

# Environmental issues in the air

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The image shows the side of a white airplane fuselage with the word "FINNAIR" written in large, bold, blue capital letters. Below the text, a row of dark oval windows is visible. The background is a clear blue sky with some light clouds.

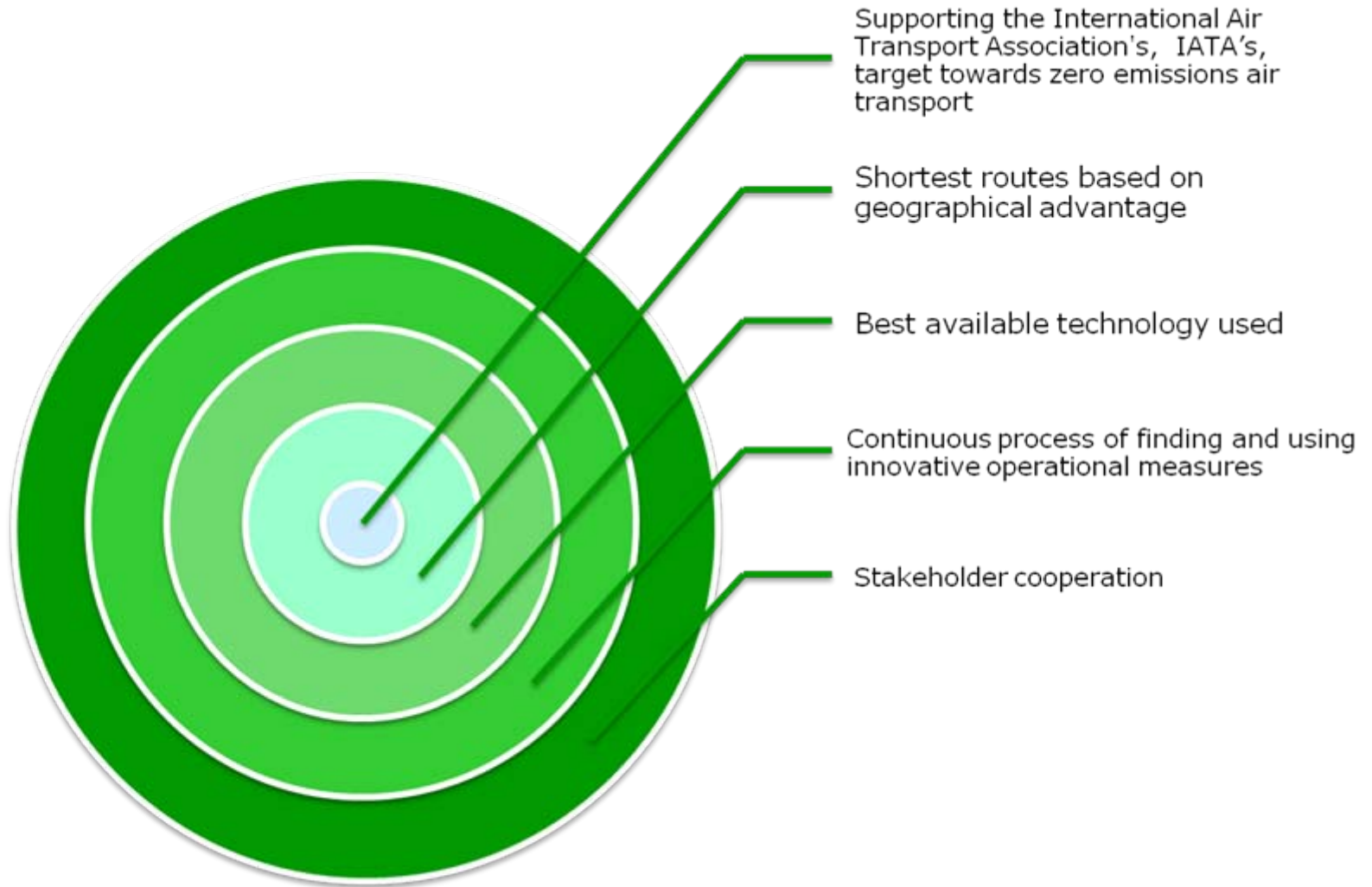
## Finnair's vision

Finnair aims to become the airline of choice for quality and environmentally conscious air travellers in intercontinental travel in the Northern Hemisphere.

