8. Social Responsibility

8.1 Building a better future

Our strategy in social responsibility is to use our core strengths – our people, technology and global travel expertise – in programs and partnerships that can make a real difference. Our objective is to contribute to the inclusive development of communities in the countries where we operate, improving how travel and tourism can make a positive impact.

Amadeus Social Responsibility is the global program through which we deliver this positive change, supporting economic development, education, entrepreneurship and employment in communities in 47 countries. We develop a wide array of projects designed to respond to local communities’ needs. In 2018, Social Responsibility activities were rolled out in locations where an estimated 70% of staff is based.

At Amadeus, we continuously evolve our practice to incorporate detailed indicators, and we have taken significant steps in the right direction this year. In 2018 we joined the United Nations Global Compact, the world’s largest corporate sustainability initiative, to strengthen our commitment to sustainability and the 10 universal principles on human rights, labor, the environment and anti-corruption. We have also continued detailed consultations and run programs together with our key social stakeholders such as UNICEF and the Global Travel and Tourism Partnership (GTTP).

We also made good progress in the three strategic pillars of our global Social Responsibility program:

_ Technology for Good_  
In partnership with our customers and global NGOs, we provide technology and data solutions that respond effectively to their commitments toward inclusive social development. We developed the Amadeus Donation Engine to enable travelers to make a donation when they buy travel online and to meet the need for a simple and effective method of gathering funds to help local communities around the world.
_Knowledge & Skills Transfer_
In collaboration with local governments, our customers and development organizations, we equip young people with skills that the digitalized travel and tourism industry requires. Our Training for Employment pilot in Egypt addresses the gap between formal education and the practical knowledge that is required to work in the industry.

_Community Support_
Amadeus engages in a wide array of community support programs around the world, supporting projects to reduce poverty and inequality.

In 2018 we fostered 161 partnerships with intergovernmental and non-profit organizations, educational institutions and public and private sector leaders in the travel industry.
8.2 Our achievements in 2018

Our ambition for 2018 was to bolster our social responsibility engagement, by increasing the impact and reach of our strategic projects and leveraging our core strengths more systematically.

We continued to focus on our commitment to key global sustainability networks, such as the United Nations Global Compact, the world’s largest corporate sustainability initiative. In parallel, we further aligned our programs and activities with the United Nations Sustainable Development Goals (SDGs), achieving very positive outcomes in all these cases.

We joined Fundación SERES, a Spanish non-profit organization that helps companies strengthen their role as a key agent of social change.

In addition, we continued to see encouraging results in employee engagement, and the number of Amadeus employees dedicating their time, talents and enthusiasm rose to 3,412.

Examples of social KPIs achieved in 2018

<table>
<thead>
<tr>
<th></th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total value of community investment</td>
<td>€2.64m</td>
<td>€3.09m</td>
<td>€4.04m</td>
<td>€6.09m</td>
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<tr>
<td>Staff involved in projects</td>
<td>1,922</td>
<td>2,909</td>
<td>3,188</td>
<td>3,412</td>
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<tr>
<td>Computers donated</td>
<td>262</td>
<td>520</td>
<td>518</td>
<td>866</td>
</tr>
</tbody>
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Grow strategic impact

Global advocacy for travel and tourism

- Inclusive development in emerging and younger economies

Private and public sector partnership

- Upskilling young people
- Economic inclusion through travel and tourism

Social responsibility projects

- Expertise and business resources
- Amadeus people

Amadeus technology solutions

- Driving social inclusion and development
- Customers and non-profit partners

Amadeus’ social commitment in 2018: contributing to local development through technology, people and global travel

- **North America**
  - Projects: 15
  - Partnerships with 15 non-profits
  - 18 young people trained and mentored
  - Total value of community investment: €6.09m

- **Latin America**
  - Projects: 25
  - Partnerships with 7 non-profits
  - 18 young people trained and mentored
  - Total value of community investment: €410k raised through Click for Change

- **Africa**
  - Projects: 9
  - Partnerships with 3 non-profits
  - 6 young people trained and mentored
  - $3,412 computers donated

- **Western Europe**
  - Projects: 53
  - Partnerships with 43 non-profits
  - 823 young people trained and mentored
  - 866 computers donated

- **Rest of Europe**
  - Projects: 21
  - Partnerships with 14 non-profits
  - 7 young people trained and mentored

- **Asia-Pacific**
  - Projects: 38
  - Partnerships with 35 non-profits
  - 161 young people trained and mentored
  - Total value of community investment: $410k

- **Middle East**
  - Projects: 13
  - Partnerships with 12 non-profits
  - 1 young person trained and mentored

- **Knowledge & Skills Transfer**
  - 45 projects

- **Community Support**
  - 125 projects

- **Technology for Good**
  - 4 projects

GRI 103-1, 103-2, 103-3 (Indirect economic impacts), 103-1, 103-2, 103-3 (Social Responsibility), 203-2, 413-1
8.3 Technology for Good

Sample of a risk map developed to predict the spread of Zika

For us the Magic Box is a way to bring together partners like Amadeus and others who want to use their data as a global public good and to collaborate with them to build a product that allows us to have real-time insights and use that information for action.”

