

Webinar: Integrating Sustainable Development Goals into Corporate Sustainability

***Integrating SDG, sustainability, and community engagement:
sharing our experience***

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Remarks:

This material/event is funded by the Professional Services Advancement Support Scheme of the Government of the Hong Kong Special Administrative Region. Any opinions, findings, conclusions or recommendations expressed in this material/any event organised under this project do not reflect the views of the Government of the Hong Kong Special Administrative Region or the Vetting Committee of the Professional Services Advancement Support Scheme.



Integrating SDGs, sustainability, and community engagement: sharing our experience

Grace Cheung

Head of Public Engagement & Sustainability



To start with the end ...

- Biodiversity
- Climate change

15 LIFE ON LAND

5 GENDER EQUALITY

- Our people
- Community

- Biodiversity
- Sustainability in operations

14 LIFE BELOW WATER



8 DECENT WORK AND ECONOMIC GROWTH

- Our people
- Community
- Safety

- Climate change action

13 CLIMATE ACTION

12 RESPONSIBLE CONSUMPTION AND PRODUCTION

- Sustainability in operations

What I want to share with you today ...



- How did we get here
- What do they mean
- What we have learnt



How did we get here?



SUSTAINABLE DEVELOPMENT GOALS

<p>1 NO POVERTY</p>	<p>2 ZERO HUNGER</p>	<p>3 GOOD HEALTH AND WELL-BEING</p>	<p>4 QUALITY EDUCATION</p>	<p>5 GENDER EQUALITY</p>	<p>6 CLEAN WATER AND SANITATION</p>
<p>7 AFFORDABLE AND CLEAN ENERGY</p>	<p>8 DECENT WORK AND ECONOMIC GROWTH</p>	<p>9 INDUSTRY, INNOVATION AND INFRASTRUCTURE</p>	<p>10 REDUCED INEQUALITIES</p>	<p>11 SUSTAINABLE CITIES AND COMMUNITIES</p>	<p>12 RESPONSIBLE CONSUMPTION AND PRODUCTION</p>
<p>13 CLIMATE ACTION</p>	<p>14 LIFE BELOW WATER</p>	<p>15 LIFE ON LAND</p>	<p>16 PEACE, JUSTICE AND STRONG INSTITUTIONS</p>	<p>17 PARTNERSHIPS FOR THE GOALS</p>	

SUSTAINABLE DEVELOPMENT GOAL 8

Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all



- 8.9** By 2030, devise and implement policies to promote sustainable tourism that creates jobs and promotes local culture and products



Check out the targets and indicators of each SDG before you start.



**SUSTAINABLE
DEVELOPMENT
GOALS**

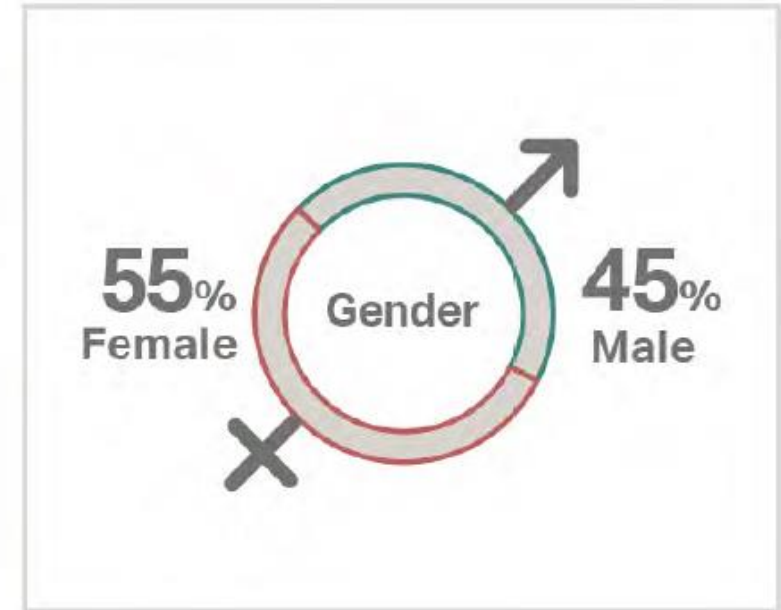


- Who we are
- What we do



What does it mean to integrate SDGs?

