



Jacob Fleming Conferences
THE WORLD OF STRATEGIC NETWORKING

30th & 31st January 2007
Sheraton Hotel Brussels Airport,
Brussels, Belgium

Sustainable Aviation 2007

Achieving sustainable growth in aviation...

Understanding why being environmentally and socially responsible is the only way we can fly our future ahead



SPEAKERS PANEL



FEATURING CHAIRMAN:
Professor Dr. Arturo Benito
Head of Air Transport
Department, **Madrid**
Polytechnic University

Andy Kershaw, Climate Change Manager, **British Airways**

Dr. Karlheinz Haag, Head of Environmental Issues, **Lufthansa**

Jaime García, Senior Manager Environmental Corporate Affairs, **Iberia**

Niels-Erik Nertun, Director Environment & Sustainability, **SAS Group**

Stefanie Aust, Environmental Programm Manager, **Easyjet**

Christer Haglund, Vice President Corporate Communications, **Finnair**

Tim Johnson, Director, **Aviation Environment Federation**

Susan Bird, Policy Coordinator, **European Commission Directorate General CSR**

And many others

UNMISSABLE HIGHLIGHTS AT SAF 2007

- **Real** life case study from British Airways on approaches for climate change issues
- **Find** out how SAS Group consistently develop sustainable development initiatives
- **Hear** an expert environmentalist, Tim Johnson, on the impact of and potential alternatives for European Trading Scheme
- **Discover** how Eurocontrol plans to support efficiency increase of airlines and airports
- **Hear** from Easyjet why efficiency is the way forward and find out what they are doing
- **Understand** how Iberia faces environmental and social constraints to ensure continuous grow
- **Take** part in the discussion on how the European Commission for Corporate Social Responsibility can support the aviation industry

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Dear colleagues,

Achieving sustainable growth in aviation...

I am delighted to introduce to you the forthcoming **Sustainable Aviation Forum – SAF 2007** – which will bring together senior executives from across the aviation sector, to share their thoughts on how the industry can achieve sustainable growth.

SAF 2007 is dedicated to providing you, as a business leader, with actionable insights into how the aviation can satisfy, in a sustainable manner, the travel demand required by the future development of our society.

I'm sure you'll agree there is no "silver bullet" in achieving sustained growth these days...especially in light of growing regulatory reforms and consumer concerns. **SAF 2007** will unravel the many challenges each of us face. The forum will take a holistic view, with special attention to Environmental Management and Corporate Social Responsibility issues, and then demonstrate how stakeholder collaboration is the best way to move forward.

The forum is a significant event in that it will underscore the values of focus, commitment and continuity. It offers simple evidence that these, beyond mere platitudes, directly underpin success. The forum goes on to outline for executive management the challenges of selecting and sticking with a longer-term strategy; the difficulties of too many simultaneous initiatives, many of which are not aligned with the strategy; and flawed performance measures and incentives.

I have great faith in this agenda and in my industry colleagues who share my belief that by working together the aviation industry can respond to its greatest challenge.

As your chair I look forward to welcoming you to **Sustainable Aviation Forum 2007** in Brussels in late January, 2007.

Warmest regards,

Arturo Benito
Head of Air Transport Department,
Madrid Polytechnic University

Marcelo Moller
Programme Manager,
Sustainable Aviation Forum

Day One, 30th January 2007

8:30 Registration and welcome coffee

9:00 **Opening remarks from Chairman**
Arturo Benito, *Head of Air Transport Department, Madrid Polytechnic University*

▶ Macro Outlook on Aviation Sustainability

9:20 **Defining the impact of the aviation industry towards the environment and the society**

- The contribution of aviation to global climate change
- Reconciling demand growth with emissions reduction
- Regional differences in the environmental impact of aviation and public awareness
- Regulatory, industry, individual and corporate initiatives

Peter Morrell, *Professor Department of Air Transport, Cranfield University*

9:50 **Understanding potential environmental regulation changes and preparing to act accordingly**

- Understanding the impact of green and social taxation
- Extending EU-ETS towards aviation
- International perspectives – Europe, Americas, Pacific-Asia

