

Research Article

Green Skies or Greenwashing? A Critical Systematic Review of Airline Sustainability Claims, Perceived Credibility, Passenger Trust and Willingness to Pay

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Abstract: Background: To assess the effectiveness of the strategies used to achieve this. Rationale: Aviation is facing ever-greater pressure to reduce its environmental footprint, while still meeting passenger demand and commercial viability. So, airlines use these assertions about sustainable aviation fuel, carbon offsets, fleet efficiency, emissions reduction and waste reduction, as well as net-zero commitments, to communicate sustainability. Such statements are, however, increasingly disputed as the credibility of environmental communication can be undermined by the focus on selective benefits and the hiding of absolute emission, uncertainty and the limits of mitigation.

Methods: This critical systematic review collates the research regarding airline sustainability claims, greenwashing, environmental credibility, passenger trusts in and willingness to pay for green air travel. Based on this literature, the study has considered five analytical dimensions: claim transparency, perceived greenwashing, source credibility, passenger trust and willingness to pay. Specific focus is on the airline-specific evidence, communication on carbon-offsets, sustainable aviation fuel and green advertising and consumer research recently conducted. **Results:** Literature reports that sustainability communication is likely to elicit positive responses from consumers if it is credible, reliable and verifiable and specific. On the other hand, ambiguous and hyperbole or compensation-based claims may lead to an impression of "greenwashing" and lower brand assessments, behavioral intentions and trust. There is a willingness on the part of passengers to pay for environmental improvements but this is subject to the credibility, size and transparency of the environmental benefit. There is recent evidence from meta-analysis that offsetting schemes with a high degree of credibility can elicit significantly higher willingness to pay than schemes of lower credibility. **Conclusion:** The conclusion, then, is not that claims of sustainability are being made by airlines, it's that there is a credibility gap between the air industry's self-reported environmental performance and real environmental results. The review suggests a Green Airline Credibility-Trust-TP (GACT-WTP) framework which connects the specificity of the claims, the quality of evidence, feelings of greenwashing and finally, credibility and passenger trust and willingness to pay. The framework sees credibility as the key enabler of the transformation of sustainability communication into economic value-or its lack thereof.

Keywords: Airline Sustainability, Greenwashing, Environmental Claims, Passenger Trust, Credibility Willingness To Pay, Sustainable Aviation Fuel, Carbon Offsets, Green Advertising, Aviation Decarbonization

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INTRODUCTION

Aviation is in a challenging place in the sustainability transition. While significant economic and social benefits come from air travel, the emissions from aircraft operations result in greenhouse gas emissions and other environmental impacts. As passenger demand grows, it is even more essential to have credible decarbonisation strategies and to communicate the constraints and limitations of those strategies.

In response, airlines are becoming more vocal with environmental programmes and projects for new aircraft, operational efficiency, Sustainable Aviation Fuel (SAF), voluntary carbon offsetting, waste reductions, emissions reporting and future net zero commitments. IATA has engaged its member airlines to reach net zero carbon emissions from operations by 2050, with its roadmap consisting of source-emission reduction, sustainable aviation fuel, technology, operational improvements, offsets and carbon capture [1].

But sustainability communication is posing a basic credibility dilemma. In a statement like “lower-carbon flying”, “greener travel” or “net-zero aviation”, a positive environmental impression is created, but the size, timeliness, baseline or accounting boundary, or uncertainty of the claimed benefit is not clearly expressed. The problem is generally termed “greenwashing” in the literature [2-5].

The problem is especially relevant for airlines as it is an activity that has environmental consequences. The value of consumers for environmental protection does not exclude their flying. This leads to psychological and commercial tension, where sustainability communication can diminish negative impression of brands for environmental guilt reduction, elevate brand evaluation and affect the purchasing decisions [6,7].

In recent research conducted in the airline domain, it has been shown that this mechanism is very communication sensitive. However, experimental studies have shown that abstract compensation claims can lead to a stronger sense of greenwashing and to worse brand results and attitudes towards air travel [8]. Studies with young consumers also suggest that deceptive and compensation giving environmental claims can lead to a feeling of “greenwashing” and decreased evaluations of the airline and future purchase intentions [9].

