

**SAS**

**RICKARD GUSTAFSON**

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A STAR ALLIANCE MEMBER 

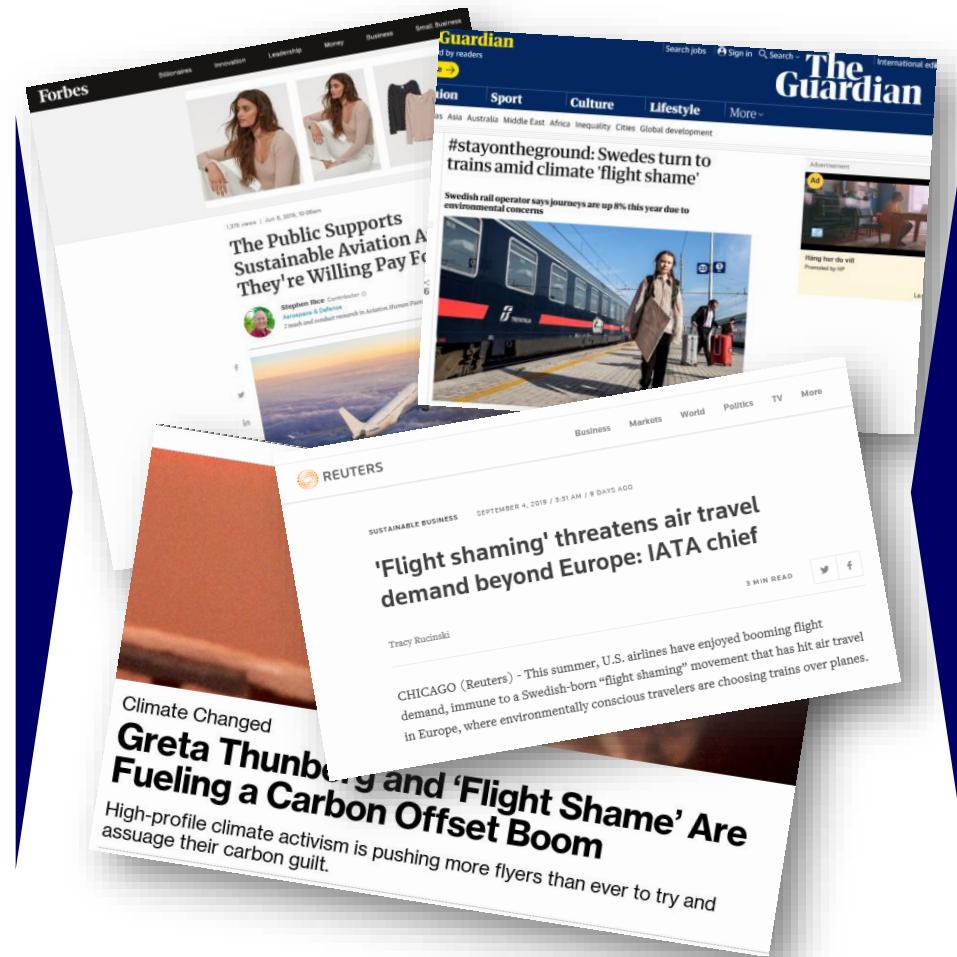
**SAS**



## Aviation matters

- We believe in an **open society**
- We believe in the importance of **world trade** for Scandinavian economies
- We believe that the world is enriched if people from **different countries and cultures** can meet and exchange ideas

# Customers demand more sustainable aviation – airlines must adapt accordingly



- Increased sustainability awareness among **Scandinavian Travelers**
- Also focus from corporate customers to reduce environmental footprint

# SAS is working with four major focus areas to become the number one sustainable airline

## SAS' 2030 TARGETS

25%  
REDUCTION  
OF CO<sub>2</sub>  
EMISSIONS

SAS  
DOMESTIC  
FLIGHTS  
100%  
BIOFUEL  
POWERED

1	Fleet and cabin renewal to reduce emissions
2	Sustainable products & services
3	Renewable fuels and emerging aircraft technology
4	CO <sub>2</sub> -offsetting

# Summary

## Aviation matters

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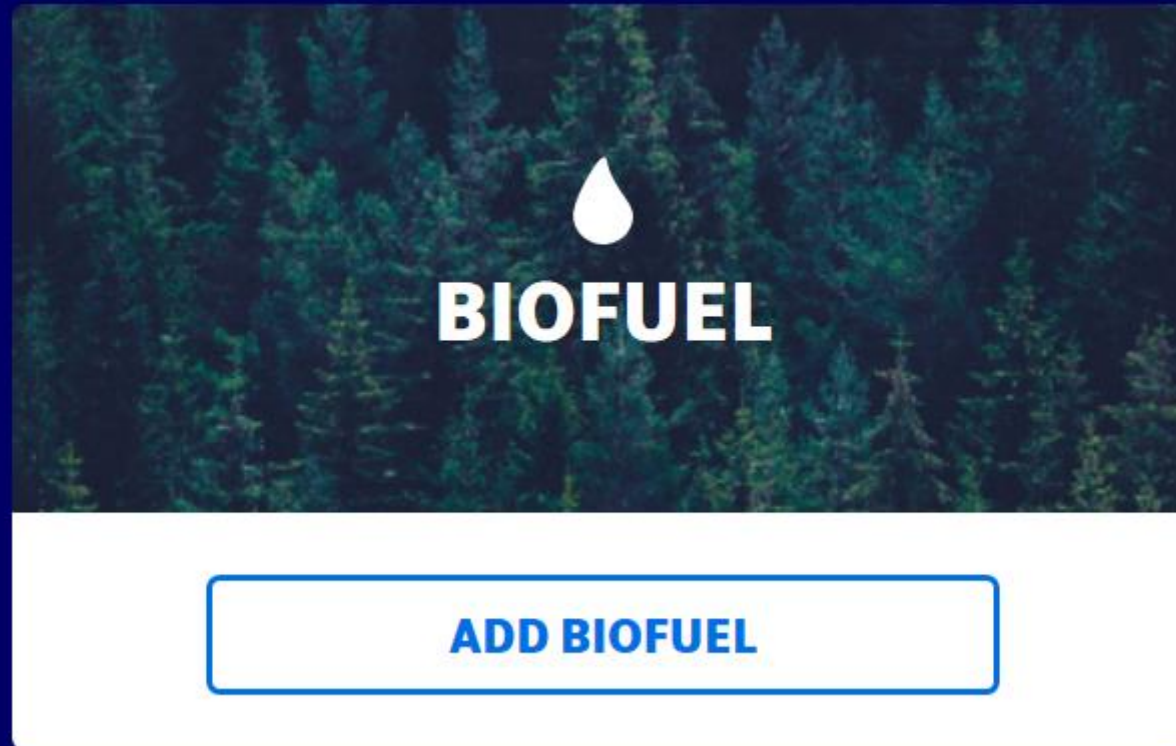
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## SAS will lead the way to sustainable aviation

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- Integrating sustainability in vision, strategy, decision processes and brand promise
- Committing to reduce emissions and waste
- Participating in development of sustainable fuels and technology
- Challenging the aviation industry to become more sustainable

# SAS has introduced option to purchase biofuel on all flights



# *SAS*

## WE ARE TRAVELERS

