



GREENER TOGETHER

Leading the way for a sustainable future



Premium Travel



Low-Cost Travel



Cargo



Lifestyle





We are committed to reach net-zero carbon emissions by 2050
And to use 10% Sustainable Aviation Fuel (SAF) by 2030

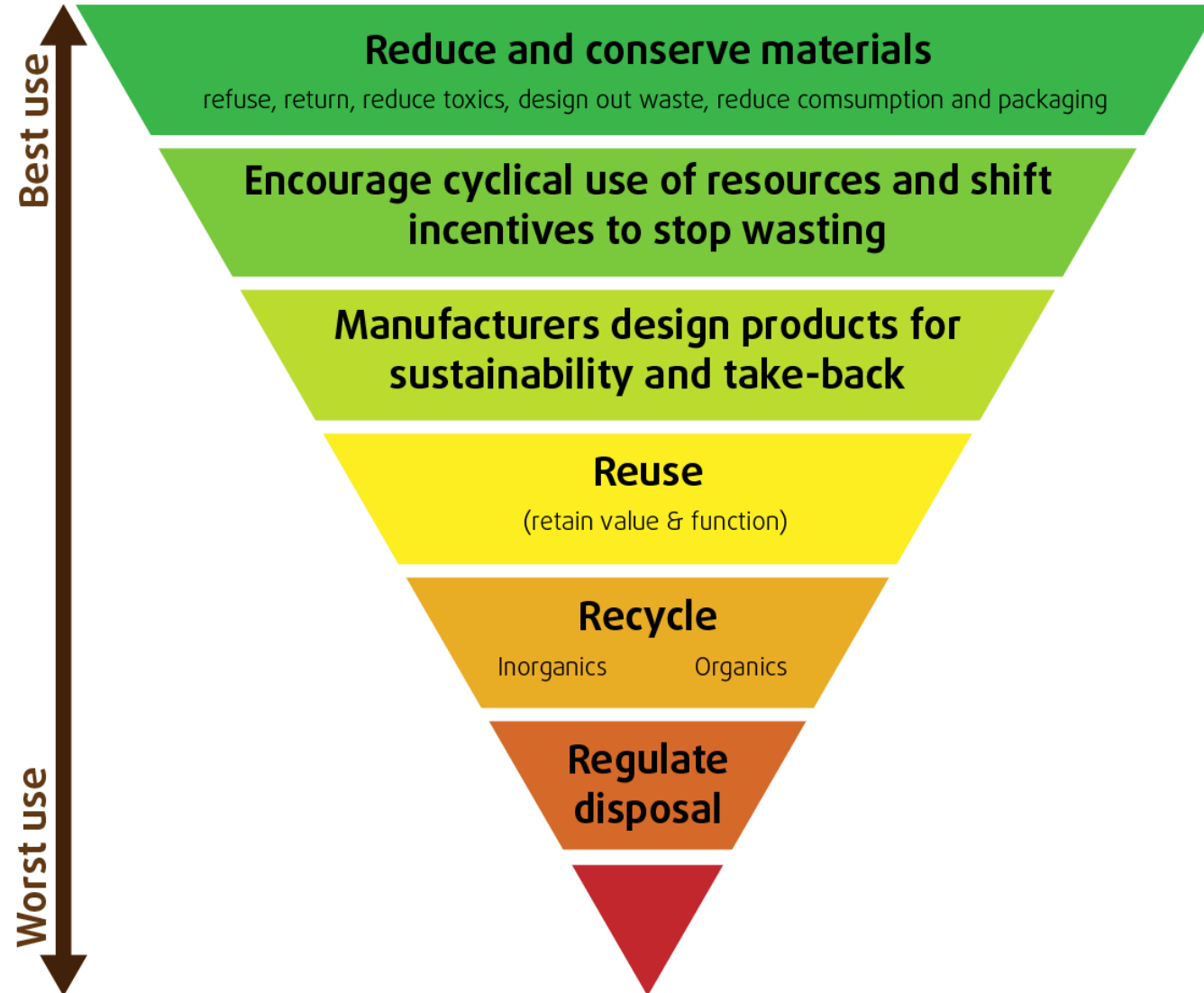
Materials and Waste



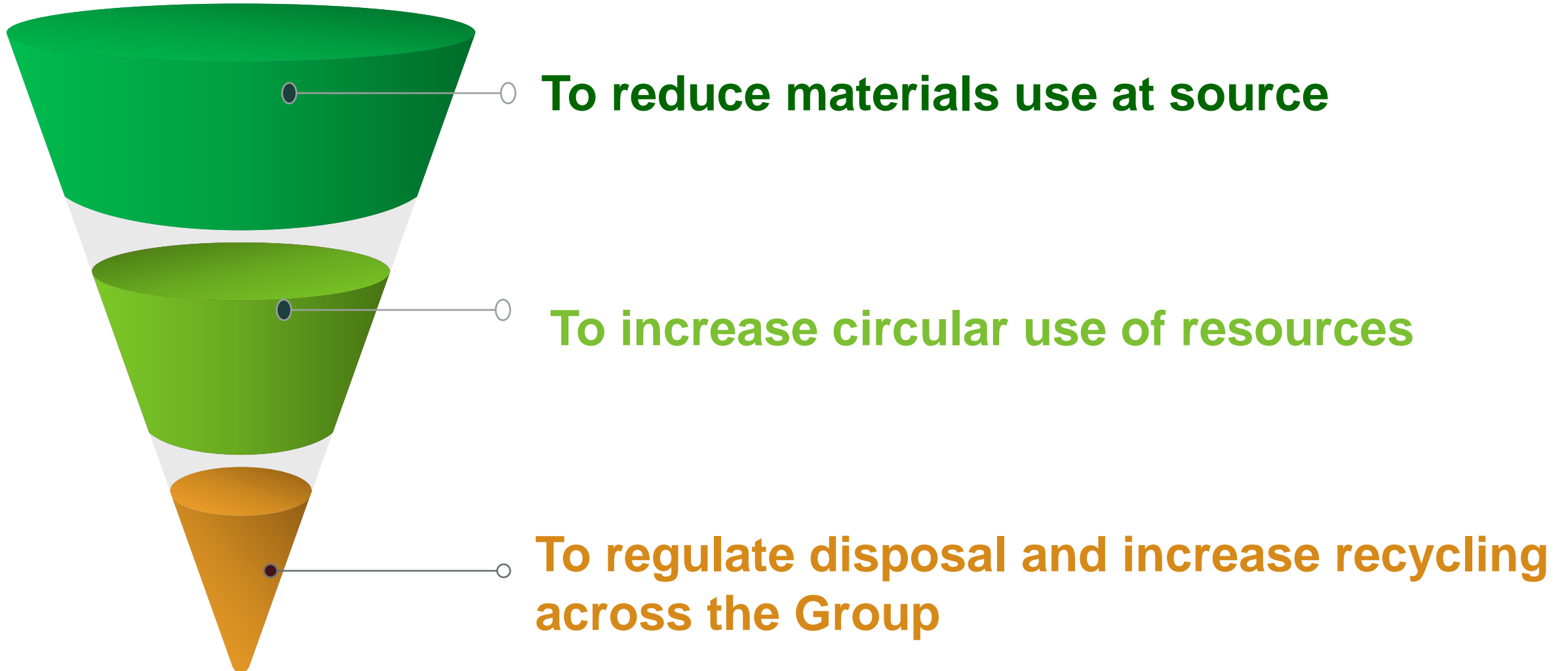
We use a wide range of materials



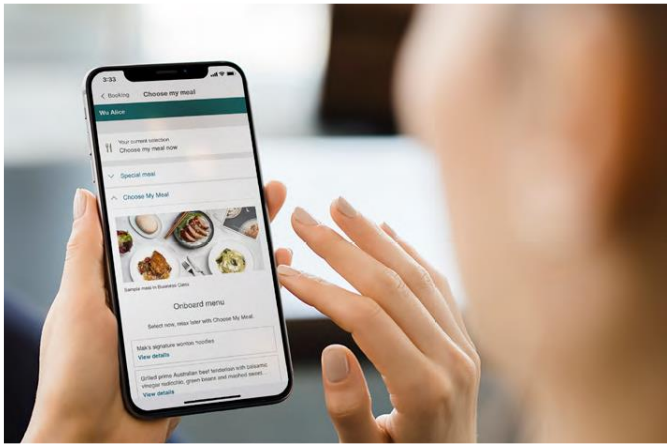
Our approach to more sustainable use of resources