Jasper Faber, *Senior Consultant, CE Delft*

10:20 **Discussing the political context of Corporate Social Responsibility in Europe**

- Assessing current developments of CSR policies in Europe: the implications for business
- Industry engagement with CSR: what can be done?... how can it be done?... and what should be expected from it?
- Preparing for the future: how to path the responsible way ahead

Susan Bird, *Policy Coordinator – CSR, European Commission*

11:00 Morning break

▶ Airlines Corner – Individual Perspectives

11:30 **Examining the future challenges for achieving sustainable growth in the airline business**

- Managing environmental and social programs: approaches, investments and costs related
- Avoiding liabilities: legal, environmental, social
- Increasing competitiveness through a stakeholder responsible attitude

Jaime García Blázquez, *Head of Environmental Affairs, Iberia*

Niels-Erik Nertun, *Director Environment & Sustainability, SAS Group*

Christer Haglund, *Vice President Corporate Communication, Finnair*

Stefanie Aust, *Environmental Programme Manager, Easyjet*

▶ Airlines Corner – Moderated Discussion

12:20 **Examining the future challenges for achieving sustainable growth in the airline business**

This highly interactive discussion will feature the above presenters and be moderated by: Peter Morrell, Professor Department of Air Transport, Cranfield University.

13:00 Lunch

▶ The Economics of Sustainability

14:10 **Appraising how companies are rated in sustainability indexes and how to improve classification together**

- General overview of sustainability indexes: importance, facts and figures
- Understanding the evaluation criteria
- Improving performance: what aviation industry companies should do to improve their classification

Dirk Van Braeckel, *Head of Research Sustainability Rating Indexes, Vigeo Group*

14:50 **Internalising sustainability: the path forward under carbon constraints**

- Aviation, the EU ETS, and broader carbon markets
- Creating a system wide approach to addressing carbon market challenges
- Estimating the cost of carbon credits under multiple scenarios
- Identifying and evaluating carbon market opportunities

Melinda Harris, *Senior Economist, ICF International*

15:30 Afternoon break

▶ Environmentalist Views on the Aviation Industry Challenges

16:00 **Understanding the environmentalist perspective on the aviation industry impact**

- Attending future demand being environmentally responsible: will it be possible?
- Is emission trading the solution? What are the alternatives?
- Defining the environmentalist agenda for the aviation industry in medium term

Tim Johnson, *Director, Aviation Environment Federation – AEF*

16:40 Chairman's closing remarks

16:50 Close of Day One

Drinks Reception

Day Two, 31st January 2007

8:00 Registration and welcome coffee

8:20 Opening remarks from Chairman
Arturo Benito, *Head of Air Transport Department, Madrid Polytechnic University*

▶ Opening Keynote address

8:30 Creating a sustainable virtuous cycle through out the value chain

- Developing a systematic approach to sustainability allowing stakeholders to join efforts and share results
- Implementing an efficient aircraft recycling program at the end of its life-cycle
- Defining rules and roles in the value chain

Dr. Michael Tretheway, *Executive Vice President, InterVISTAS Consulting Inc.*

9:10 Creating the future – impacts of new engine technologies to come

- What are the latest engine technology trends and how they will impact the industry?
- Preparing for bio-fuel: will bio-engines ever come?
- What are the short and long term forecasts for emission levels and fuel utilization?

Harold Jones, *General Manger Environmental Affairs, GE Aviation*

9:40 How fuel suppliers can support the industry to cope with demand growth in a responsible way

- Clean transport fuels: A holistic approach for the aviation sector

Sandrine Dixon-Declève, *Executive Director Europe & Africa, International Fuel Quality Center (IFQC)*

10:00 Morning coffee

10:20 Joint presentation Case Study: The challenges of sustainability reporting and how they can be mastered – Lufthansa's way

- The importance of dependable information for sustainable development and long term business success
- Why professional sustainability reporting should be embedded into the strategic IT landscape
- The features and possibilities of a practical tool and how Lufthansa has benefited from it