## Strategy to get there

- ✈ Attractive, high-quality product
- ✈ Strong focus on Europe-Asia traffic
- ✈ Modern fleet
- ✈ Cost-efficient compared to competition
- ✈ Focused group structure

# A responsible world citizen



# Four pillar Strategy for environment

TECHNOLOGY

OPERATIONS

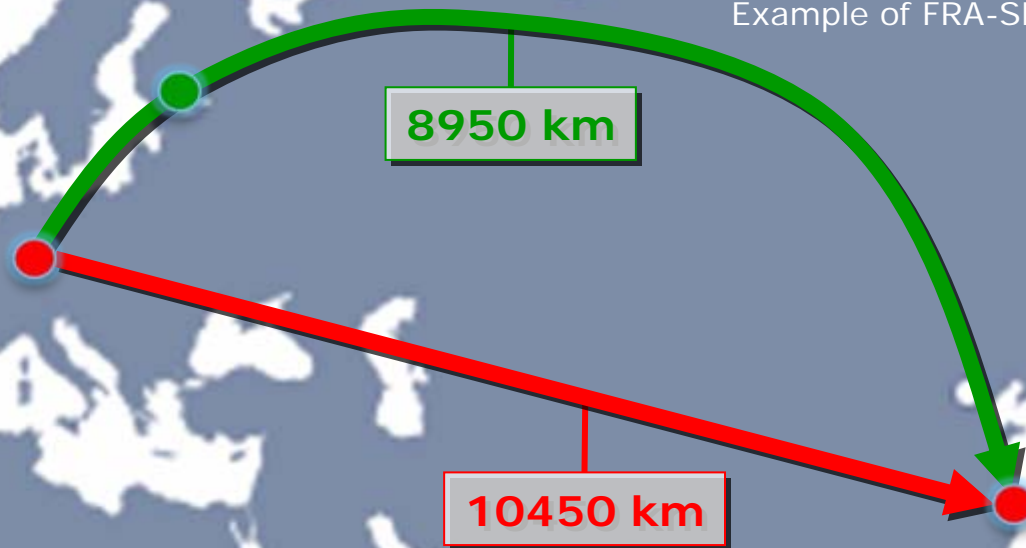
ECONOMIC MEASURES

INFRASTRUCTURE

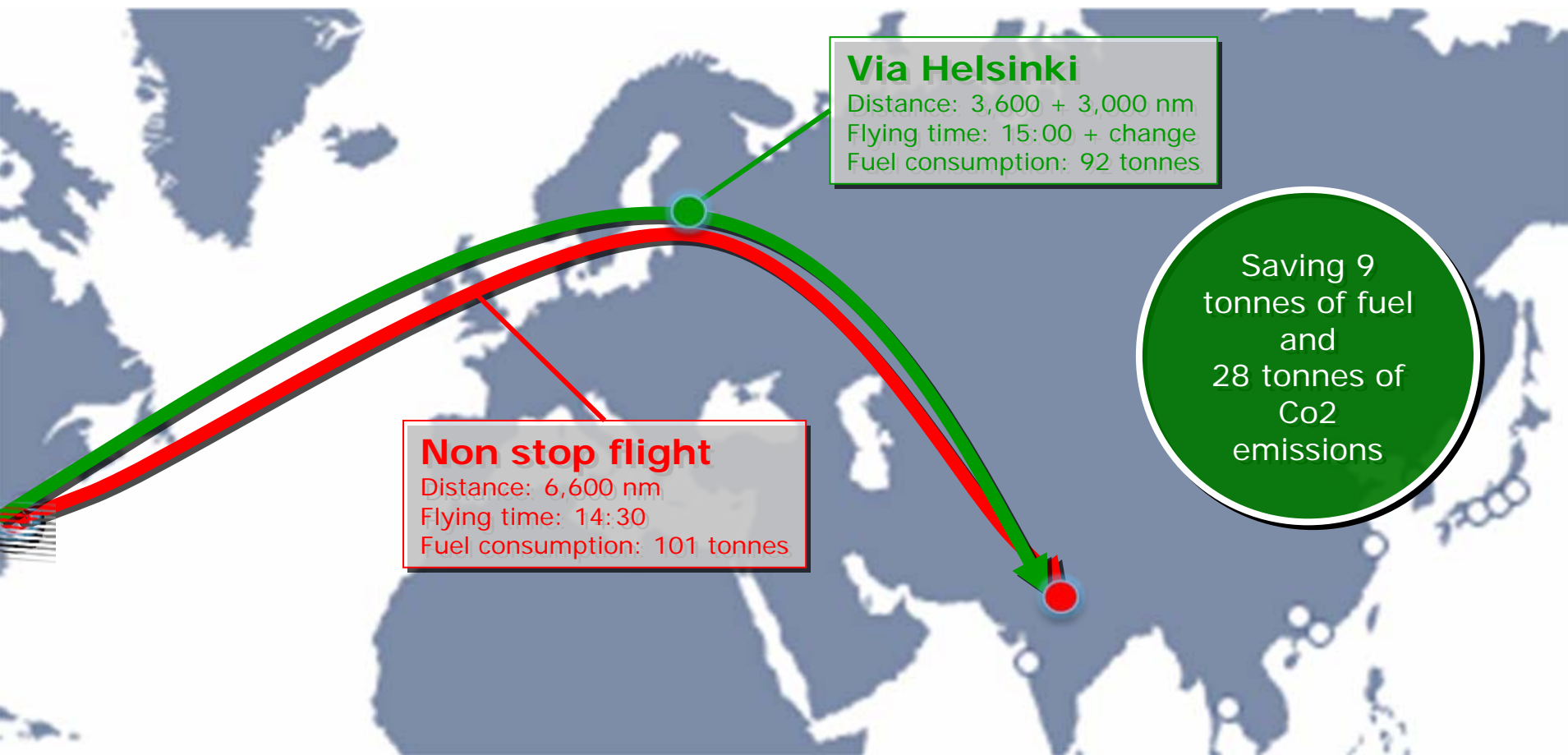
# The world is not a pancake

The shortest route between Europe and Asia goes via Helsinki.

The shortest direct route looks long on a flat map projection. Example of FRA-SHA route.



# Did you know? Long distance flights with stopovers are more eco-efficient.



New York – Delhi / Aircraft: Airbus A340-300

# How to be a **smart** traveller?

- ✈ By choosing an ecosmart airline with modern aircraft.
- ✈ Flying in the right direction throughout the flight.
- ✈ Avoiding big, over-crowded airports.
- ✈ By using intermodal transportation.

**With these choices emissions can be cut by up to 30 per cent!**

# Projects for 2009

- ✈ Aviation Global deal – sectoral approach needed for post-Kyoto
- ✈ Global reporting initiative –report (GRI)
- ✈ New emission calculator, own for Cargo
- ✈ Cargo ISO14001 environmental management system
- ✈ R&D cooperation (climate change, biofuels)
- ✈ Carbon disclosure project (continuation)
- ✈ Cooperation with customers to calculate and diminish ecological footprint
- ✈ Aviation and Sustainability–report for Finland together with stakeholders
- ✈ More info:

<http://www.finnairgroup.com/responsibility/index.html>

<http://blogs.finnair.com/>

# Departure 2093 - visions of future flying



What will the world look like in 85 years and how will we fly then? The ability to foresee the future and understand market changes is a prerequisite for success. We know this is not the way it's going to be, so let's talk about it!

[www.departure2093.com](http://www.departure2093.com)