

Etihad appoints first boss to drive green initiatives

30 January 2009

Etihad Airways has appointed its first manager for environmental affairs as it seeks to reduce fuel emissions in the future.

Linden Coppell, an environmental and corporate social responsibility specialist, has joined the Abu Dhabi carrier from Cathay Pacific Airways.

In her new role Linden's focus will be to develop and implement a corporate environmental strategy for the Abu Dhabi-based airline.

James Hogan, Etihad Airways' chief executive, said: "Etihad is committed to being an environmentally responsible airline and the appointment of Linden is an important step towards achieving that goal."

Linden's role will begin by expanding Etihad's existing environmental management programmes to include a wide variety of projects from resource conservation and waste management to addressing the global environmental challenges which face the aviation industry.

She will review the airline's climate change position and develop a carbon management strategy to ensure the implementation of measures to manage emissions.

Linden will also drive Etihad's eco-efficiency throughout the organisation by encouraging recycling and re-using resources.

Etihad Airways operates one of the youngest and most fuel efficient aircraft fleets in the commercial aviation industry.

The airline will increase significantly during the next 12 years as it takes delivery of 100 new narrow and wide body Boeing and Airbus aircraft.

{ Arabian Business }