





04

**Corporate  
Social  
Responsibility  
at Amadeus**

## 4. Corporate Social Responsibility at Amadeus

### HIGHLIGHTS 2011

- › Broader scope of projects and activities, with more than 150 CSR active projects in 45 different countries.
- › Integrated various activities and projects into CSR, gaining visibility and increased opportunities to expand reach.
- › Global coordination with Amadeus organisations worldwide.

### OUTLOOK 2012

- › New strategy to maximise our potential contribution locally and for the industry as a whole.
- › Increase participation in international CSR forums and cooperation with industry stakeholders in CSR projects.
- › Improve Amadeus environmental reporting.

Corporate Social Responsibility (CSR) at Amadeus is the activity we carry out to live up to our social and environmental responsibilities in society, beyond our contractual or legal obligations as a company and individual staff members.

Our CSR framework, Travel Further, was born from an aspiration to deliver beyond what is required, encompassing our commitment to going beyond simple commercial growth to ensure a positive contribution to our industry and society in general.

From an environment perspective, Amadeus CSR activity aims to optimise the environmental performance of our operations, provide our customers with solutions that help them achieve their environmental objectives and cooperate with other industry stakeholders in common environmental projects.

### AMADEUS CSR MISSION

To enable economic, social and environmental advancement in sustainable tourism and travel through the intelligent application of technology and innovation.

## 4.1 Amadeus CSR Framework

The CSR scope of action is immense, for this reason it is fundamental to establish a clear strategy, priorities, and analysis of our strengths in order to maximise the positive outcomes of our CSR actions.

Reaching excellence in CSR requires listening to the stakeholders with whom we interact: employees, shareholders, customers, partners, etc. and respond to their expectations and requirements regarding our CSR activities. These initiatives would include, for example, the logistical arrangements necessary to send computers for education purposes to various parts of the world, or the inclusion of an emissions display in our distribution

platforms, so that our customers can evaluate the greenhouse gas emissions released as a consequence of trips booked through Amadeus Platforms.

Finally, we aspire to reach a point in which CSR is fully integrated into the company strategy and day-to-day operations, forming part of the company culture.

**Amadeus CSR framework**



## 4.2 CSR areas of activity

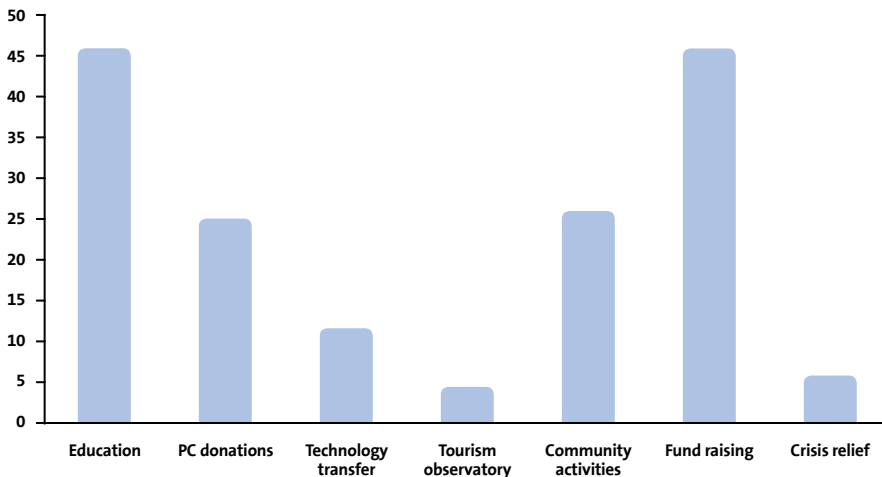
Since Amadeus operates in 195 countries, we believe it is very important to share best practices and take advantage of synergies and economies of scale for specific projects. This is particularly relevant for education or technology transfer projects.

Through our social initiatives we support social and economic development in the local communities where Amadeus is present. We enable projects that contribute to social welfare, working jointly with the communities that benefit. Our social commitment also involves contributions towards humanitarian initiatives, in partnership with others.

In 2011 Amadeus carried out 165 projects in 45 countries. The graph below illustrates the number of projects per category.



Number of Amadeus CSR projects per category in 2011



## 4.3 Coordination with industry partners

In Amadeus we recognise that we wouldn't be able to achieve much if we weren't working together with other stakeholders. Although we believe our technology and expertise can add a lot of value to CSR projects, we won't be able to accomplish the task on our own and we also need the help, expertise, coordination and participation of other industry players. This is a principal reason for our membership, participation or presence in various organisations and industry associations, some of which are reflected in the list below:

- **ACTE (Association of Corporate Travel Executives):** ACTE is a non-profit association which serves more than 6,000 executives in over 80 countries. Corporate travel buyers and suppliers work together in a mutual partnership, developing a unique and valuable educational resource for business travel professionals.
- **Airlines for America (A4A):** Formerly known as Air Transport Association of America, Inc. (ATA), is the trade organisation for U.S. airlines.
- **CASMA (Computerised Airline Sales and Marketing Association):** CASMA addresses many complex travel distribution issues, sharing ideas and insights, and leading the way for industry-wide collaboration and communication.
- **ETTSA (European Technology and Travel Services Association):** Represents and promotes the interests of travel distributors with the industry, policy-makers, opinion formers, consumer groups and all other relevant European stakeholders. The association encourages and supports full transparency, fair competition and consumer choice in the travel distribution chain.
- **GBTA (Global Business Travel Association) Foundation:** The GBTA Foundation provides on-going financial resources to conduct research initiatives beneficial to the entire business travel industry. It supports educational and research offerings for business travel industry professionals and provides scholarship opportunities for business travel professionals.
- **GSTC (Global Sustainable Tourism Council):** The GSTC is a global initiative dedicated to promoting sustainable tourism practices around the world. Representing a diverse and global membership – including UN agencies, leading travel companies, hotels, country tourism boards and tour operators - the GSTC serves as the international body for promoting the increased knowledge, understanding and adoption of sustainable tourism practices.
- **GTPP (The Global Travel & Tourism Partnership):** Is a multi-country educational program to introduce students to career opportunities in Travel & Tourism.
- **ITSA (The Interactive Travel Services Association):** is a U.S. based organisation whose primary purpose is to be the voice of the industry on public policy matters, and on educating policy makers, opinion leaders and the traveling public about the industry and matters that will affect travel and tourism generally.
- **UNWTO is the United Nations World Tourism Organisation:** Agency responsible for the promotion of responsible, sustainable and universally accessible tourism.