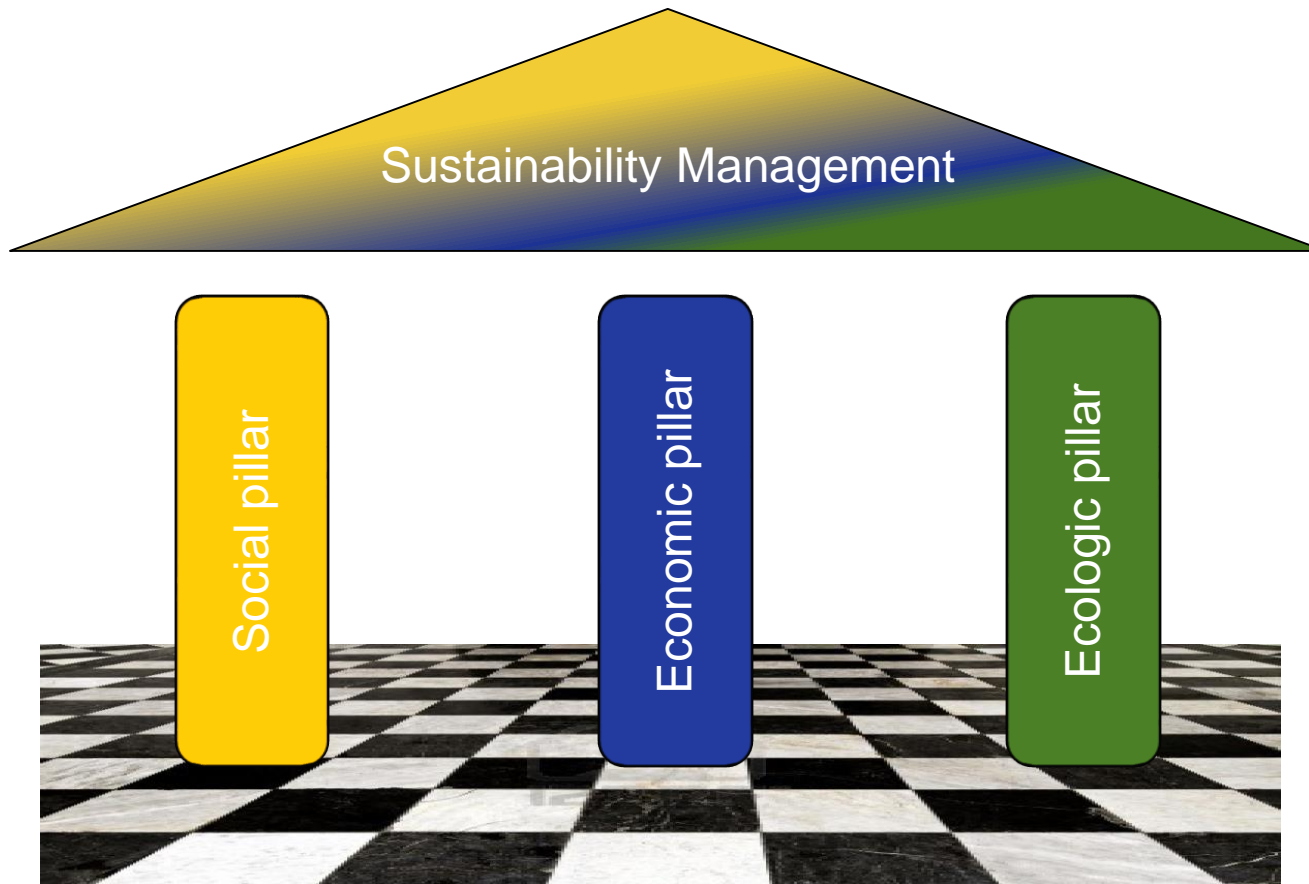




Improving Sustainability in Today's Commercial Air Transport System

Greener Skies Ahead 2013
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You may be surprised: Sustainability is not a burden. If you understand its opportunities, it will be a powerful management-system - especially in the aviation industry!



Sustainability supports and helps the aviation industry to solve a serious problem

Defending the past means losing the future!

