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**Amadeus
commitment to
sustainability**



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Amadeus commitment to sustainability



Photo by Enrique Sacristán

“Sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs”

UN WCED, 1987⁽³⁾

Amadeus' contribution to travel industry sustainability is closely linked to its R&D activities. The increased efficiencies that come with our innovative solutions are often linked to reduced energy and resource consumption. At the same time, Amadeus' commitment to sustainability relies on **three necessary pillars**.

Firstly, reaching sustainability objectives would be impossible without an honest and strict respect for **business ethics** and our rights and obligations towards all stakeholders with whom we work: customers, employees, shareholders, providers, partners, industry players, etc.

The Amadeus Code of Professional Behaviour (CPB) is our principal reference to safeguard appropriate development in this field. All employees need to follow mandatory training in CPB and we monitor our performance through various initiatives across the company: from customer satisfaction surveys to analysis of our performance as an employer, as well as through the scrutiny of external evaluators. Amadeus' inclusion in the Dow Jones Sustainability Index during 2012 marks an important milestone in this respect. However, work

is never finished in this domain and we aim to remain permanently alert and continuously improve.

Secondly, we embrace our responsibility towards overall **environmental sustainability**, minimising the use of natural resources, providing solutions to our customers that help them to optimise their impacts and working together with industry stakeholders towards common environmental objectives.

Although it is inevitable that our business activities imply some degree of ecological footprint, it is fundamental to understand our major consumptions, and then to measure them, to identify best practices, to implement improvement plans, and to follow up on our performance for constant progress.

Since 2009 our Environmental Management System (EMS) has systematically recorded our principal areas of concern:

- > Electricity consumption
- > Greenhouse gas emissions from electricity, fossil fuels, business travel (scopes 1, 2 and 3 of the Greenhouse Gas Protocol)
- > Paper
- > Water
- > Waste



Photo by Aude Piercy



Photo by Huibert-Jan Evekink

The current scope of Amadeus' EMS covers our top ten sites worldwide by number of employees, which represent approximately 80% of the total footprint.

In addition, our ambition is to systematically identify any environmental impact associated with the use of our products by customers. Examples of this include the paper saved by the implementation of e-ticketing or electronic miscellaneous documents, and the fuel savings achieved by the implementation of our Departure Control System for airlines. We believe that advanced technology should deliver both operational and environmental benefits.

Cooperation with industry players is also critical: no single entity can achieve much in isolation. We work together towards common objectives with trade associations like the World Travel and Tourism Council (WTTC), the Global Sustainable Tourism Council (GSTC) or the UN World Tourism Organisation (UNWTO).

Thirdly, we need to make sure our business activities increase shareholder value through a positive contribution to society. The travel industry comprises diverse and interdependent sectors which together represent 9% of global Gross

Domestic Product (GDP) and employment worldwide⁽⁴⁾. We work in an industry that has an enormous impact on the well-being of the communities involved. Our ambition is to, gradually but visibly, improve our contribution to society. We aim to achieve this with a closer focus on engaging the resources that make Amadeus unique: our people and their talents, our technological capabilities, and our expertise in the global travel industry.

In 2012 we have evaluated the results achieved so far and reshaped our **Corporate Citizenship** strategy. In the reshaped approach, project work on the social side is grouped into three programme areas:

- › Training and educational projects
- › Technology for good: selected components of Amadeus technology deployed in social projects
- › Local community projects and volunteering

We believe that with this approach we will maximise our opportunities and take advantage of our global presence to reach all areas where our contribution can provide most benefit. As a consequence of the positive outcomes of our corporate citizenship activity, we can enhance Amadeus' reputation in the travel industry.

Innovation

A simple historic review shows clear evidence of the critical importance that innovation has contributed to the travel industry. Looking back over the last 50 years, innovation has permitted development hardly found in other industries: from the advent of commercial aviation, to the vast improvement in the infrastructure of road transportation in many parts of the world, to the more recent development and implementation of high speed rail. The world of travel has gone through immense transformation and has contributed to valuable changes in all aspects of the economic and social landscape. Innovation has been the catalyst for these dramatic changes in the travel industry.

Our constant support for new technologies has allowed us to deliver innovative solutions to our customers. Since 2004 we have invested around 2.4 billion EUR in total in R&D. In 2012, 14% of our revenues were invested in R&D, to make sure our solutions deliver efficiencies and continue to shape the future of travel.

Examples of Amadeus innovation projects that contribute to overall sustainability are very diverse and expand from the transition of our core platform to open systems, to innovations in all areas of travel; always in search of improved performance for airlines, airports, rail operators, hotels, travel agencies and ultimately, travellers.

In the following chapter, dedicated to research, development and innovation we provide more information in this respect.