Our three-prong approach towards waste target



Approaches towards cabin and operational waste



Optimising our offer

Food donation

Single use materials review

Our progress in 2023



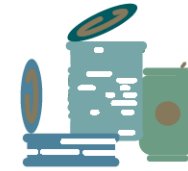
17,765

tonnes of general waste was generated, of which more than 1,945 tonnes was diverted from landfill



283

tonnes of paper and cardboard



33

tonnes of metal



296

tonnes of plastic



210

tonnes of surplus food donated to charities



8,703

litres of food processing oil collected and turned into biodiesel



664

tonnes of inconsumable food waste was sent to O · PARK1 in Hong Kong for energy recovery

Single-use Plastics reduction progress



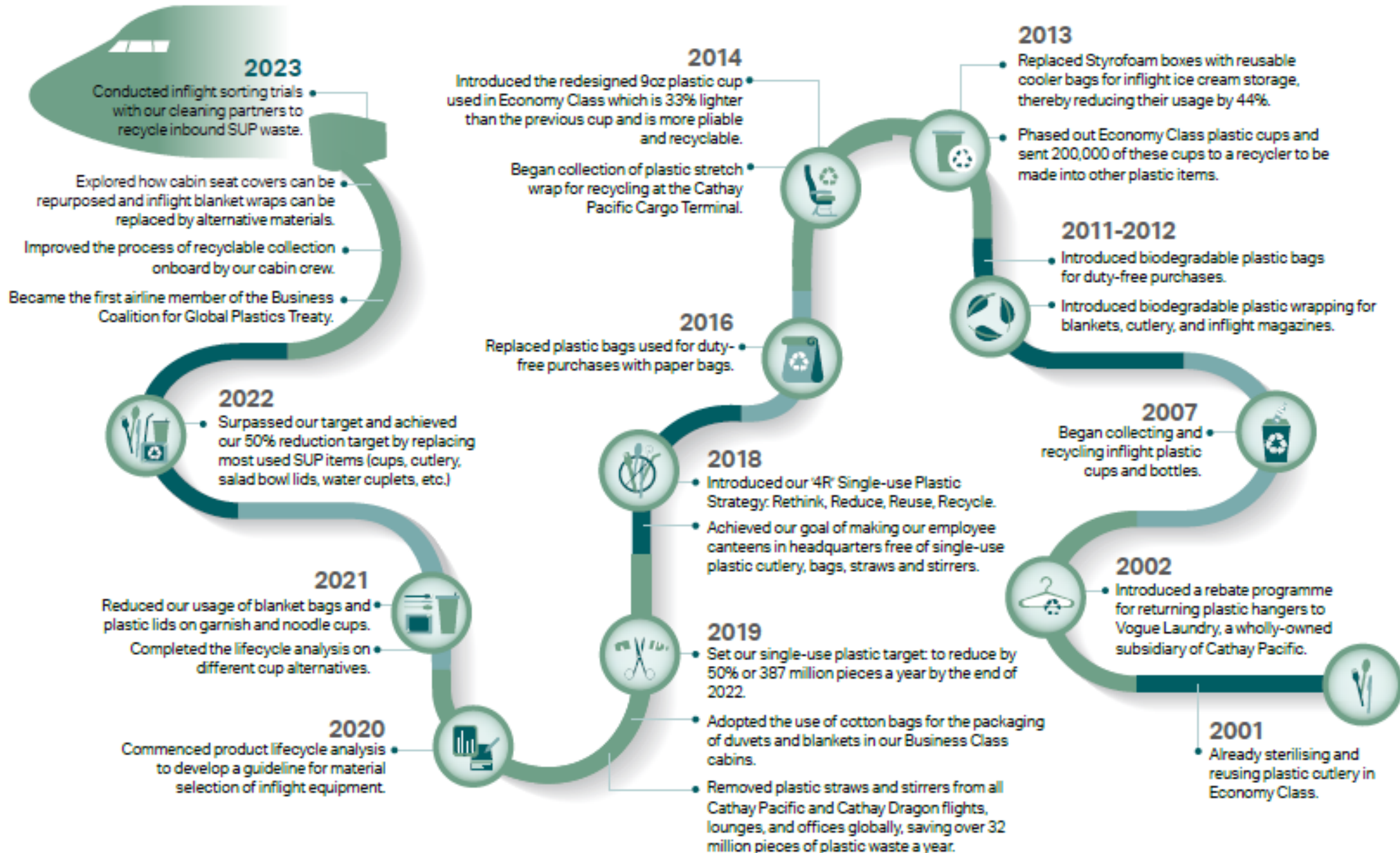
Continued our single-use plastic reduction.