Meanwhile, the answer to the question of “how much will passengers pay for environmental improvements” is not an either-or proposition. There is evidence that consumers will tolerate higher prices as long as the environmental benefits are credibly large and substantial [10,11]. There is evidence that willingness to pay is over twice as high for credible offsetting schemes as for those where there is no credibility [12] when measured by a 2024 meta-analysis of 31 primary studies.

This gives the central paradox that this review is going to seek to resolve:

- As more airlines communicate sustainability, there is more opportunity to develop environmental trust as well as increase the risk to the company's reputation if claims are seen as greenwashing

The review thus looks at the following research questions:

- RQ1: What are the most prevalent types of sustainability claims that airlines are making?
- RQ2: What features lead to airline sustainability communication that is seen as credible or ‘greenwashed’?
- RQ3: What is the relationship between perceived credibility and passenger trust and behavioral responses?
- RQ4: When does the provision of sustainability communication result in willingness to pay?
- RQ5: How can sustainability claims and credibility, trust and WTP be accounted for in one framework?

Conceptual Foundation of Airline Greenwashing

Generally greenwashing is known as an environmental communication, which presents an organization's environmental performance in a positive and misleading way [2,3]. The concept could contain outright lies, a lack of information, or use obscure terms, unsubstantiated statements, or irrelevant detail about environmental changes, with a failure to mention a more serious change [4,5]. It is important to differentiate between ‘green communication’ and ‘greenwashing’. Sustainability communication is not per se deceitful. The problem in a claim occurs when there is more in the environmental impression than the evidence to support the claim. This can be thought of as:

$$GW = f(C_l, E_g, T_r, A_s)$$

where, GW represents perceived greenwashing, Claim Ambiguity (Cl), Evidence gaps (Eg), Transparency deficiencies (Tr) and selective Emphasis (As). The model shows that it is not only about the sincerity of the airline's environmental action that will affect the perception of greenwashing. It also can be influenced by the way the action is conveyed. The following are the major categories of claims under the Airline Sustainability umbrella. Below are the primary categories of Airline Sustainability claims:

The typology of the main modes of airline sustainability communication and the credibility issues is described in Table 1. The main difference between these is one between a specific environmental intervention and a wide environmental impression. Greenwashing can then be done at various stages. Information can be misleading or misleading at the claim level. This can be achieved at the portfolio level with an airline that may convey a sense of real improvement while over-publicizing their small gains. The strategic level of messaging might be sustainable without impacting the absolute emissions [13,14] in a positive way. This is important to aviation as efficiency gains can be combined with higher overall emissions as passengers increase.

Table 1: Major Categories of Airline Sustainability Claims

Claim category	Typical airline message	Main credibility challenge
Fleet efficiency	Newer, more fuel-efficient aircraft	Relative versus absolute reductions
SAF	Increased use of sustainable aviation fuel	Availability, lifecycle emissions and scale
Carbon offsets	Emissions compensated through projects	Additionality and permanence
Net-zero	Commitment to net-zero aviation	Long-term uncertainty
Operational efficiency	Optimized routes and operations	Magnitude of actual reduction
Waste reduction	Reduced plastics or cabin waste	Minor impact relative to flight emissions
Carbon-neutral travel	Passenger emissions compensated	Boundary and offset quality
Sustainable brand positioning	“Greener” or “responsible” airline	Vagueness and image-based communication

Table 2: Literature Streams and Principal Findings

Literature stream	Main variables	Principal insight
Greenwashing	Claim ambiguity, deception, skepticism	Misleading claims reduce credibility
Green advertising	Message framing, environmental appeal	Specificity improves evaluation
Airline communication	Offsets, SAF, net-zero claims	Transparency varies considerably
Passenger trust	Credibility, authenticity	Trust mediates behavioral response
WTP	Price, emission reduction, credibility	WTP increases when benefits are credible
Aviation offsets	Awareness, trust, policy	Low awareness limits effectiveness
SAF communication	Information, environmental benefit	Information quality affects acceptance

Systematic Review Perspective

A review of the literature of the present paper covers five connected streams of research: The communication of environmental information and greenwashing; airline sustainability and ‘carbon-offset communication’; perceived credibility and consumer trust; passenger attitudes and intentions to act; Acceptability of reducing emissions of air transport. Previous greenwashing studies have shown that consumer reactions to greenwashing are negative in cases where claims are perceived as deceptive or manipulated [2,15,16]. Further studies demonstrated that negative attitudes towards green advertising, due to skepticism, perceived consumer manipulation and credibility judgments, are found to affect consumers' reactions to the green advertising [17-19].

