

Title: Air Canada's Commitment to Community Engagement and Corporate Social Responsibility

Introduction Air Canada is dedicated to making a positive impact on the communities it serves. Through various community engagement and corporate social responsibility (CSR) initiatives, the airline strives to support social causes, promote environmental sustainability, and enhance the well-being of its employees and customers. This document outlines Air Canada's key CSR initiatives and community engagement programs.

1. Air Canada Foundation The Air Canada Foundation is the charitable arm of Air Canada, focused on helping children and their families. Key programs and initiatives include:

- **Hospital Transportation Program:** Providing free flights to children who need medical care not available in their local communities.
- **Donations and Sponsorships:** Supporting numerous charities and non-profit organizations through financial contributions and in-kind donations.
- **Volunteer Involvement:** Encouraging Air Canada employees to volunteer their time and skills to support community projects and charitable events.

2. Environmental Sustainability Air Canada is committed to reducing its environmental impact through various sustainability initiatives. Key efforts include:

- **Carbon Offset Program:** Offering passengers the opportunity to offset the carbon emissions from their flights by supporting environmental projects.
- **Sustainable Aviation Fuel (SAF):** Investing in the development and use of SAF to lower carbon emissions.
- **Waste Reduction:** Implementing measures to reduce waste, such as eliminating single-use plastics on board and enhancing recycling programs.

3. Diversity and Inclusion Air Canada fosters a diverse and inclusive workplace where all employees are valued and respected. Key initiatives include:

- **Diversity and Inclusion Council:** A dedicated council that develops and promotes diversity and inclusion policies and practices.
- **Employee Resource Groups (ERGs):** Supporting various ERGs that provide networking, professional development, and community engagement opportunities for employees.
- **Inclusive Hiring Practices:** Ensuring fair and equitable hiring practices to attract a diverse workforce.

4. Employee Well-being and Development Air Canada prioritizes the well-being and development of its employees. Key programs include:

- **Health and Wellness Programs:** Offering comprehensive health and wellness programs, including mental health support and fitness initiatives.
- **Training and Development:** Providing employees with opportunities for professional growth through training programs, leadership development, and educational assistance.
- **Work-Life Balance:** Promoting a healthy work-life balance through flexible work arrangements and support services.

5. Community Investment Air Canada invests in the communities it serves through various initiatives aimed at enhancing social well-being. Key areas of focus include:

- **Education and Youth Development:** Supporting educational programs and initiatives that empower young people and provide them with opportunities for growth.
- **Disaster Relief:** Providing support during natural disasters and emergencies through donations, relief flights, and employee volunteer efforts.
- **Local Community Support:** Partnering with local organizations to support community events, cultural programs, and social causes.

6. Customer Engagement and Support Air Canada is dedicated to providing exceptional customer service and support. Key initiatives include:

- **Accessible Travel Services:** Ensuring that travel services are accessible to all passengers, including those with disabilities and special needs.
- **Customer Feedback Programs:** Actively seeking and responding to customer feedback to improve service quality and address concerns.
- **Community Outreach:** Engaging with customers and communities through outreach programs, events, and social media.

7. Ethical Business Practices Air Canada upholds the highest standards of ethical business practices. Key principles include:

- **Corporate Governance:** Implementing strong corporate governance practices to ensure transparency, accountability, and integrity.
- **Ethical Supply Chain:** Promoting ethical practices throughout the supply chain, including fair labor practices and sustainable sourcing.
- **Compliance and Reporting:** Adhering to all relevant laws, regulations, and industry standards, and maintaining transparent reporting practices.

Conclusion Air Canada's commitment to community engagement and corporate social responsibility is integral to its corporate values and business strategy. Through its various initiatives and programs, the airline strives to make a positive impact on society, promote sustainability, and enhance the well-being of its employees, customers, and communities.