Nearly **200 million** pieces of individual items were removed from baseline

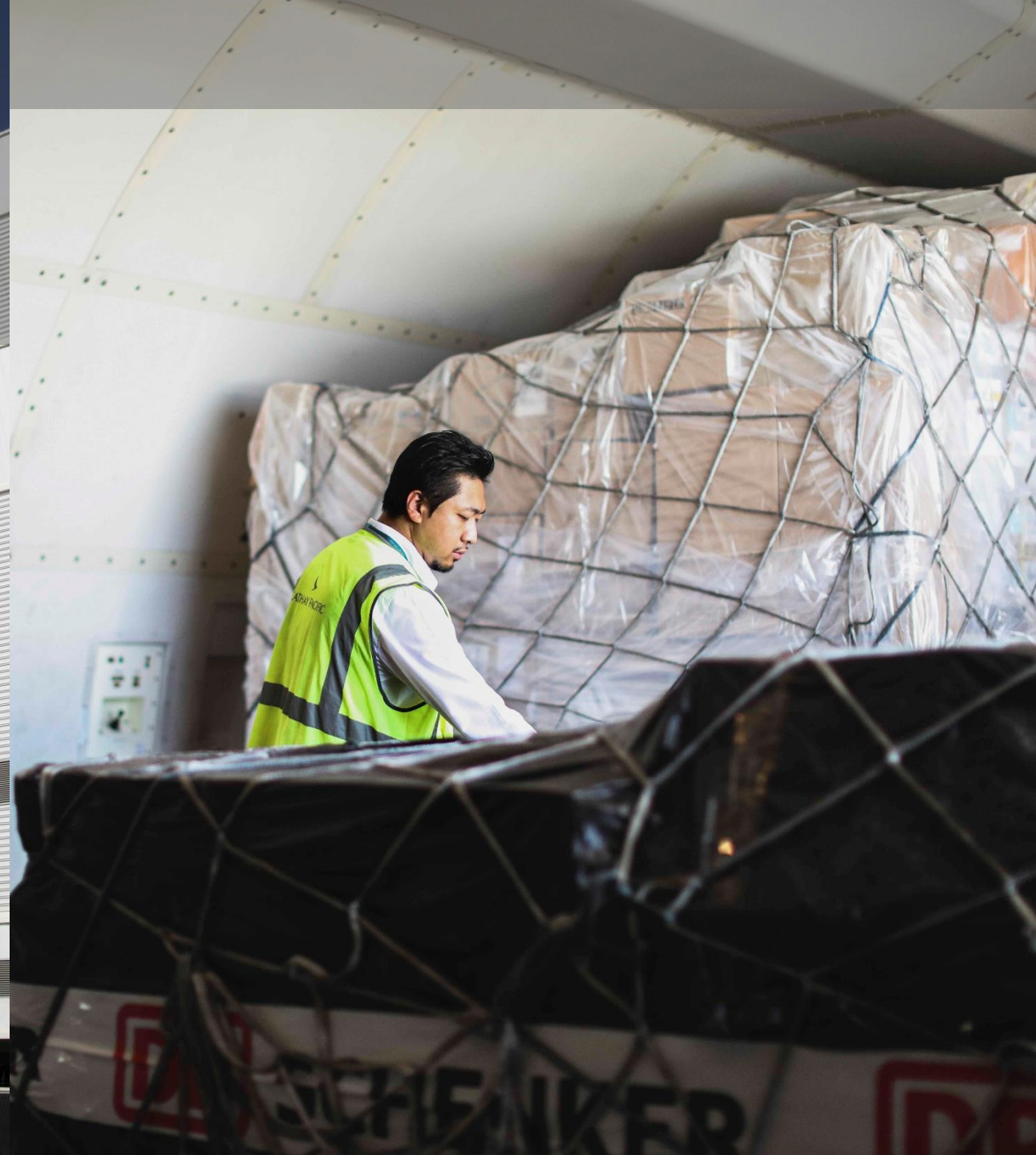
Surpassed our single-use plastic reduction target by reducing **56%** on a per passenger usage basis



Highlights of our plastic reduction journey



Cathay Cargo Terminal starts to adopt 50% recycled plastic cover sheets



New targets will be launched soon – stay tuned!



