as a means to tackle climate change.

How do you offset a flight?

Using your own verified data the IATA carbon calculator tool allows airlines to develop carbon calculations for all routes based on your own fleet data.

To allow passengers to offset their flight emissions you first need to calculate their share of the total flight emissions. Then offer the opportunity for them to support quality projects that reduce the equivalent emissions. As well as offering an offset within your retail booking path, you could offer emission reporting and an offset to your corporate customers.

There are a variety of ways that projects reduce emissions, from replacing fossil-fuelled energy with renewable energy such as solar and hydro power, protecting or creating forests to the distribution of improved technologies such as efficient cookstoves.

IATA carbon calculator tool

The IATA Carbon Calculator Tool allows airlines to use their own verified data to develop carbon emission results, per airline city pair, that reflect the airline's characteristics (fleet type, age, etc.) To find out more visit www.iata.org/environment

Note: All values are the average across all flights for the city pair flown.
Protecting wildlife in Kenya

35 million acres of forest are lost every year, producing 7 billion tonnes of CO$_2$, more than is produced by the entire transport sector.

The Kasigau Corridor REDD+ project is not only protecting more than 500,000 hectares of highly threatened Kenyan forest; it is preserving important wildlife migration routes and directly supporting more than 100,000 people in local communities.

The project has also directly employed over 450 people including wildlife rangers, sustainable charcoal production workers and community liaison officers.

"This project brings a positive change to our region with real and direct solutions for poverty alleviation that will uplift our community. This is not charity. Carbon money helps us meet basic needs and improve our lifestyle. The money is earned through conservation activities that afford us the ability to protect our environment."

Chief Kizaka of Kasigau

Solar water heating in South Africa

Hot water accounts for almost half the energy consumed by the average South African household. With almost 2,500 hours of sunshine a year, solar water heating makes complete sense, but can be prohibitively expensive.

By providing free or low cost installation of solar water heating units to low income families across South Africa, this project is creating new skilled jobs, increasing disposable income levels for families and providing access to clean energy for households who are currently off-grid while reducing CO$_2$ emissions.

"Solar water heaters play a crucial role in reducing the demand for energy in South Africa. South Africa primarily utilises coal fired power plants and South Africa is currently an energy constrained country. By using solar water heaters, demand on electricity infrastructure is reduced, CO$_2$ emissions are reduced and people in rural areas that do not have access to electricity, or can barely afford electricity, can now share in access to hot water that so many of us around the world take for granted."

Ian Cruickshank, South African Airways

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The IATA Carbon Offset Program

We have created a high quality, credible and transparent offset program for airlines that reduces carbon and improves lives. Our program offers:

- **Management services** to allow airlines to offer carbon offsets to passengers through their web-sales.
- **A CO₂ emission calculator** which is based on the ICAO methodology.
- **Identification and quality control** of CO₂ projects including:
  - Project selection process
  - Arranging carbon credit purchase
  - Provision of project information for marketing purposes
  - Management and provision of CO₂ offset tracking
- **The IATA Program** and its member airlines are independently audited by the Quality Assurance Standard (QAS), to provide comfort to participating passengers that the scheme is managed to highest standards.
Communicating your scheme

Offering your passengers the opportunity to offset their emissions is one thing, letting them know about it and encouraging its uptake is quite another. As part of an OMEGA study into the potential of offsetting in the aviation industry, a survey of UK passenger attitudes found that almost 8 out of 10 people questioned had previously heard of offsetting but less than half were aware that such schemes could be used to reduce the climate impacts of their flight.

Research has shown that as many as ten percent of passengers are willing to pay the full cost of offsetting their flight, whilst more than thirty three percent were willing to make some contribution. However, low uptake of offset schemes can arise when customers are not aware of their existence, do not understand their purpose or how they operate.

In response to such findings we have developed a set of communication guidelines and templates that will help ensure the success of your carbon offset program. They include hints and tips about how best to communicate the benefits of your program and to ensure that participation is as simple as possible for your passengers. We can also provide one to one support in launching and communicating your program.

To order your copy of the communications guidelines please contact Michael Schneider

Carbon Offset Program airlines:
Join today

Provide your passengers with the chance to minimise their impact on the environment. Join the IATA Carbon Offset program and start reaping the benefits of an integrated solution that helps to protect people and the environment.

For more information contact Michael Schneider, Assistant Director.

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