Contextualising the data with airline-specific research is important too. However, there are significant differences in the transparency and credibility of the voluntary carbon-offset communication, with vague statements, absence of evidence, hidden trade-offs and off-topic environmental claims being the most common [20]. The same is true for a systematic review of voluntary aviation carbon-offset programs, which also point to low awareness and risk of greenwashing as important limitations [21]. Recent studies build upon this research to investigate the actual meaning passengers give to airline sustainability messages. The research span 32 airlines and revealed a wide range of access, transparency and flexibility in voluntary offset communication, highlighting the significant importance of the quality of communication as a factor affecting sustainability [22].

The principal research streams are summarized in Table 2 and show the flight paths of the various research constructs in the domain of airline sustainability communication, where it is broadly researched as a related, but discrete construct. They have a significant research opportunity when integrated. There is a significant lack, therefore, in the field. Previous research tends to focus on one of three areas: greenwashing, trust and/or WTP. Less research has been conducted that explains the sequential interactions of these constructs:

$$\begin{aligned} & \text{Sustainability Claim} \rightarrow \text{Perceived Credibility} \\ & \quad \rightarrow \text{Passenger Trust} \rightarrow \text{WTP} \end{aligned} \quad (1)$$

With perceived greenwashing functioning as a negative pathway.

Airline Sustainability Claims: From Environmental Action to Environmental Narrative

Airline sustainability communication commonly emphasizes technological progress, SAF, carbon offsets, fuel efficiency and long-term climate commitments.

Sustainable Aviation Fuel

SAF is often being touted as the ‘mainstream’ of aviation decarbonisation. It is significant due to the technological limitation of direct electrification of long-haul commercial aviation. The environmental advantages of SAF, however, rely on the feedstock, the production route, the lifecycle emissions, the availability of supplies and the accounting method [23,24]. Therefore, it's not enough to simply claim SAF “reduces emissions” - that alone is not enough to be informative. The passenger needs to be aware of: What percent of the fuel used by the airline is SAF? Which life cycle is employed? How much will emissions be reduced? Is there a real reduction or book and claim? How many per cent of the total airline emissions is being affected? Lack of this information can make a technically correct statement an impression that might mislead.

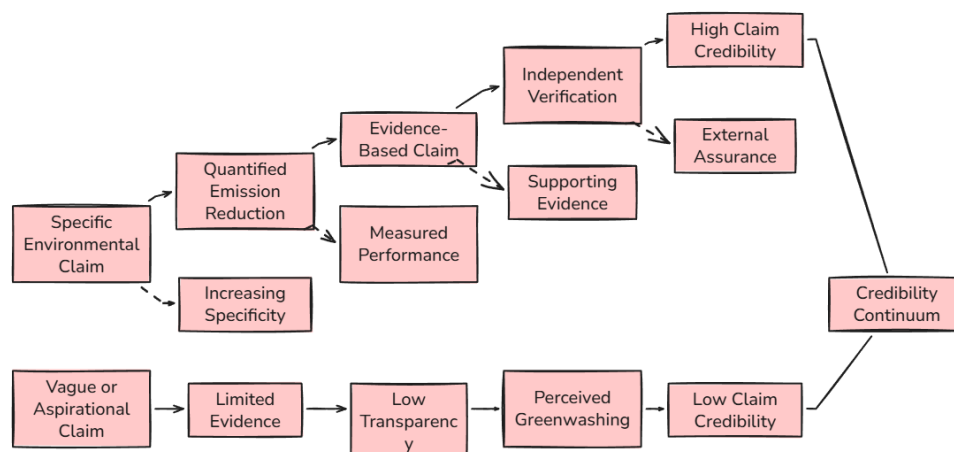


Figure 1: Airline Sustainability Claim-Credibility Continuum

Carbon Offsetting

Carbon Offsets are another key element of airline sustainability communication. There have been criticisms of offset schemes, however, due to the uncertainty regarding additionality, permanence, verification and the link between purchased credits and real world atmospheric emissions reductions [25,26]. A study on airline communications compared and contrasted communications and found that the characteristics of the communication, the timing of the communications and the amount of information provided to consumers is important in determining trustworthiness [27]. Giving relevant information before buying it can make it sound more trustworthy, but if it's general, it can make it sound suspicious.

