Global Report 2015
A business, financial and sustainability overview
7. Social commitment

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7.1 Commitment to society: shaping a fair future for all

Business cannot succeed in societies that fail. In 2015, this simple mantra continued to drive the Amadeus Social Responsibility programme.

Social Responsibility at Amadeus constitutes an integral part of the company’s corporate strategy. To contribute to a sustainable future for all, we draw on our core strengths, orienting the Social Responsibility programme around three pillars: Knowledge and Skills Transfer, Technology for Good and Community Support. Each pillar is developed in close relation to our core business.
In 2015, education, accessible travel for all, early childhood development and medical research were the main themes of Amadeus’ Social Responsibility strategy. We believe that using our unique capabilities, we can contribute to breaking the cycle of poverty and social exclusion in order to give vulnerable children, young people and marginalised communities a fair chance of growth and self-reliance.

**Our impact in 2015**

Amadeus employees, using their skills, time, technological capabilities and expertise in the global travel industry worked on more than 150 projects and initiatives to shape a more equitable future for disadvantaged people in 58 countries.

Our progress in this area would not have been possible without the valuable contributions of our multiple partners across the travel industry, academia and non-profit sectors.

**Continued dialogue with stakeholders**

To ensure that Amadeus continues to focus on the right areas, the company maintains a continuous dialogue with key stakeholders. Evaluation of our approach in terms of social responsibility formed part of the 2015 business materiality analysis and brand perception survey, carried out among a target group of internal and external stakeholders. The findings of this review, along with Amadeus’ participation in social responsibility public forums, meetings with project partners and consultation with staff during project selection, all guided the company’s focus on social issues.

In 2016, we will extend the stakeholder dialogue to align with the United Nations Sustainable Development Goals (SDGs). The following SDGs are relevant to Amadeus’ business and central to the company’s Social Responsibility strategy:

- **Goal 4: Ensure inclusive and equitable quality education**
- **Goal 5: Achieve gender equality and empower women and girls**
- **Goal 8: Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all**
- **Goal 12: Ensure sustainable consumption and production patterns**

Visit the Amadeus Social Responsibility Map online: [www.amadeus.com/csrmap](http://www.amadeus.com/csrmap)

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1. Amadeus employees and management, customers, civil society and public authority representatives in local communities (NGOs, international organisations for development such as UNICEF and UNWTO, local tourism and regional authorities such as the European Commission), travel and tourism industry associations (WTTC and local travel agency associations) and the investor community.
Amadeus’ social commitment in 2015: Contributing to local development through technology, people and global travel

- **Technology for Good:**
  - 13 projects in North America
  - 3 projects in Western Europe
  - 7 projects in Latin America
  - 5 projects in Africa

- **Knowledge & Skills Transfer:**
  - 6 projects in Western Europe
  - 2 projects in Africa

- **Community Support:**
  - 29 projects in Western Europe
  - 16 projects in the rest of Europe
  - 22 projects in Asia-Pacific

**Total value of community investment:** €2.64m

- **Staff involved in projects:** 1,922
- **Partnerships with non-profits and education institutions:** 221
- **Young people trained and mentored in travel reservation skills and basic IT use:** 3,436

**Click for Change €1m milestone reached.**
Funds dedicated to UNICEF immunisation programmes in Chad and Angola, Schools for Asia programme and regular resources.

*Includes LATAM Volunteer Day developed in 10 markets.*
7.2 Knowledge and Skills Transfer

Bridging the gap between mainstream education and what the job market requires

Amadeus’ Knowledge and Skills Transfer programme seeks to close the gap between mainstream education curricula and the travel sector’s requirements of new graduates. We aim to do this by educating the future workforce on career opportunities in the sector and by providing relevant training and skills.

In 2015, 3,436 young people benefited from training and mentoring in tourism, travel reservation and general business skills through Amadeus initiatives. These included partnerships between Amadeus Commercial Offices and 128 universities, vocational training centres, schools and educational non-profit organisations.

In all instances, the training was structured towards developing skills that enable young people, including those living in social or digital exclusion, to improve their chances of employment and better prepare them for living in a digital world.

1. The Global Travel and Tourism Partnership’s (GTTP) annual student and teacher awards were hosted at the Amadeus Executive Briefing Centre in Nice. Amadeus has a long-standing partnership with GTTP and is a board member of the organisation.

2. Amadeus Yemen and ADRA (Adventist Development and Relief Agency) helps young refugees to find employment in the travel industry.

