



THE AVIATION
CHALLENGE

**INTRO
AIRPORT
PARTICIPANTS**

April 2025

Agenda

- 1** Introductions
- 2** About The Aviation Challenge
- 3** The 2025 Challenge
- 4** Your Participation & Next Steps



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INTRODUCTIONS



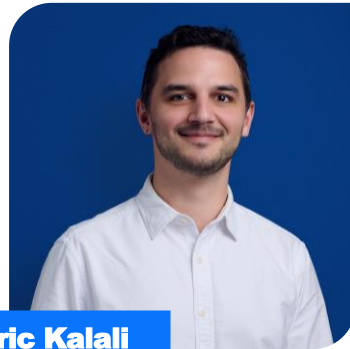
INTRODUCTIONS

MEET THE 2025 PROJECT TEAM



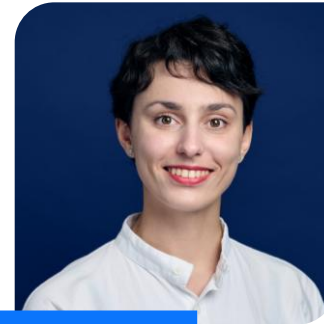
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ABOUT THE AVIATION CHALLENGE

THE AVIATION
CHALLENGE



OUR HISTORY

- Initiated by KLM's Bold Moves program that was inspired by the 1934 'Greatest Air Race' from London to Melbourne
- Carry forward the legacy of early aviation pioneers who pushed the boundaries of what was seen as possible for the advancement of our whole industry
- Aligned with SkyTeam's commitment to supporting the United Nations Sustainable Development Goals (UNSDGs)



ABOUT TAC

OUR PHILOSOPHY

“We should **treat sustainability like safety**, and **share** all our **learnings** to benefit each and every one of us.”

Vincent van Hooff, Sponsor TAC (2021-2023) & EVP Flight Operations KLM



OUR MISSION

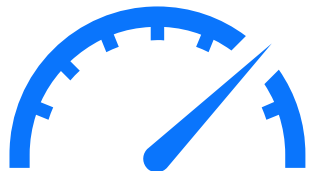
The Aviation Challenge is the industry's friendliest innovation competition, empowering bold thinkers to **accelerate aviation's sustainability transition**.

By challenging participants to develop impactful, practical solutions, we aim to reduce our environmental impact and **create a more responsible, resilient future** for global air travel and the World we connect.



WHY PARTICIPANTS JOIN – AND STAY! WE OFFER...

...**an accelerator:** through a friendly competition, we accelerate participants' sustainability journeys and our industry's collective progress by fostering internal alignment and challenging one another to develop innovative solutions, push boundaries — and gain recognition for it!



...**a knowledge hub:** by bringing together a collaborative ecosystem of changemakers, knowledge partners and industry experts, we've built a rich hub of science-backed insights and a shared/safe space where participants learn from one another

...**a community:** with endless networking opportunities – both online and in person – we've built a close-knit, global community of like-minded changemakers united by a shared mission: to future-proof the aviation industry



