

# *Enhancing trust in the air*

## Creating sustainable connections

*Status of sustainability reporting in the airline sector. A benchmark study in follow up on PwC's publication 'Building trust in the air'.*

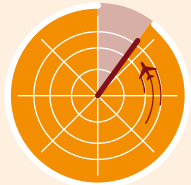




# Observations

Increasing number of sustainability reports

Large airlines publishing a sustainability report



90% 2011: 65%



67% 2011: 37%

Sustainability reports independently verified

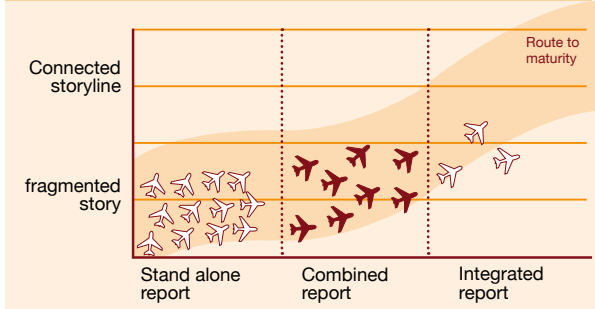
Consensus on key material topics



Only five common performance indicators identified



Current sector standard is still stand-alone sustainability reporting



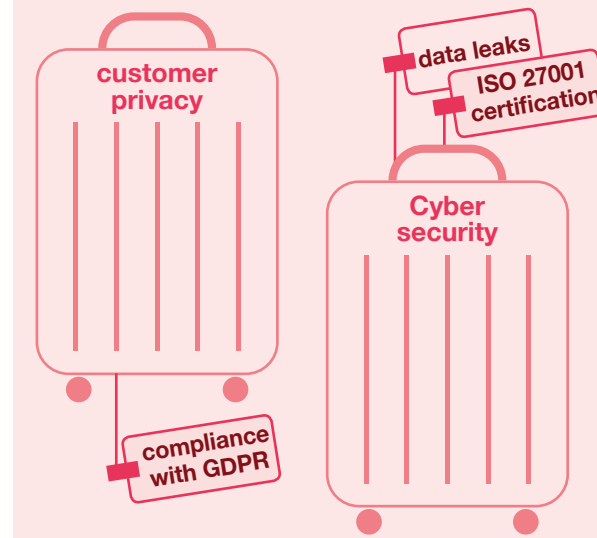
- Sustainability is generally not connected to core business
- Fragmented sustainability information without clear storyline
- Verification on limited number of performance indicators

Current sustainability reporting & verification creates value for stakeholders interested in certain topics



# Trends

Emerging topics



Dilemmas

- CO<sub>2</sub> reduction while traffic is growing
- Transparency about labour relations vs. sensitivity of the topic
- Multiple reporting requirements lead to challenges in concise reporting

Integrated reporting

- UN sustainable development goals
- Increase in regulations (e.g. EU directive on non-financial information)
- Focus on long term value creation

