

# Understanding the Importance of Corporate Social Responsibility Practices and Implications on Aviation Industry

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## Abstract

This poster delves into the realm of corporate social responsibility (CSR) within the aviation industry, with a specific focus on United Airlines, Ryan Air, and Emirates. It elucidates the importance and significance of CSR, exploring its various dimensions and implications for businesses in this sector. By thoroughly analyzing the CSR policies and practices of these diverse global airlines, we describe the ways in which they engage with social responsibility. Furthermore, this research offers practical recommendations for these airlines and the broader aviation industry, aiming to improve and strengthen their CSR initiatives. Such enhancements hold the potential to bring positive outcomes for the companies and their employees, stakeholders, surrounding communities, and the environment. This poster advocates for a more socially responsible approach within the aviation sector, with the ultimate goal of fostering sustainability, community engagement, and a more harmonious coexistence with the world at large.



## Introduction

The concepts of corporate social responsibility (CSR) finds its way into the aviation industry through a multitude of unique channels. Additionally, the implementations and implications of such concepts may present themselves in many unique ways, and can differ greatly by region, by company, by business model, and more. For the purpose of an efficient and meaningful exposition into how CSR concepts manifest in the aviation industry, this poster presents findings for some of the world's largest airlines – United Airlines, Ryan Air, and Emirates – and through the lenses of the following CSR-related concepts:



## CSR Practices in United, Ryan Air, and Emirates

### UNITED

- Environmental sustainability:** United has been committed to reducing its carbon footprint. It has invested in more fuel-efficient aircraft, engaged in sustainable fuel sourcing, and implemented recycling programs.
- Community Outreach:** Community Engagement: The company supports various community and philanthropic initiatives, including education, disaster relief, and programs focused on veterans and underprivileged communities.
- Diversity, Equity, and Inclusion:** United dedicated to empowering exceptional team to provide outstanding service to their customers and foster a collaborative environment among the employees. United's goal is to dismantle obstacles and establish an inclusive, secure, compassionate, reliable, and efficient setting where diverse talents and suppliers can flourish, contributing significant value.

### RYANAIR

- Environmental Impact:** Developed a pathway to net-zero emissions by 2050 that aligns to the Paris. The new aircraft is 20% more fuel efficient than the Boeing 737-800NGs. Progress was also made towards reaching their 2030 goal of powering 12.5% of Ryanair flights with SAF. They recently expanded our SAF partnerships with Neste (Schiphol), OMV (Austria, Germany and CEE) and Shell (in London and Dublin).
- Community Outreach:** Ryanair contributes to the Irish Society for the Prevention of Cruelty to Children (ISPCC). They began our partnership five years ago and have raised over €500,000. Ryanair has Ryanair established Renature Monchique. After thousands of hectares were destroyed due to a wildfire, they planted over 135,000 trees with the help of more than 150 local volunteers in the past 2 years.
- Diversity, Equity, and Inclusion:** Ryanair has expanded throughout Europe and Africa, thus creating a diverse workforce. Ryanair has a non-discrimination policy. With over 66 nationalities speaking 42 different languages, Ryanair recognizes the talents and new ideas that their diverse workforce brings to the Group.