Who we are



5 GENDER EQUALITY

- Our people
- Community

8 DECENT WORK AND ECONOMIC GROWTH

- Our people
- Community
- Safety



Our people & the Community



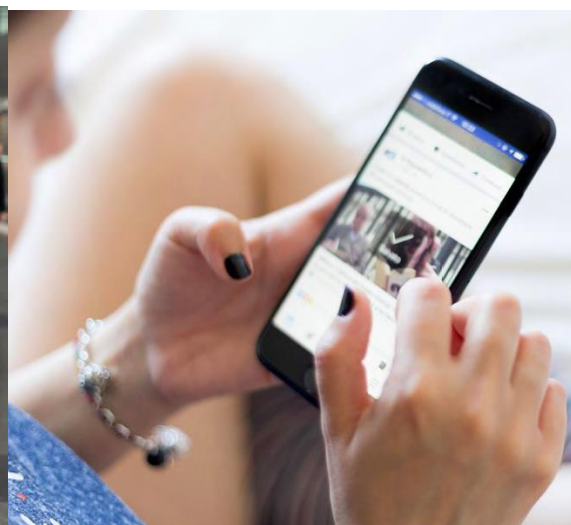
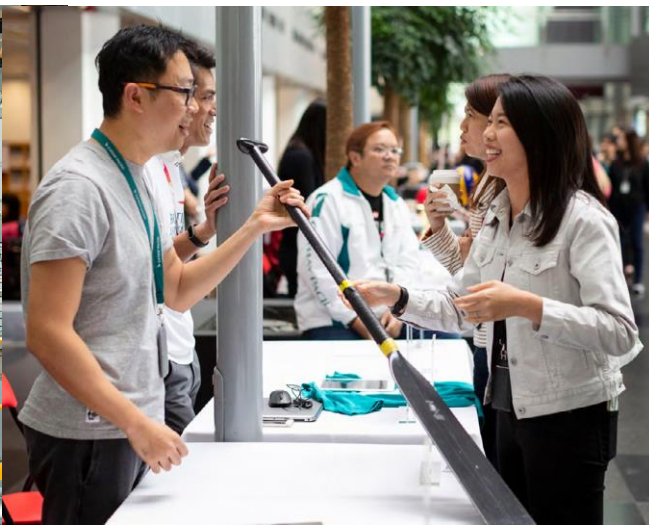
- Targets to hire more female pilots
- Cathay Dragon Female Pilot Advisory Group
- Cathay Women Network & Male Allies Program
- Unconscious bias training
- Workshops & power lunch
- Women's Foundation Hong Kong 'Girls Go Tech' initiative
- Girl scouts visit



Our people



- Safety
 - Occupational safety
 - Operational safety
- Employee welfare
 - Benefits
 - Wellbeing
- Employee Experience
 - Quarterly engagement survey
 - Employee digital experience
 - Internal communications
 - Events & engagement
 - Employee representative bodies





Our people



- Recognition and Reward
 - Long service awards
 - Betsy & Niki awards
 - Work Well Done recognition scheme
- Attracting & developing talents
 - Learning Academy
 - Serve to Lead
 - Local pilot targets – 50%
 - Internal transfer scheme
 - Local employment





Role-specific career programmes

We offer a range of programmes to build employee competencies and careers in the following areas:

<i>Career choices</i>	<i>Brief description</i>
Management Trainee*	<ul style="list-style-type: none">• A career-long rotational management programme centrally coordinated by Swire to develop the next generation of business leaders. This programme consists of classroom training, workshops, and attachments to different units of our business within and outside of Hong Kong.• There is also an annual Swire Summer Internship Programme which creates a pipeline of high-calibre talent for this programme.
Graduate Engineer Programme	<ul style="list-style-type: none">• A two-year developmental programme targeted specifically at graduate engineers. Participants receive classroom-based learning as well as on the job experience across different sections. An eight-week internship is also offered twice a year.
Cadet Pilot	<ul style="list-style-type: none">• A sponsored world-class 55-week programme at a specialise facility in Australia aimed at training and qualifying participants as commercial pilots for entry into the company's pilot force.
Cabin Crew	<ul style="list-style-type: none">• A comprehensive safety and service induction training programme followed by a 3-year contract as a cabin crew. Our team are safety officers, caring team players and ambassadors for Hong Kong.
Customer Services Officer	<ul style="list-style-type: none">• A 12-month development programme designed to equip our customer service officers with the skills to work across the roles in an airport environment taking care of our customers both at check-in and during aircraft boarding and disembarkation.
IT Graduate Trainee Programme	<ul style="list-style-type: none">• A two-year programme designed to give IT Graduate trainees an accelerated learning experience through a wide range of technical disciplines and business rotations.
Operational Leadership Programme	<ul style="list-style-type: none">• This five-year programme offers unique on-the-job experiences across the diverse operating divisions and departments within the Cathay Pacific Group, giving participants a wide breadth of exposure, knowledge and experience to equip them as the future leaders of Cathay.

