

Change is in the air!

virgin atlantic



Here are a few highlights from our **Autumn 2012 Sustainability Report.**

To find out more about our Change is in the Air (CIITA) sustainability programme, and to download our reports, visit www.virgin-atlantic.com/changeisintheair.

We've been engaging with others on the challenge of making our industry more sustainable.



Virgin Atlantic Chief Executive Steve Ridgway speaking at the Imperial College Green Aviation Symposium 2012.



We've been cutting the carbon emissions of our ground vehicle fleet.

We've been reducing our waste, and re-using and recycling even more.



We've been looking carefully at what we design and buy, where it comes from and how it's made.

We've been reducing our ground energy and have hit our initial 10% reduction target.



We've been focusing on our aircraft carbon footprint—with more new aircraft, better technology, high load factors, efficient operations and maintenance, and progressing our sustainable fuels work with low carbon fuel supplier LanzaTech.



We've been seeing great results from our strong partnership with Free The Children, with long term, positive change in our overseas communities and in the UK.

Get in touch! environment@fly.virgin.com or community.investment@fly.virgin.com



Aircraft & fuel

Our 2011 carbon footprint was 4.629 million tonnes CO₂ (over 99% from aircraft emissions). Our target is to reduce our CO₂ emissions by 30% between 2007 and 2020. We're currently at -11.46%. Emissions-reducing initiatives include our new OSyS Fuel Efficiency System offering the potential to save as much as £20 million and 92,000 tonnes of CO₂ a year; new A330 aircraft which are 9% per trip and 15% per seat more efficient than the models they've replaced; and our pioneering partnership with LanzaTech for a world-first, low carbon aviation fuel.



Ground energy

We've exceeded our first ground energy target of reducing our ground energy use by 10% by (end March) 2012 from our 2008/9 baseline and are now working towards reducing it still further – by 20% by 2021. We've achieved reductions through a variety of measures including reducing unnecessary lighting, sourcing energy-efficient alternatives and fitting inverters in the heating and cooling systems in our UK HQ and training centre. We're replacing and refreshing IT equipment with more energy efficient models, migrating to virtual servers and installing next generation energy efficient hardware.



Ground transport

We've been picking up the keys to a new fleet of vehicles which will see our average CO₂ emissions fall by 27% for cars and 21% for commercial vehicles. We're also conscious of the environmental impacts of our staff travel to and for work and offer a number of incentives such as public transport discounts and a bike loan scheme.



Waste

We're on track to meet our target to reuse or recycle (or otherwise divert from landfill) 75% of our UK ground waste, by the end of 2012. We're also working on the many challenges – legal and practical – of handling our off-aircraft waste. Although we still have some way to go, in 2011, the waste we recycled from our ground premises and off our aircraft was the equivalent of over 11,000 of our passengers and their luggage. Items such as old headsets, amenity kits, pillow cases, blankets and seat foam are creatively given new leases of life.



Water

We're taking a number of steps across our business to save water, such as a 'dry wash' system for our aircraft exterior cleaning in South Africa, rainwater butts at our UK training centre, reduced water pressure and water-saving taps and more water and energy efficient dishwashers in UK staff restaurants.



Design & buying

We're focusing on driving sustainability through our supply chain. So far, excluding our major fuel suppliers, suppliers making up 26% of our annual spend are signed up to our sustainable procurement policy. We're also putting a lot of work into sourcing commercially viable sustainable aviation fuels. We've been buying greener electricity for our UK ground premises for a number of years; our uniforms manufacturing process has great sustainability credentials; and we're the only airline to have made a public commitment to Fairtrade.



Community investment

2011 was an exceptional year for fundraising for our charity partner Free the Children. £1.5 million was given in time, stuff and money and onboard passenger donations rose by 7% in a year. 78 UK schools signed up for our Be The Change school programme, 16,000 students received a motivational speech and 1,200 students participated in leadership workshops. Our international development projects, focused on delivering real and sustainable improvements in education, water and sanitation, healthcare and alternative income generation in our partner communities, are producing fantastic results.

To read our full Autumn 2012 sustainability report, visit www.virgin-atlantic.com/changeisintheair.