Net-Zero Claims

The other challenge is to communicate a net-zero commitment, as it is future-focused. A 2050 commitment is not an environmental target, but a pathway towards a target. IATA's own net zero pathway is a good example of the complexity going into aviation decarbonisation, as it takes into account SAF, new technology, infrastructure, operational efficiency, offsets and carbon capture [28]. The question of credibility is then: Does the airline say how it will be getting there and that it has no idea what will happen along the way, or does it tell you just the goal destination?

The Figure 1 illustrates a continuum of specific measurable and independently verifiable claims, all the way to vague and aspirational environmental claims that are not backed by any evidence. Claims with high credibility should be listed towards the high end of the credibility ladder, those with medium credibility - towards the middle and those with low credibility claims should be listed towards the low end of the credibility range (generic 'green', 'eco-friendly' and 'carbon-neutral' claims that lack the necessary reporting, quantification and verification should be listed towards the low end of the credibility range).

Perceived Greenwashing and Passenger Trust

Trust is a key link between sustainability communication and behaviour. If a passenger thinks that an airline is green, he is more likely to think that the airline is responsible and is authentic. On the other hand, it has been observed that when there are perceived greenwashing, the scepticism and loss of trust in the organization's motives occurred [29], [30,31]. The relationship may be thought of as:

$$PT = \alpha CR - \beta PG \quad (2)$$

Where:

- PT = Denotes passenger trust
- CR = Denotes perceived credibility
- PG = Denotes perceived greenwashing

This cannot be a linear relationship. Some degree of uncertainty will be accepted; but if there are significant discrepancies between claims and evidence, it will lead to a significant decrease in trust. This mechanism is confirmed by recent experiments conducted by the airlines. Neureiter *et al.* discovered that abstract compensation claims led to higher perceived greenwashing and it had a negative impact on brand outcomes and attitude toward flying [32].

Table 3: Drivers and Consequences of Perceived Airline Greenwashing

Driver	Mechanism	Expected consequence
Vague language	Low information specificity	Lower credibility
Unsupported claims	Evidence-claim gap	Higher skepticism
Abstract compensation	Environmental benefit difficult to verify	Higher greenwashing perception
Selective disclosure	Important impacts omitted	Lower trust
Excessive future promises	Uncertain achievement	Credibility concerns
Third-party verification	External validation	Higher perceived credibility
Quantified reductions	Greater specificity	Lower ambiguity
Accessible evidence	Easier consumer verification	Higher trust

Table 4: Factors Influencing Passenger Willingness to Pay

Factor	Expected influence on WTP	Explanation
Credible emission reduction	Positive	Benefit is easier to evaluate
Environmental concern	Positive	Stronger intrinsic motivation
Trust in airline	Positive	Reduces perceived risk
Claim specificity	Positive	Improves information quality
Perceived greenwashing	Negative	Reduces confidence
High ticket premium	Negative	Economic sacrifice increases
High-income status	Positive	Greater ability to absorb premium
SAF transparency	Positive	Makes mitigation more tangible
Offset credibility	Positive	Increases perceived effectiveness
Long-haul travel	Potentially negative	Larger cost and emissions context

A later study with young consumers revealed that both false and compensation claims have the potential to lead to greenwashing perception and lower positive reviewing of the airline and desire to fly in the future [33]. The ability to detect might also be affected by the environment. Recent evidence indicates, however, that it is not a simple relationship: while a very knowledgeable consumer is more likely to detect an unsupported claim, there is evidence that greenwashing can impact consumers of varying knowledge levels [34,35].

Table 3 indicates that the perceived greenwashing is mainly related to perceived evidence-communication gap. This can be minimized by means of specificity, transparency and external verification. The credibility mechanism can be represented by:

$$Credibility = g \left(\begin{matrix} Specificity, Evidence, \\ Transparency, Verification \end{matrix} \right) \quad (3)$$

In areas of greater specificity, firmer evidence and disclosure and independent verification create greater credibility.

