

FLY QUIETER AND GREENER AIRLINE LEAGUE TABLE

AN AIRPORT PERSPECTIVE

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THE LEAGUE TABLE - BACKGROUND

- The Fly Quiet and Green Airline League Table is a key element of our Noise Action Plan
- Its main purpose was to provide transparency to our stakeholders that recognised airlines efficiency
- The “original,” Fly Quiet & Green programme was launched in 2017, following a review of the then 'Fly Quiet' programme.
- Each quarter an airline league table was published ranking the top 50 airlines performance against a number of strategic noise, emission and operational metrics
- Throughout the programme we observed a positive shift in performance from a number of airlines
- As a result of the pandemic and low traffic levels, the programme was paused in 2020.
- This was the ideal opportunity to take a step back and refresh the metrics to align with new business priorities such as carbon
- The results of the league table made international news!

Heathrow expands airline league table to incentivise emissions reductions

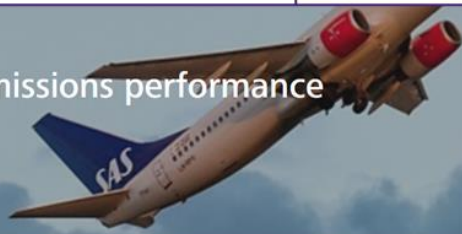
British Airways Tops Heathrow's 'Fly Quiet and Green' League Table

BUSINESS

Etihad rated among the quietest airlines at Heathrow

Airline league table is part of Heathrow's efforts to reduce emissions from all sources of activity at the airport

SAS best in class for noise and emissions performance at Heathrow



in Aerospace

Heathrow ranks airlines' emissions and night noise performance

Posted 16 June 2017



THE REFRESH PROCESS

- This has been a long journey!
- The previous method of calculation was incredibly manual
- We needed a way to reduce our workload, yet deliver the same outcomes as previous
- This is where Envirosuite delivered the solution
- We embarked on a multi element comms plan
- We presented at every meeting we could to get word out about our metrics
- We also engaged with internal teams on the new process
- The world had changed and now we had to consider **GREEN WASHING...**
- This resulted in the name change –

“Fly Quieter and Greener”

“Greenwashing is the practice of falsely claiming that a product or company is environmentally friendly or sustainable”

WHERE ARE WE AT NOW?

- The name change was an unexpected challenge
- It is amazing how many documents and references needed to be changed
- We are currently refreshing our public facing website to reflect the new metrics
- This includes a full explanation of how we calculate
- Our metrics and calculations, although agreed, are subject to updates e.g Climb Gradient failures
- Envirosuite have delivered a fully flexible package that allows us to “tweak.”
- We are aiming to go live in the next few weeks and release Q1 2024 data.



THE (DIS)BENEFITS OF A LEAGUE TABLE

- ✓ When you have noise abatement and other environmental requirements, how do you demonstrate to stakeholders that you are monitoring?
- ✓ The table is fully public which demonstrates transparency
- ✓ Publishing results gets the attention of airlines you may have trouble engaging with...
- ✓ The competition between flag carriers of nations drives positive improvements
- ✓ Beneficial for the airlines in that it shows they are making positive changes
- × Accusations of naming and shaming
- × You must have a good understanding of your operational environment so you can explain and rectify anomalies
- × You must strike the balance between operational efficiency and safety
- × Make sure that your data is fully accurate, and stand by it

“The Hawthorne effect is a type of human behaviour reactivity in which individuals modify an aspect of their behaviour in response to their awareness of being observed.”