Dr. Karlheinz Haag, *Head of Environmental Issues, Lufthansa German Airlines*

Bert Schulze, *Vice President Sales, TechniData AG*

11:00 Using Air Traffic Management to support sustainability

- Increasing gate-to-gate efficiency to reduce emissions, local noise and contrails
- Managing capacity and congestion
- Consolidating air spaces – future development on single skies initiative

Andrew Watt, *Environment Domain Manager, Eurocontrol*

▶ Keynote address

11:40 ▶ CASE STUDY BA climate change management

- Improving fuel and energy efficiency to reduce BA's impact on climate change

- Influencing the police debate on regulations and policies towards the environment
- Supporting research of new technologies to cope with the demand to accelerate the reduction on emission levels

Andy Kershaw, *Climate Change Manager, British Airways*

12:20 Lunch

▶ Stakeholder Forum

13:10 Facing future challenges for the entire value chain sustainability

- Recycling aircrafts
- Maximizing ROI
- Establishing local and international successful partnerships

Andy Kershaw, *Climate Change Manager, British Airways*

Harold Jones, *General Manger Environmental Affairs, GE Aviation*

Andrew Watt, *Environment Domain Manager, Eurocontrol*

Sandrine Dixon-Declève, *Executive Director Europe & Africa, IFQC*

Stefanie Aust, *Environmental Programme Manager, Easyjet*

Moderated by: Abyd Karmali, *Managing Director, ICF International*

▶ The Role of CSR

13:50 ▶ CASE STUDY Implementing CSR policy – The KLM experience

- Taking care of employees – higher productivity and satisfaction leading to better service quality
- Contributing to local communities – how to develop joint initiatives with NGOs
- Establishing a strong dialogue with stakeholders to promote a responsible value chain
- Environmental challenges: KLM's view on emission trading

Maarten Koopmans, *Head of Airport & Environmental Strategy, KLM Royal Airlines*

14:20 Adopting the concept of Corporate Social Responsibility in the aviation industry

- Understanding the importance of CSR
- Benefiting from CSR: how can it add value to the business
- Creating a better society

Jan Noterdaeme, *Senior Director Strategy & Stakeholder Relations, CSR Europe*

14:50 Coffee break

▶ Interactive Discussion:

15:00 Predicting the way forward – interactive discussion with Lufthansa

Dr. Karlheinz Haag, *Head of Environmental Issues, Lufthansa German Airlines*

Moderated by: Arturo Benito, *Head of Air Transport Department, Madrid Polytechnic University*

15:30 Chairman's closing session

15:50 Close of Conference



Arturo Benito, Head of Air Transport Department, **Madrid Polytechnic University**

Before taking that position, he worked for Iberia Airlines of Spain. Within Iberia, he has been Head of Performance and Power Plant Engineering Department, Head of Aircraft Analysis in the Planning Group and Director Corporate Studies in the Strategic Planning Department. Since 1997 until May 2006 was Director Fleet Planning & Environment. He has been Chairman of the IATA Environmental Task Force (2002-2005), Chairman of AEA Infrastructure Environment Committee (2003-2006) and advisor of the Spanish delegation in ICAO Committee on Aviation Environmental Protection (CAEP).



Dr. Karlheinz Haag, Head of Environmental Issues, **Lufthansa German Airlines**

Dr. Ing. Karlheinz Haag studied aero-space engineering at the Technical University Aachen from 1975 to 1981. As junior scientist he then worked at the Institute for Mechanics at the Technical University Aachen where he made his doctoral degree too. Between 1988 and 2002 he worked at German Aerospace Center (DLR e. V.) in several management functions. As Program-Director Aeronautics he was responsible for the management of DLR's aeronautics research programs between 1998 and 2002. Since 2002 he is head of the department "Environmental Issues" at Lufthansa German Airlines



Jaime García Blázquez, Senior Manager Environmental Corporate Affairs, **Iberia**

Mr. García works as senior manager at Iberia's environmental corporate affairs department. He has a major Degree in Law and a Master's Degree in Corporate Environmental Management. Since 2000, he teaches environmental law at Madrid's Bar Association Training Institute and has published several works related to this subject. He joined Iberia's Environmental Department in 1998 and since then has carried out a wide variety of projects related to air transport environmental management. Since 2004 he has been attending IATA's Environmental Committee and AEA's Environmental Working Groups.



