

Ethics of FREQUENT FLYer PROGRAMs



The ethics of frequent flyer programs

Severity of the climate crisis: 2024 hottest year on record, tipping points, climate disasters, ...

people in the global south are hit hardest

Aviation contribution is large and growing

The richest 1% of world population is responsible for 50% of climate impact by aviation

80% of the world population has never flown

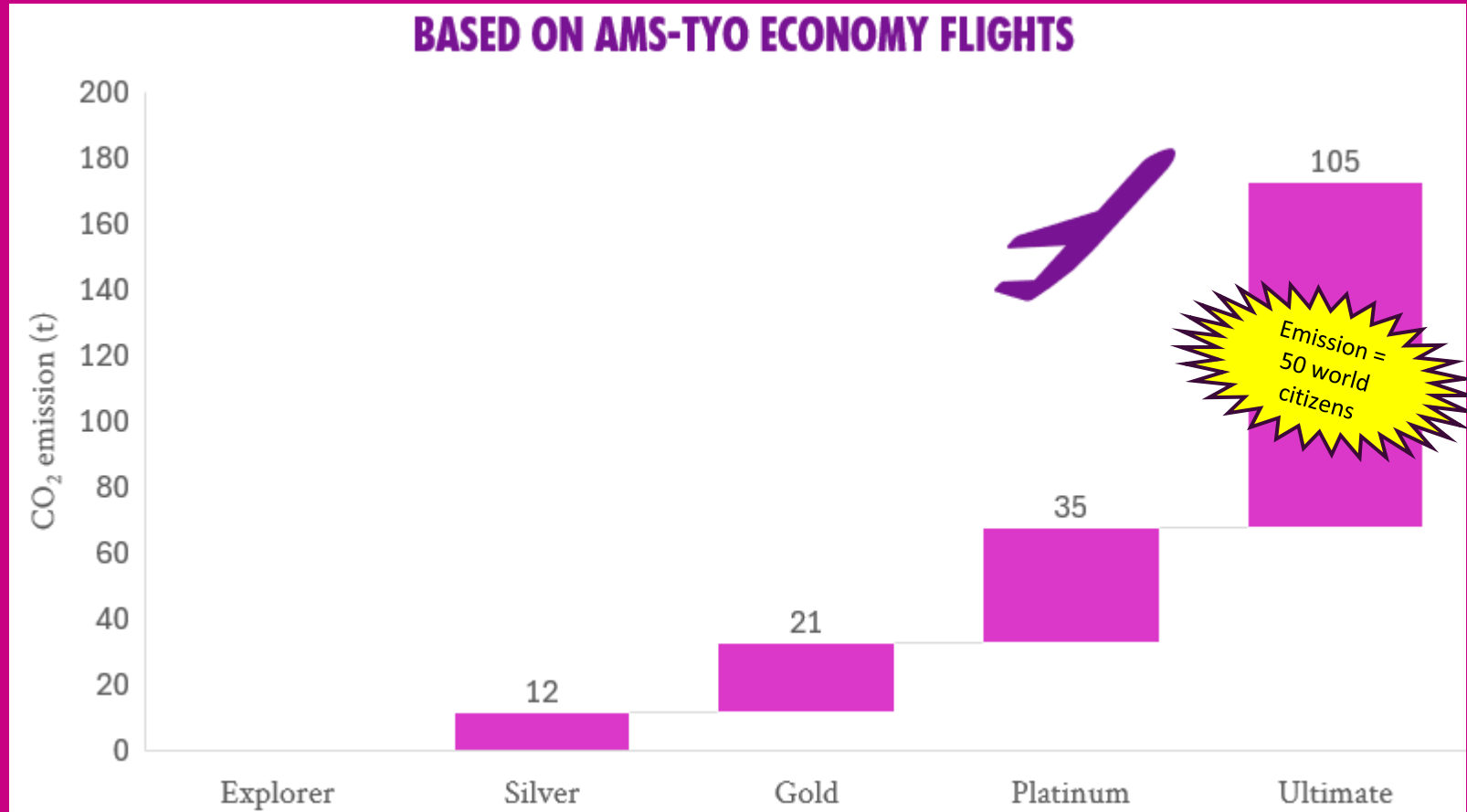
frequent travellers admit that 1/3 of their trips are not essential

frequent flyer programs give elite status and prestige to destructive behavior

Climate injustice:

Free flights and status for the richest and most privileged,
the true price is paid by the most vulnerable people

What are the emissions per status level?



Irrational behavior through gamification:

Mileage runs, detours, extra flights to earn a benefit or not lose status, company pays business trips -> points for leisure

Greenwashing?

Taking action for the **climate and environment**



Become a **mindfulliyer**, and offset your flight's carbon emissions with cash or your miles. By doing so, you'll be supporting climate protection projects or promoting the use of synthetic kerosene.

Become a mindfulliyer



WWF

Aims to conserve nature and reduce the most pressing threats to the diversity of life on earth. Miles usage: travel.

This charity has reached its donation goal.

[More info](#)



Within our loyalty program, we've introduced a sub-program called "Conscious Travelers." Each year, members can take up to 10 conscious steps from a curated selection, such as purchasing tickets with sustainable aviation fuel or participating in educational initiatives. Once members complete their 10 steps, they become Conscious Travelers and receive exclusive rewards. For example, some of our first Conscious Travelers had the opportunity to visit Heart Aerospace, a factory producing SAS aircraft.

Olivia Wasniewski, Head of the EuroBonus Program at Scandinavian Airlines



Sustainability

Spend your Miles more consciously while travelling by contributing to the use of Sustainable Aviation Fuel (SAF) or participating in reforestation projects.



A Tree For You

Runs tree-planting projects in France and around the world, working closely with local communities to maximise both the social and environmental impacts of the projects. A Tree for You promotes human development in harmony with the environment.

Miles usage: planting trees.

Donated this year
22,990,989 Miles

[Donate now](#)



Earn with Sustainable Aviation Fuels ("SAF")* contributions

You'll also earn tier points and collect Avios when you contribute towards Sustainable Aviation Fuels. You can even use your Avios balance to buy SAF.

Our campaign

- As XR Nederland, we focus on the Dutch legacy airline KLM
- We talked with KLM
- Three opinion articles in newspapers
- Petition
- 12 actions behind the security, for which 36 activist received 5- or 10-year ban from Schiphol
- Start Frequent Flyer Program by XR_Travel_Agency
- Postcard action
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