Community



Promote children & youth development



Facilitate global cultural exchange



Develop environmental awareness around our operation



Encourage diversity & inclusion in employment



Community



What we do



PASSENGERS &
CARGO

Indirect impact: what we carry and *not* carry



What we do



Consumptions

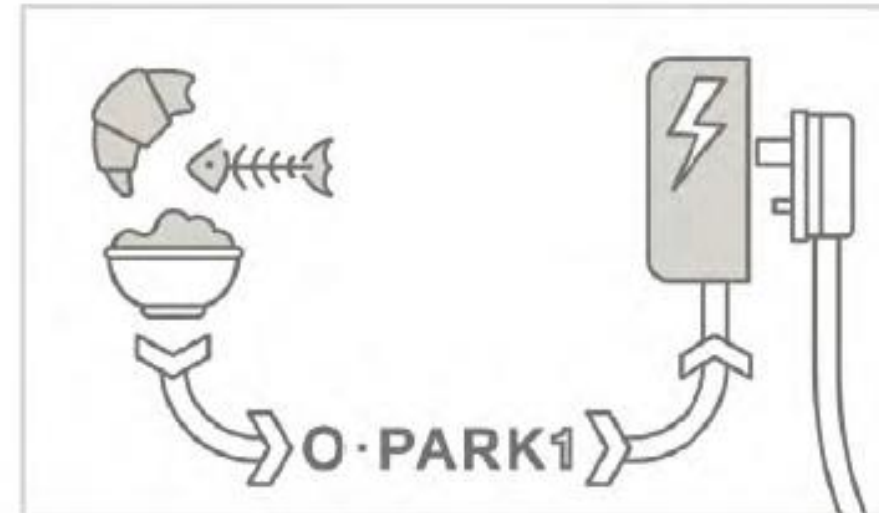
Fuel
Food
Plastics
Paper
...



