JetBlue Focuses on Long-Term Planning in New Environmental and Responsibility Report

Apr 10, 2017

-- Airline Charts New Course in Environmental Reporting Using Sustainability Accounting Standards Board (SASB) Standards for Investors and Introduces a Dedicated Microsite for Customers and Crewmembers --

NEW YORK--(BUSINESS WIRE)-- JetBlue (Nasdaq: JBLU) today released its 2016 annual environmental and responsibility report outlining the airline's efforts to further integrate long-term environmental planning measures and corporate responsibility into its core business. *Tomorrow is Our Business* highlights major developments including the announcement of one of the largest renewable jet fuel agreements in aviation history, carbon offsets totaling more than 1.7 billion pounds of CO2e emissions and the donation of more than $2.25 million worth of books to children in need.

This year JetBlue revamped its annual report eliminating the traditional hard copy and moving to a new fully digital version. Via responsibilityreport.jetblue.com/2016, JetBlue is reporting its biggest moves that have most impacted business, and corporate social responsibility initiatives that are of particular interest to customers and crewmembers. Additionally, JetBlue is reporting material environmental social governance (ESG) information of interest to investors with a white paper report produced according to the Sustainability Accounting Standards Board (SASB) standard for the airline industry.

"Sustainability is about smart business and transparency," said Sophia Mendelsohn, JetBlue's director of sustainability. "As one of the first companies and the first airline to report according to SASB's intensive standards, our focus is on smart disruption. We are not relying on the status quo for sustainability reporting. SASB's industry-specific standards help us present the most useful information to our investors, further tying sustainability to our bottom-line."

SASB maintains standards for the disclosure of material sustainability information to investors. SASB standards, available in provisional form for 79 industries including airlines, identify material sustainability factors that are likely to impact financial performance. SASB standards are designed to be cost-effective for companies and decision-useful for investors, providing both parties the ability to compare and benchmark performance.

This year's report highlights how JetBlue is leading by example and focuses on five key areas – environment, innovation, education, diversity and inclusion and caring. In 2016, JetBlue invested in emission-reducing technology, ran an airport farm and offered a helping hand to future aviators and local communities.

Mendelsohn added, "Environmental and social responsibility are critical to our long-term success. We are highlighting our mission of inspiring humanity to our customers, crewmembers and community in a more concise and visually appealing way through a dedicated microsite."

Highlights from the 2016 annual report include:

Environment

The aviation industry made history with a worldwide global carbon offset agreement. In addition to joining the Roundtable on Sustainable Biomaterials, JetBlue also signed one of the biggest renewable jet fuel agreements in history.

Innovation

Smart investments in new technology today better prepare JetBlue for opportunities in the future. JetBlue remains committed to NextGen and is investing more than $60 million in technologies to create much-needed efficiencies and reduce emissions.

Education

Future success depends on the potential that is nurtured today. In 2016, JetBlue provided support for crewmembers to complete their college degrees. While, JetBlue For Good, the airline's platform for social impact and corporate responsibility, and the JetBlue Foundation made STEM and aviation education more accessible for students from traditionally underserved communities.

Diversity and Inclusion

Diversity is the blueprint for a robust business. Crewmembers from different backgrounds are better able to anticipate the needs of diverse customers. In 2016, JetBlue broadened its horizons by serving new communities and encouraging crewmembers to meet their highest potential through crewmember resource groups and mentorship opportunities.

Caring

JetBlue flies planes, but it ultimately connects people. In 2016, JetBlue responded to crises and natural disasters in its various communities including the Orlando shootings and Hurricane Matthew. JetBlue For Good also built its 25th playground in an area of need and donated more than $1.5 million to

charities. While crewmembers volunteered 170,000 hours for a variety of causes.

To learn more about JetBlue's long-term responsibility platform and to view the full report, visit responsibilityreport.jetblue.com/2016.

JetBlue For Good: Commitment to the Environment - JetBlue For Good is the airline's platform for social impact and corporate responsibility focusing on the areas that are most important to its customers and crewmembers - Community, Youth/Education and the Environment. JetBlue depends on natural resources and a healthy environment to keep its business running smoothly. Natural resources are essential for the airline to fly and tourism relies on having beautiful, natural and preserved destinations for customers to visit. The airline focuses on issues that have the potential to impact its business. Customers, crewmembers and community are key to JetBlue's sustainability strategy. Demand from these groups for responsible service is one of the motivations behind changes that help reduce the airline's environmental impact. For more on JetBlue's conservation initiatives, visit https://www2.jetblue.com/green. Join the #JetBlueForGood conversation on Twitter, Instagram and Facebook, check for regular updates and get involved.

About JetBlue

JetBlue is New York's Hometown Airline®, and a leading carrier in Boston, Fort Lauderdale-Hollywood, Los Angeles (Long Beach), Orlando, and San Juan. JetBlue carries more than 38 million customers a year to 101 cities in the U.S., Caribbean, and Latin America with an average of 1,000 daily flights. For more information please visit jetblue.com.

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