ABOUT TAC

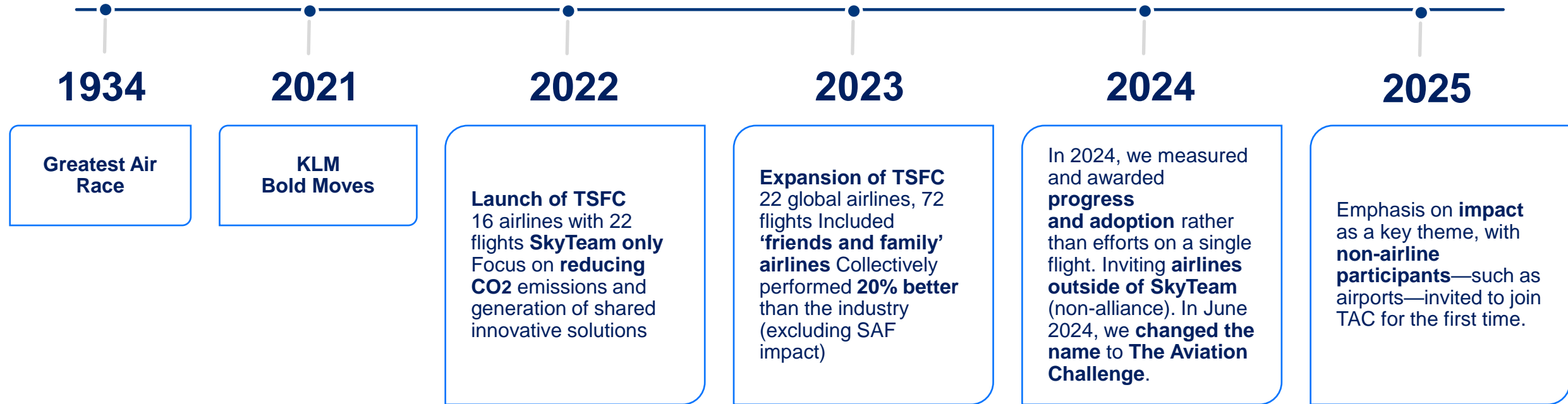
HEAR FROM OUR PARTICIPANTS

“ The Aviation Challenge has ignited a **new drive for environmental progress** at TUI Airline, motivating us to take meaningful action and create lasting change. It’s **brought multiple teams closer together**, got us all pulling in the same direction, and opened up brilliant **opportunities to learn from other airlines.** ”

Karen Payne, Game Changer Lead, TUI Airline



HOW HAS TAC EVOLVED?



ABOUT THE AVIATION CHALLENGE

A SUCCESSFUL TAC 2024



24 participants
incl. 4 new



327 submissions
18 award-winning



33 showcase flights
10% CO2/RTK reduced



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THE 2025 CHALLENGE



2025 THEME: *IMPACT*

The Impact theme focuses on the **tangible and measurable outcomes** of **environmental sustainability** initiatives and solutions within the industry. It highlights achievements in reducing carbon emissions, improving energy efficiency, and managing waste effectively.

SHOWCASE FLIGHT

The role of the **showcase flight** is to serve as a **demonstration platform** for innovative sustainability solutions and practices in aviation. It provides a tangible example of how **solutions** can be integrated into real-world operations, inspiring industry-wide adoption and progress.



How to leverage your showcase initiative?

- *Proof of Concept*
- *Industry inspiration for adoption*
- *Passenger education*
- *Learning opportunity*

EXPANDING PARTICIPATION IN TAC

- A new concept for the TAC challenge: opening participation beyond airlines.
- This step broadens the scope of collaboration and innovation to include the entire aviation ecosystem, creating new opportunities for impactful sustainability solutions.
- This new approach represents a major milestone in the evolution of TAC and reflects our commitment to driving a collaborative community for aviation sustainability.



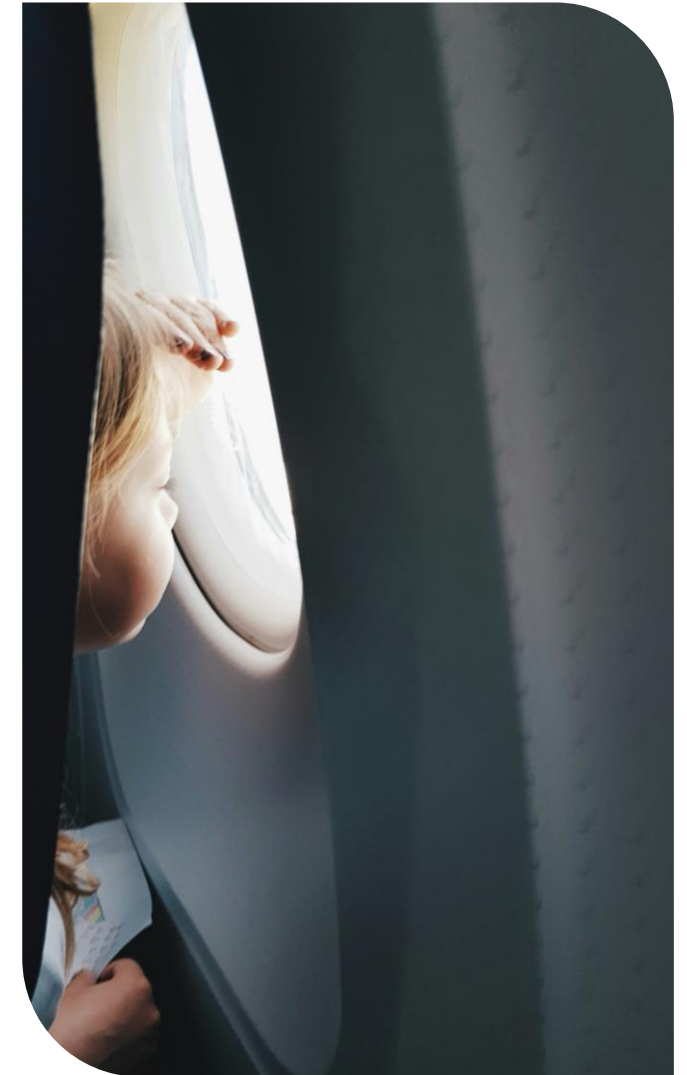
Who Will Be Able to Join?