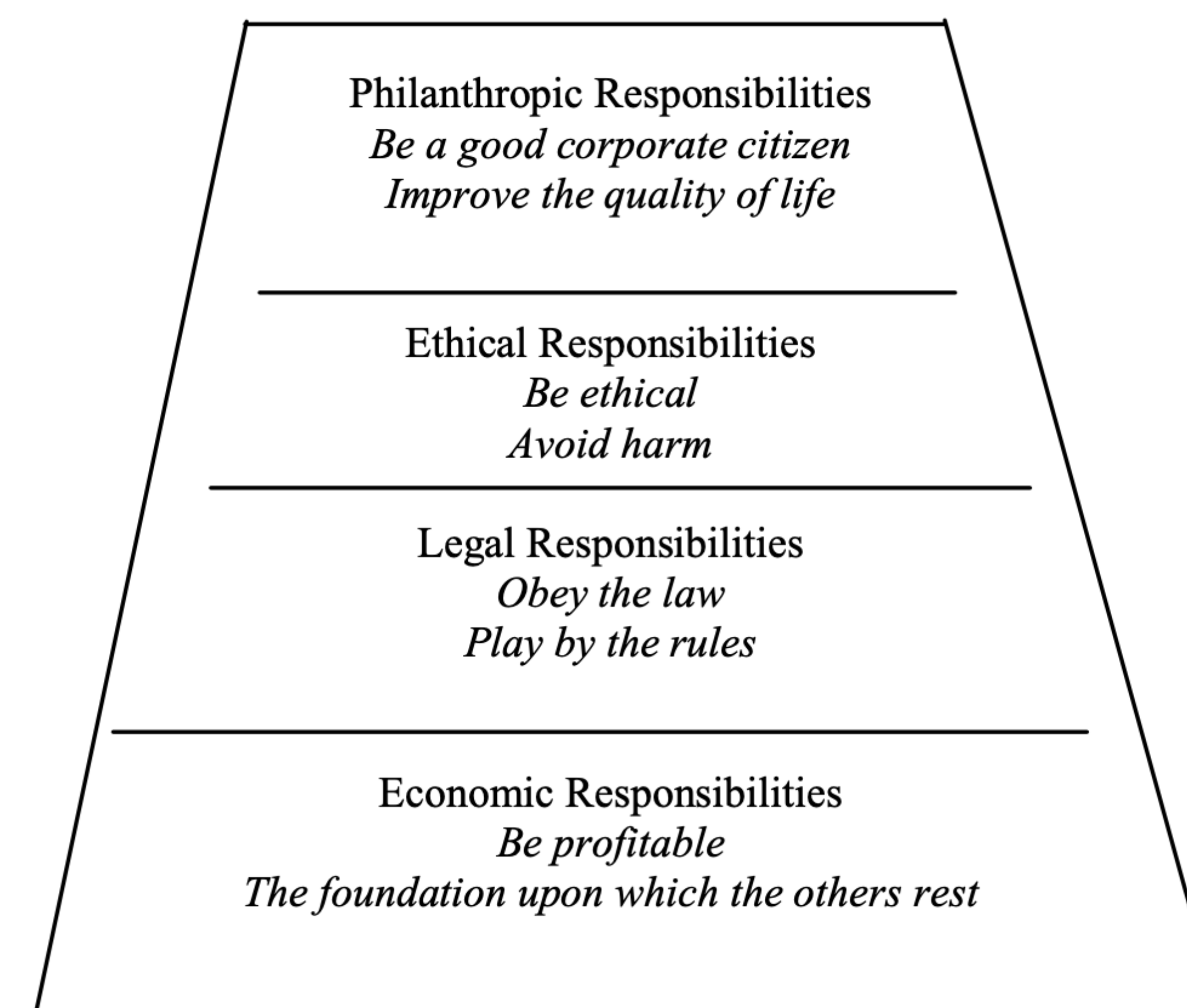
### Emirates

- Environmental Impact:** Emirates has been investing in a more fuel-efficient and eco-friendly fleet. It has been retiring older, less fuel-efficient. Emirates has been exploring and using sustainable aviation fuels made from renewable sources. Emirates invests in energy-efficient operations, such as using ground power instead of aircraft auxiliary power units when on the ground, as well as improving the efficiency of its facilities and equipment by adding solar panels. Emirates is mindful of water usage and has implemented various measures to reduce water consumption in its operations, such as using water-saving technologies and practices. Examples include waterless washing of aircraft.
- Community Outreach:** Emirates has created Emirates Airline Foundation which provides humanitarian and philanthropic aid and services for children in need. Emirates also supports healthcare programs, especially in underserved areas by transporting supplies and medicine.
- Diversity, Equity, and Inclusion:** Created a clear mission to forge inclusive work cultures where women's careers thrive and their achievements are celebrated, the Emirates Group is focusing on the 2023 International Women's Day theme.

## Connection and Significance of Corporate Social Responsibility in the Aviation Industry



Corporate Social Responsibility is vital to the aviation industry within the context of an ever more increasingly environmental awareness. The aviation industry is a significant contributor to climate change thus on the 4th the IATA committed to the resolution of meeting net zero by 2050. This pledge was committed in alignment with meeting the objectives of the Paris Agreement to limit Global Warming to well below 2 degree centigrade.



## Comparative Analysis

All three airlines are taking steps towards environmental sustainability, with United and Ryanair making significant strides in fuel efficiency and SAF adoption. Emirates stands out for its focus on water conservation and solar energy use.

All three airlines prioritize diversity and inclusion, with United emphasizing a broad approach to inclusion and equity. Ryanair's diverse workforce and non-discrimination policy are significant, while Emirates has a specific focus on women's empowerment.

Each airline engages in community outreach, but the specific areas of focus differ. United has a broader range of initiatives, including support for veterans and education. Ryanair's contribution to child protection and tree-planting is noteworthy, and Emirates emphasizes child welfare and healthcare programs.

## Recommendations

**United** should maintain its commitment to sustainable fuel sourcing and actively seek out partnerships with emerging providers of sustainable aviation fuels. Additionally, to strengthen its environmental commitment, United should enhance transparency by consistently releasing carbon reduction progress reports, showcasing its dedication to reducing its carbon footprint.

**Ryanair** should prioritize further emission reductions by investing in research and development aimed at advancing more eco-friendly aircraft technology. The company should also expand its adoption of sustainable aviation fuels (SAF) on a larger scale and establish ambitious targets for SAF usage to significantly contribute to a sustainable aviation future.

**Emirates** should intensify its efforts to reduce water consumption in its operations by exploring innovative water-saving technologies. Furthermore, the airline should consider increasing its investments in renewable energy sources, such as solar panels, to power its facilities and aircraft operations, reinforcing its commitment to environmentally responsible practices.



**Reduce Harmful Practices**  
Decrease pollution, greenhouse gas emissions, single-use plastics, water consumption, and general waste.



**Regulate Energy Consumption**  
Increase reliance on renewables, sustainable resources, and recycled materials.



**Offset Negative Environmental Impact**  
Plant trees, fund research, and donate to related environmental causes.

## References

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Additional sources available upon request.