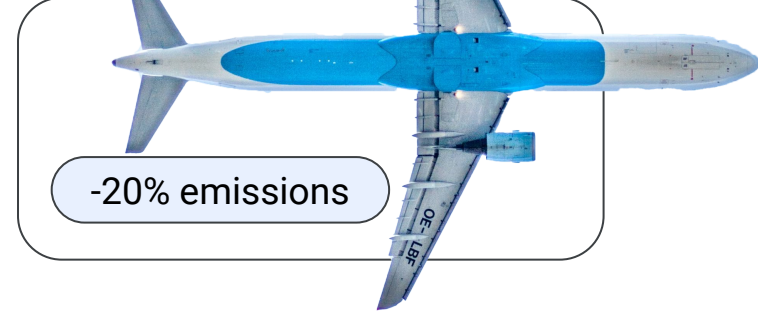


Environmental Transparency - Disclosing Flight Emissions to Passengers

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Importance of Environmental Transparency

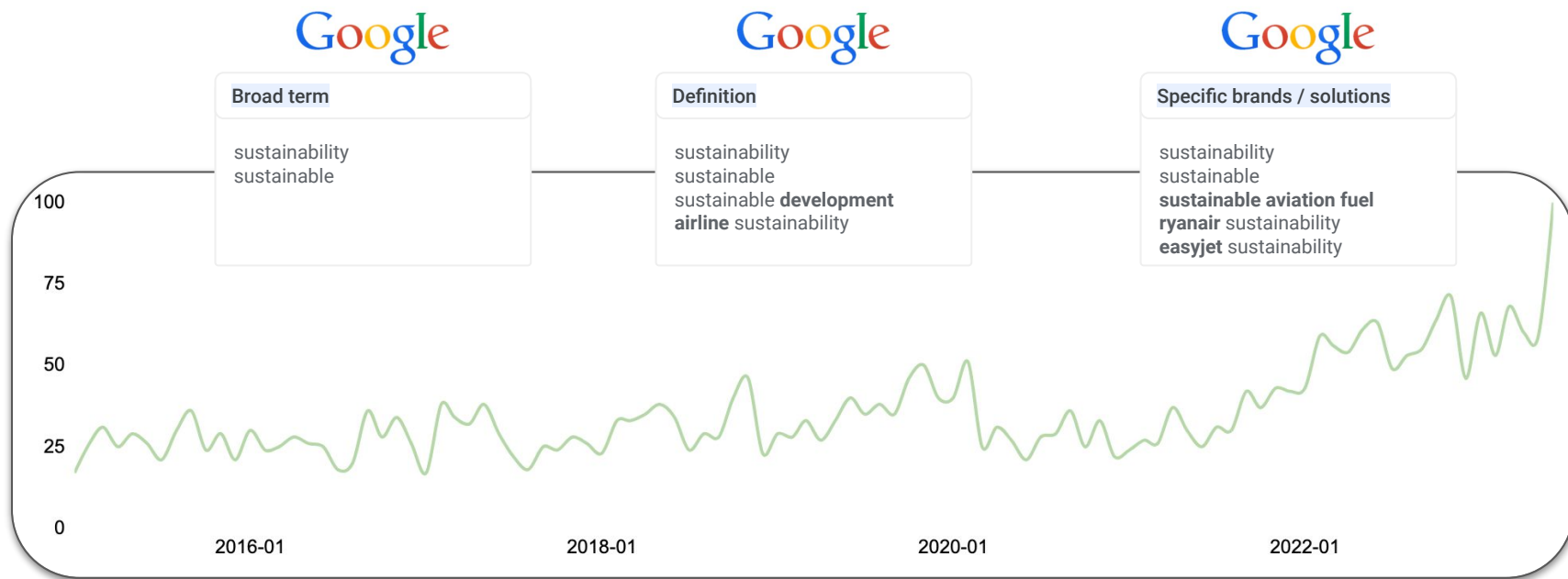
Aviation is responsible for 2.5% of global CO2 emissions.¹

Consumer demand for flights is expected to grow 25% by 2030.²

81% of consumers confirm that sustainable travel is important for them³, however, verifying airline sustainability claims is a cumbersome process.

Lack of a single standard to represent the impact of air travel makes it **difficult for consumers to close the say-do-gap**, and **hinders industry's accountability** to decarbonise.

Consumers care: searches around Sustainability in Air Travel have evolved from broad terms to specific brands and solutions, and are expected to grow in volume



Consistent, transparent and ubiquitous

representation of the climate impact of air travel is therefore crucial in **answering consumer demand** for sustainability information, and in **growing accountability** for aviation decarbonisation

