

SOME THOUGHTS
FROM FUTURE
AVIATION LEADERS
ON THE NEED TO
MAKE HISTORY
AT THE 39TH ICAO
ASSEMBLY



#ecofly at #ICAOA39

www.aviationbenefits.org

The air transport industry is the global network of commercial aircraft operators, airports, air navigation service providers and the manufacturers of aircraft and their components. It is responsible for connecting the global economy, providing millions of jobs and making the modern globally-connected quality of life possible. The Air Transport Action Group (ATAG), based in Geneva, Switzerland, represents the full spectrum of this global business. ATAG brings the industry together to form a strategic perspective on commercial aviation's sustainable development and the role that air transport can play in supporting the sustainability of other sectors of the economy.

ATAG's Funding Members include: Airports Council International (ACI), Airbus, ATR, Boeing, Bombardier, Civil Air Navigation Services Organisation (CANSO), CFM International, Embraer, GE Aviation, Honeywell Aerospace, International Air Transport Association (IATA), Pratt & Whitney, Rolls-Royce and Safran.

www.atag.org

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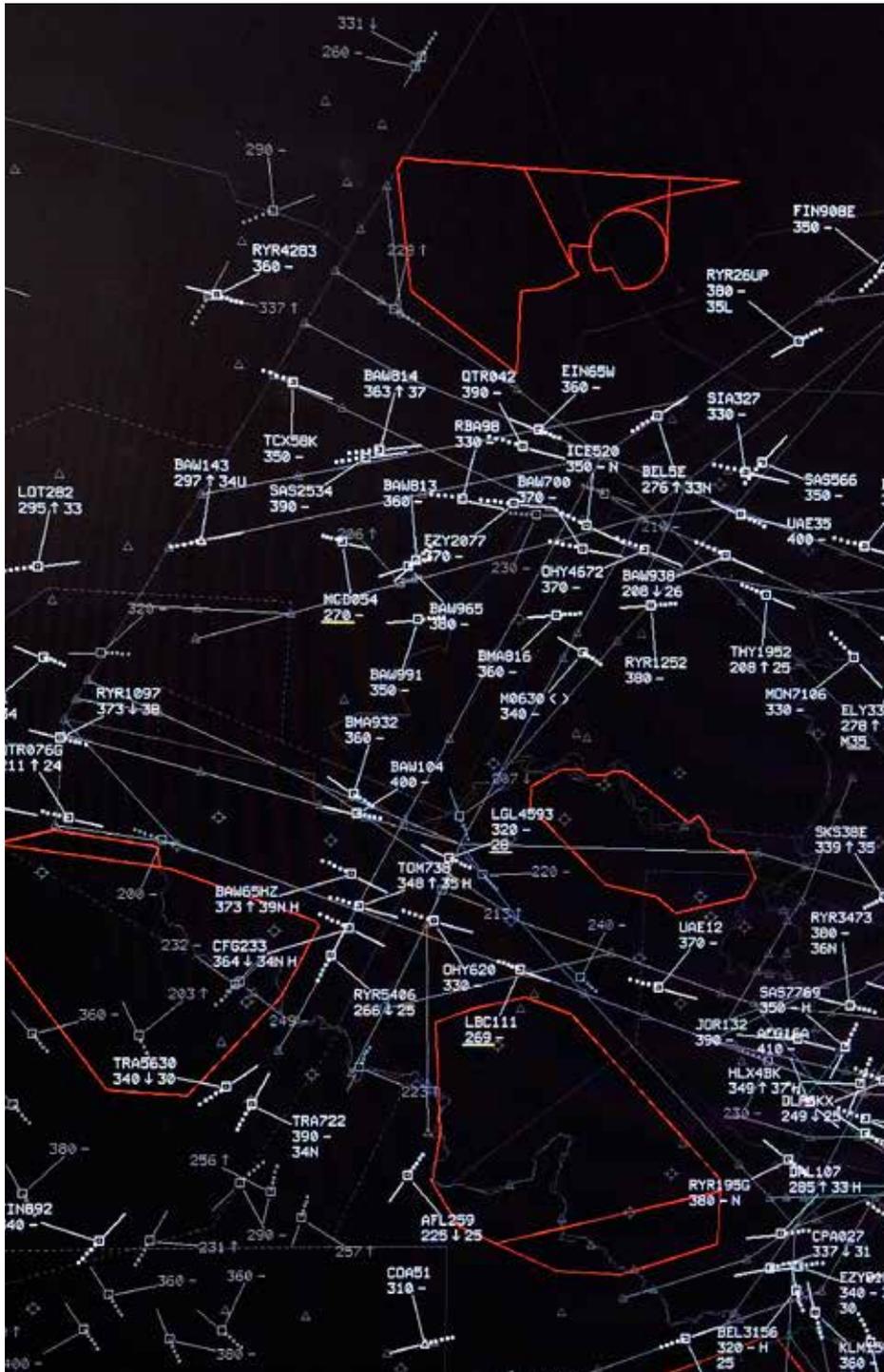


