

VIRGIN BLUE

www.virginblue.com.au

Virgin Blue's planes may be red, its name may be blue, but the organisation is especially proud of its efforts to be green. Virgin Blue are very aware of their environmental responsibilities and place great importance on the way the business manages operational impacts. It views its commitment to responsible environmental management and continuous improvement in its environmental performance as an important component of its Corporate Social Responsibility; Virgin Blue seeks to meet government and community expectations.

Water Management

Virgin Blue incorporates best practice water energy and Waste Management in its new head office in Brisbane.

Waste Management

- Virgin Blue participates in recycling activities, ranging from recycling computers to Christmas cards, and continues to work with other agencies to help further protect the environment
- The organisation identifies and reduces onboard food wastage and works closely with suppliers to examine packaging requirements and to reduce packaging where feasible
- Virgin Blue also became a signatory to the National Packaging Covenant. The Covenant is a voluntary initiative by government and industry to reduce the effects of packaging on the environment.

Energy Management

- Virgin Blue continually measures and reports its energy use and greenhouse gas emissions
- Greenhouse gases are emitted as a consequence of Virgin Blue's operations, including jet fuel burn, ground electricity, fuel usage and waste disposal
- Introduced Embraer E-Jets which allow route tailoring and minimise emissions per passenger
- Reducing usage of aircraft auxiliary power units through use of more energy efficient ground power units
- Application of polymer coating, Permagard, to all aircraft in the fleet, reducing drag and fuel consumption.

Programs currently participating in

Virgin Blue is a signatory to the National Packaging Covenant.

In December 2008, The Virgin Blue Group of Airlines welcomed the Federal Government's effort to seek a balance between necessary on-going economic reform; the national interest and the aviation sector's role in achieving that; and the primacy of aviation safety and security as outlined in its Aviation Green Paper. The Green Paper acknowledges the importance of a national industry consciousness regarding the impact of aviation on climate change. Virgin Blue supports a balanced approach to this responsibility. It is pursuing a range of environmental management initiatives and has been active in the push to improve air traffic management as a means to lowering carbon emissions.

Strategies Implemented

In March 2007, Virgin Blue became the first airline in Australia to have a comprehensive and certified carbon offset program that forms part of its integrated strategy to address environmental impact issues, including greenhouse gas emissions.

The program, which has been certified by the Australian Government under the Australian Greenhouse Office's Greenhouse Friendly™ initiative, provides the airline and its guests with the opportunity to neutralise emissions. Guests on Virgin Blue can offset their flights for as little as AUD\$1. Monies collected via the optional carbon offset program will be used to purchase abatement from projects in Australia and New Zealand. The introduction of this program is in response to enquiries from Virgin Blue's guests, corporate clients and encouragement from its own team members.

Virgin Blue sees its Carbon Offset Program as a step towards creating a sustainable aviation environment. This is a global issue requiring a global response and Virgin Blue believe all airlines around the world, not just in Australia, need to view it as a shared responsibility and act swiftly; Virgin Blue is very keen to play its role in this.

Accolades Received

Virgin Blue's team began investigating the potential for the airline to become involved in the Greenhouse Friendly™ program in March 2008, and is proud to be the first Australian airline and first transportation organisation in the country to be officially certified as "Greenhouse Friendly".

Projects to be Completed

Virgin Blue has signed up for the Australian Greenhouse Challenge Plus Program, joining nearly 800 other companies committed to improving energy efficiencies and reduced greenhouse gas emissions. Virgin Blue will measure, monitor and report on its overall emissions as it aims to reduce them year on year.

Other

The Virgin Blue Carbon offset program involves two key elements:

- Guests who travel on Virgin Blue flights will have the option of voluntarily offsetting their share of carbon emissions generated from the flight. They will be offered the opportunity during the flight booking process to contribute towards Australian Greenhouse Office approved abatement projects including such initiatives as forestry activities, energy efficiency measures, waste diversion and recycling and generation of renewable energy
- Virgin Blue, with the enthusiastic support of its management and Board, has made a financial commitment to offset the greenhouse impacts of its own crew and staff travelling on company business. This financial commitment, expected to be in the vicinity of AUD\$500,000 annually, will then be channelled into abatement projects aimed at long term and permanent greenhouse gas reductions.

The Virgin Blue Fuel Management Group was formed two years ago to design and implement strategies to reduce fuel burn via more efficient flight planning and aircraft weight reduction. The airline has also applied a world-first "green" treatment to the paintwork of its fleet. The treatment eliminates the need to wash the planes, saving hundreds of thousands of litres of water each year.