



# To cut carbon emissions, we followed the crows

Crows are famous for their ability to fly between two points by the most direct route.

But aircraft often have to zig-zag because of restrictions on airspace.

Simply by shortening routes, we've already cut CO<sub>2</sub> emissions by six million tonnes per year. It's a good start, but there are many more routes we still need to tackle.

This alone won't solve the problem of global warming. But it is part of a package of practical measures that airlines are taking to limit the 2% of carbon emissions attributed to air transport.

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# To preserve the ice caps, we've cut down on the cubes

CO<sub>2</sub> is a significant factor in global warming. And air transport accounts for 2% of it. That's a figure airlines are working hard to limit - investing in new, more fuel-efficient aircraft while we push for shorter routes and improved air traffic control.

We're also making a lot of small changes that, when applied over millions of flights, make a big difference. For instance, to make aircraft lighter, we've even reviewed the number of ice cubes carried onboard.

So what's an ice cube in the grand scheme of things? At the very least, it's proof that we take our responsibilities seriously.

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# Our 2020 vision means we're not short-sighted

Air travel will be 25% more fuel-efficient by 2020. This will help limit the 2% of CO<sub>2</sub> emissions attributed to air transport.

Besides investing in new, more fuel-efficient aircraft, we're also working hard to shorten routes and improve air traffic control.

Climate change is a reality. And we are doing our utmost to make air travel an even greener form of transport.

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# Danger CO<sub>2</sub>W

Climate change is a real problem and airlines are partly responsible.

Air transport produces 2% of global CO<sub>2</sub> emissions. But it might surprise you to know that this is actually less than the CO<sub>2</sub> produced worldwide by cattle.

Nevertheless, we're working hard to limit the environmental impact of flying by investing in new, more fuel-efficient aircraft and pushing for shorter routes and improved air traffic control.

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# Air. Traffic. Control.

## Three words that say it all

In Europe, there are 34 different air traffic control authorities. In the USA - a similar land area - there is just one.

If we had a 'single European sky', travel would be more efficient and you would spend less time in the air. This alone would cut CO<sub>2</sub> emissions in Europe by 12 million tonnes.

Airlines are working hard to limit the 2% of global CO<sub>2</sub> emissions attributed to air transport by investing in more fuel-efficient aircraft, among other measures. And by working together with governments, we can shorten routes and improve air traffic control.

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# It's growing. But it'll still be small in 2050

People love to travel. So it's no surprise that air transport is growing.

Aviation contributes 2% of global CO<sub>2</sub> emissions. This is a figure that we are working hard to limit with new, fuel-efficient aircraft, shorter routes and better air traffic control.

So, even as more people see more of the planet, our share of emissions will remain small. The UN calculates that our contribution will be 3% by 2050.

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# Why cleaner planes mean cleaner air

Aircraft burn less fuel when they're clean. That's because a clean aircraft slips through the air with less resistance. And it's why we wash our planes so often.

We're also investing in new, more fuel-efficient aircraft and pushing for shorter routes and improved air traffic control.

Together, these measures will help to limit the 2% of carbon emissions attributed to air transport.

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