**AIR TRANSPORT IS A
VITAL CONDUIT FOR
CONNECTIVITY**

**WE BRING TOGETHER
FAMILIES, DRIVE
ECONOMIC DEVELOPMENT
AND ARE TAKING A
PRAGMATIC APPROACH
TO REDUCING OUR
ENVIRONMENTAL
IMPACT**



WITH CLIMATE CHANGE PRESENTING A CHALLENGE TO WHICH ALL COUNTRIES, PEOPLES AND INDUSTRIES WILL NEED TO RESPOND, THE AIR TRANSPORT SECTOR HAS BEEN WORKING HARD TO PLAY OUR ROLE WITH **NEW TECHNOLOGY, BETTER OPERATIONS AND IMPROVEMENTS IN INFRASTRUCTURE WHILST DELIVERING SIGNIFICANT IMPROVEMENTS IN EFFICIENCY**



HOWEVER, RIGHT NOW
OUR TRAFFIC GROWTH IS
RISING FASTER THAN OUR
EFFICIENCY MEASURES
CAN COMPENSATE. THIS IS
SOMEWHAT GOOD NEWS:
MORE TRAFFIC MEANS
MORE CONNECTIVITY,
PARTICULARLY IN THE
FAST-GROWING EMERGING
MARKETS OF THE WORLD

BUT IT ALSO MEANS **WE
NEED TO DEAL WITH THE
GROWTH IN AVIATION
EMISSIONS**



AVIATION HAS THE OPPORTUNITY TO BE A WORLD LEADER BY IMPLEMENTING A **ROBUST AND MEANINGFUL CARBON OFFSETTING SCHEME** FOR ITS INTERNATIONAL EMISSIONS



WE SPOKE TO
YOUNG AVIATION
PROFESSIONALS
FROM ACROSS THE
SECTOR AND ASKED
THEM ABOUT THEIR
MOTIVATIONS TO **HELP
BUILD A SUSTAINABLE
INDUSTRY**, ONE IN
WHICH THEY CAN BE
PROUD TO WORK FOR
THE NEXT 20 TO 30 YEARS



THEIR ONE OVER-RIDING MESSAGE IS THAT **CLIMATE CHANGE IS NOT A PROBLEM WE CAN WAIT TO SOLVE.** THEY URGE DELEGATES TO THE ICAO ASSEMBLY TO TAKE AN HISTORIC STEP FORWARD THIS YEAR: A STEP WHICH WILL HELP ENSURE THAT OUR INDUSTRY CAN CONNECT THE WORLD, SUSTAINABLY, FOR YEARS TO COME

OUR SUSTAINABLE FUTURE STARTS NOW.

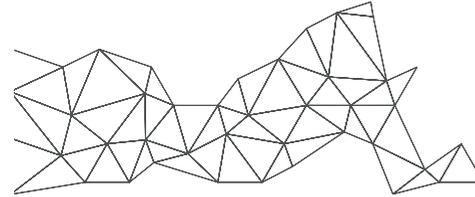


TO THE DELEGATES AT
THIS YEAR'S 39TH ICAO
ASSEMBLY, WE PRESENT
SOME OF THE VOICES OF
AVIATION'S FUTURE:

vimeo

MORE VIDEO INTERVIEWS CAN BE FOUND AT
WWW.VIMEO.COM/AVIATIONBENEFITS





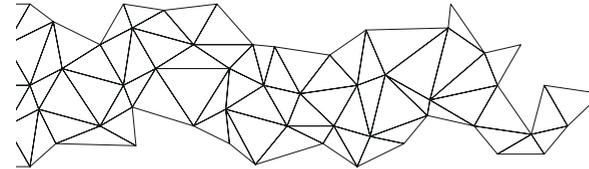
SARITA
AIRLINE
SUSTAINABILITY
OFFICER
SÃO PAULO, BRAZIL

“Aviation is responsible for so much more than just transporting people going on vacation or travelling for work. It’s not just about commercial incentives. We bring a lot of good to the world. While aviation has been fairly commonplace in Europe and North America for decades, it still has a lot of potential for growth in regions like South America and Africa. It’s exciting. It’s not just another form of transport to many people, but an aspirational goal.

For my generation, how we ensure business becomes more sustainable is a big issue. It’s no longer possible to only think in economic terms. For air transport to thrive in the future, we have to have sustainability at the forefront of people’s thinking.

This year’s ICAO Assembly has the chance to really make a difference to the world. The industry has done so much to improve efficiency so far. Now we need governments to play their part too.”