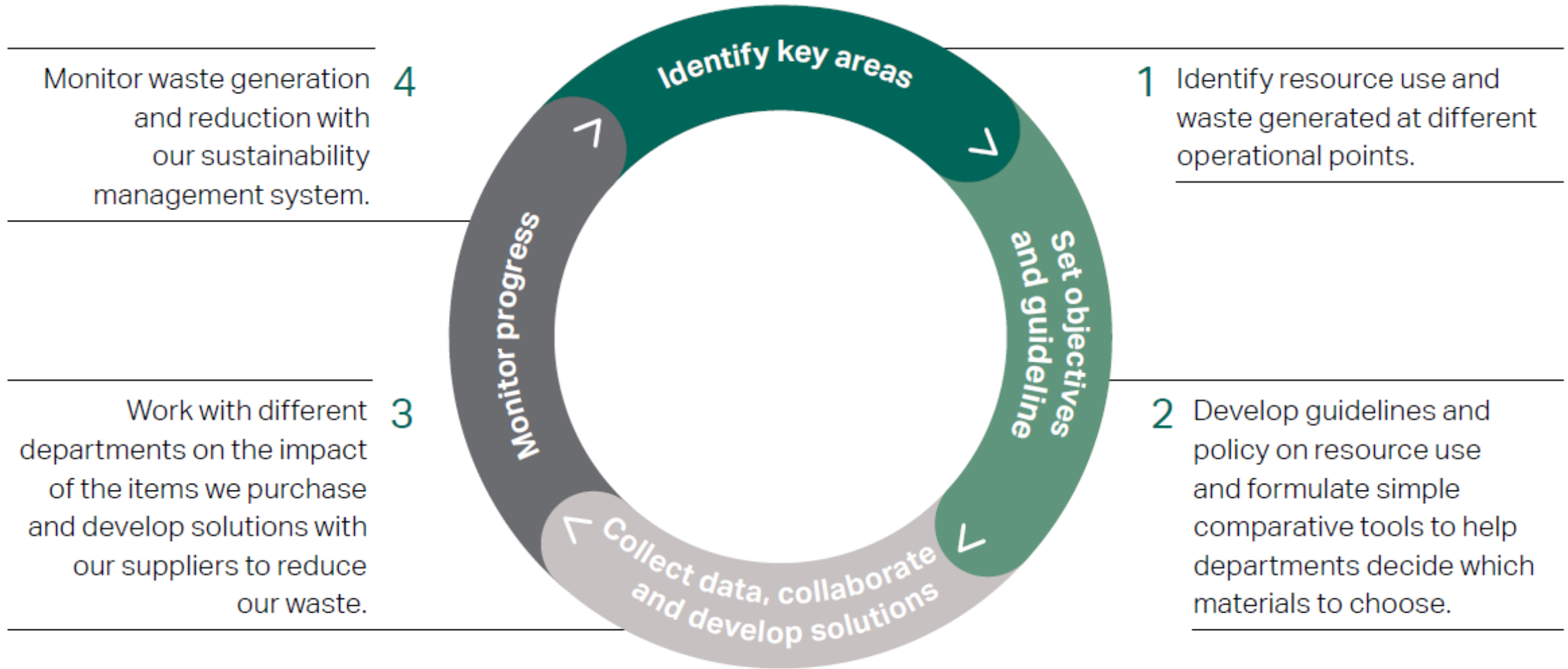
Emissions

CO2
Emissions
Waste
Noise
...

