AIRPORT CARBON ACCREDITATION
Communications & Transparency
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STARTING POINT

LIMITED FOCUS ON COMMUNICATIONS (2007-2008)

> No airport industry CO2 reduction target
  - Local impacts dominate airport environmental agenda & strategies
  - +500 European airports & 46 countries
  - EU ETS extension to aviation
    = trigger for ACI EUROPE early positioning

Emissions trading right approach towards ever more sustainable aviation

> Focus on individual airport process & performance
  - Raising awareness on aviation & climate
  - Providing guidance on carbon management

June 2008: commitment to develop European-wide scheme
**DEVELOPMENT**

**▪ CARBON MANAGEMENT TOOL**

- Membership in driving seat & external expertise

- Objective: engage airports in carbon management
  - 1. MEASURE  2.REPORT  3. REDUCE
  - … Towards carbon neutrality

- **Established standards = Greenhouse Gas Protocol (WBCSD & WRI)**
  - Adapted to airport environment
Certification programme | rules & guidance

- Level 1: Carbon footprint & policy
- Level 2: Emissions reduction target, carbon management plan & annual reductions
- Level 3: Engagement of 3rd parties & measurement of their emissions
- Level 3+: Offsetting own Scope 1 & 2 emissions

Institutional endorsement & support
1. PUTTING CLIMATE ON RADAR SCREEN OF AIRPORTS

- Airports = 5% of total aviation CO2 emissions

- Need to move from LOCAL to GLOBAL impacts
  - Anticipating climate, societal & policy developments

- Earning the “license to grow” = future proofing
COMMUNICATION CHALLENGES (2)

2. EDUCATING STAKEHOLDERS & COMMUNITIES

- The airport’s remits: scope 1, 2 & 3
  - Ops stakeholders engagement & cooperation

- Carbon neutrality
- Pushing airports & Climate Action
COMMUNICATION CHALLENGES (3)

3. SECURING AIRPORT PARTICIPATION…
   … CREATING PEER PRESSURE

> “For airports by airports” = relevance, ownership & community
   - Flexibility & no one-size-fits-all
   - Trust & engagement
   - Not a commercial endeavour (revenue neutral & ACI EUROPE’s sustainability practice)

> Credibility
   - ACI EUROPE = owner, BUT Independent management = WSP
   - Strong & transparent Governance = role of Advisory Board
   - Institutional recognition & support
COMS TOOLS & OUTREACH (2)

- TRANSPARENCY, TRACKING PERFORMANCE & PROGRESS

ACCREDITED AIRPORTS OVER TIME – GLOBAL

- Level 1
- Level 2
- Level 3
- Level 3+
- % Passenger traffic

Y1: 17
Y2: 43
Y3: 63
Y4: 84
Y5: 102
Y6: 125
Y7: 156
Y8: 189
Y9: 237
Y10: 274
COMS TOOLS & OUTREACH (3)

- **KPIs = CORE TO COMMUNICATIONS**

  - Number of accredited airports (total and per accreditation level)
  - Accreditations growth (vs. previous year)
  - Aggregate scope 1 & 2 CO2e absolute emissions reductions from airports at all levels of accreditation (vs. 3-year rolling average) [tonnes of CO2e; %]
  - Scope 1 & 2 CO2e relative emissions reductions per passenger and per traffic unit from airports at all levels of accreditation (vs. 3-year rolling average) [kgs of CO2e; %]
  - Absolute change (vs. previous year) in offsetting of aggregate scope 1 & 2 & staff business travel emissions from airports at level 3+ [tonnes of CO2e; %]
  - Absolute change (vs. previous year) of scope 3 emissions from airports at levels 3 and 3+ [tonnes of CO2e; %]
  - Distribution of offsets per offsetting programme and project type
COMS TOOLS & OUTREACH (4)

- PUBLICATION OF CASE STUDIES
COMS TOOLS & OUTREACH (5)

▪ +50 PRESS RELEASES

▪ ACA NEWS LETTERS
COMS TOOLS & OUTREACH (6)

