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
- Sustainability reports independently verified

**Consensus on key material topics**
- Energy & emissions
- Customer experience
- Safety
- Innovation
- Employment
- Community

**Current sector standard is still stand-alone sustainability reporting**
- Connected storyline
- Fragmented story
- Stand-alone report
- Combined report
- Integrated report

**Only five common performance indicators identified**
- Fuel consumption
- CO2
- Fuel efficiency
- Key material topics
- Key indicators

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

**Emerging topics**
- Cyber security
- Customer privacy
- Data leaks

**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

**Next steps**

**Trends**

**Dilemmas**
- CO2 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

**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**
- Sustainability reporting should be integrated with financial reporting
- Comprehensive reporting & verification increases trust for wider group of stakeholders
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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.