Usage target of SUP in customer experience

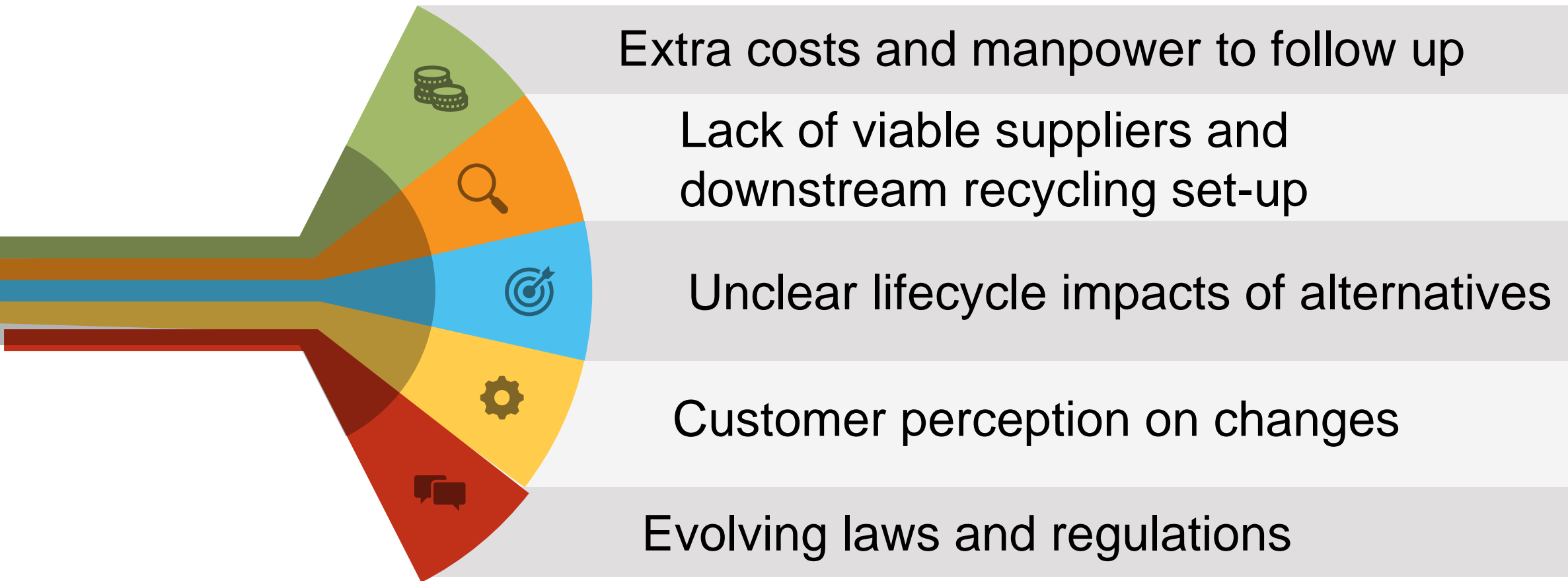


Cabin waste



What are some challenges and learning in the journey?

Some challenges we encountered in the journey...



Some of our approaches



Extra costs and manpower:

- Senior buy in
- Group target and roadmap
- Dual benefits of alternatives
- Tapping funding resources such as Swire SD Fund
- Automation of processes



Lack of viable supply or downstream treatment:

- Close partnership with advanced suppliers
- Trials & errors
- Support from government

Some of our approaches



Unclear lifecycle impacts of alternatives:

- Seeking information from suppliers
- Developing a material guideline referencing LCA



Manage customer perception on changes:

- Insights research
- Inflight trials
- Greener Together communications



Evolving new laws in different markets:

- Tapping industry resources (e.g. IATA, BEC)
- Exchanges among peers and practitioners

Check out our Greener Together video regarding SUP

