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The ingredients of environmental success

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Essential ingredients of environmental success

- Competitive pressure
 - Self evident - although the environment is not a competitive issue
- Leading edge technology
 - Aviation spends relatively more than any other industry on CO₂ reduction
- Proven track record
 - 70% improvement in 50 years (majority from engines)
- Global industrial scale solutions
 - Aviation is an excellent model

The Aerospace industry is the solution not the problem



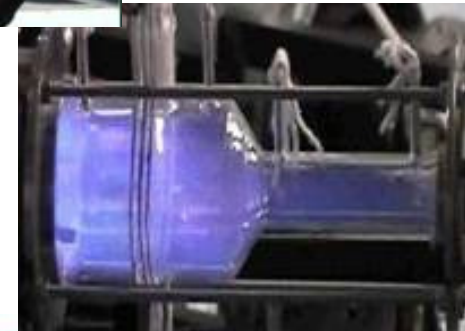
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Technology is in our DNA

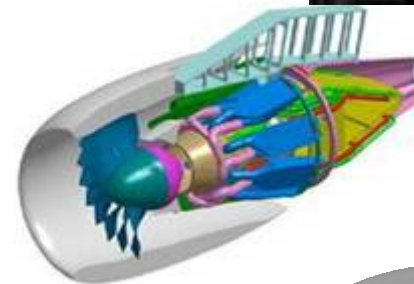
- Rolls-Royce signed-up to the ACARE targets in 2000:
 - 50% reduction in CO₂
 - 80% reduction in NO_x
 - Halving perceived noise
- Technology streams deliver these improvements as part of a 20-year Vision technology programme from component to architecture level
- These Low Carbon technologies are contributing to significant CO₂ reduction in other sectors



Quiet Technology Demonstrator

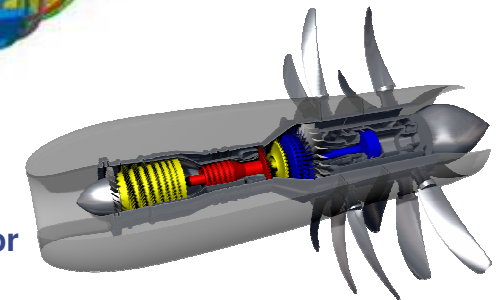


Pulsejet Combustor



Intercooling

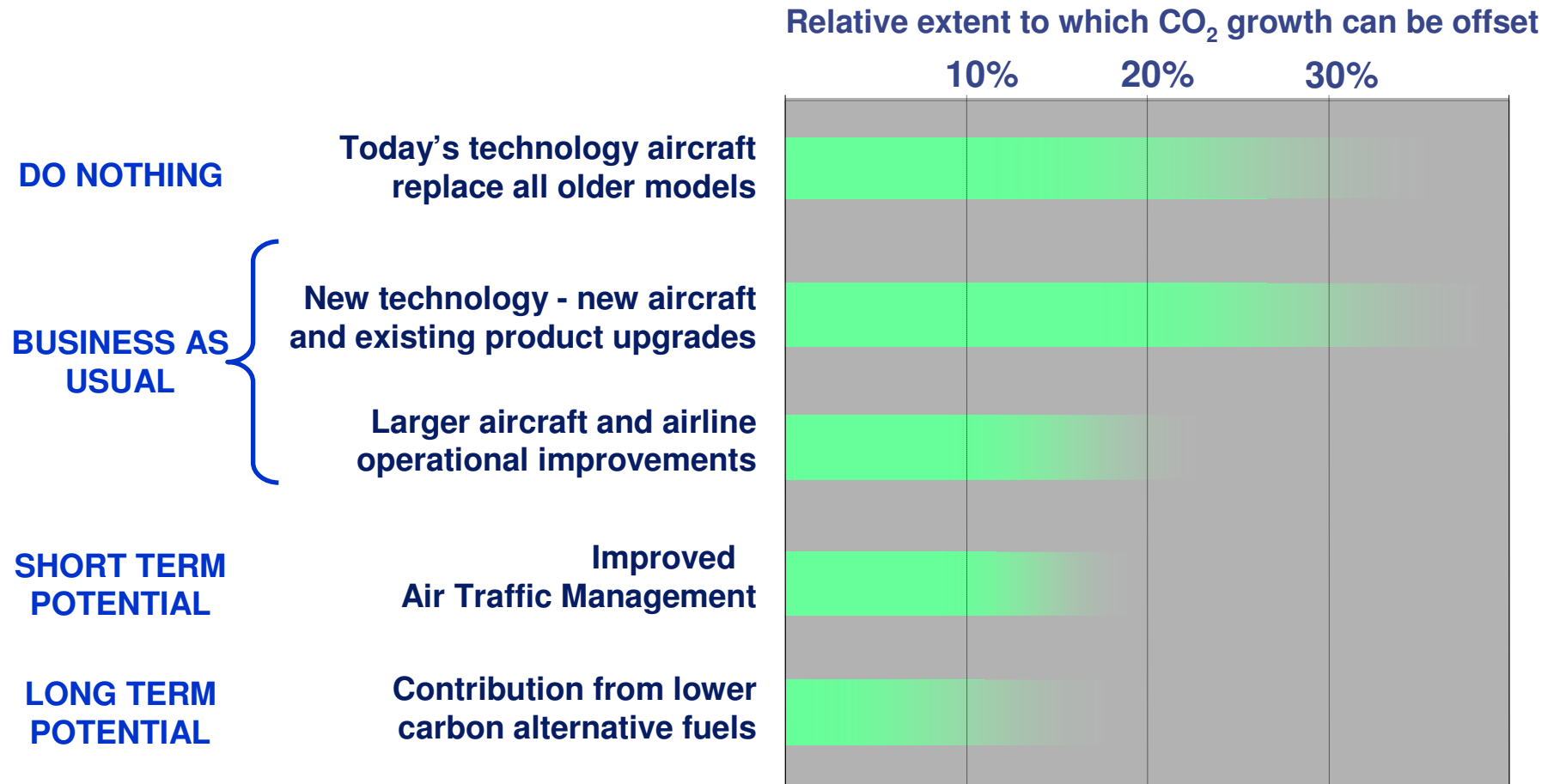
Open Rotor



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The solution lies at the enterprise level

At a 25 year horizon, substantive progress towards carbon neutrality requires contribution across the entire enterprise



The solution is in our hands

- **The Aviation Industry's credentials make it a compelling solution-provider**
 - Competition, technology, track record, industrial scale solutions
- **However, we risk undermining this position unless we represent ourselves in a disciplined way**
 - The environment is not a competitive issue
 - As an industry we must only deal in facts
 - We must consider the entire enterprise
 - Aviation must not succumb to 'greenwash'



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