HAM



FELIX
SYSTEMS ARCHITECT
HAMBURG, GERMANY

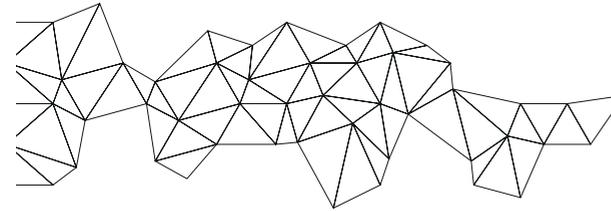
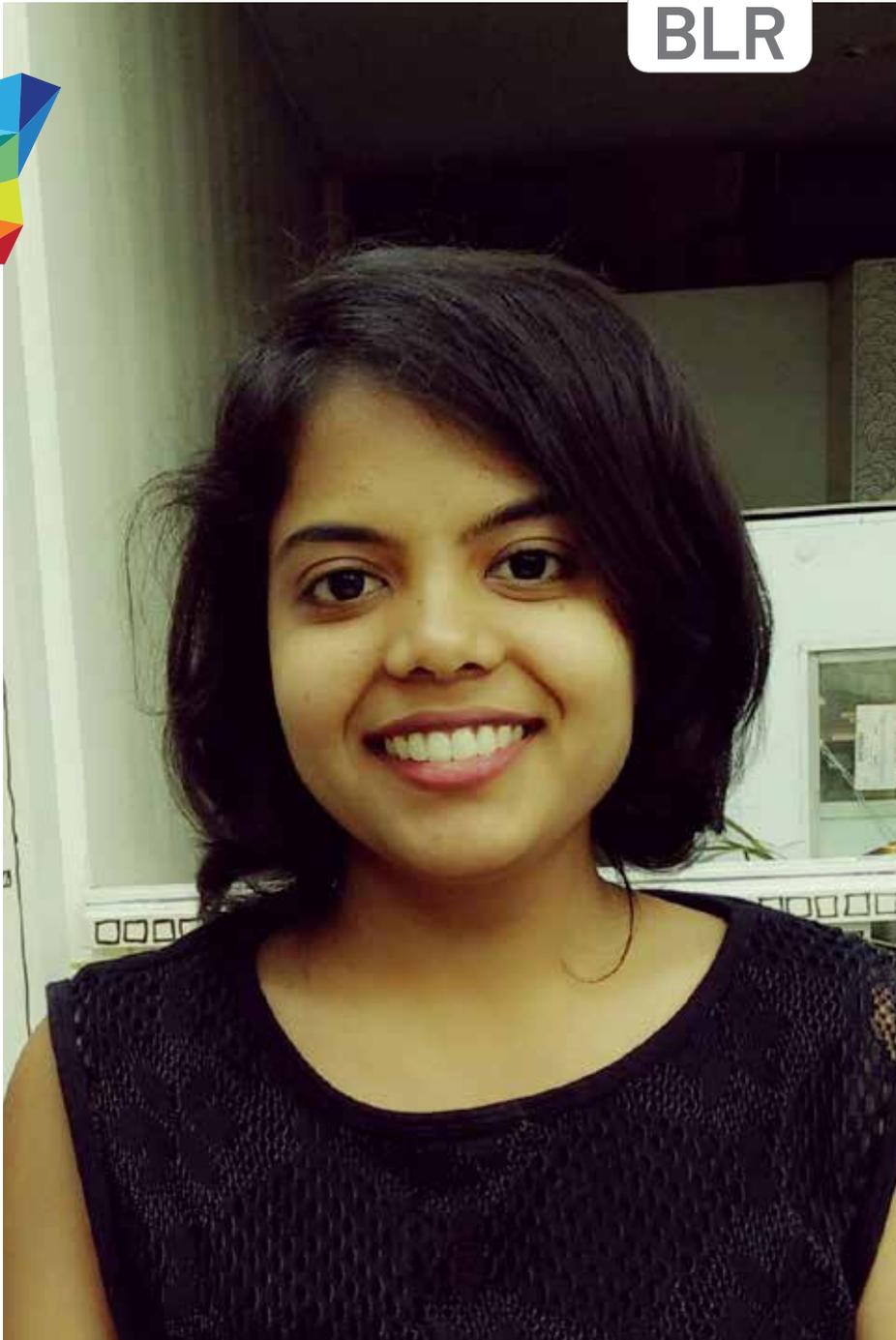
“Environmental sustainability is key if we want to continue to live on this planet. I think this is an idea which my generation particularly buys into.

In the last decades, we have seen many industries carry on with business-as-usual, with their focus purely on economic outcomes, which is just not sustainable and certainly short-term thinking. Aviation’s approach should, however, be focused more in efficiency and developing cleaner sources of energy.

As an industry, we have to make the future happen, rather than wait and let it happen by itself. I would like aviation to do the step-change in technology, which would mean radical change to the entire system.

I would ask the Assembly to act now, while we still can, and not wait until we are forced into action which may be too late.”

