A Sustainable, Corporate Social Responsibility Initiative for the Air Cargo Industry

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Maximus Air, founder of Care By Air
The UAE: Now a significant humanitarian donor

- With a population of just 4.58m, in 2009, the UAE became the first non-western nation to enter the Top 10 global humanitarian aid donors per head of population.

- Donations of US$138.9 million in 2009, an average of $30.3 per person, put the country in seventh place. Luxembourg topped the list at $126.3 per person.

- Overall foreign aid from the UAE was $859 million in 2009 – a figure that combines humanitarian aid, debt relief and funds to support reconstruction efforts.

- In total in 2009, the UAE's bilateral humanitarian aid made it the 15th-largest government donor reporting to the Development Assistance Committee of the OECD.

- The recipients were headed by Pakistan (which received 67% of the $138.9m total), followed by the Palestinian Territories and Yemen.
Introducing Maximus Air

- Maximus Air was founded in 2005 in Abu Dhabi, UAE and is now part of Abu Dhabi Aviation, a leading aviation conglomerate from the Middle East.

- Maximus Air now operates a fleet of 8 modern cargo aircraft on scheduled and charter services and employs over 200 staff.

- With its fleet of Antonov An-124 and Ilyushin Il-76 aircraft, Maximus offers unique capabilities to carry heavy and out-size loads which can self-load/un-load making them suitable at under-equipped airports.

- Maximus has significant experience operating humanitarian missions. It has served in:
  - Haiti
  - Lebanon
  - Libya
  - Tunis
  - Japan
  - Yemen
  - Somalia
  - Pakistan
  - Niger
  - Turkey
  - Namibia
  - Gaza
  - Indonesia

- Antonov An-124
  - 120 tonnes capacity with Out-size Capability

- Ilyushin Il-76
  - 45 tonnes capacity

- + 5 Airbus A300-600RF
  - with 47 tonnes capacity
Background
Sustainable, profitable growth

The overall goal of any commercial business is to achieve sustainable, profitable growth.

The role of any commercial business is to contribute to the improvement of the quantity & the quality of life through reasonable pricing.

When business delivers on its role, society allows business to achieve its goal.
What is Care by Air?

- **80% of the UN Humanitarian aid budget is devoted to logistics cost**, according to a recent estimate.
- In parallel, the International Air Transport Association (IATA) reports that **30% of cargo space flies empty and unused**.
- This means that of the $9.5Bn budget for 2010, more than **$7Bn UN Humanitarian Aid was allocated to the expense of moving aid to theatre**.
- *Care by Air* seeks to reduce the cost of humanitarian aid logistics so as to ensure more resources can be concentrated on the actual aid and those who need it most.
- *Care by Air* provides an effective platform for the private sector to contribute to humanity.
- *Care by Air* is a UAE-based not-for-profit initiative, with the mission to deliver at-cost logistics to humanitarian organisations.
- At its heart, *Care by Air* is a Corporate Social Responsibility initiative by leading air cargo operators, logistics companies and aviation suppliers that want to give something back to society.
How does Care by Air work?

1. for Freighter Airlines
   Dedicated freighter airlines (such as Maximus Air) participate in Care by Air by offering humanitarian missions on an “at cost” basis, which means all services provided without profit.

2. for scheduled, mixed Cargo/Passenger Airlines
   Airlines that carry a mix of passengers + cargo (such as Etihad) participate in Care by Air by offering empty and available cargo space on an “at cost” or a “no fee” basis as they deem appropriate.

3. for the Logistics Value Chain
   Members of the logistics value chain (such as airports, fuel suppliers, warehousing providers, ground handling operators) participate in Care by Air by offering services on an “at cost” or “no profit” basis as they deem appropriate.

Lower cost logistics = more aid to those that need it

Utilising empty cargo space = increased resource efficiency
What level of savings are possible with Care by Air?

- *Care by Air* is about getting more efficiencies from today’s logistics process on humanitarian missions.

- Total cost savings could be in the order of 25% - 35% which translates as one and half free flight for every 4 flights flown.

- Put simply, 25% - 35% more aid can be delivered into theatre for the same humanitarian budget.

