

EcoLabel initiative and task force report

SAB 2019-02

Agenda Item 15

Cologne, 26 June 2019

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Working for quieter and cleaner aviation.

Your safety is our mission.

Label initiative

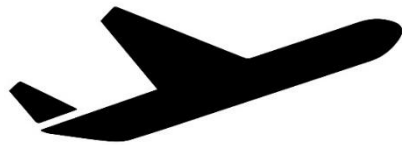


flygskam
Swedish "flying shame"



Aviation increasingly in the **spotlight**

Label initiative – a new approach at the right time



AIRCRAFT
Performance



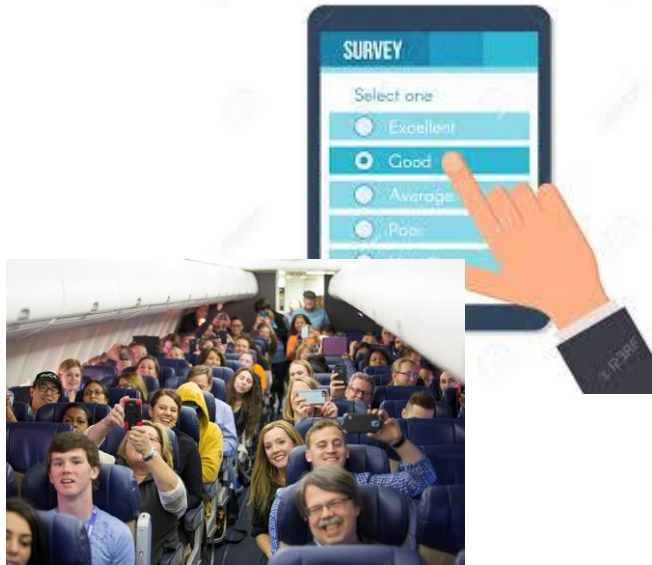
AIRLINE
Performance



AIRLINE Performance
@ Airports

Visualize and communicate environmental performance of aviation to the flying public, people around airports and the general public with a **label**

Label initiative – Passenger survey* results



Passengers...

... are not aware

e.g. 92% believe the share of aviation in CO2 emissions is more than 4%

... 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

80% are positive or neutral

Label initiative – Let's give a clear signal

AIRCRAFT

AIRBUS A320-214
CFM56-5B4/3 Engines



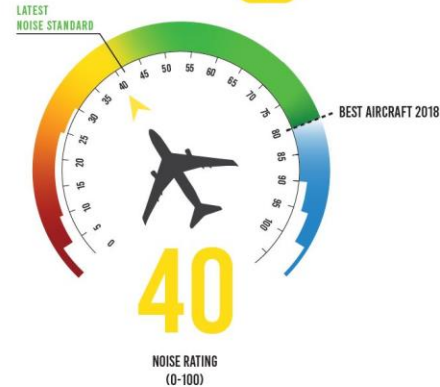
Air Quality



Ratings are based on this aircraft's certified noise and nitric oxides (NO_x) emissions relative to ICAO limits. The higher the rating the lower the emissions.



Noise



FOLLOW LINK TO LEARN MORE ABOUT AIRCRAFT ENVIRONMENTAL PERFORMANCE AND UPCOMING CO₂ CERTIFICATION.

Label initiative – Task force outcome

- The task force worked to mature the concept
 - Member States (CH, DE, FI, FR, UK)
 - Industry (ACI, Airbus, Lufthansa, Safran, Wizz Air)
 - European Commission
- Candidate indicators have been found appropriate
- Graphical concepts have been short listed
- Issues for attention have been identified
 - Need to have clear messages for CO₂
 - Further stakeholder engagement needed
 - Communication campaign and prototyping proposed

Label initiative – Benefits



- A clear, visible signal from aviation
- Based on robust standards and data
- European-wide Communication Campaign
- Reference information for public debate
- Highly recognisable, simple label graphics
- Credible, transparent, specific
- Progress monitoring and benchmarking through EAER
- Input to CleanSky and other funding programmes

Label initiative – Phase I Proof-of-concept



Develop a communication campaign by 12/2019

- To increase awareness
- To inform about aviation+environment
- To increase transparency by giving concrete performance information in form of the aircraft label



EASA opens for early applications for CO₂ as of 10/2019 (mandatory only as of 2028, continuous process)



Finalise aircraft label by 12/2019

- Address technical issues raised in the task force
- Finalise design and metrics for noise and NO_x emissions

Label initiative – Phase II Roll out



Implement the 1st communication campaign with launch partners including aircraft label

