

# Zero Waste Flight



WORLD AIRLINES CLUBS ASSOCIATION

U N I K A S S E L  
V E R S I T Ä T

The ZERO WASTE FLIGHT team is engaged to support the UN Sustainable Development Goals. Our mission is to reduce the amount of single use plastics and packaging in the aviation industry.

## Aims

- Reduce plastic waste on-board, especially for passengers' on board meals including packaging.
- Revealing consumers' environmental attitudes'.
- Encouraging all stakeholders to be involved in the process to improve the waste situation in the aviation industry.
- Demonstrating the importance of environmental and climate protection as well as social responsibility and sustainability of all airline passengers.
- Research results give guidance for new in flight waste regulations.

## Novelty

- Collaboration of research and practice provides airline management with valuable results facts for decision-making and positioning in the competitive environment.
- All recommendations are based on empirical evidence of consumers preferences.

## How to join

Send an email of interest to one of the project coordinators.

## Results from Our Preliminary Research

- Passengers' demand to reduce the amount of waste during flights.
- Waste handling and airlines participation in sustainable programs influences substantially passengers' booking decision.
- Passengers want to configure their own on-board meals.
- Passengers are ready for a change for the well-being of our environment.

## Call for Action

- The project team ZERO WASTE FLIGHT is mainly interested in cooperation for joint research projects and business creation.
- The project team ZERO WASTE FLIGHT is interested in collaborations for further research activities.
- Design of a smart booking system, which clusters passengers, e.g., by families, singles, business travelers in order to optimize seat capacity for a more comfortable environment on-board during the flight.
- Development of a gamification app for flight waste avoidance and passengers' environmental awareness creation.



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