From Trust to Willingness to Pay

The value of sustainability communication is determined by the willingness of passengers to convert the preferences for sustainability to monetary behavior. Previous studies showed that passengers are willing to pay more for an increase in ticket prices in exchange for a large enough environmental improvement [10]. Later research determined that emotional and attitudinal factors like care and positive emotions about the environment can be mediators in the process of sustainability knowledge affecting WTP [36]. There are now better research data available. Chiambaretto *et al.* [25] examined 17,325 consumers' decisions on four continents and concluded that consumers are willing to pay for more environmentally friendly air-transport innovations, though their environmental attitudes and feelings of flight shame and trust in aviation do influence whether they choose to spend more on greener options [37]. Based on a meta-analysis combining 31 primary studies, a 2024 study showed that factors such as income, education, pro-environmental attitudes, framing and (most importantly) the credibility of offsetting schemes influence WTP [38]. There were significant differences between the credible and the non-credible schemes in terms of WTP.

This finding is central to the present review. It indicates that passengers are not simply purchasing “green aviation.” They are purchasing a credible environmental outcome.

Table 4 shows the key factors that influence WTP. The evidence implies that concerns on the environment are not enough, but the passengers need to feel that there is a clear and believable environmental impact of the extra charge. The economic pathway can therefore be conceptualized as:

$$WTP = f (PT, EB, PP, EA)$$

where, The Willingness To pay (WTP), Passenger Trust (PT), perceived Environmental Benefit (EB), Price Premium (PP) and Environmental Attitude (EA).

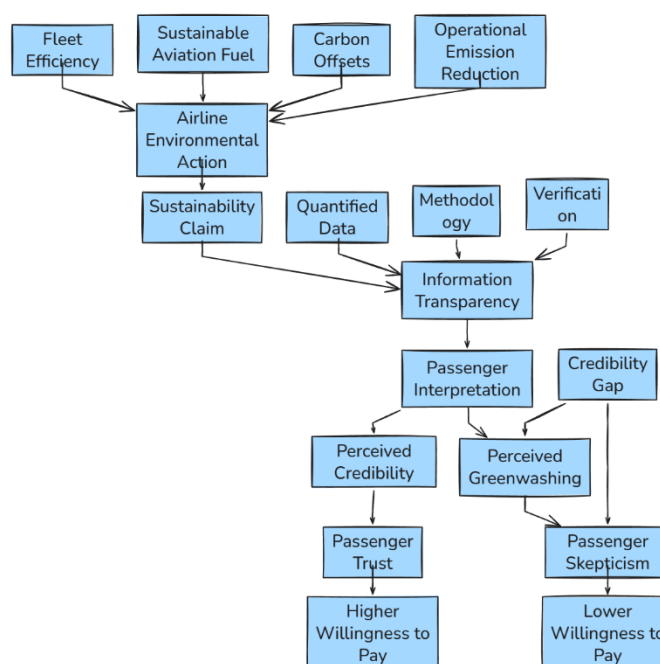


Figure 2: Credibility Gap between Airline Claim and Passenger Perception

Carbon Offsets, SAF and the Credibility GAP

The bigger the gap between offsets and Direct Emission Reduction (DER), the greater the credibility problem. An offset would be perceived by a passenger as a simple environmental solution. But the quality of the offsets is conditional on additionality, permanence, “leakage”, the need to verify the connection of emission reductions and the relationship between emission reductions and the benefits for the compensation [20,21].

The literature has tended to be more focused on consumer behaviour than on the effectiveness of policies when it comes to voluntary carbon-offset programmes in the aviation sector, according to a 2024 systematic review of these programmes. It also revealed that there was a lack of passengers' awareness and greenwashing issues were also important challenges [21]. More recently, research has shown the significance of information. The information about the purpose of the offset project can impact on consumers' responses to the airline offset and stated WTP for SAF was lower than the actual cost of SAF compared with other studies, though it was still relatively high [28].

A more recent study on passengers has revealed that SAF is often preferred over voluntary carbon offsets as a mitigation option, but the WTP is dependent on the ticket price and communication context [39,40]. This is significant because different degrees of psychological distance can be created when making a sustainability claim. This flight was made with X% of SAF is a relatively concrete claim. In the case of your flight being carbon neutral via climate projects, you have to trust a more complicated stream of assumptions.

Therefore: The farther away the distance of interpretation, the more credible a potential action. The closer the distance of interpretation, the less credible a potential action. The more abstract the compensation, the further away it is from what it is for, the higher the risk of it being greenwashing.

The sequence in Figure 2, “Airline Sustainability Action → Sustainability Claim → Information Transparency → Passenger Interpretation → Perceived Credibility/Greenwashing → Trust → WTP”, depicts the process whereby a demand for information is generated, the information becomes transparent and the perception and/or dissemination of it becomes credible and authentic, resulting in trust and willingness to pay. The greenwashing zone should be represented in a form of a gap between real and communicated environmental performance.

