Sustainable Pilot Training Webinar

- The Label Project -

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Promoting sustainable aviation.
Your safety is our mission.

Funded by the EC Contribution Agreement on Environmental Labelling for Aviation

An Agency of the European Union
EASA Sustainable Aviation Programme

Sustainable aviation initiatives are a key part of the Green Recovery

EU Policy Objectives (e.g. Green Deal)

(EU) 2018/1139 Art. 87 Environmental Protection

COVID19 - Green Recovery

EASA Environmental Strategy

EASA Sustainable Aviation Programme
Inhibitors on the way to sustainable aviation

- Lack of verified and consistent information
- Lack of trust
- Lack of awareness
- Proliferation of green claims

Motivation for verified, transparent quantification
Passengers want environmental labelling*

Passengers...

... are not aware

e.g. Only 5% know the share of aviation in CO₂ emissions, most believe it is “around 30%”

... but are keen to know more

80% are ready to receive environmental information on the aircraft and the airline

... and prefer to receive information in the form of a label

3 out of 4 Europeans want a label for aviation

60% are willing to pay 5-10% more for a more sustainable choice

* Online survey 2019, Updated 2020, 18 European Countries, 9500+ respondents
The Environmental Label Programme* (1)

Mandate
EASA was mandated by the European Commission and Parliament. Programme is a flagship action under the Sustainable and Smart Mobility Strategy.

Objective
Reduce aviation’s environmental footprint by facilitating more sustainable choices based on trusted, harmonised, reliable and easily understandable information.

Principles
- Simplicity
- Transparency
- Voluntariness
- Holism
- Building on existing standards, data and best practice

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The Environmental Label Programme* (2)

Technical aspects: Several Components

- **Flight Label**
- **Aircraft Label**
- **Airline** dimension (overall / local at airports), as well as ANSP aspects (tentative, to be confirmed)
- All closely interlinked
- All in development in close coordination with industry
- Subject to high complexity and data volume

Regulatory aspects: Intended at proper time

- Ensure strong momentum
- Base on robust scientific approach
- Build on buy-in by stakeholders and public

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Timing / Next Steps: Get visible soon!

- Plan: Flight and Aircraft Label to be released
- ‘Minimum Viable Product’
- To be complemented
- One key future aspect: Full Life Cycle Analysis

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