

PRESS RELEASE

ITA Airways launches new carbon program in collaboration with CHOOOSE

Rome, 22 December 2022 - ITA Airways is partnering with Norwegian climate tech company CHOOOSE to offer passengers the ability to calculate and address the CO2 emissions of their flights by supporting certified carbon offset projects with both environmental and social benefits and the acceleration of sustainable aviation fuel (SAF) adoption.

As a first step in an ongoing collaboration, ITA Airways' carbon program will provide travelers with insight into their flight-related CO2 emissions and support them in addressing the impact of their flights.

By visiting ita-airways.chooose.today, ITA Airways customers can support the use of SAF and certified carbon offset projects.

SAF is made from more sustainable materials (or feedstocks) and can reduce emissions by up to 80% compared to fossil-based jet fuel. Scaling SAF will dramatically reduce the emissions associated with aviation. Travelers help can accelerate the adoption of this innovative fuel, as SAF is currently much more expensive than conventional jet fuel.

The climate projects selected by ITA Airways in collaboration with industry experts are certified by various credible and internationally recognized carbon certification standards such as the VCS, the Gold Standard, American Carbon Registry, and Climate Action Reserve.

*"ITA Airways is committed to a CO2 emissions reduction plan, including the renewal of its fleet, which will feature 80% new generation aircraft by 2026, with the consequent downscaling of 1.3 million tons of CO2 emissions. A challenging goal, perfectly in line with the ICAO net-zero 2050 aviation commitment" said **Fabio Maria Lazzerini**, CEO and General Director of ITA Airways. "We are therefore proud of partnering with CHOOOSE on this carbon program. Relying on well-informed passengers and engaging them in environmentally friendly initiatives, represents a significant step forward in our journey towards decarbonization."*

*"We are very excited to work with ITA Airways to take this step toward decarbonizing the air travel sector. We look forward to inviting every passenger to join us on the sustainability journey," said CHOOOSE co-founder and CEO, **Andreas Slettvoll**.*

Sustainability is a key topic for ITA Airways. The company was founded with the ambition of becoming the greenest airline in Europe, as well as an efficient and innovative one.

The vision and commitment of ITA Airways towards Sustainability is fully expressed in the Sustainability Manifesto, which presents ITA Airways responsibilities towards the planet and people and the way the Company intends to generate value.

About ITA Airways

ITA Airways is a company totally owned by the Italian Ministry of Economy and Finance for the exercise of business in the air transport sector. ITA Airways aims at creating an efficient and innovative air carrier that will become a reference



point in providing Italy with quality connectivity both in terms of international destinations, thus boosting tourism and foreign trade, and within the Country, also taking advantage of the train-air integrated mobility. ITA Airways will place the best customer service at the center of its strategy (through a strong digitization of processes that ensure a best-in-class experience and personalized services), combined with sustainability, in its environmental (new green and technologically advanced aircraft, use of sustainable fuels), social (equality and inclusion for a gender-neutral company) and governance (integration of sustainability into internal strategies and processes) aspects. ITA Airways is a member of SkyTeam alliance as of October 2021.

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About CHOOOSE

CHOOOSE™ is a climate tech company headquartered in Oslo, Norway, that builds digital tools so that everyone, anywhere, can easily integrate climate action into everyday life and business. Through flexible integrations, automated carbon emission calculations, and a connected marketplace of certified climate solutions, CHOOOSE delivers a complete platform that enables its partners to build and manage high-impact climate programs. Learn more at www.chooose.today

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