Airline participants:

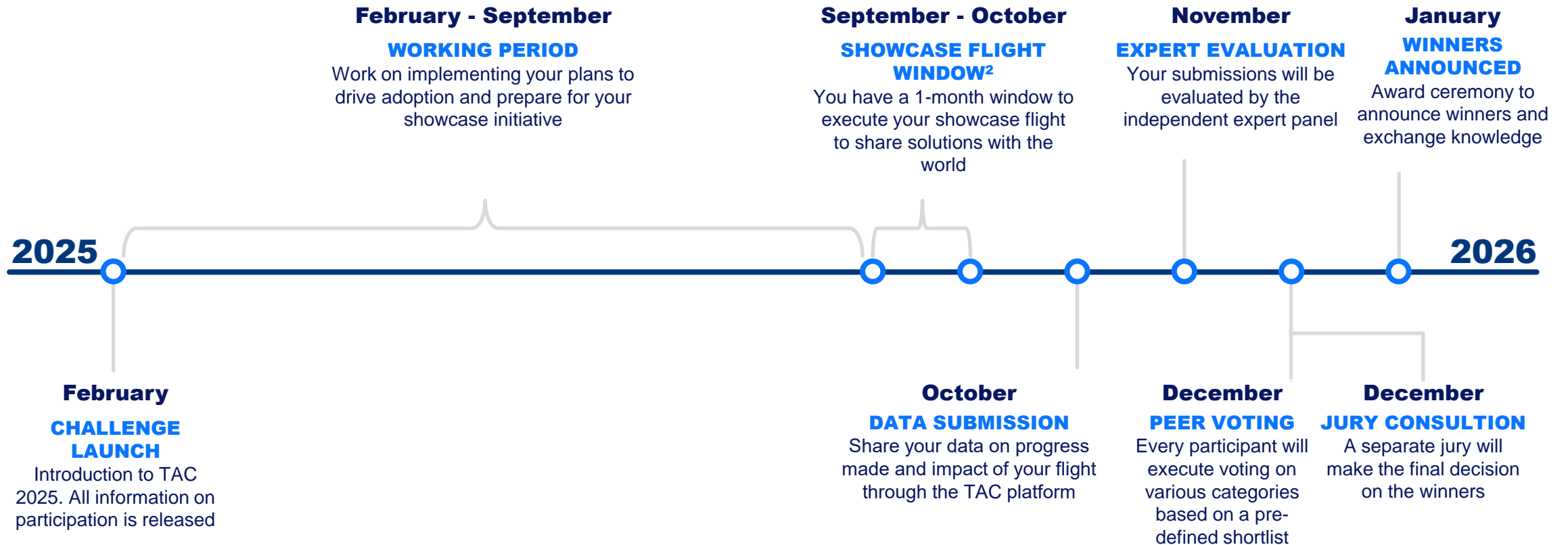
- SkyTeam Airlines, SkyTeam airline subsidiaries and affiliates
- Non-alliance airlines

Non-airline participants:

- Airports – *focus for 2025*
- Maintenance, Repair, and Overhaul (MRO) providers
- Airline value chain partners (e.g., catering, ground handling, logistics)
- Air Navigation Service Providers (ANSPs)