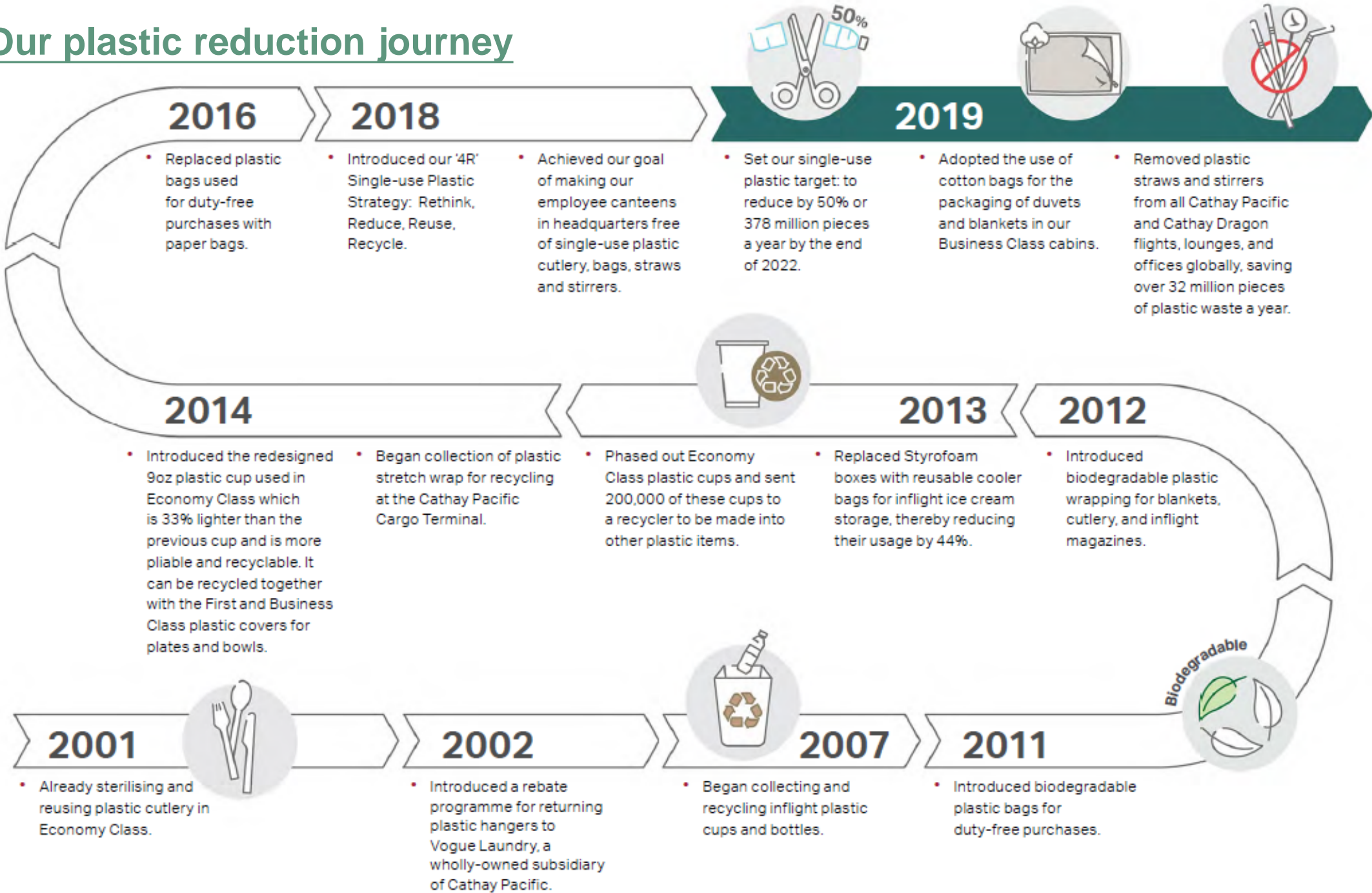
Direct consumptions and emissions



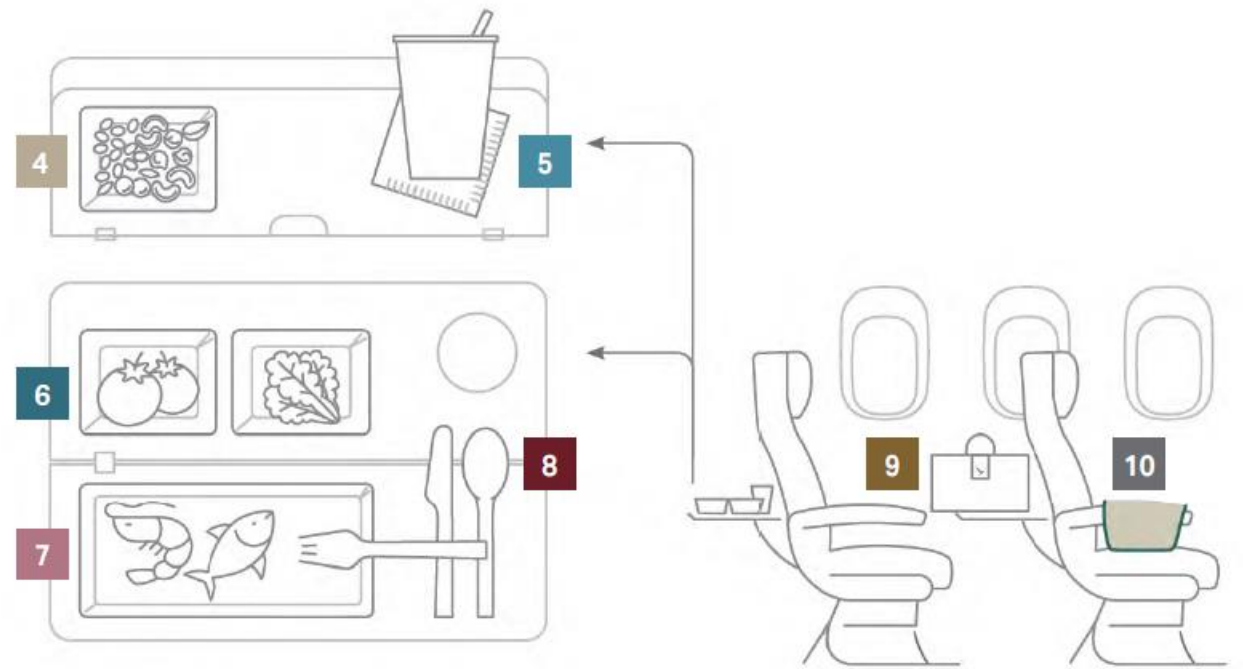
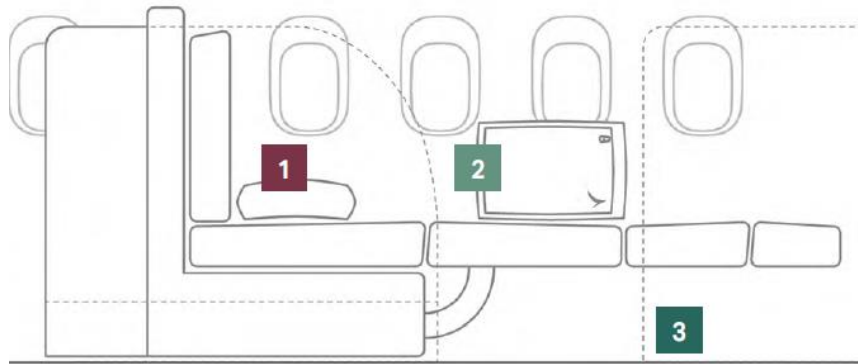
Our resource and waste management approach:



Our plastic reduction journey



Sustainability in operations



Bedding



Cotton bags



Carpets



Cocktail snacks



Napkins, stirrers and straws



Vegetables



Seafood



Meal utensils



Snack bag



Blankets

Direct consumptions and emissions



Efficiency improvement



6.4 tonnes biofuel

Biofuel



A350 **x 6**

New aircraft



33,922 tonnes CO₂ offset

Carbon offset



Efficiency improvement



- Cathay's fuel efficiency was improved by **20%** since 1998
- At industry level, it was improved over **80%** since the 1960s!
- Various operational efficiency improvement initiatives



OUR SUBSIDIARIES

CATHAY PACIFIC
CATERING SERVICES



CPCS provides flight catering services to 50 international airlines operating out of the Hong Kong International Airport.



Vogue Laundry is a leading commercial laundry company in Hong Kong.



air Hongkong

Air Hong Kong is an express all-cargo carrier offering scheduled services in Asia.

CPSL CATHAY PACIFIC SERVICES LTD
國泰航空服務有限公司



CPSL operates the latest air cargo facility in Hong Kong – Cathay Pacific Cargo Terminal ('CPCT'), serving airlines operating at Hong Kong International Airport.



HAS
Hong Kong Airport Services Ltd
香港機場地勤服務有限公司



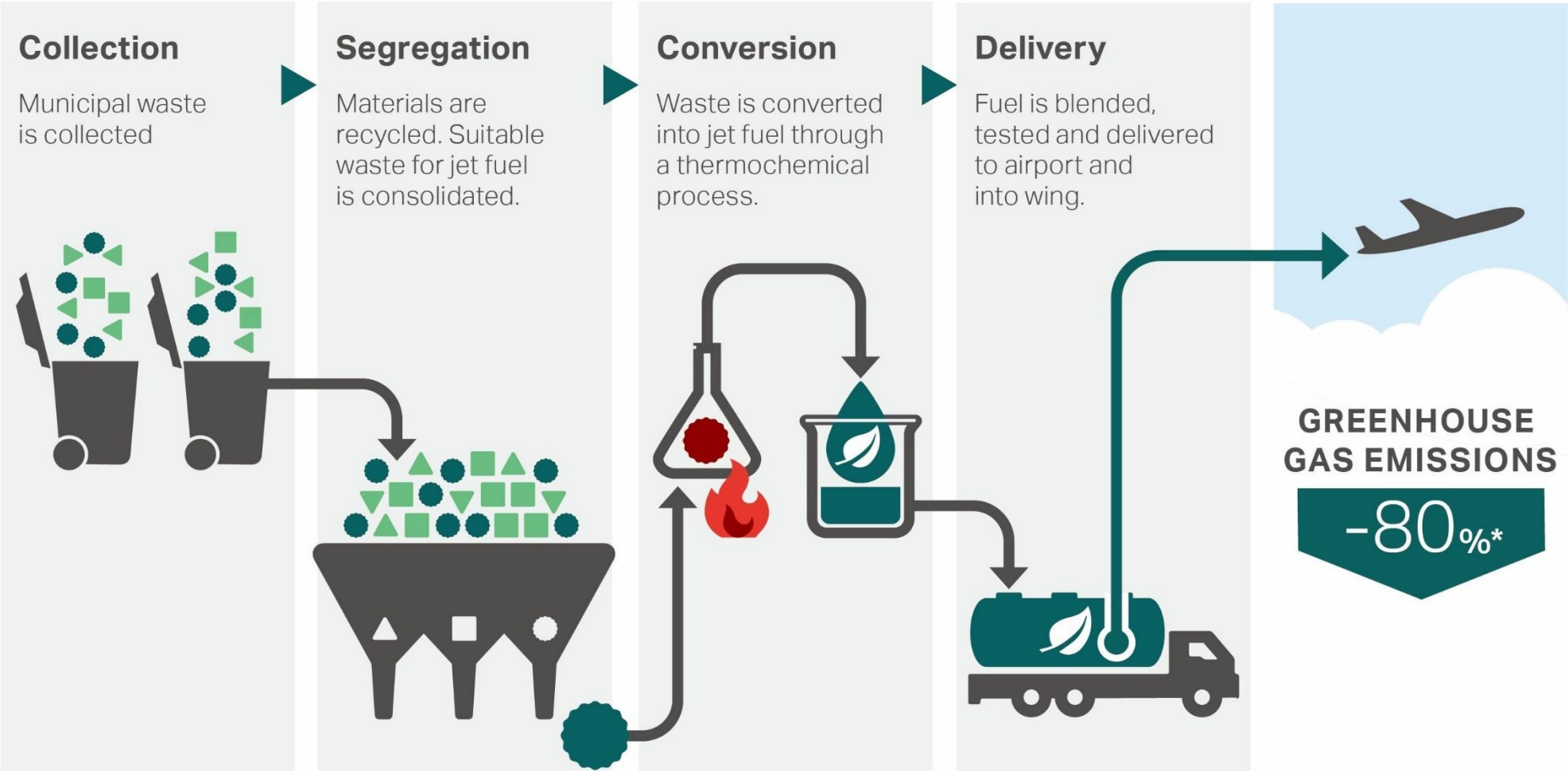
HAS provides ground handling services to airline customers. These include loading and unloading of aircraft, baggage handling, cargo and mail delivery, ramp coordination, aircraft-load control, aerobridge and passenger steps operation, Unit Load Device storage and crew transportation.

HKexpress

HK Express is Hong Kong's only low-cost carrier (LCC), offering scheduled services within Asia.



