

## Leadership based on voluntary certification

The guidelines for sustainability are described in ISO 26000, the worldwide international standard of sustainability. But ISO 26000 is a guideline, not a program or scheme for certification. That's why IASA has developed a unique certification tool making the degree of sustainability measurable. This paves the way your company or organization to certification.

Certification is based on your voluntary decision. There are no mandatory requirements. Because it is voluntary, it underlines your company's engagement for a more sustainable world and – at the same time – reflects your company's economic efficiency, ecological qualities as well as good neighborliness and social responsibility.

## IASA Certified Sustainability® – Your unique selling proposition (USP)

The more companies and organizations become certified, the greater the benefit to the environment, economy and the broader society. For certified companies and organizations, the label of **IASA Certified Sustainability®** provides a meaningful economical advantage and an improved public image. The Sustainability label will foster your reputation with business partners and stakeholders. The improved company image will also help to recruit the qualified employees you are looking for.

## Long-lasting benefits of being certified by IASA

After a comprehensive audit, companies or organizations will receive a certificate and a detailed audit report. The audit report comes with exclusive recommendations that most likely will lead to specified savings as well as further steps of improvement. The goal is to initiate an internal process towards a supportive action that will improve sustainability within the general criteria of ISO 26000.

Notification: This prospect is not an offer. All details published in this folder are for the purpose of information.



International  
Association for  
Sustainable  
Aviation e.V.

## What does IASA stand for?

IASA is an international non-profit NGO under German law. IASA was created to foster sustainability in aviation. Members are companies, organizations and individuals. Donations are welcome.

For more information please have a look at [www.iasaev.org/en](http://www.iasaev.org/en)



## What does it cost to be certified by IASA?

To enable a great number of companies and organizations to get certified, the costs are tailored to the size of the organization. There is no charge for an estimate of cost. Please ask for a no obligation quote.

### Your direct contact regarding the certification:

Rudi Pilz: E-mail: [rp@iasaev.org](mailto:rp@iasaev.org)

Tel.: +49 (0) 151 15229886

### International Association for Sustainable Aviation (IASA) e. V.

Rudolf (Rolf) Doerpinghaus, President

Michael Wuehle, Senior Vice President

Godesberger Allee 70

53175 Bonn/Germany

Tel.: +49 (0) 228 30 89 720

Fax: +49 (0) 228 30 89 727

E-mail: [cert@iasaev.org](mailto:cert@iasaev.org)

- ▶ If sustainability is your guiding principle, prove it to your customers.
- ▶ Improve your competitive edge by getting certified. Now!



**IASA – Your Partner  
for Sustainability  
in Aviation.**



International  
Association for  
Sustainable  
Aviation e.V.

[www.iasaev.org](http://www.iasaev.org)

## Why Sustainability?

Climate change. Globalization. Growing competition. Discerning customers. New legal requirements. Public demands. – Many challenges. One answer: Sustainability.

Ecological goals will not be met if they cannot be economically sustained. And both goals will be out of reach if public acceptance is lacking.

To become ecologically successful, economical and social activities must be balanced – in other words: Improve your sustainability footprint!

Sustainability is your key to:

- ▶ **More business success and a better future**
- ▶ **Improved protection of the environment**
- ▶ **Increased public and political acceptance**

*“There’s one issue that will define the contours of this century more dramatically than any other, and that is the urgent and growing threat of a changing climate.”*

*“What we are seeking, after all, is not simply an agreement to limit greenhouse gas emissions.*

*We seek an agreement that will allow all nations to grow and raise living standards without endangering the planet.”*

**U. S. President Barack Obama at the U.N. Climate Summit, NY, September 2014 and at the United Nations Secretary General Ban Ki-Moon’s Climate Change Summit**

Companies and organizations operate within a specific environment and a larger society instead of a vacuum. That is why climate protection and assuring the basics for a globally prospering economy is the most important task at present. It follows that economical, ecological and social, in other words sustainable responsibility is vital.

Inspired by the international Guidance on Social Responsibility ISO2600:2010 the label

## IASA Certified Sustainability®

offers you a means to:

- ▶ Show your customers and business partners that sustainability is more than just a catchy slogan.
- ▶ Benefit from exclusive recommendations contained in our comprehensive audit report.
- ▶ Create new opportunities for your ecological, economical and public image.

Sustainability produces important dividends for your company or organization, including

- ▶ increased value of your company or organization
- ▶ protected resources and improved earning power
- ▶ improved social acceptance
- ▶ motivational push for your employees and stakeholders
- ▶ a future-oriented business culture

**Certify your sustainability.  
Improve your future prospects.**

**Contact us via [cert@iasaev.org](mailto:cert@iasaev.org)**

**For more information please visit  
[www.iasaev.org/certification](http://www.iasaev.org/certification)**

**Added value. Your benefit.  
IASA Certified Sustainability®,  
the unique and patented label  
for sustainability in aviation.**



**Get certified now!**

**Secure your benefits from  
IASA’s Certified Sustainability®!**

Sustainability means balancing the requirements of ecology, economy and social responsibility. Sustainability is today’s guideline for leading a company successfully. Sustainability means taking responsibility for our

- ▶ **environment,**
- ▶ **economy, and**
- ▶ **society.**

Sustainability gives you a valuable, competitive edge. Sustainability provides your company with opportunities to proudly communicate its leadership as an **IASA Certified Sustainability®** organization.