3. An Amadeus Spain volunteer went to schools in Lima, Peru, to teach IT skills to students, in collaboration with Cross-Cultural Solutions.
Extending the benefits of affordable computer technology

In 2015, Amadeus signed a new partnership agreement with Computer Aid International, a non-profit organisation that works to extend the benefits of affordable computer technology to schools, hospitals and other community organisations, serving some of the world’s poorest people. This partnership allows us to expand the reach of our donations and improve logistical efficiencies for our global PC donation project. In 2015, Amadeus country offices donated 262 computers to schools and projects around the world. This brings the total number of computers donated through this project since 2010 to 2,338.

1. PCs were donated to support Iberia’s project to build a computer classroom in a school in Peru.
2. PCs were donated to the Taiwan-based I-Link Community Services Association’s free after-school programme, providing disadvantaged children access to IT.
3. Amadeus Airline IT raised funds at the Amadeus Asian regional meeting through the auction of pictures drawn by refugee children at Colabora Birmania. The proceeds were used to build a computer lab in rural Thailand.
4. PCs were donated in Kenya to support the work of local schools.
7.3 Technology for Good

Travel as a powerful alternative source of funding for social development projects

According to industry estimates, more than 9 million passengers fly every day. The Amadeus Technology for Good programme seeks to harness the power of these numbers to drive sustainable development initiatives using technology.

One such initiative is the Amadeus Donation Engine, launched in 2012. The Amadeus Donation Engine works simply and effectively ‘behind the scenes’ of online travel selling platforms. It enables online travel providers and sellers, such as airlines and travel agencies, to solicit micro-donations securely and easily from people around the world when they buy travel online. United Nations Children’s Fund (UNICEF) pools these micro-donations together for impact and uses them to fund children’s projects in countries where there is critical need.

By the end of 2015, more than €1 million had been raised through the Amadeus Donation Engine by travellers buying tickets on the three participating airlines’ websites (Iberia, Finnair and Norwegian) across 53 countries.

Donations made on Iberia’s website funded life-giving vaccines for 850,000 children in Angola and Chad, through UNICEF’s 100% Let’s Vaccinate Every Child campaign. Norwegian scaled up relief support and filled a plane with school supplies and emergency aid for Syrian children in refugee camps in Jordan, while Finnair carried out work with UNICEF through the Schools for Asia programme, benefitting 8 million socially excluded children in Vietnam.

The online donation programme is open for more travel partners to join at clickforchange.com.

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3 Find out more about this programme and how to participate at clickforchange.com.
4 For more information, visit www.unicef.no/fly.
Bernt G. Apeland,
Executive Director, UNICEF Norway

This shows the Norwegian customers’ dedication to making the world a better place for children. It also shows that it is easier to support our work when it is easy to make donations, the way Amadeus and Norwegian have enabled customers to donate online. I would like to thank both companies and all customers for their contribution.

Carmelo Angulo,
President, UNICEF Spain

At UNICEF we are proud of this alliance, of the generosity of Iberia customers and the success of the fundraising effort, which for the past two years has contributed to improving the lives of thousands of children in countries like Chad. Five vaccination campaigns are reaching millions of unvaccinated children. This sort of alliance is key for achieving real change in the lives of children, by enabling them to survive and grow.

Bjørn Kjos,
CEO, Norwegian

I would like to thank our passengers for their generosity. The total amount of more than £130,000 shows that a small contribution from many passengers will help children get the future they deserve. We are eager to do whatever we can to help the dispersed refugee children of Syria, and our signature partnership with UNICEF makes this possible. We will provide an aircraft and crew so that we can carry emergency aid and school supplies. We encourage our customers and partners to contribute to preventing a lost generation of Syrian children.

Luis Gallego,
Chairman and CEO, Iberia

Our customers have shown their ample generosity and support for UNICEF’s projects. At Iberia we are delighted to contribute to helping thousands of children in the poorer countries to grow in good health. I am convinced these donations will continue growing in this new phase of the agreement. At Iberia, we will do our best to make that happen.

1_ Click for Change – a ready-to-use Social Responsibility solution for online travel selling points.
2_ Carmelo Angulo (President, UNICEF Spain), Luis Gallego (Chairman and CEO, Iberia) and Luis Maroto (President and CEO, Amadeus IT Group) renewing the online donation partnership.
3_ Norwegian’s Bjørn Kjos and Bernt Apeland in Bangi, Central African Republic.
4_ UNICEF’s Schools for Asia programme.
Accessible travel for all

According to the World Health Organisation, 15% of the world’s population lives with some form of disability. This reality, together with increasing regulation for compliance with universal accessibility standards, has led Amadeus to address this need.

In 2015, we redesigned Amadeus e-Retail, the world’s most widely used airline internet booking engine which powers over 100 airline websites, into DX (Digital Experience). One of the objectives of the redesign was to allow our e-Retail customers to achieve compliance with the international standard WCAG 2.0 (Web Content Accessibility Guidelines), level AA.