BLR



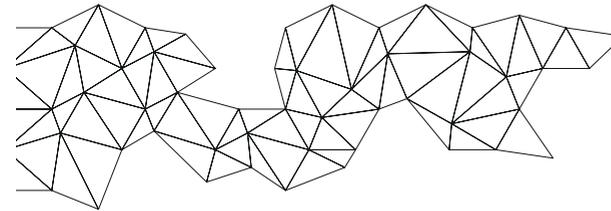
SRUSHTI
FLIGHT SYSTEMS
ENGINEER
BANGALORE, INDIA

“Aviation has such a major impact every day on so many people across the world. It brings people together and helps businesses grow. It also plays a major role in sustainable development. When most people think about sustainability, they tend to focus purely on environmental issues, but there is so much more to sustainability.”

The UN’s Sustainable Development Goals are a great example of how many aspects of sustainability there really are, from access to clean water to addressing poverty and gender equality. They are all interconnected.

I hope that aviation, as an industry, will continue to contribute to sustainable development. This does also mean taking action on climate change, which we have shown real commitment to. The ICAO delegates are not only representing themselves, but the current and future generations. We’re placing our trust in them to make the right decision.”

DFW



ANDREW
PILOT / FLEET
MANAGER
DALLAS, USA

“Aviation is something I grew up with, it’s kind of a family business.

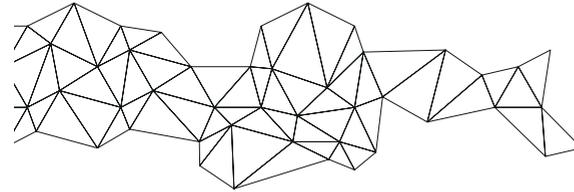
I think it’s one of the only ways you can truly connect people... something few other industries can do.

We need to make sure today that aviation can still be around for the next generation, so that they can reap the benefits too. What we do now has a very direct impact on future generations.

The faster we implement new ways of thinking, the better off our industry will also be in the future. We’ve made some very fuel-efficient engines, but there’s still more we can do to power airplanes with sustainable fuels and reduce emissions.

We need to work globally as partners to live up to a higher standard.”

SEA



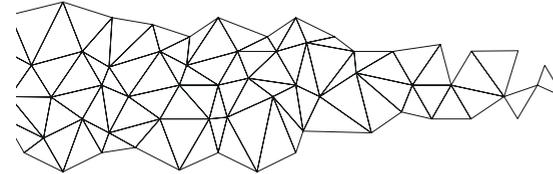
ELLIE
ENVIRONMENTAL
STRATEGY
SEATTLE, USA

“Aviation is like a form of time travel, making the world a much smaller place. Where you start is never where you end up. It enables global commerce and allows friends and family all over the globe to connect.

We need to ensure that the industry has a license to grow, so that people have the opportunity to fly for decades to come. To do that, we need to show people that aviation is taking concrete steps to reduce its impact on the environment. The reality is that aviation has an unparalleled record in working together on climate action, but we need to keep going.

If we don’t get the right deal at the ICAO Assembly, then there is a real possibility that future generations will not be able to fly. We need to see an agreement that has teeth coming out of the Assembly, so that we can show the world that we are serious about decoupling carbon emissions from the growth of the industry.”

HKG



OLLIE
AIRLINE PASSENGER
EXPERIENCE
HONG KONG

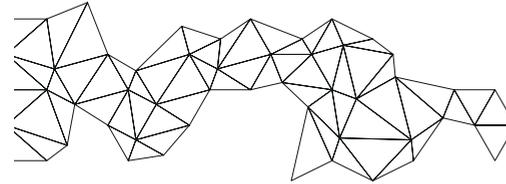
“Air transport is a catalyst for globalisation. It brings together people, cultures, ideas and even food. It’s part of the fabric of the modern world. The truly amazing thing is the sheer scale at which this all happens. People and cargo can now move around the world in a matter of hours. The magic that works behind the scenes to enable air transport is also incredibly complex. So much goes into making every single flight happen that many passengers probably aren’t aware of.

The market-based measure being debated at ICAO does make sense. It is a good way of finding a compromise between continued growth and environmental responsibility. However, that doesn’t mean that the industry should stop striving to achieve further efficiencies and reducing emissions. We need to do everything we can to keep this industry around in a responsible manner, and that is why we need a firm commitment from governments at ICAO.”

SYD



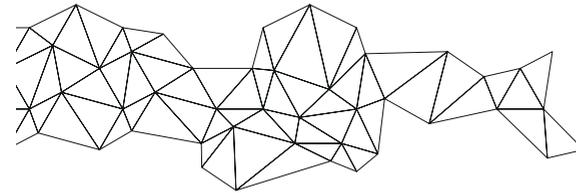
JODI
AIRLINE
SUSTAINABILITY
SYDNEY, AUSTRALIA



“Aviation is a great way to connect people, provide opportunities to experience diverse cultures, educate themselves and create shared understanding. Sustainable development gives us an opportunity to collaborate across industries and make a meaningful impact.