Chris Fabian
Ventures Lead Office of Innovation, UNICEF

Real-time predictive analytics to improve response to global emergencies

In collaboration with Amadeus, UNICEF’s innovation team has developed a prototype for real-time predictive analytics to improve responses in humanitarian crises. This pioneering initiative, called “Magic Box,” aims to better understand the impact of serious emergencies at the time they happen. It provides a technology platform that can rapidly analyze many complex data sources to predict, for example, the spread of epidemics.

Over the past two years, UNICEF has used Magic Box for Ebola response in Sierra Leone and the Democratic Republic of Congo, and for Zika, Chikungunya and Dengue in Latin America.
Tapping into the global travel market for sustained funding for projects to empower young people

In 2018 Click for Change, the global online donations campaign led by Amadeus and UNICEF, was launched on the websites of Almundo, an omni-channel travel agency in Latin America, and Avianca, a leading group of airlines in Latin America. Travelers making bookings on almundo.com have the option to donate to the general budget of UNICEF Argentina programs, and travelers booking through avianca.com are able to contribute to the UNICEF Regional Education program for Latin America and the Caribbean.

Click for Change is powered by the Amadeus Donation Engine, which gathers micro-donations from people buying travel online. Since 2013 more than USD 3.3 million has been donated by travelers purchasing travel products and services on our partners’ websites including Iberia, Finnair, Almundo and Avianca. UNICEF channels these funds into multi-country programs that give thousands of children a fair start in life through education, health care and emergency response programs. Through our donation engine facilitated by our partners’ websites, in 2018 Amadeus’ contribution to UNICEF helped protect 125,000 pregnant women with iron and folic acid and also helped educate 200,000 children.

The Click for Change funding improves UNICEF’s ability to deliver results for every child, especially those at greatest risk and in greatest need.

Increasing the reach of humanitarian campaigns through global travel communication channels

Using Amadeus’ corporate and customer communication platforms, we launched four UNICEF global campaigns:

1. #GoBlue for every child, in support of children’s rights on World Children’s Day.
2. UNICEF’s humanitarian response in Indonesia, to help children and families affected by the earthquake and tsunami.
3. UNICEF’s World Tourism campaign, with the aim of raising awareness of the possible harm of volunteer tourism in countries like Nepal, where children are separated from families to populate orphanages for financial gain.
4. Children Uprooted, to raise awareness and funds for millions of children on the move displaced by conflict, poverty or disaster.

Travelers responded positively to all campaigns, driving significant traffic to the UNICEF campaign pages.
8.4 Knowledge & Skills Transfer

Shaping the future of talent to meet job market requirements

Amadeus’ Knowledge & Skills Transfer program brings skill-building to young people in our local communities. We do this by providing industry-relevant training, and by facilitating access to affordable computer technology. We also engage with our industry partners and customers to identify skill and resource gaps, and to get their commitment to providing employment or on-the-job training opportunities to qualified candidates.

In 2018, 823 young people benefited from our long-standing education-related projects in 9 countries. They received training and mentoring in travel reservation, tourism and business skills. Overall, Amadeus offices have ongoing partnerships with 44 education organizations – universities, vocational training centers, schools and educational non-profit organizations – in 17 countries.

#GoBlue: campaign for children’s rights on World Children’s Day

Building on last year’s successful campaign, Amadeus collaborated once again with UNICEF for World Children’s Day in 2018. The theme this year was #GoBlue, and Amadeus went blue in various ways to raise awareness for the rights of every child. Amadeus employees were encouraged to wear blue to work on November 20 to raise awareness for the cause.

On our corporate social media channels, images and videos of children of Amadeus employees were in focus throughout the day.

Amadeus employees in Taiwan showing support for World Children’s Day by wearing blue to work.
Public–private partnerships to ensure that training improves employability

In 2018 we completed the Training for Employment project in Egypt. The project piloted a multi-stakeholder approach to ensure that the training offered actually provides the skills required by the travel industry, and to improve the employability of the students. In that way, the local community is positively impacted by the educational and socio-economic growth of candidates participating in the program.