1

Consistency

Give consumers a single, rigorous answer about their emissions footprint

2

Transparency

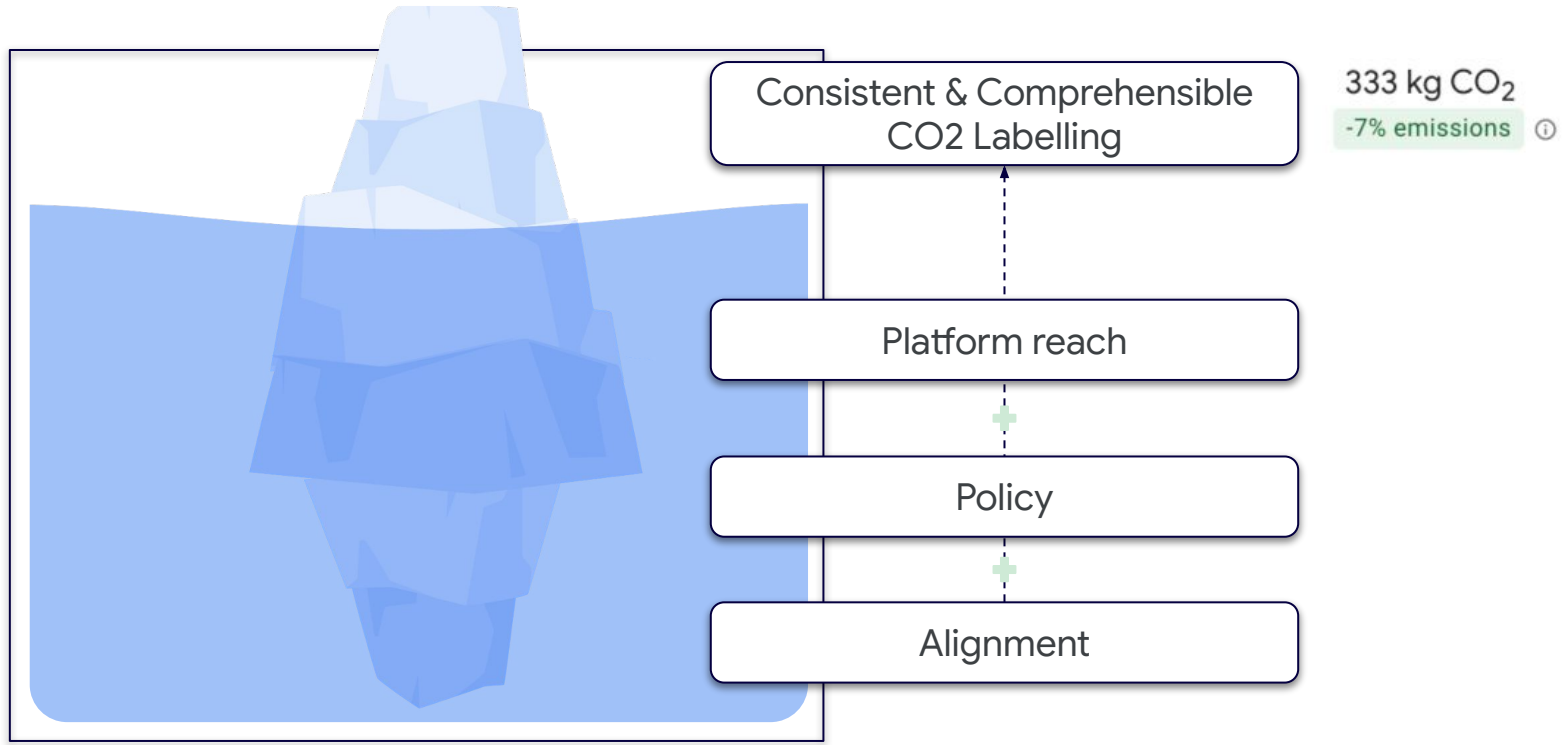
Help consumers understand how emissions are computed, and what sustainability practices lead to lower emissions

3

Accessibility

Enable consumers to see emissions information alongside flight information, everywhere

Progressing towards a single ground truth for aviation emissions disclosure is a **shared responsibility** amongst all ecosystem players



Regulators play a significant role in enabling passengers to make more sustainable choice by **encouraging and validating emissions disclosure**

Consumers want assurance that an airline/flight sustainability claims are credible.

Travelers avoid options they perceive to lack credibility / lean towards greenwashing; robust transparency and validation mitigate distrust.



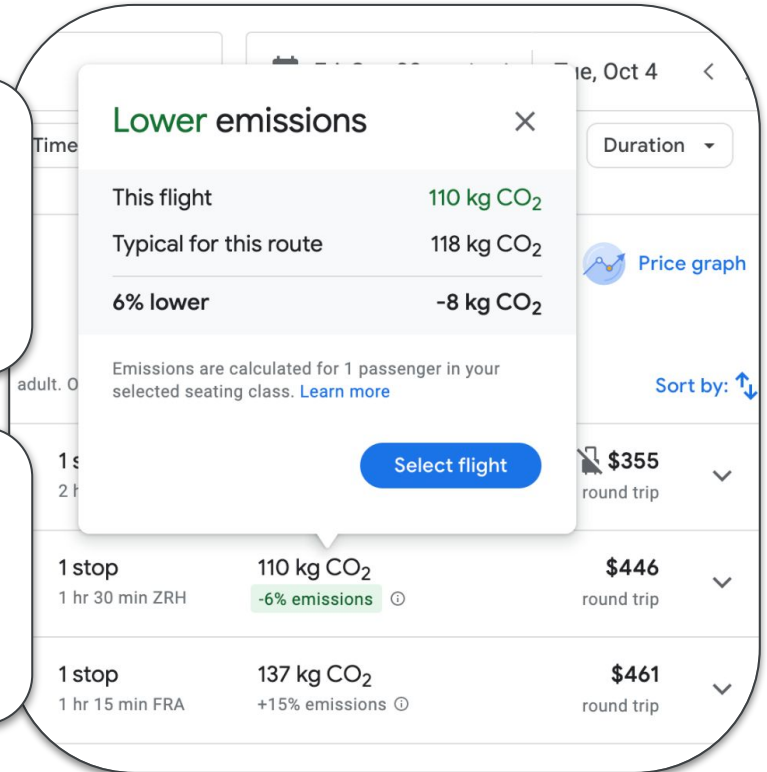
Online technology platforms play a key role in **growing public's interest** and **comprehension** of carbon emissions labelling

83%

of trips are booked online¹

54%

of consumers will engage with sustainability information, especially if it's easily accessible²



Thank You

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