OVERVIEW OF KEY MOMENTS



2025 AWARD FOCUS

Direct Impact Awards
Impact through sustainable solutions

Inspiration Awards
Impact through inspiration

Leadership Awards
Impact through leadership

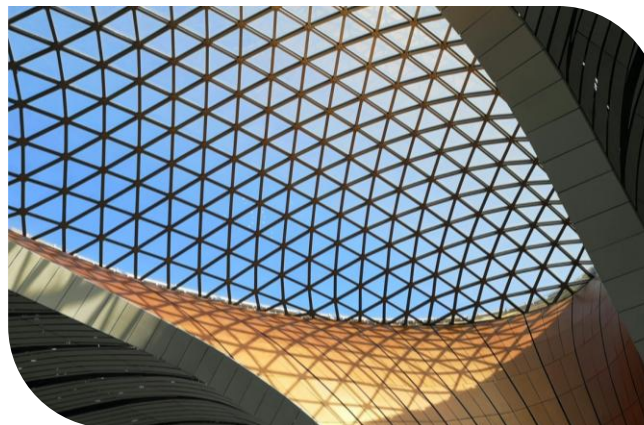
Organisational Transformation Awards
Impact through organisational improvements

AWARD CATEGORIES

DIRECT IMPACT AWARDS

This category celebrates participants in the TAC who exemplify this year's theme of delivering **tangible and measurable impact** by scaling sustainable solutions and implementing new ones. It highlights participants that integrate impactful solutions across their operations, achieving significant reductions in carbon emissions, energy use, and waste.

Recognizing both the critical first steps in testing and scaling solutions, as well as broader implementation efforts, this category honors those who push sustainability boundaries and lead the way in transforming their operations.



2025 AWARDS

DIRECT IMPACT AWARDS

Most impactful
solution
FlightOps

Most impactful
solution
GroundOps

Most impactful
solution
Cargo

Most impactful
solution
MRO

Most impactful
solution
Catering

Most impactful
solution
Inflight Products

AWARD CATEGORIES

INSPIRATION AWARDS

This category honors participants who expand their **handprint** by using their influence to **inspire action** and set new norms for sustainability. By sharing stories, insights, and progress, they create a ripple effect that drives collective change.

Recognizing the power of small actions and shared behaviors, this category celebrates those who lead the way in shifting perceptions, promoting collaboration, and inspiring meaningful progress across the industry.



2025 AWARDS

INSPIRATION AWARDS

 Best showcase flight

Best knowledge-sharing contribution

Most compelling story

Best in-depth article or report

AWARD CATEGORIES

LEADERSHIP AWARDS

This category awards participants who drive sustainability forward through **visionary leadership, collaboration, and groundbreaking innovation**. It celebrates both individual and team contributions that break down barriers, inspire change, and accelerate progress across the aviation industry. From leading transformative initiatives to pioneering new solutions, these leaders take pride in doing good, even when unseen, and inspire others to follow. These award focusses the **power of united efforts** and people to inspire and implement change.



2025 AWARDS

LEADERSHIP AWARDS

Game Changer
of the year

Team
of the year

Best cross-industry
collaboration

Pioneer of
the year

AWARD CATEGORIES

ORGANISATIONAL TRANSFORMATION AWARDS

These awards celebrate participants that are **building strong internal foundations** for lasting environmental impact. This award category recognizes the crucial, behind-the-scenes activities that drive **sustainability beyond operations**, from education and sustainable procurement to data-driven insights. Developing these enablers, participants accelerate their sustainability journey and **embed sustainability ambitions and practices** deeply within their organisation.