Today's public perception

- The aviation industry is permanently located in a defense pose with issues such as soil sealing, air pollutants, aircraft noise, groundwater pollution and greenhouse gases ('aviation is climate killer no. 1')

Economic realities

- The economic pressure of increasing costs for energy and fuel burdens everyone who is involved in aviation

Passengers' expectations


- The people expect inexpensive, quick and comfortable traveling




A good response are measures in all pillars of sustainability to solve the situation

Improving Sustainability in Today's Commercial Air Transport System is already in preparation!


Numerous measures for cost reduction, for protection of the environment and to the fulfillment of customer expectations have already been implemented, many more are in the implementation




Air traffic management, e.g. Single European Sky ATM Research Program (SESAR) or Airport Collaborative Decision Making (A-CDM) for shorter connections, less costs and delays




CO₂-Reduction Measures (airside and landside) for less greenhouse-gas-emissions




Usage of renewable energies, increasing the energy efficiency



Usage of biofuels for aircraft and ground handling



New engine concepts and improved combustion chambers for less air pollution and aircraft noise



New aircraft structures & engines for less aircraft noise, less emissions and more comfort



Unfortunately: In the perception of our stakeholder, these measures have not changed enough!

The perception of our stakeholders and the reality are far apart, which applies to aircraft noise as well as for greenhouse gas emissions and other sensitive topics



The public perception of today's aviation industry can be compared with a defender in a soccer team:

- a defender, who is really good, has no fun; he seems like a player who usually gets no applause for his efforts
- a defender only gets attention by the audience, when he makes an error



To improve his situation, the defender has to depart from his previous role

One Example of many illustrating the defender's role of Aviation: Noise

- It's a fact: As management decisions are mostly cost driven, reducing aircraft noise will be in the best interest of the air transport industry itself
- It's also a fact: Even more than in previous years, the air transport industry will suffer in the years to come under aircraft noise in terms of
 - Higher noise related fees at major airports
 - Expensive noise abatement procedures
 - Less operational flexibility due to reduced operating hours for noisy aircraft
 - Higher fuel consumption (the physical creation of noise costs energy)
 - Exclusion from serving noise-sensitive high-yield airports
 - Damaging the corporate image through too noisy aircraft
 - Having a bad press
 - Less passenger acceptance
- As the airline industry has a vital interest in reducing aircraft noise, there is simply the question: Why can't this industry get out of its defensive role?



**Noise costs money: Aiming for more sustainability
means better airline management**

A new perspective leads to a new, more efficient sustainability management



Imaging what today's aviation could achieve,

- if the air transport industry could switch from the defensive into an offensive role
- if we could concentrate our efforts on the development and the implementation of better technologies and improved operations instead of permanently defending our business
- if there would be a better understanding on environmental qualities of the different means of transportation in politics and public
- if there would be the willingness in the public as well in the media for a fair comparison of the different systems of transportation
- if we could proudly present our ability to overcome boundaries and our global services in bringing people together – safe, fast and convenient
- If we could concentrate our efforts on improving the sustainability of the air transport system



**This new perspective leads to improving sustainability in the
commercial air transport system**

An intense and regular exchange of information guarantees the sustainable success of our efforts



**The International Association for Sustainable Aviation
(IASA) offers opportunities and an international platform**

A change of mind, a new point of view and self-awareness are the recipe for success

The recipe for successful Sustainability-Management in the Commercial Air Transport System

- ▶ The use of the most modern technology, airside and landside, to reduce energy- and fuel-consumption
- ▶ The use of the most modern technology, airside and landside, to reduce greenhouse-gas-emissions, air-pollution and noise
- ▶ Implementation of innovative processes to optimize all running and future processes
- ▶ Confident advertisement and conviction work with the implemented measures and processes
- ▶ Persistent networking and inspiring public relations



Nothing succeeds like success!

Thank you for your Attention!



Nachhaltigkeit jetzt.
PlusB Consulting - Michael Wühle

PlusB Consulting - Michael Wühle, Hauptstraße 29 1/2, 85664 Hohenlinden
Tel: 08124/528378 Mobil: 01573/7438452 Fax: 08124/7315
Email: michael.wuehle@plusb-consulting.de
Web: www.plusb-consulting.de www.facebook.com/Nachhaltigkeit.jetzt

The great end of life is not knowledge but action.

THOMAS HENRY HUXLEY



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