Opportunities like carbon offsetting are not just about taking carbon out of the atmosphere, but about other impacts too, creating jobs, creating innovation, supporting health and community benefits all of which help the communities we fly to. I think our generation has a different perspective and is looking further into the future and thinking about the role of business that is more than just profit-driven.

I am excited about the future of this industry but to ensure that the industry continues to grow and thrive, we need things to change. We need the ICAO Assembly to take ownership and lead the way in paving a more sustainable future for all of us.”

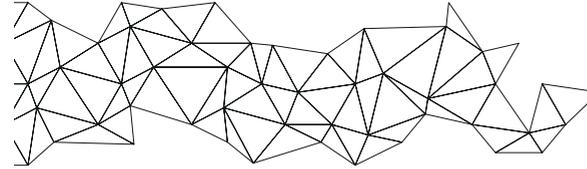
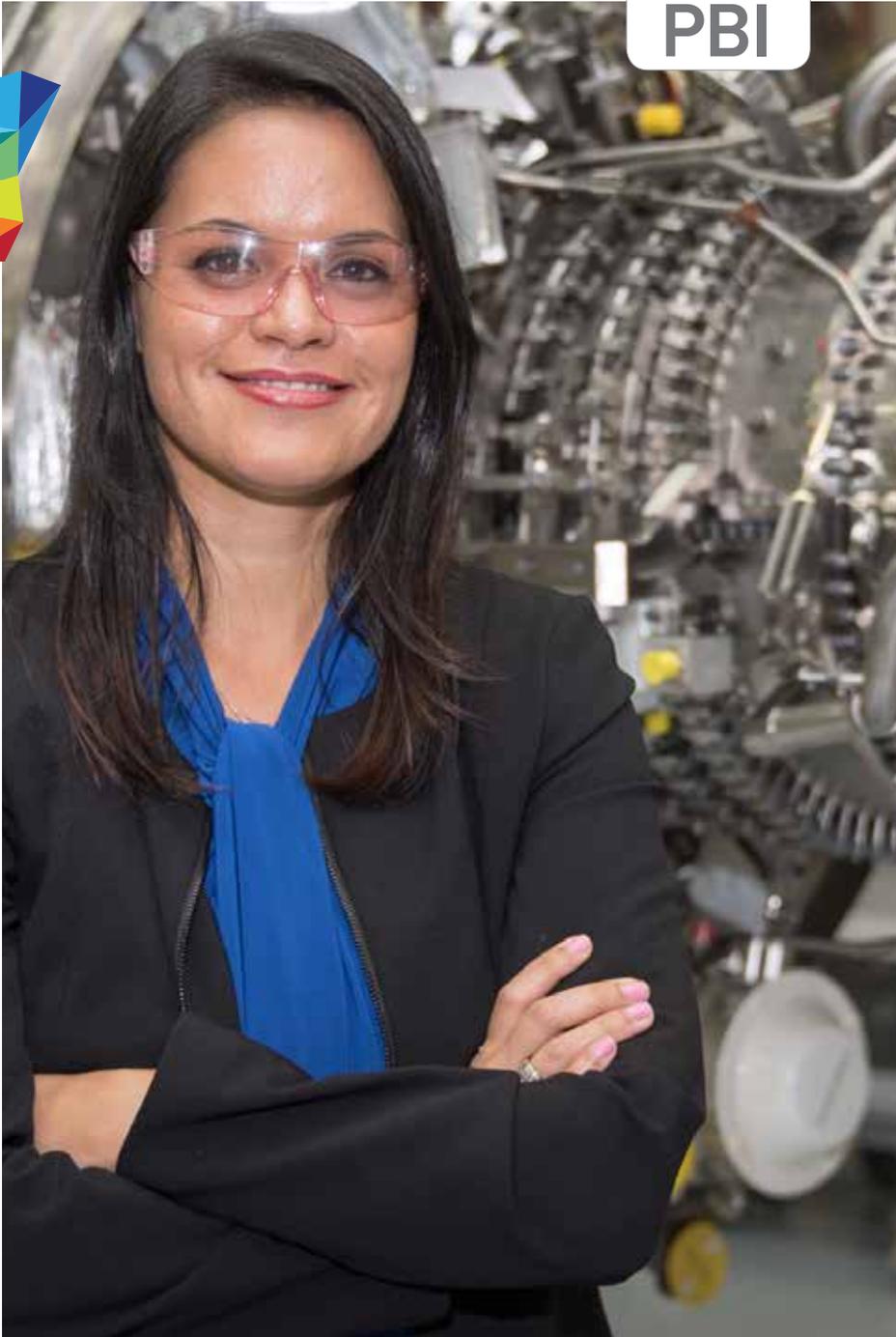


JES
CARBON OFFSETTING
SPECIALIST
GENEVA, SWITZERLAND

“I’ve always been amazed by the almost unbelievable complexity of the air transport system and that we are able to have it run so smoothly. Outside of the purely functional transportation role of aviation, I think the most important benefit it provides is enabling cultural exchange and understanding.