As part of a 2015–2018 roadmap to further evolve its social responsibility activities, Amadeus has launched a global research project to define the company’s strategic understanding of travel accessibility and extend its contributions in the area. The findings and recommendations from this exercise will be completed in 2016.

In addition, Amadeus signed an agreement with Fundación ONCE5 with the aim of contributing to the social and economic inclusion of people living with disabilities. Fundación ONCE is currently collaborating with Amadeus on a research project about accessibility in travel.

In alignment with this ongoing accessibility project, Amadeus also contributed to the consultation process opened by the European Commission after the publication of the European Accessibility Act in December 2015. This draft piece of EU legislation addresses issues faced by people with disabilities, in terms of access to web content and transport.

Amadeus provides airline customers with the website technology used by travellers to search for and book their flights. At present, we have migrated 30 airlines to a new user interface, which makes the websites easier to navigate for people with disabilities. For example, visually impaired users can now navigate via automatic screen readers.

5 Fundación ONCE is an institutional authority on universal accessibility, and part of the Spanish National Organisation of the Blind.

7.4 Community Support

Taking responsibility in local communities

Amadeus’ Community Support programme includes projects carried out in specific markets, in co-operation with non-profit organisations and local authorities, to improve the living standards of disadvantaged people in the community.

Under this programme, Amadeus staff funded the work of over 93 non-profit organisations around the world in 2015. Through sports for charity, fundraising and cash donations, our people found creative ways to give back to their communities and support crisis relief work. Amadeus staff also dedicated over 9,500 hours to volunteering.

In addition, Amadeus business teams found ways to include a responsible component in their activities: volunteering in the local community as a part of leadership development and teambuilding activities; using donations to incentivise survey and campaign responses; rewarding competition winners with donations to a favoured charity; and dedicating their customer Christmas present budget to a non-profit.

Some of the non-profit organisations that benefited from these dedications in 2015 include:

Regional:

Global and cross-regional
UNICEF, the Red Cross, Movember Foundation and Cancer Associations in the United Kingdom, the US, Spain, Israel, Australia, Sweden and Greece.

Asia

Africa and Middle East
Ahadi Kenya Trust, Saint Lawrence Haven Orphanage, Nébéday, Qatar Charity Education, Safi Benovlent Trust.

Europe

Americas
Greater Boston Food Bank, Habitat for Humanity, Project Bread, Soles 4 Souls, the Leukemia & Lymphoma Society.

Crisis relief

Amadeus employees have proven time after time that they cannot stand idle when a crisis hits. In 2015, corporate donations and funds raised by staff were dedicated to supporting the Red Cross, UNICEF and Prime Minister’s National Relief Fund (India) in relief efforts in Syria, Nepal and Vanuatu.

France: 290 Amadeus Airline IT volunteers built a playground in Nice for children with learning difficulties, in collaboration with Splash Community Initiatives, as part of a teambuilding exercise.

Australia: Amadeus employees and Air Vanuatu collected funds and over 290 kg of foodstuffs to help Vanuatu recover from the destruction caused by Cyclone Pam in March 2015.
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Amadeus Community Support projects

Africa

1. Kenya: A local Amadeus team participated in the Ahadi Kenya Staircase relay challenge, whose main goal is to eradicate the jigger or sand flea menace in rural Kenya.

America

2. US: An Amadeus team participated in a Walk for Hunger to highlight food insecurity and hunger in Boston, Massachusetts.

3. Costa Rica: Employees worked to restore a children’s home.

4. Mexico: Employees spent the day supporting a special needs centre.

LATAM Volunteer Day: 280 Amadeus volunteers worked in local communities

Asia

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Europe

8. Sweden: 36 Amadeus employees participated in the Spin of Hope, a 12-hour sports event to raise money to support the Swedish children’s cancer foundation Barncancerfonden.

9. Worldwide: 9 Amadeus teams participated in ‘Movember’, an initiative to raise funds for research in men’s health issues. 145 employees raised over €9,000 for the cause.

10. Italy: Amadeus Italy and Fondazione Atlante contributed towards the restoration of the Pigello Portinari davanti a San Pietro Martire.

11. France: 190 Amadeus employees ran to raise over €15,000 for 2 non-profits, Magic Bus in Bangalore and Helping Hands in Nice.

12. Spain: Employees participated in a charity race in Madrid to fight against child malnutrition.

Asia

5. India: Amadeus Labs in Bangalore sponsored the Inter-NGO sports meet organised by Concern India Foundation. 500 underprivileged children between the ages of 8 and 16 participated.

6. Hong Kong: Amadeus employees raised funds and volunteered to support their long-term partners, The Urban Peacemaker Evangelistic Fellowship Ltd.

7. Thailand: Amadeus employees in Bangkok participated in a run to give back to the local community.