Critical Synthesis of the Literature

The reviewed literature reveals four important tensions.

Sustainability Communication Versus Sustainability Performance

While a strong sustainability narrative does not necessarily mean a strong sustainability performance, it is indicative of one. Aerolineas can increase their fuel efficiency and increase total emissions, due to the growth of passengers. It is therefore important that relative efficiency statements should not be taken as absolute statements of environmental improvements [30,31].

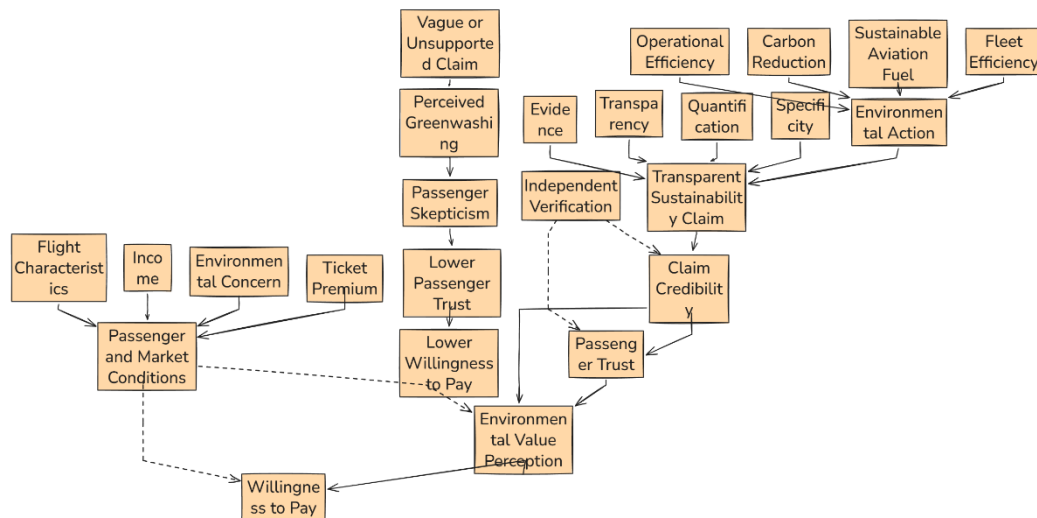


Figure 3: Gact-Wtp Framework for Airline Sustainability Communication

Environmental Information Versus Information Overload

The more information a person has, the more he doesn't necessarily have to trust. Passengers may get overwhelmed with the complexity of carbon accounting. Relevant, understandable and verifiable information is, therefore, better suited for sustainability communication than just more information [20,22].

Environmental Concern Versus Actual WTP

There could be passengers who are highly sensitive to environmental issues but don't want to pay significant environmental premiums. Attitude - behavior gap is important [26,32].

Green Claims Versus Greenwashing Detection

All environmental claims are not created equal and are responded to differently by consumers. Certain factors, such as specificity, evidence and perceived authenticity, affect the perception of credibility and/or manipulation of a claim [8,9,17]. These tensions illustrate the need to go beyond a “green claim - green purchase” model.

Proposed GACT-WTP Framework

The Green Airline Credibility-Trust-WTP (GACT-WTP) Framework is proposed in this review, based on the systematic synthesis. The seven stages of the framework are: Environmental Action, Sustainability Claim, Claim Credibility, Perceived Greenwashing, Passenger Trust, Environmental Value Perception and Willingness to Pay. The model is based on both positive and negative pathways.

There are two parallel pathways shown in the Figure 3. The journey from measurable sustainability action to transparent claims, credibility and trust to perceived environmental value and WTP is positive. There is a negative pathway that can go from vague/unsupported claims to perceived greenwashing and skepticism to a decrease in trust and WTP. Both pathways need to be moderated by independent verification. The proposed framework is one that suggests that credibility is the transformation mechanism between environmental information and economic behavior. A useful conceptual relationship is:

$$WTP = \theta_0 + \theta_1 CR + \theta_2 PT + \theta_3 EB - \theta_4 PG - \theta_5 PP$$

Where:

- CR = Claim Credibility
- PT = Passenger Trust
- EB = perceived environmental benefit
- PG = perceived greenwashing
- PP = Price Premium

Again, this is a conceptual model rather than an empirical regression equation.