Aviation is also one of the only global industries in the world that is behind a major, unified push for climate action. We’re the first industry to ask to be regulated in this way by ICAO. We’ve already done a lot of work on emissions reductions, from operational efficiencies to developing sustainable alternative fuels.

Ideally, I would like to see us flying completely carbon-neutral in the future. In the meantime, we need ICAO to come together and agree on the global offsetting scheme.”



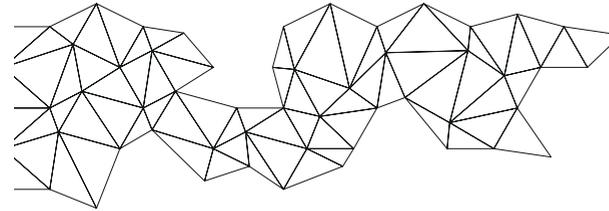
MONICA
GROUND TEST
ENGINEER
FLORIDA, USA

“Air travel connects the world, allowing people to learn, explore and experience different cultures. It also goes beyond benefitting those who actually fly, with goods and services flowing, supporting businesses and driving countries’ economies.

We need sustainable development if we are going to retain these benefits for future generations. While safety is always our top concern, aviation also now has a major focus on the environment. Technology is always progressing and in the coming years we hope to see more efficient flights, shorter flying time and less noise impact. We are heading in the right direction.

We all have a part to play in reducing our climate impact.”

MEL



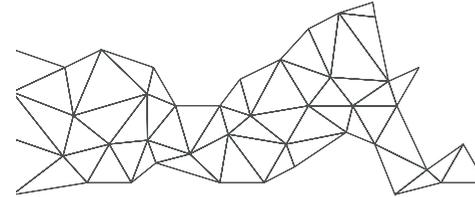
MATT
TRAINEE AIR TRAFFIC
CONTROLLER
MELBOURNE,
AUSTRALIA

“Aviation opens so many doors. It’s a truly unique industry to be involved with. If we don’t get sustainable development right, then there is no future in the industry for so many people who want to be involved.

When you get a solution right, working with colleagues across the industry and balancing your economic goals with the social and environmental factors, it’s very rewarding. If we all work together, we can achieve anything. Anything that benefits the environment and the economy at the same time is a win and it should be encouraged and we should do everything we can to make that happen.

I think if we don’t prioritise our climate action, we risk the potential impact on the sustainability of our industry. If we don’t act on it now, we’re going to run into a time where it’s too late, so it’s important for governments meeting at ICAO to make a decision now and make a decision they will be remembered for.”

HAM



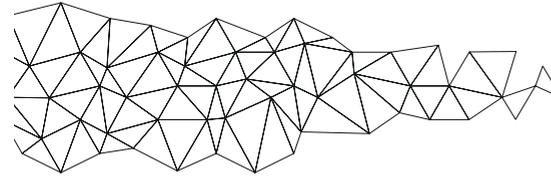
ORNELLA
AEROSPACE SUPPLY
CHAIN
HAMBURG, GERMANY

“Aviation has a huge impact on the world, from broader geopolitics to simply allowing people and cultures to connect. More and more of us now have the opportunity to fly and this presents a challenge in itself. How do we accommodate these growing numbers of people, but also make aviation more sustainable?”

Sustainable development is very much in the minds of people of my generation and is seen as everyone’s basic responsibility. We can no longer just look for short-term gains, but need to think further into the future. That’s what the Sustainable Development Goals are about and aviation can really help to realise these goals.

Aviation has done a lot of work in pushing efficiency measures and cutting emissions, but governments at ICAO need to help us meet the environmental challenge. It is not an easy agreement to meet, but I would encourage the Assembly to make the right decision for the long-term.”

YUL



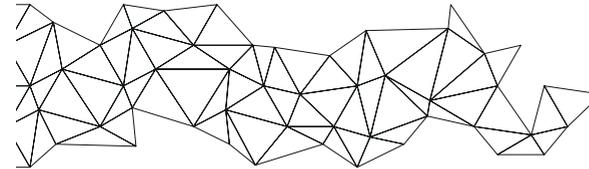
ALEXANDRU
ENVIRONMENTAL
COMPLIANCE EXPERT
MONTREAL, CANADA

“Being able to fly from A to B is actually quite amazing and is something that we can’t replace. Aside from the economic impact, air travel also allows people and cultures to meet, bringing greater understanding and reducing prejudice. Aviation does, however, have an environmental cost. I know the industry has committed to working on our climate impact, but this work needs input and support from governments.

We are doing a lot on increasing efficiency and developing sustainable alternative fuels, but we need the global offsetting scheme to complement this. It is important that our leaders keep their focus and remember what it is they are trying to achieve with this scheme.

Further into the future, my sustainability vision for air transport is flying environmentally responsible people and sustainable goods to the places they need to go; connecting sustainable airports and eco-tourism destinations; and operating the safest, most low emission and recyclable aircraft we can build. It’s an exciting perspective!”

