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Aviation and Marine: The beginning of a beautiful friendship

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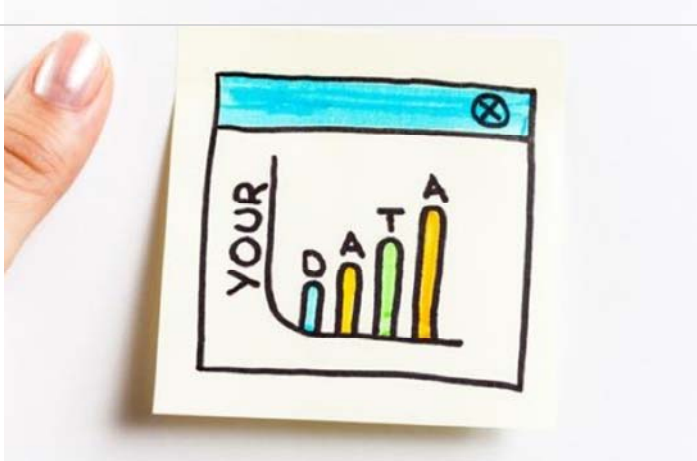
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As the end of July marks the beginning of Marine Week, VHR looks at how the aviation industry can reduce waste to aid the conservation of marine life. The International Air Transport Association reveals that airlines produced 5.2 million tons of waste last year and will produce over 10 million tons every year by 2030. A large percentage of this waste stems from the plastic used within catering, with airlines keen to keep food fresh and provide the best for customers.

[Using Data](#)

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Data science could provide the solution to airline food overstocking. By tracking online data such as location, income and spending habits, airlines can measure passenger behaviour to predict which type of meal you are most likely to order and adjust stocks accordingly.


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Pay Per Meal

Airlines can effectively reduce waste by implementing a pay-per-meal system where customers order their meals before a flight. Some carriers such as HK Express and Norwegian Air Shuttle already make use of similar aviation innovation.

Scandinavian Airlines (SAS) are focusing on pre-ordered food, with a variety of foods free from gluten, lactose or animal products to increase customer satisfaction, and full-service international airlines such as Japan Airlines, Singapore Airlines and Qantas have embraced the pay-as-you-go system.

Pre-ordered meals offer many benefits for aviation businesses including lowered costs and weight on board, which also decreases fuel consumption.



The "Life + Zero Cabin Waste" Plan

The European Union's Life + Zero Cabin Waste plan aims for an 80% reduction in cabin waste. Spanish airline Iberia have even introduced reusable utensils and recycling bins attached to service trolleys to effectively reduce in-flight waste.

Such initiatives are a great start in the mission to reduce the impact of waste upon our planet, and with ever-increasing innovation in the aviation industry, airlines are continuing to support and delight not only their customers but the global environment.





TO ZERO

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The benefits of Zero Waste & moving towards it NOW!

Every year the wildlife trust celebrates the UK's amazing sea animals and plants during national marine week. Here at VHR we actively encourage the conservation of the wildlife that makes the marine industry ever more exciting.

If you'd like to see the full schedule of events that the Wildlife Trust has on, click here. The events included are on an individual or group basis so everyone can do their bit for this year's Marine Week.

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