▪ INCENTIVISE & SUPPORT MEMBERS’ COMS

> In-terminal banners & videos, social media & web collateral, brading of vehicles/equipment, gadgets & goodies, certification ceremonies, etc…
COMS TOOLS & OUTREACH (7)

- **SOCIAL & DIGITAL**
  - Facebook: 38,000
  - Twitter: 1,700
  - Instagram: 484

- **ANIMATIONS**
  - Life Is About Movement
  - European airports reduce over 160,000 tonnes of CO2...
  - How much CO2 was reduced by European airports in the...
  - What would you like to change?
SUSTAINABILITY INFLUENCERS

- Kate Nelson @ Brisbane Airport, Australia
- Gittemary @ Hamburg Airport, Germany
- Margarita Samsonova @ Heathrow Airport, UK

83,000 followers
40,000 followers
105,000 followers
OUTCOMES

▪ ENABLING & DELIVERING CO2 REDUCTIONS

▪ GLOBAL EXPANSION

YEAR 1 (2009/2010)
Launched in Europe

YEAR 2 (2010/2011)

YEAR 3 (2011/2012)
Extension to the Asia-Pacific region

YEAR 4 (2012/2013)

YEAR 5 (2013/2014)
Extension to the African region

YEAR 6 (2014/2015)
Extension to the North American and the Latin American & the Caribbean regions

YEAR 7 (2015/2016)

YEAR 8 (2016/2017)

YEAR 9 (2017/2018)

YEAR 10 (2018/2019)
2019 marks 10 years since the launch of Airport Carbon Accreditation. New offsetting requirements and recommendations were introduced raising the offsetting standards in the airport industry. 49 airports upgraded to a more demanding accreditation level, marking the highest rate of upgrades since the programme’s launch. There are 50 carbon neutral airports across the world.
OUTCOMES (2)

▪ AIRPORT CARBON MANAGEMENT = MAINSTREAM
OUTCOMES (3)

▪ AIRPORT EFFICIENCIES – Beyond CO2 reductions...

> Improve internal communications & alignment

Melbourne airport

Airport Carbon Accreditation has allowed Melbourne Airport to demonstrate our commitment to better understanding and then reducing the carbon emissions under our control. Accreditation has helped us to focus our efforts on developing a carbon management plan and emissions reduction targets to prepare for achieving level 2 Reduction. Teams across the airport have started working collaboratively to achieve these goals. This will increase the efficiency in which energy reduction projects, and hence greenhouse gas emissions savings are delivered.

Salvador de Bahia airport

Also, the accreditation has led to stronger cooperation between different airport departments, such as environment, operations, and finance, building strong multidisciplinary teams.

> Staff retention & attraction
UNFCCC and ACI join forces to promote carbon neutral and sustainable airports

Paris, France: As the global climate negotiations continue, the airport industry trade association Airports Council International (ACI) and the carbon standard Airport Carbon Accreditation signed a partnership with the United Nations Framework Convention on Climate Change (UNFCCC), at a special side event at COP21 yesterday.
OUTCOMES (5)

▪ OTHER RECOGNITIONS

One of the Top 3 European Low Carbon Economy initiatives
WORLD YOU LIKE Challenge (2013)

Gold Totem
"Businesses & Eco-Performances"
4th Deauville Green Awards (2015)
OUTCOMES (6)

• MORE STRINGENT GUIDANCE
OUTCOMES (7)

▪ ENABLING AIRPORT INDUSTRY TARGETS & COMMITMENTS

EUROPEAN AIRPORTS COMMITTING TO NET ZERO CARBON EMISSIONS BY 2050
NEXT STEPS

▪ NEW CERTIFICATION LEVELS
  > Focus on absolute reductions
  > Aligned with the Paris Agreement
  > Guiding airports towards Net Zero 2050

▪ TOWARDS SUSTAINABILITY CERTIFICATION
  > ACI EUROPE Sustainability Strategy for Airports
    - Pilots (by June 2020)
    - Development phase to start H2 2020
THANK YOU

www.aci-europe.org

www.airportcarbonaccreditation.org