PAR

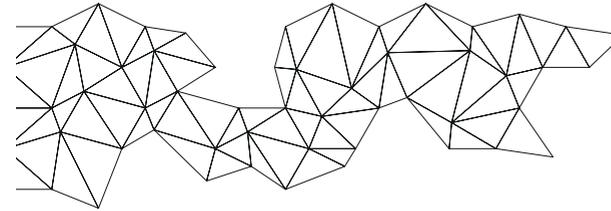


STEPHANIE
EUROPEAN POLICY
ADVISOR
PARIS, FRANCE

“Ours is such an innovative sector, investing a lot in research and development and employing millions of people worldwide. The role aviation plays in the global economy is an extremely important one that we need to support. It also has a big role to play in sustainable development. It should have the capacity to grow, whilst ensuring that future generations are also able to enjoy its benefits. The decisions we take today will shape the world of tomorrow.

My generation is very mindful of the threat of climate change, and this is something we are seeing more and more with consumers, so we need to make sure that air transport is able to move forward sustainably.

The industry has done a great job in bringing all sectors and stakeholders together to take action on climate change, but governments have an important role to play too. We need a global, collective agreement to come out of the ICAO Assembly.”



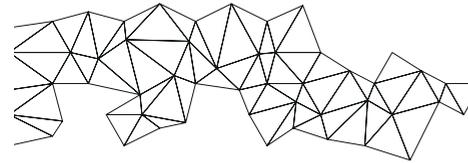
JORGE
DATA ANYLIST
QUERÉTARO, MEXICO

“Airports have been the scene of some of my best memories, meeting people I hadn’t seen in months or years. It’s quite special. Aviation does much more than communication or travelling. It can be very emotional.

One thing I didn’t realise was just how many people work in the industry. From the aircraft designers, to the airport staff, airline crew and air traffic controllers, it is a vast industry. Efficiency is inextricably linked to the environment, so we need to be thinking about both. As an industry, we need to adapt and become more self-aware of our environmental impact and develop solutions that help everyone.

The decision being taken at ICAO will frame how the industry will work in the coming years and will complement the work the industry is doing to lessen its environmental impact. It is very important that governments meeting at ICAO support this initiative.”

HAM



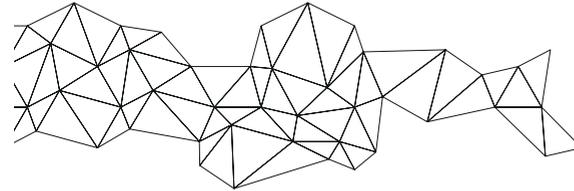
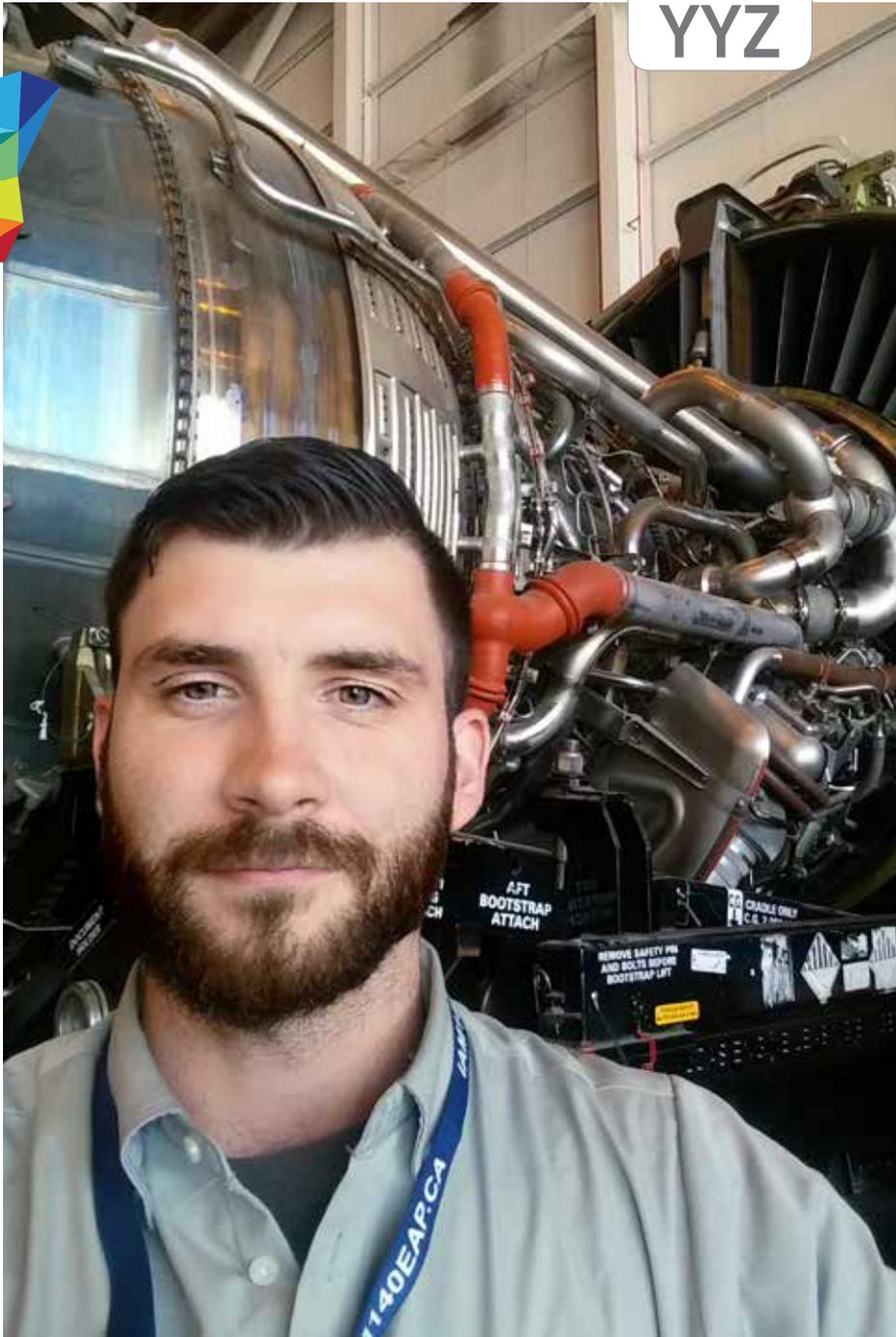
ALICIA
CABIN POWER
SYSTEMS
HAMBURG, GERMANY