Maarten Koopmans, Head of Airport & Environmental Strategy, **KLM Royal Dutch Airlines**

Mr. Koopmans has been working with KLM for eight years in various fields. He has worked as a project manager, managing change projects and as operational manager in jet engine maintenance. Currently, Maarten is head of Airport & Environmental Strategy at KLM, responsible for reinforcing KLM's position at the main port Schiphol and KLM's sustainability policy.



Niels-Erik Nertun, Director Environment & Sustainability, **SAS Group**

Mr. Nertun works as environmental director of SAS group since 1994. Prior to this position he was the national manager for health, safety & environment at SAS and head of health & environmental department at ABB. He has a major Degree in Natural Sciences from the University of Oslo, and has published many articles on environmental related issues in air transport. He is a guest lecturer at various universities and institutes in Europe and actively participates in several national and international committees related to environment.



Jasper Faber, Senior Researcher, **CE Delft**

Mr. Faber is a senior researcher/consultant at CE Delft. He has worked for a large number of clients, including ICAO, the European Commission, national administrations, airlines, aircraft manufacturers and NGOs. Recent projects include the impact assessment of the inclusion in ETS for the European Commission (DG Environment) and a study on the inclusion of bunker fuels in a post 2012 climate policy regime for the Dutch government.



Melinda Harris, Senior Economist, **ICF International**

Melinda Harris is a senior economist and project manager with ICF Consulting. Over the past 20 years, Ms. Harris has developed expertise in a broad range of environmental and economic policy issues and has more than 10 years of experience in managing large scale projects and contracts for clients in the public and private sectors. She has an extensive background in the application of market based approaches to addressing environmental issues.



Dirk Van Braeckel, Head of Research Sustainability Rating Indexes, **Vigeo Group**

Dirk holds a university degree in environmental sciences and environmental policy. He started his career as worker in sociological training. Later on he became coordinator of 'Arbeid en Milieu' (Labor and Environment), a cooperation platform between trade unions and environmental movements, where he acquired his experiences in advocating social and environmental issues. In 1999 he started working as a CSR analyst for Ethibel/Stock at stake, where he specialized in methodology development and the research of environmental issues, and became Head of Research in 2002. Currently, he is Head of SRI Research at Vigeo Group.



Susan Bird, Policy Coordinator – CSR, **European Commission**

Sue Bird has been with the European Commission for 16 years now, and has had responsibility across a number of policy areas, including regional policy, industry policy, research and development, and information society. She has coordinated all the Commission's Structural funding (economic development aid) for Slovakia for 2004-2006. She has had a coordinating role across the Telematics Applications Programme, for research and development in public sector information society initiatives. Sue is currently Policy Co-ordinator in the Commission's DG for Employment, Social Affairs and Equal Opportunities, where she covers Corporate Social Responsibility and Local Employment Development.



Stefanie Aust, Environmental Programme Manager, **easyJet**

After graduating from the London School of Economics with a Masters in European Politics in 2006, Stefanie Aust started her career in Brussels with an internship in the European Parliament followed by a stage in the European Commission's DG Employment and Social Affairs. Subsequently she moved into consultancy in Brussels and Berlin. Since the beginning of 2006 she has been working for easyJet as Public Affairs Manager and was appointed Environmental Programme Manager in October 2006.



Christer Haglund, Vice President Corporate Communication, **Finnair**

Mr. Haglund has been responsible for Finnair's corporate communication since 2000, strengthening Finnair's voice on sustainable development, and striving towards common environmental targets worldwide. Prior to that he has worked as head of press during the Finland's EU Presidency, as the director of media at the Ministry for Foreign Affairs in Finland, and as the press secretary at the Embassy of Finland in Stockholm and in New York.



Tim Johnson, Director, **Aviation Environment Federation**

Tim has been working in the national and international aviation environmental policy field for seventeen years, as a representative of the environmental sector, and as a consultant. He is currently Director of the Aviation Environment Federation (AEF) and represents the environmental NGOs at meetings of the International Civil Aviation Organisation's Committee on Aviation Environmental Protection (CAEP) (including being on its task forces addressing emissions trading and charges).