Research GAPS and Future Directions

The review identifies six important gaps:

- **Lack of Longitudinal Evidence:** The majority of studies assess consumer reactions in the immediate aftermath of interacting with sustainability messages. Further studies would be required to see if trust persists when conflicting information is encountered later on
- **Limited Cross-Country Comparison:** However, there are differences in passenger perceptions of greenwashing from country to country due to different levels of environmental awareness, income and reliance on aviation and expectations of regulations. The differences should be studied in a systematic manner with comparative studies
- **Limited Integration of Trust and WTP:** Trust has been the focus of many WTP studies, but is not explicitly modeled as a mediator. On the other hand, studies of greenwashing attitudes and intentions often fail to assess WTP
- **Under-Researched SAF Communication:** While SAF is becoming more and more visible in airline sustainability plans, consumers might not be aware of lifecycle emissions, feedstocks, blending ratio or book-and-claim systems. Research on communication should thus focus on the type of SAF information that results in credible (as opposed to symbolic) perceptions of sustainability
- **Verification and Certification:** Independent verification may be an important means of trust. A study into whether airline sustainability claims match those made by a third party and audited environmental information should be conducted in the future
- **Absolute Versus Relative Emissions:** Future airline communication research should distinguish between:
 - Emissions per passenger-kilometer
 - Emissions per flight
 - Total airline emissions
 - Lifecycle emissions
 - Avoided emissions
 - And net emissions after compensation

Without this distinction, passengers may interpret efficiency improvements as absolute decarbonization.

Managerial and Policy Implications

XI. The important managerial and policy implications are summarized in the following paragraphs.

Broad environmental claims should be replaced with specific, measurable and verifiable claims by airlines. Specific emissions reductions with specific interventions (e.g., reducing emissions by 20%, with the intervention of such-and-such) are far more informative than the general environmental branding.

Second, airlines need to reveal baseline and boundary of environmental claims. Reductions must be clearly shown on the consumer's seat to indicate whether the reduction is per passenger, per flight, per available seat kilometer or across total operations.

Third, offset claims need to specify what kind of project they are, how it's verified, the assumptions made for the project and how the offset relates to the passenger's flight.

Fourth, wherever possible claims of sustainability should be independently verifiable. External assurance can help to mitigate information asymmetry and enhance trust.

Finally, regulators should increasingly take a holistic view of the environmental impact of advertising and not make judgments on each individual statement. An accurate statement can be misleading if there are significant limitations not mentioned.

The policy goal should now be changed from:

- "Does the statement come as it is?"
- Toward: "Is the overall communication a balanced, representative and quantifiable picture of the airline's environmental performance?"

CONCLUSION

Whether they are taking sustainability measures or not is not enough to answer the question raised by the title: Green Skies or Greenwashing? The real question is whether the environmental impact that it is conveying to the passengers is commensurate with the environmental impact that can be substantiated. The results of the systematic literature review presented in this paper suggest that the process of airline sustainability communication is realized through a credibility mechanism. Specific, transparent and verifiable claims can enhance the environmental credibility and passenger trust while inaccurate, abstract, overstated or compensation-heavy claims can raise the passenger's perception of greenwashing. A number of experiments conducted in recent years by airlines have shown that negative brand evaluations and intentions to travel can result from perceived greenwashing [8,9].

The results of willingness to pay show the same conclusion. WTP for environmentally preferable air travel is conditional in that passengers are able to pay more for environmentally preferable travel. The economic value that passengers place on sustainability is influenced by their perception of environmental benefit, their attitude towards sustainability, their trust and their ticket price, as well as their credibility [12,27]. The GACT-WTP scheme is thus a scheme whereby the issue of credibility plays a key role as a connecting factor between sustainability action and passenger economic behaviour. Without credible communication, environmental action can be invisible, without credible action, green communication can be a greenwashing and without passenger trust, green claims will have no lasting effect for increasing willingness to pay. A symbolic green positioning therefore needs to step aside for a more evidence-based environmental accountability in the future of airline sustainability communication. Minimized reductions should be communicated in measurable terms, the boundaries of the methods outlined, direct reductions made clear from compensation, evidence made accessible and independent verification used wherever possible. A viable sustainable-airline strategy is thus not the airline that claims to be green, but the airline that can deliver the best evidence that their sustainability claim is representative of actual environmental impact.

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