



PRESS RELEASE

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#MakeChangeFly: Lufthansa Group informs about making aviation more sustainable

- Global marketing information campaign highlights the Lufthansa Group's diverse initiatives for CO₂-neutral flying
- Broad commitment to Sustainable Aviation Fuels and driver for technological innovations
- Christina Foerster: "We want to bring aviation and climate protection together and are leading the transformation of our industry"



Learning from nature to save CO₂, flying with kerosene from biogenic residues and, in the future, even with the help of sunlight. Actively shaping the further development of the aviation industry and achieving a neutral CO₂ balance in 2050 - that is the Lufthansa Group's ambitious goal. In the upcoming weeks, the Group informs about this topic with an inspiring marketing campaign under the hashtag **#MakeChangeFly**. It will be displayed worldwide, especially on social media and at selected locations with posters, city lights and in print media.

"Our campaign motto #MakeChangeFly sends out globally what the Lufthansa Group and its employees stand for: We want to bring aviation and climate protection together and are leading the transformation of our industry. Together, we are working with passion, innovative strength and technological know-how to make flying a little more sustainable every day. We closely involve our customers in the transformation process and make our sustainability solutions visible to the general public with campaigns like this one," says Christina Foerster, Member of the Lufthansa Group's Executive Board, responsible for Customer, IT & Corporate Responsibility.

Connecting the World. Protecting its Future.

The campaign motifs of #MakeChangeFly bring together the topics of air transport and nature in a creative way and thus address the diverse measures of the Lufthansa Group for a sustainable future. By the end of this decade, a total of at least 190 fuel-efficient aircraft of the latest generation will be delivered to the airlines of the Lufthansa Group. In the long term, the use of Sustainable Aviation Fuel (SAF) is considered the key to CO₂-neutral flying. Already today, the Lufthansa Group is one of the world's largest purchasers of SAF made from biogenic residues, and it is committed to numerous projects aimed at increasing the availability of SAF. A particular focus is on the future-oriented Power-to-Liquid and Sun-to-Liquid technologies.

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The Lufthansa Group is also continuously optimizing its existing fleet and its entire flight operations under economic and ecological aspects. One innovation highlighted in the current campaign is named AeroSHARK, a technology developed by Lufthansa Technik together with BASF. The fuel-saving surface film imitates the properties of the streamlined sharkskin and thus optimizes the aircraft's aerodynamics at flow-relevant points. This reduces fuel consumption on every flight. This year, the Lufthansa Group's first aircraft will be equipped with AeroSHARK.

The Lufthansa Group is also investing more than ever in the quality and sustainability of its offerings, inspiring more and more passengers to travel sustainably. The company already offers the most comprehensive portfolio for CO₂-neutral flying and wants to make it as easy as possible for its customers to contribute individually to climate protection. Since 2019, the Lufthansa Group itself has been offsetting the CO₂ emissions of its employees' business-related air travel via certified myclimate carbon offset projects.

Campaign realization in cooperation with DDB Munich

The new #MakeChangeFly marketing campaign was developed and implemented by the creative agency DDB Munich. It shows Lufthansa Group's determination on its ambitious path to connect people, cultures and economies in a sustainable way.

Further information and the campaign film can be found at makechangefly.com

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