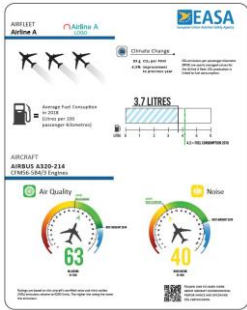


Create a governing structure with Member States, Industry and NGOs based on experience in Phase I

Label initiative – Phase III Operation



Aircraft label operational and managed by governing body

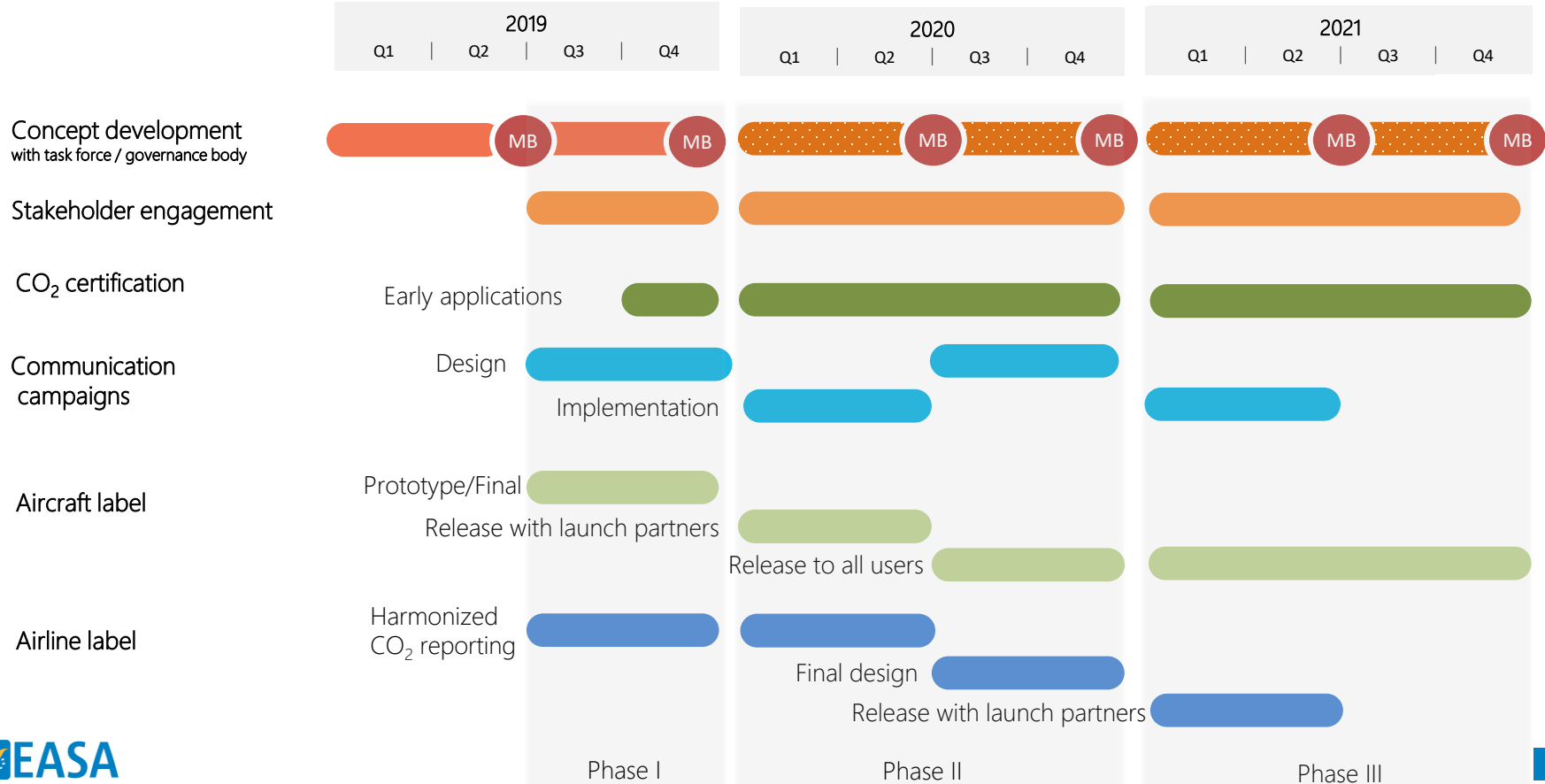


Airline information released with launch partners



Implement 2nd communication campaign

Label initiative – Roadmap



SAB is invited to:

- Provide comments on the task force report
- Suggest tools for wider engagement (e.g. dedicated Workshop)

EASA is looking for launch partners to develop the communication campaign and use the label