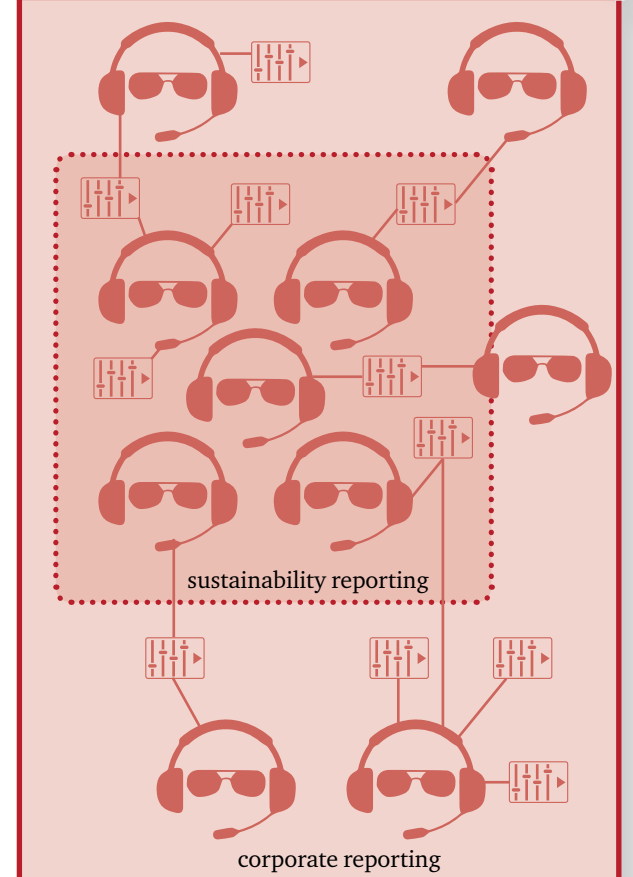


# Next steps

Closing the gaps and increasing relevance

- Clear connection between sustainability and core business
- Meaningful common performance indicators per material topic
- More focus on outcome & impact indicators (in addition to input & output)

Comprehensive and connected sustainability reporting



Discussion points

- Sector should develop common reporting standards
- Sustainability reporting should be integrated with financial reporting
- Comprehensive reporting & verification increases trust for wider group of stakeholders



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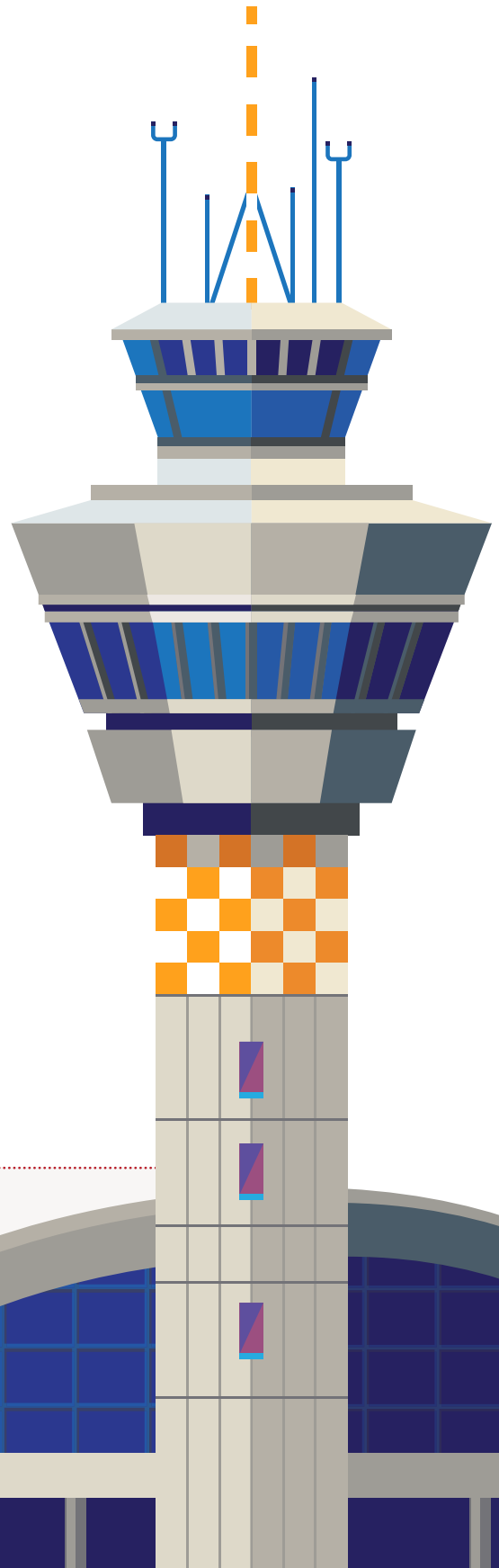


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*The study on which this report is based has been carried out by our dedicated aviation sustainability reporting & assurance team in the Netherlands.*

*If you wish to talk about this report, just give us a call.*



**pwc**

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