Example:

<table>
<thead>
<tr>
<th>Cost Category</th>
<th>Savings</th>
</tr>
</thead>
<tbody>
<tr>
<td>WAREHOUSING</td>
<td>5%</td>
</tr>
<tr>
<td>NAVIGATION / OVERFLIGHT</td>
<td>7%</td>
</tr>
<tr>
<td>LANDING / PARKING</td>
<td>8%</td>
</tr>
<tr>
<td>GROUND HANDLING</td>
<td>10%</td>
</tr>
<tr>
<td>DIRECT OPERATING COST</td>
<td>30%</td>
</tr>
<tr>
<td>FUEL</td>
<td>40%</td>
</tr>
<tr>
<td>FLIGHT COST BREAKDOWN</td>
<td>15%</td>
</tr>
<tr>
<td>TOTAL SAVERS</td>
<td>25-35%</td>
</tr>
</tbody>
</table>

Average charter price for specific routes like PEW, JUB, URC etc.

- Maximus Air: $70,500
- Care by Air: $53,000

Average Savings: 25%
Who benefits from Care by Air?

- All humanitarian agencies, both in the UAE and further afield, can benefit from Care by Air. This includes agencies such as:
  - UAE Red Crescent
  - Red Cross
  - United Nations World Food Programme
  - Khalifa Bin Zayed Al Nahyan Humanitarian Foundation
  - Zayed Bin Sultan Al Nahyan Humanitarian Foundation
  - Sheikha Fatima Family Development Foundation
  - Al Maktoum Foundation
  - Dubai Cares
  - International Humanitarian City

- The goal of Care by Air is simple: to reduce the cost of logistics for these organisations.

- It is based on the principle of making better use of empty air cargo space to carry qualifying humanitarian aid either ‘for free’ or ‘at cost’ (zero profit margin).

- Ultimately, Care by Air benefits most those people with severe need – victims of famine, civil war and natural disasters, victims not in a position to help themselves.
Who is participating in Care by Air?

- In 2009, four leading aviation and logistics companies came together to become the initial founding partners of Care by Air.

- These are Maximus Air, Etihad Airways, Abu Dhabi Airports Company (ADAC) and Aramex.

- As the organisation grows and develops, new member companies will be invited to join from throughout the GCC and further afield.

- In addition, many associate members are generously providing free professional services to Care by Air.

- Companies that participate in the Care by Air initiative are fulfilling their Corporate Social Responsibilities to society in general; their enthusiasm for the project has been admirable.
Integrity, Compassion and Transparency are at the heart of *Care by Air*

*Care by Air* is founded on the pillars of integrity, compassion and transparency.

Member organisations must agree to be audited regularly to ensure these pillars continue to be adhered to:

• **Vision**: To provide increased levels of humanitarian relief by maximizing the efficiency of logistical resources in the air and on the ground

• **Mission**: Establish an international logistical network that is renowned for its transparency and that is economically sustainable to deliver humanitarian relief aid at cost and according to best practice

• **Principles**: Transparency, integrity, compassion, respect, efficiency, teamwork, excellence.
Care by Air is a sustainable corporate social responsibility initiative

- By providing otherwise unused cargo space on an ‘at cost’ basis, cargo airlines are driving their overall unit costs down.

- This will make Care by Air a sustainable business model, one that will last beyond the current planning cycle or the next humanitarian crisis.

- Care by Air can become a key global CSR initiative for the aviation and logistics industry.
Future of *Care by Air*

- With the right leadership, framework and founding stakeholders, *Care by Air* can become a pre-eminent not-for-profit organisation in the sphere of transport logistics.

- Beyond the beginning, the potential is infinite. Geographically, *Care by Air* could be expanded globally to be the Aviation CSR model.

- In terms of transport mode, *Care by Air* could be expanded from air logistics to sea and land logistics – with the creation of *Care by Sea* and *Care by Road*.

- The greater the scale, span and depth of *Care by Air*, the greater the potential for realising transport efficiencies, with the result that more and more people in need will benefit from today’s levels of humanitarian budgets.

- For more information, please visit [www.carebyair.org](http://www.carebyair.org)
Closing Words

- ... imagine if we can develop a brand called Care by Air that is recognized in very airport worldwide by every carrier and handler.

- ... imagine such Care by Air cargo was always given a priority and shipped at cost.

- ...using the existing world wide logistics network to transport humanitarian air around the globe

- ... the potential is infinite

“Some men see things as they are and say why. I dream things that never were and say why not”

Robert F. Kennedy