



## Hi Fly Sustainability

"If we want to survive in the long term, we need to find a new balance between progress and sustainability."

**Paulo Mirpuri**

President of Hi Fly and the Mirpuri Foundation

### What is the Mirpuri Foundation and what is its connection to Hi Fly?

The Mirpuri Foundation is the principal sustainability partner of the Hi Fly airline.

It is a non-profit organisation established by Hi Fly President, Paulo Mirpuri, whose efforts are single-mindedly directed towards making the world a better place for future generations.

To this end, the Foundation promotes collaboration between global authorities, companies, communities and individuals, with the object of impacting positively on issues that threaten our planet.

### Our take on responsible business

Hi Fly, working with the Mirpuri Foundation, believes that:

- What is good for the world is also good for business;
- To sustain our success we must protect our greatest resource - the planet;
- Our success as a company depends on our people feeling inspired by their jobs and fulfilled in their careers.

### What we have done and what we are doing

Since its inception, the Foundation has worked alongside Hi Fly to help ensure that the Company becomes (and remains) one of the world's leading proponents of sustainability in aviation.

Hi Fly seeks to minimise our environmental impact by reducing emissions in our operations and in our supply chain, and by extending the lifecycle of products that we use.

Hi Fly believes in a circular economy and in a holistic approach to how we design, build, and deliver aviation products and solutions.

### Some of our sustainability initiatives:

Working with its Foundation, Hi Fly has taken a number of very practical steps to reducing carbon emissions.

#### • Navigation

Hi Fly makes use of FANS (Future Airline Navigation Systems) to ensure that our aircraft always take the most direct route to their destination. This ensures a reduced fuel burn and flight times on all Hi Fly flights.

#### • Single-engine taxiing

By shutting down an engine while taxiing, Hi Fly reduces its ground-level fuel burn and carbon dioxide emissions by 20 to 40 per cent.

Single-engine taxiing can also reduce emissions of nitrogen oxides by 10 to 30 percent, depending on the type of aircraft and pilot technique.

#### • Constant fleet renewal

Hi Fly currently has the youngest and most efficient fleet in its history.

Hi Fly has reduced our carbon dioxide emissions through fleet renewal and optimisation of the occupation of our aircraft.

The A330neo delivered here today has a potential of 25 per cent advantage in fuel burn per seat when compared to previous-generation competitors' aircraft.



- **World's first carbon-neutral airline**

Hi Fly is striving to be the first airline in the world to offset all of its carbon-dioxide emissions by the end of 2021.

Though Hi Fly always encourages passengers to make ecological choices, we do not believe in passing on the responsibility for minimising emissions to our customers; Hi Fly takes the view that this responsibility rests upon the company.

In order to reduce our carbon footprint, Hi Fly has been prepared to spend heavily on low emission aircraft and, with the help of the Foundation, have researched different ways to offset our emissions.

So, Hi Fly and the Foundation are currently exploring a seaweed-growth programme because, as well as absorbing a great deal of carbon dioxide, seaweeds have the potential to store carbon long term.

Seaweed can also be harvested and used to produce biofuels.

Other carbon offset programs are also being considered, tested and independently verified for implementation.

- **First single-use plastic free airline in the world**

In March 2018, Hi Fly pledged we would become the first single-use plastic free airline in the world by the end of 2019.

Hi Fly has already undertaken a series of intercontinental "plastic-free" test flights where over 700 passengers were transported between Portugal and Brazil with the usual food and drink provided - but without a single-use plastic item on board of the aircraft involved.

Hi Fly has sourced and developed items made of biodegradable or reusable materials.

Other on-ground projects, such as recycling and waste minimisation processes, have seen our cabin waste slashed.

- **Waste management and this year's Sustainable Cabin Forum**

At Hi Fly we have already implemented many sustainable practices as part of an integrated waste management strategy, but our Sustainable Cabin Forum 2019, was hailed as a

groundbreaking success after it gave airline and airport operators the opportunity to discuss their experiences, achievements and aspirations, for the first time with key regulators, in a bid to tackle the challenges of single-use plastic and catering waste in aviation.

The Forum, held at the Penha Longa Resort in the Natural Park of Sintra, was organised by Hi Fly and the Mirpuri Foundation, in partnership with IATA and under patronage of the European Commissioner for Environment, Maritime Affairs and Fisheries, Karmenu Vella.

Hi Fly continues to make conscious and informed decisions about how its waste is handled with prevention, reuse, generation, separation, recovery, collection, transfer, recycling, treatment and correct disposal all playing an important role.

(You can see what others thought about the Forum at: <https://www.youtube.com/watch?v=q5pCNGhUISw&t=2s>)

### **Looking to the future while being proud of our record**

Hi Fly and the Mirpuri Foundation are continuing to work on new and imaginative projects to enhance and promote sustainability in related fields. So, this year the two organisations are devoting some of their efforts to battling climate change with a "Racing for the Planet" campaign.

This builds on two highly-successful campaigns to "Save the Coral Reefs" and "Turn the Tide on Plastic", both of which were supported by educational programs, workshops and conferences.

The Foundation and Hi Fly also continue to work together to champion sustainability initiatives around the globe, with Hi Fly aircraft carrying Foundation messages in their liveries.

Accordingly, our A330 CS-TQW's displayed a "Turn the Tide on Plastic" themed livery, and our world-famous A380 9H-MIP carried a "Save the Coral Reefs" message to all corners of the globe.

Hi Fly looks forward then to minimising its environmental impact as well as actively contributing to a better world by extensively supporting the Mirpuri Foundation's six key areas of intervention: Aerospace, Medical Research, Marine Conservation, Wildlife Conservation, the Performing Arts, and Social Responsibility.

**Learn more at** [www.mirpurifoundation.org](http://www.mirpurifoundation.org)