2025 AWARDS

ORGANISATIONAL TRANSFORMATION AWARDS

Sustainability
Training &
Development

Transformational
impact through
SAF

Sustainable
procurement and
supply chain
excellence

Data & Insights
Pioneer

**AWARD WINNERS
FOR TAC 2025
WILL BE
ANNOUNCED IN
JANUARY 2026
IN COPENHAGEN!**

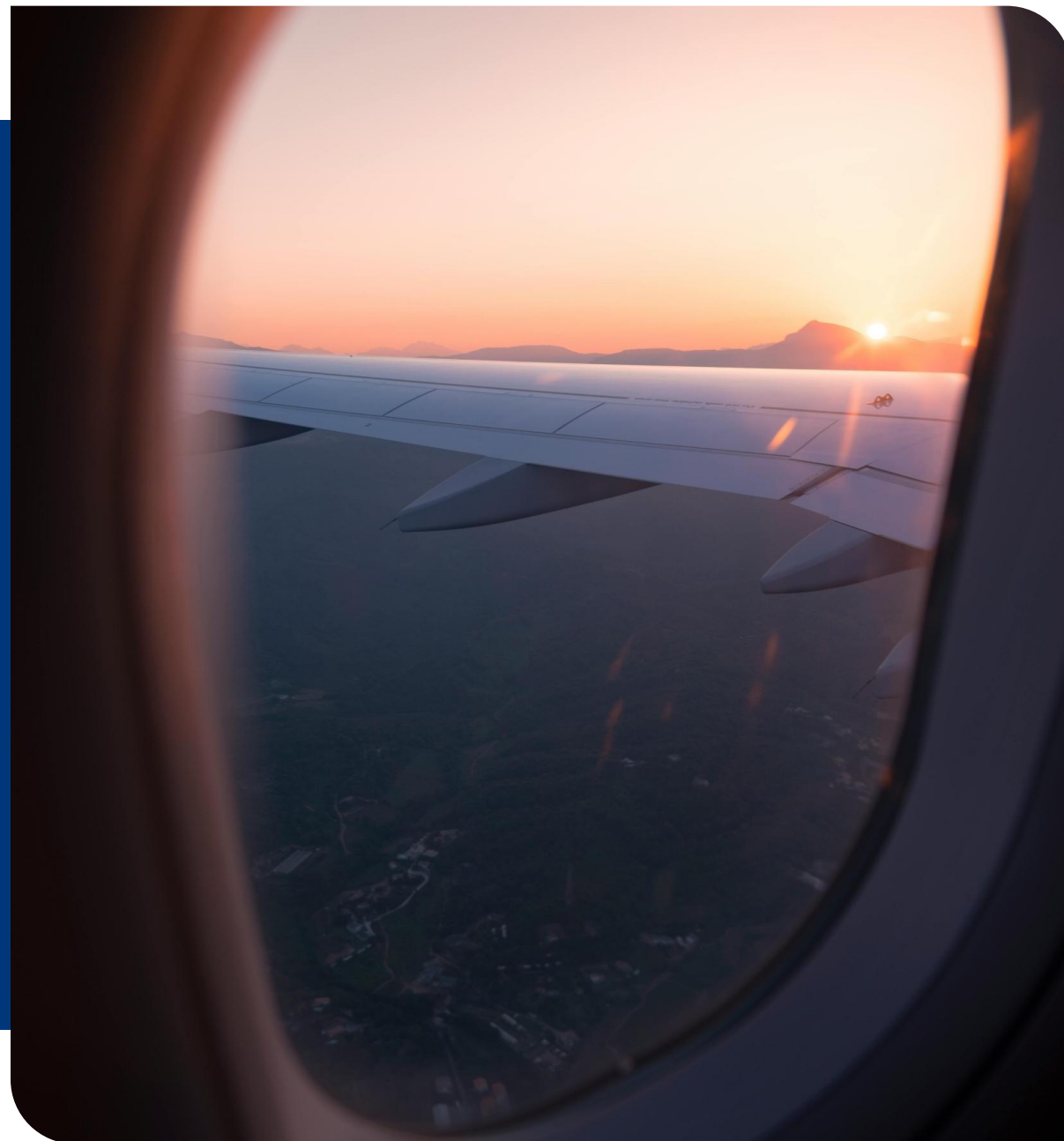




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YOUR PARTICIPATION & NEXT STEPS

THE AVIATION
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WHAT YOU'LL RECEIVE AS A PARTICIPANT

The participation fee for this year's challenge amounts to 25 000 €. As a participant, you will immediately receive:

- A dedicated team member as your single point of contact to guide your onboarding and support your full TAC journey
- Full onboarding support to set you up for success
- Invitations to all TAC events, including Dialogue Days and the annual Connect Event
- Eligibility to win a TAC award, judged by an industry jury composed of experts in both aviation and sustainability
- Biweekly newsletter with key updates, insights, and opportunities
- Access to the knowledge-sharing platform, featuring best practices from across the industry
- Connection to a global network of like-minded Game Changers driving sustainable innovation in aviation

YOUR PARTICIPATION AND NEXT STEPS

GET IN TOUCH WITH US!



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ON WE GO

THANK YOU

THE AVIATION
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