

Air Canada: Commitment to Corporate Social Responsibility

Introduction Air Canada is dedicated not only to excellence in aviation but also to making a significant positive impact on the communities it serves. Through various Corporate Social Responsibility (CSR) initiatives, Air Canada actively contributes to social, economic, and environmental progress. This document details the airline's key CSR activities, demonstrating its commitment to corporate citizenship and sustainable development.

Community Engagement Air Canada's involvement in community projects is diverse and impactful:

- **Local Community Support:** Partnership with local charities and non-profits across Canada to support a range of causes from health care to education.
- **Disaster Relief Efforts:** Rapid response initiatives providing aid and support in the wake of natural disasters, including transporting relief workers and supplies to affected areas.

Philanthropy Generous philanthropic programs underline Air Canada's commitment to social improvement:

- **Air Canada Foundation:** A focal point of the airline's philanthropic effort, supporting children's health and well-being through donations and fundraising events.
- **Scholarship Programs:** Investment in the future of aviation by offering scholarships to students in aviation and aerospace programs across Canada.

Employee Involvement Air Canada encourages its employees to take active roles in CSR through various programs:

- **Volunteering:** Employees are given opportunities to volunteer their time and skills to community projects, with a focus on building stronger community ties.
- **Matching Gifts Program:** Air Canada matches donations made by employees to eligible charities, doubling the impact of their contributions.

Environmental Responsibility Beyond reducing its operational footprint, Air Canada promotes broader environmental responsibility:

- **Conservation Initiatives:** Support for wildlife and environmental conservation projects through partnerships with ecological organizations.
- **Sustainability Education:** Programs aimed at educating employees and passengers about sustainability practices and the importance of environmental stewardship.

Outlook Air Canada continues to integrate CSR into its core business strategy, ensuring that its growth is balanced with societal contributions. The airline's ongoing CSR efforts not only enhance community well-being but also strengthen its corporate reputation and stakeholder relationships.