



Case study  
Sector: Travel  
Country: Scandinavia



Scandinavian Airlines (SAS) is the leading and preferred airline for travel between Scandinavia, North America and Asia. A member of the Star Alliance, their focus is on non-stop traffic to/from the Scandinavian capitals: Copenhagen, Oslo and Stockholm. Since 2006, The CarbonNeutral Company has provided SAS with a carbon offset programme for corporate and event related flights as well as a web-based carbon calculator.




'The offsetting programme has enhanced SAS' reputation as a green airline and has increased customer loyalty'

## Objectives

- Build a carbon calculator to enable SAS corporate clients and individual consumers to calculate and offset their emissions for any SAS flight
- Develop a service for large corporate clients to be able to measure and offset the carbon emissions from flights on a quarterly and annual basis
- Offset all SAS internal employee flights

## Programme developed

The SAS CarbonNeutral® flights programme offers companies and individuals the opportunity to manage the carbon emissions associated with corporate air travel.

The programme has several elements:

### Carbon Calculator:

The CarbonNeutral Company developed and hosts an online CO<sub>2</sub> calculator for use by SAS customers.

This delivers:

- Carbon calculation for every direct and indirect SAS flight route
- Portfolio of verified carbon offset credits from wind projects supplied by The CarbonNeutral Company
- CarbonNeutral® flights product with qualifying brand mark and SAS branded e-certificate
- Management reporting function for SAS

### CarbonNeutral® flights for corporate clients

SAS can provide travel managers with a quarterly or twice yearly carbon emissions report based on the flights taken with SAS. Customers that sign up to this service can then opt to reduce the carbon footprint of this travel to net zero by purchasing carbon credits from The CarbonNeutral Company.

The service provides:

- Carbon emissions management reporting from SAS
- Portfolio of verified carbon offset credits from wind projects supplied by The CarbonNeutral Company
- Certification of CarbonNeutral® flights status with qualifying brand mark and certificate

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### CarbonNeutral® flights for events

SAS offers event organisers the opportunity to offset the flights to their events through the same process.

Event organisers receive:

- Calculation of the total carbon footprint of flights taken to the event
- Portfolio of offset projects
- CarbonNeutral® flights certification

### CarbonNeutral® flights

Making all SAS internal company flights CarbonNeutral® through investment in a portfolio of wind technology projects that reduce the carbon footprint to net zero.

## Results

- To date, 28,195 tCO<sub>2</sub> have been reduced to net zero through the SAS carbon offset programme
- SAS was recently chosen as the official airline and 'greening partner' at the Nordic Climate Solutions conference and The Copenhagen Climate Council because of its events offset programme which offset all delegate and supplier flights taken with SAS as well as offering the event company a facility to do the same for non-SAS flights
- Offsetting programme has enhanced SAS' reputation as a green airline and has increased customer loyalty
- Improved reputation of airline as a company committed to protecting the climate
- Significant press coverage in key publications

"We decided to work with The CarbonNeutral Company over 10 other providers from across Europe because of the breadth and integrity of the business: the choice of carbon credits with strong verification process and the unique auditing of The CarbonNeutral Company and their business processes by PwC (no double counting, proper retiring of credits)."

Martin Porsgaard,  
Director Environment and Sustainability, SAS Group