SITA, AMADEUS AND AACO COLLABORATE TO DRIVE GREATER TRANSPARENCY ON EMISSIONS IN AIR TRAVEL

News / Airlines, Airports / Routes

AACO, SITA, and Amadeus have come together to explore how data and technology can bring greater accuracy and transparency to aviation's sustainability efforts. The initiative represents a concrete step toward helping airlines and passengers make informed decisions based on the environmental impact of air travel, and building the trust needed to support meaningful climate action.

Conscious of the criticality of the challenge, two of aviation's leading technology providers are working together. The collaboration pairs SITA Eco Mission, which draws on real aircraft performance and operational data to deliver accurate emissions and fuel-burn calculations, with Amadeus Travel Impact Suite, which aggregates carbon emissions calculations from multiple recognized sources and standards. Together, they provide the ecosystem with detailed emissions information so that travelers can make more informed decisions. Their shared goal is to demonstrate how accurate data can support decision-making on sustainable travel and facilitate

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climate action, such as carbon offsetting.

Abdul Wahab Teffaha, Secretary General of AACO commented: “We are proud that Amadeus and SITA have joined forces to deliver solutions that help the aviation industry and its customers optimize operational costs while engaging passengers on sustainability through accurate, data-driven transparency. As two of the industry’s most trusted partners, Amadeus and SITA will deliver state-of-the-art solutions, and their collaboration will play a key role in advancing environmental sustainability and strengthening the bond between airlines and their customers.”

Yann Cabaret, CEO, SITA for Aircraft stated: “This partnership reflects the spirit of collaboration our industry needs. Trust between passengers and airlines begins with transparency. By combining Amadeus’ travel technology solutions with our operational data, we’re exploring how verified information can give airlines and passengers greater confidence in reporting data related to sustainability. It’s an important first step that shows how major players in the industry can come together to drive real progress.”

Maher Koubaa, Executive Vice President, Travel Unit, and Managing Director, EMEA, at Amadeus said: “This collaboration adds another trusted emissions calculation source, ensuring the industry has relevant, accurate, and transparent sustainability data. By exploring how verified operational insights can flow into our open, partner-agnostic solution, Travel Impact Suite, we aim to help airlines, travel agencies, corporations, and travelers better understand the environmental impact of each flight. This empowers them to make more informed choices about which flight to book or which climate actions to take, and to report consistently across channels.”

This initiative demonstrates how linking data, operations, and passenger engagement can help turn sustainability goals into credible results. It supports airlines as they navigate increasing regulatory complexity and rising costs, highlighting the power of collaboration in addressing shared challenges.

In a world where passengers demand greater clarity, this collaboration shows how collective innovation can move aviation toward a more transparent and sustainable future.

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