

# SUSTAINABILITY HIGHLIGHTS 2024

*Sustainability is an area we aspire to lead and remains at the forefront of our path forward. Moving people forward in life in a sustainable and responsible manner requires collective efforts. Through partnering with businesses, customers, regulators and our own people, we are ready to move Cathay to new heights while creating a brighter future for generations to come.*



## CLIMATE CHANGE

Cathay co-initiated the **Hong Kong Sustainable Aviation Fuel Coalition** to advance the development, supply and use of sustainable aviation fuel ("SAF"). We launched a landmark tripartite partnership in fostering **Hong Kong's first SAF ecosystem**. Globally, our **Corporate SAF Programme** achieved significant growth where programme partners altogether committed to using about **6,270 tonnes** of SAF.



## CIRCULAR ECONOMY

Cathay Pacific set two new secondary single-use plastics ("SUP") targets for 2025 – increasing inflight recycling of water bottles to **33%** and ensuring at least **50%** of the remaining passenger-facing SUP items are made with recycled plastics. Working towards the goals, we introduced a **first-of-its-kind recycling workflow** for plastic bottles and cans at Hong Kong International Airport. Internally, we also introduced the first **Reverse Vending Machine** with miles redemption.

## COMMUNITY

2024 marked the 20th anniversary of Cathay's flagship youth development programme, I Can Fly. We contributed around **6,000 hours** for different community initiatives as well as made charitable donations amounting to **HK\$5.1 million** in direct payments and a further **HK\$3.1 million** in the form of discounts on airline travel.



## OUR PEOPLE

Cathay has a global workforce of more than **30,000** people, with around **7,000** new employees in 2024. To be an employer of choice, we updated our travel policy to allow all eligible employees to nominate a **"Plus One" travel companion** regardless of marital status.



For more details about our sustainability performance, please refer to our [Sustainability Report 2024](#)