

Sustainable Pilot Training Webinar

- The Label Project -

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Promoting sustainable aviation.
Your safety is our mission.

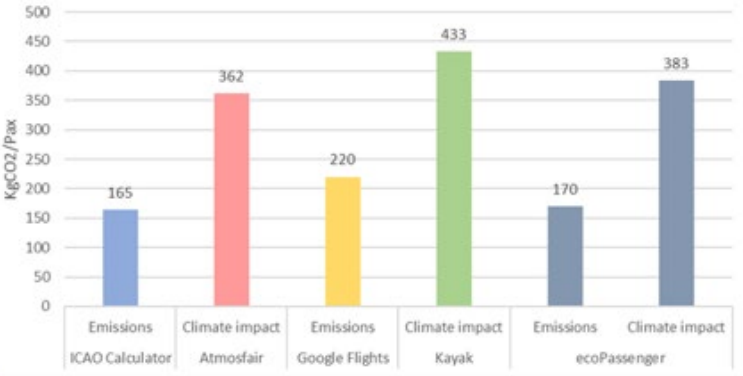


EASA Sustainable Aviation Programme



Sustainable aviation initiatives are a key part of the **Green Recovery**

Inhibitors on the way to sustainable aviation



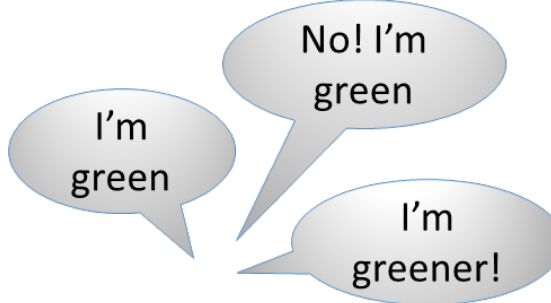
Lack of verified and consistent information



Lack of trust



Lack of awareness



Proliferation of green claims

➔ Motivation for verified, transparent quantification

Passengers want environmental labelling*



Passengers...

... are not aware

e.g. Only 5% know the share of aviation in CO₂ emissions, most believe it is “around 30%”

... but are keen to know more

80% are ready to receive environmental information on the aircraft and the airline

... and prefer to receive information in the form of a label

3 out of 4 Europeans want a label for aviation

60% are willing to pay 5-10% more for a more sustainable choice

The Environmental Label Programme* (1)



Mandate

EASA was mandated by the European Commission and Parliament. Programme is a flagship action under the Sustainable and Smart Mobility Strategy



Objective

Reduce aviation's environmental footprint by facilitating more sustainable choices based on trusted, harmonised, reliable and easily understandable information



Principles

- Simplicity
- Transparency
- Voluntariness
- Holism
- Building on existing standards, data and best practice

The Environmental Label Programme* (2)

Technical aspects:

Several Components

- Flight Label
- Aircraft Label
- Airline dimension (overall / local at airports), as well as ANSP aspects (tentative, to be confirmed)
- All closely interlinked
- All in development in close coordination with industry
- Subject to high complexity and data volume

Regulatory aspects:

Intended at proper time

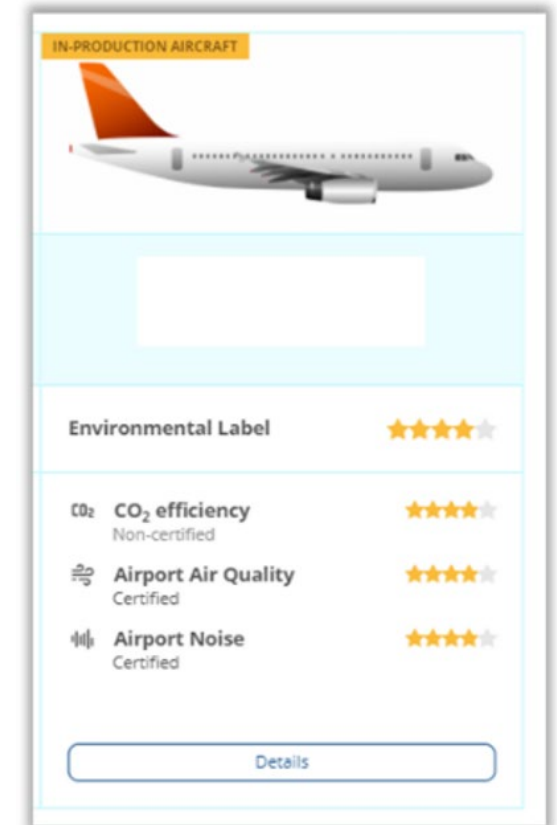
- Ensure strong momentum
- Base on robust scientific approach
- Build on buy-in by stakeholders and public

The Environmental Label Programme* (3)

Timing / Next Steps:

Get visible soon!

- Plan: Flight and Aircraft Label to be released
- 'Minimum Viable Product'
- To be complemented
- One key future aspect: Full Life Cycle Analysis



Thank you

Working for quieter and cleaner aviation.

Your safety is our mission.

easa.europa.eu/connect



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