Peter Morrell, Professor Department of Air Transport, **Cranfield University**

Professor Morrell is the Director of Research at the Department of Air Transport at the Cranfield University, the European Editor for the Journal of Air Transport Management, works on editorial board of Tourism Economics, and is a Fellow of the Chartered Institute of Transport. He started his career after graduating in economics from Cambridge University and subsequently gained a Masters in air transportation from the Massachusetts Institute of Technology, where he worked on NASA sponsored research into airline forecasting and profitability. He has a doctorate in airline capital productivity from Cranfield University. He has been involved in numerous airline and airport projects worldwide. He also directed a number of major studies for the European Commission on air transport.



Harold Jones, General Manager Environmental Affairs, **GE Aviation**

Mr. Jones joined GE – Aviation in 1998 as the manager of the Evendale Operations EHS program. After this assignment he worked as a Six Sigma Master Black Belt supporting the Supply Chain Structures Center of Excellence. After Six Sigma, Harold managed the Supply Chain EHS organization. In 2003, Harold was promoted to his current role. Prior to GE – Aviation, he led the GE HealthCare Services EHS program. Harold also taught at Civil Engineering at Marquette University from 1992 through 1994. Harold holds Ph.D., MS and BS degrees in Civil Engineering from Marquette University, and is a licensed professional engineer.



Sandrine Dixon-Declève, Director, **International Fuel Quality Center (IFQC)**

Ms. Dixon-Declève is the Executive Director for Europe & Africa for HART Energy Consulting. She has over 18 years experience in European environmental policy development and regulatory analysis, with a special focus on how air quality and vehicle emissions relate to clean fuels. Ms. Dixon-Declève has worked as an advisor to the European Commission, Members of the European Parliament and transportation industry representatives on fuel quality legislation including automotive gasoline and diesel, marine fuels and biofuels and has published numerous articles on these topics as well as on trade & environment, and sustainable transport. She increasingly advises countries across the globe on the development of fuel quality strategies and has recently worked with the UNEP, Asian Development Bank, USAID and developing country governments on various fuel quality projects and training workshops. She holds an M.Sc. in Environmental Sciences from l'Université Libre de Bruxelles and a B.A. in International Relations and French from University California Davis.



Jan Noterdaeme, Senior Director Strategy & Stakeholder Relations, **CSR Europe**

Before joining and helping to set up CSR Europe in 1996, Jan worked for the European Commission Directorate General on Employment, Industrial Relations and Social Affairs. He was involved in the European Poverty III Programme and the creation of the European Platform of Social Non-Governmental Organisations. He then coordinated the launch of the European Business Declaration against Social Exclusion – an initiative launched by President Jacques Delors and 20 European Business Leaders in January 1995. Jan has a masters degree in Law.



Dr. Michael Trethewey, Executive Vice President, **InterVISTAS Consulting Inc.**

Mike Trethewey is Executive Vice President with InterVISTAS Consulting Inc. The InterVISTAS Consulting Group is an employee owned consulting practice with offices in Vancouver, Washington D.C., Chicago, Ottawa, Winnipeg, San Juan Puerto Rico, and London UK. InterVISTAS specialises in the transportation and tourism industries, and has grown to a practice of over 65 team members. Dr. Trethewey earned a Ph.D. in economics from the University of Wisconsin and served for 14 years as Associate Professor in the Faculty of Commerce and Business Administration at the University of British Columbia, where he continues as an Adjunct Professor. He has served as an advisor to governments, industry and consumer groups in the U.S., Canada, Australia, New Zealand, Africa, and the European Union. He has taught in Canada, France, Brazil, China and Malaysia. Before co-founding InterVISTAS Consulting in 1997, Dr. Trethewey served as Special Advisor to the President & CEO of the Vancouver International Airport Authority, and was responsible for the marketing of the airport.

Sustainable Aviation 2007

30th & 31st January 2007, Sheraton Hotel Brussels Airport, Brussels, Belgium

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