“Aviation is transforming societies in unique ways, connecting cities and cultures and changing people’s lives. It also has incredible potential towards sustainable development: economically, socially and environmentally.

As an industry, we are very sensitive to our impact on the environment. Addressing our emissions remains a key challenge. As the introduction of new technologies is a lengthy process, it becomes more difficult to offer disruptive solutions – but we are well aware of this challenge and are determined to meet it.

I find the global offsetting scheme being debated by ICAO to be a positive step to cover the mid-term of this collaborative journey together. Nonetheless, I urge you stay ambitious. You are not alone in this cause and we, as an industry, will keep thinking about the next steps towards sustainable development.”

YYZ



BORIS
AIRCRAFT
MAINTENANCE
ENGINEER
TORONTO, CANADA

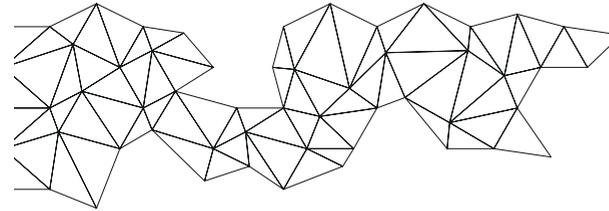
“For me, aviation is the future. It connects the world, enables globalisation and allows for advancement. If it weren’t for aviation we wouldn’t be anywhere near where we are now. It has accelerated the growth of society.

Sustainable development, too, is extremely important. Without it, there isn’t much of a future to look forward to. If we continue to move forward at the current pace without doing it in a sustainable way, then future generations will not be able to enjoy the world as it is now.

In the last few years, I have seen a lot more positivity about sustainability issues in the industry.

I think the governments at ICAO really need to keep in mind all the positive things aviation brings to the world while they deliberate their decision and make sure that it lasts well into the future.”

QRO



DANIELA
DESIGN ENGINEER
QUERÉTARO, MEXICO

“Aviation has a major role to play in sustainable development. I think that the industry can, either directly or indirectly, play a role in supporting all of the UN’s Sustainable Development Goals. They are all interconnected. But this needs to be done in an environmentally sustainable way.

We can only survive on the earth if we develop new, greener, technologies and ensure that we don’t use up all our resources. We used to talk about environmentalism being for the benefit of our grandchildren, but climate change is actually happening now and we need to act now.

In the future, I would like to see us flying on clean energy aircraft, so that we can enjoy all the benefits of air travel, but without the environmental cost. While we wait for that technology to be available, we need ICAO to act now and make the right choice.”

WITH SPECIAL THANKS
TO THE YOUNG AVIATION
PROFESSIONALS
INTERVIEWED FOR THIS
PROJECT

THERE ARE SOME 10 MILLION
PEOPLE WORKING IN THE
INDUSTRY TODAY, WITH
ANOTHER 5 MILLION DUE TO
JOIN THE WORKFORCE IN THE
NEXT 20 YEARS

**LET'S WORK TOGETHER
TO ENSURE THEY HAVE
CAREERS TO ENJOY IN THE
DECADES TO COME**

#ecofly at **#ICA0A39**

www.aviationbenefits.org

SELFIES
ARE SO MILLENNIAL

OUR
SUSTAINABLE
AVIATION
FUTURE STARTS
NOW.

SEPTEMBER 2016