



**Closing thoughts  
by the Secretary General  
of the International Civil Aviation Organization,  
Dr. Fang Liu,  
to the World Economic Forum (WEF)  
ATT Governors Policy Session:**

***“Building a Path to Net-Zero Aviation”***

*(Davos, Switzerland, 27 January 2021)*

1. Citizens all over the world have a growing interest in reducing their personal carbon footprint, and in seeking meaningful climate action from decision makers in all sectors.
2. These very same citizens are the passenger base for the global air transport network.
3. I’d like to suggest, in closing today, that if airlines begin to elevate their passengers’ personal expectations for sustainability alongside traditional considerations for the cost, time, and comfort of their travel experience, the new path to air transport sustainability we’ve been discussing will more quickly and clearly emerge.
4. Air carrier business models have traditionally been fleet- rather than customer-driven, and made extensive use of historical big data and complex yield modelling to price their products and design their networks.
5. COVID-19 has severed those connections to historic modelling, and its disruptions to the way of life of billions around the world will bring fundamental and widespread changes to who aviation serves, and how, once the pandemic is behind us.
6. If offered a choice for their next long-haul journey between a flight with hundreds of other passengers, at a busy airport far from their homes, or the option of getting on a smaller plane at a local airport that takes them to the same destination with similar cost and comfort, but a much smaller carbon impact, what would we expect a future air traveller to choose?<sup>1</sup>

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<sup>1</sup> The Celera 500 presented at our Innovation seminar by Otto aviation, or any of its planned spin-off models, will provide exactly these benefits and possibly even at a lower cost (it has an operating cost of just \$328/hr)

7. The answers to these types of customer-focused questions will be the beginning of aviation's successful recovery, and of its green evolution in a post-COVID world.
8. Thank you.