Our Biofuel : from Waste to Wing

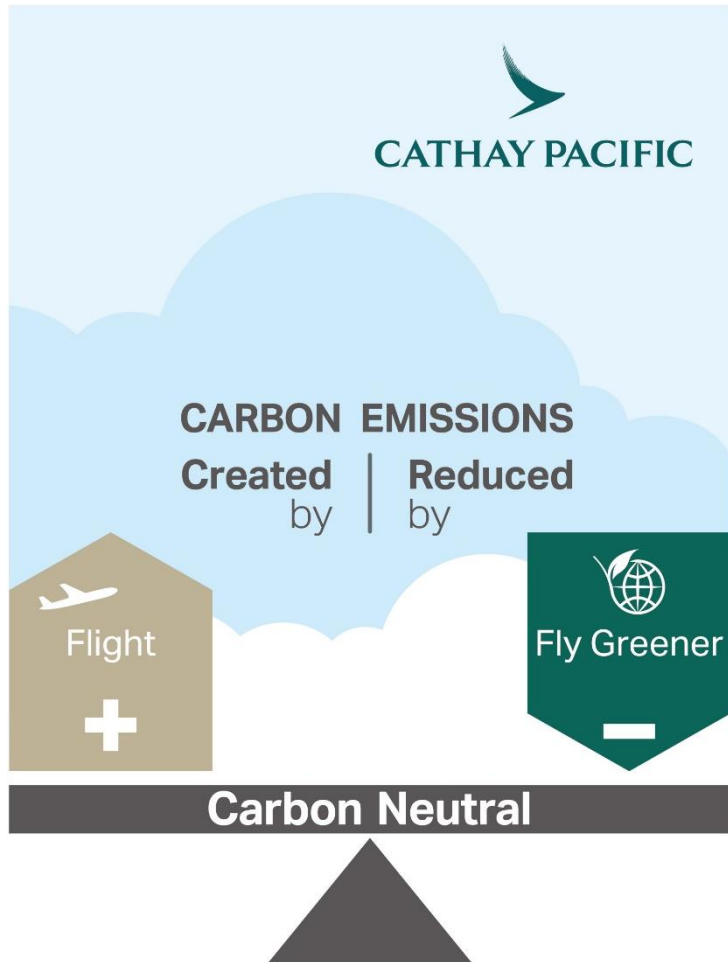


* Compared to traditional jet fuel, sustainable biofuel can reduce life cycle greenhouse gas emissions by up to 80%.





Carbon offset



Since launched in 2007, we have offset over 160,000 tonnes of CO₂

which equates to

30 million taxi journeys

from Hong Kong International Airport to Central (downtown)

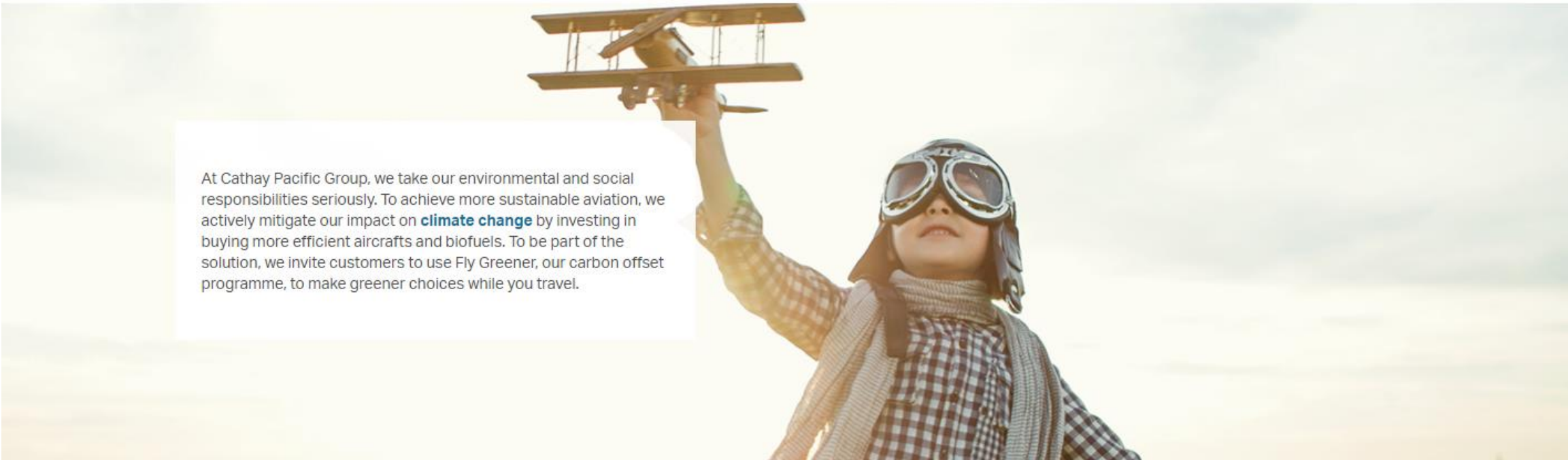




Carbon offset

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Fly Greener

[About Fly Greener](#)[Offset your carbon emissions](#)[Corporate offset programme](#)[Our carbon offset projects](#)[FAQs](#)

At Cathay Pacific Group, we take our environmental and social responsibilities seriously. To achieve more sustainable aviation, we actively mitigate our impact on **climate change** by investing in buying more efficient aircrafts and biofuels. To be part of the solution, we invite customers to use Fly Greener, our carbon offset programme, to make greener choices while you travel.



What we have learnt

What we have learnt



- Look for the common ground
 - SDGs and existing business activities / brand image / staff composition / CSR activities
- Identify leverages
 - For growth / reputation / leadership / innovation / stakeholders engagement / cost savings...
- Business cases
 - Build a business case around it. Incorporate it as part of the business.



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