

Investing in a Greener Future: Rethinking Sustainability in Aviation

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Airlines are burning billions of gallons of fossil-based jet fuel each year, accounting for a concerning volume of global carbon emissions. As aviation grows as an industry with flights worldwide expected to double in number over the next 15 years, air travel's contribution to climate change continues to be a sensitive issue.

For Cathay Pacific Airways, aircraft emissions make up 99% of the company's carbon dioxide output. Leading the aviation sector's charge to cut pollution, Cathay Pacific is transitioning from fossil-based fuels to biofuels, retiring and recycling less fuel-efficient aircrafts, and tackling sustainability within the company across departments. By also being the first airline to ever invest in a biofuel producer, Cathay Pacific is actively enabling a greener future.

In this session, Philippe will share the innovative ways that Cathay Pacific is reducing its carbon footprint, and how other businesses can replicate similar measures across industries.

A fundamental measure Philippe will highlight is the process behind implementing key waste management and recycling initiatives. One unique and pivotal measure Cathay Pacific executed includes recycling plastic and nylon waste like plastic bottles and salvaged fishing nets, which are otherwise hazardous to marine life into passenger blankets and cabin carpets.

Philippe will also address the success and challenges of transitioning to biofuels on an industrial scale. Cathay Pacific is already using 10% biofuels on many of its delivery flights, and its new aircrafts are now as much as 25% more fuel efficient; next, Cathay Pacific plans to use a half-half mix of biofuel and conventional fuel on trans-Pacific flights, and pledges an 80 percent reduction in emissions.

Philippe will share the tactical steps Cathay Pacific has taken to achieve the level of sustainability it is at today. With Cathay Pacific's efforts as an example, Philippe will also speak to the opportunities, partnerships and lessons learned along the way to achieving sustainable development goals at local and national levels.