For this particular initiative, Amadeus collaborated with Education For Employment (EFE), a highly recognized NGO, and Flyin.com, an online travel agency in the Middle East, to provide 16 young women and men training and work experience. The goal of this type of program is to qualify young people from underserved communities to work in travel and tourism and to motivate them to continue with further education in the sector. With the commitment of local industry players, training can help overcome the existing skill gaps and resource needs of the global travel industry.

Amadeus believes that new and innovative models for public–private collaboration are needed to address the challenges of the future.

“At Education For Employment, we believe that when youth have the right skills and opportunities, they thrive in life and transform their communities. In Amadeus, we found a partner that shares our conviction in the positive potential of youth and enables us to make a lasting impact. Together, we equipped unemployed young women and men with the skills to succeed in work and life. We are proud to work with Amadeus in Egypt to enable youth to soar.”

Andrew Baird
President and CEO, Education For Employment
Growing our commitment to the Global Travel and Tourism Partnership (GTTP) education program

In 2018 more than 700,000 students from 13 countries participated in the GTTP curriculum. This unique education program introduces secondary school students to the travel and tourism industry and the career possibilities in it. Since its launch in 1996, close to 3 million students have participated in the GTTP program.

The GTTP annual students and teachers conference was held at the Amadeus Executive Briefing Center in Sophia Antipolis in France. This year’s theme was “Innovation in Tourism.” Amadeus has a long-standing partnership with GTTP and is a founding Board member of the organization.

Recycling used PCs to support digital inclusion

Used PCs and other computer equipment that are replaced in the Amadeus organization are put to good use around the world to help schools and training programs. Every year, hundreds of Amadeus PCs are refurbished and shipped to charitable causes, helping to improve digital inclusion. In 2018 Amadeus signed an agreement with Close the Gap, an international non-profit organization with the aim of closing the digital divide through connecting corporations and organizations with charitable projects in emerging countries.

1 Brazil, Canada, China, Hong Kong, Hungary, India, Ireland, Jamaica, Kenya, the Philippines, Russia, South Africa and Tanzania.
8.5 Community Support

Collaborating in our local communities to reduce poverty and inequality

Through Amadeus’ Community Support program, we support people in need in our local communities with a particular focus on children, youth and women. In 2018 we collaborated on 125 projects with 107 non-profit organizations and local authorities in 30 countries.

Sports for charity, food and clothes collection, and local fundraising and cash donations are some of the creative ways our people find to help in their local communities. Amadeus staff also dedicated 16,738 volunteer hours.

In addition, Amadeus business teams found ways to include a responsible component in their activities: volunteering in the local community as part of leadership-development and team-building activities; using donations to incentivize survey and campaign responses; and leading social responsibility projects of their own.
Amadeus’ community support highlights

World Cleanup Day
Amadeus’ offices in Asia participated in World Cleanup Day, the biggest civic movement to rid our planet of trash. In collaboration with our partner, Let’s Do It! World, more than 100 Amadeus employees and families collected 300 kilograms of trash in just 1 day.

Social Responsibility program in the Bangkok office
The program supports educational inclusion among marginalized children and youth, from early childhood education to university level. Four initiatives encompass this: (1) childcare for underserved families with Baan Dek; (2) getting street children back to school with Friends International; (3) helping displaced youth re-enter education by obtaining high school equivalency certificates with Colabora Birmania; and (4) university scholarships with the non-profit charity International Support Group Foundation (ISGF).
“The journey of your life”

In collaboration with local NGOs, employees from Amadeus’ offices in Spain, Portugal and the Amadeus company Travel IMS shared a virtual journey with children who are undergoing long-term hospitalization due to life-threatening illnesses. During a three-hour journey, employees dressed in cabin crew uniforms took the children on a virtual trip around various countries and held games to teach them about the cultures and traditions of the countries included in their journey.

LATAM Volunteer Day

During the 8th edition of our LATAM Volunteer Day, over 300 employees from 12 Amadeus offices in the region, together with customers, supported their local communities. IT support, general maintenance and materials were provided to shelters and support organizations for children, the elderly, vulnerable individuals and vulnerable animals.

Better Days campaign

Our Digital & Transformation Services unit kicked off a series of social responsibility activities by collecting presents to fill gift boxes for underprivileged children and by raising funds for Soles4Souls, a non-profit that provides relief to those in need through the distribution of shoes around the world.