transat

SUSTAINABLE DEVELOPMENT AS THE KEY TO OUR FUTURE

We've come quite a way since 2006, when Transat decided to become one of the most responsible corporate citizens in our industry. Over the years, that ambition has grown into a true passion.

During 2013 and 2014, we continued implementing our programs and made more progress on the road to sustainability, displaying innovation throughout that time.

To recognize the value of the work we'd accomplished, at the end of 2014 we decided to seek Travelife certification for our tour-operating and distribution lines of business. This process is also providing guidelines for us to structure our future efforts.

Jean-Marc Eustache
President and Chief Executive Officer, Transat A.T. Inc.

INITIATIVES GATHERING MOMENTUM

MARKET

SUSTAINABLE DEVELOPMENT CERTIFICATIONS

Since 2010, Transat has encouraged its hotelier partners to adopt sustainable practices. As of 2014, **nearly 20% of the hotels that it offers have sustainable tourism certification**.

WORKPLACE

THE BIG HEARTS CHALLENGE

In 2013 and 2014, our employees raised **record amounts** as part of our in-house campaign benefitting **SOS Children's Villages and Centraide / United Way in Canada**.

Just to say thank you

In 2014, Transat enhanced its recognition and performance management programs, in turn **strengthening** its teams' **pride** and **sense of shared identity**.

DONATING A DAY TO A GOOD CAUSE

Our **volunteer program was re-energized** via a recruiting campaign among employees in 2014.

COMMUNITIES

IN SEARCH OF SANTA!

In 2014, Air Transat and the **Children's Wish Foundation** celebrated **10 years of working together** for the Flights in Search of Santa.

SMALL CHANGE, BIG HEARTS

Since 2004, we've collected more than **$5 million** in donations from passengers as part of the Small Change, Big Hearts program, with proceeds benefiting the **Children's Wish Foundation** and **SOS Children's Villages**.

To learn more about our actions, visit **resp.transat.com**

TO BUILD FOR THE FUTURE IN AN INDUSTRY WHERE TRAVELLERS ARE INCREASINGLY DEMANDING WHEN IT COMES TO SUSTAINABILITY ISSUES,

TRANSAT IS CONTINUING TO MAKE INTENSIVE EFFORTS AND DISPLAY INNOVATION, WHICH HAS EARNED THE COMPANY A CONSTANT STREAM OF AWARDS AND DISTINCTIONS.

BEST 50 CORPORATE CITIZENS

In 2014, Transat became the **first Canadian tour operator** to make *Corporate Knights* magazine's **annual list** of best corporate citizens.

IATA | IEnVA IATA Environmental Assessment

In 2014, Air Transat became the **first airline in North America** to complete IEnVA environmental assessment, IATA's stamp of environmental excellence.

IEnVA: IATA Environmental Assessment
IATA: International Air Transport Association

Travelife PARTNER SUSTAINABILITY IN TOURISM

In 2014, Transat France became the **first tour operator in that country to be awarded Travelife Partner status**.

IATA | IOSA IATA Operational Safety Audit

In 2013, Air Transat became the **first airline in the world to** renew its IOSA Registration based on the **new E-IOSA methodology** for management of flight operations safety and security.

E-IOSA: Enhanced IATA Operational Safety Audit

PREMIUM KIDS PROGRAM

In 2014, Air Transat and Aéroports de Montréal launched Premium Kids, the **first airport familiarization program** in Canada for children with autism spectrum disorders.

A BLOG FOR SOS CHILDREN'S VILLAGES

In 2013, Transat and SOS Children's Villages published a blog **highlighting the energetic, loving and devoted work** of the humanitarian organization's **SOS Mothers**.

#TRANSATAUCTION

In 2014, Transat held the first edition of its #SunAuction on Twitter, with the **entire proceeds of sales, $35,000, donated to SOS Children's Villages**.

CONFETTI PROGRAM

In 2014, Transat created the Confetti recognition program, with a **monthly reward for the top travel agent in its network along with his or her agency**.

LES PRIX novae DE L'ENTREPRISE CITOYENNE | 2014 GAGNANT / **trophées innovation l'écho touristique 2014**

In 2013, Air Transat introduced the **first-ever Canadian program** for **green dismantling** of two end-of-life-cycle aircraft, for which it earned two prestigious awards in 2014.

think • go climate conscious atmosfair

In 2014, Air Transat was named **Most Climate Efficient North American Net Carrier** by Atmosfair, and remains the only North American airline in its Top 10.

Défi sans auto solo

In 2014, as part of the Défi sans auto solo car-free day, Transat took top honours in the **Large Organization category for the fourth time**.

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