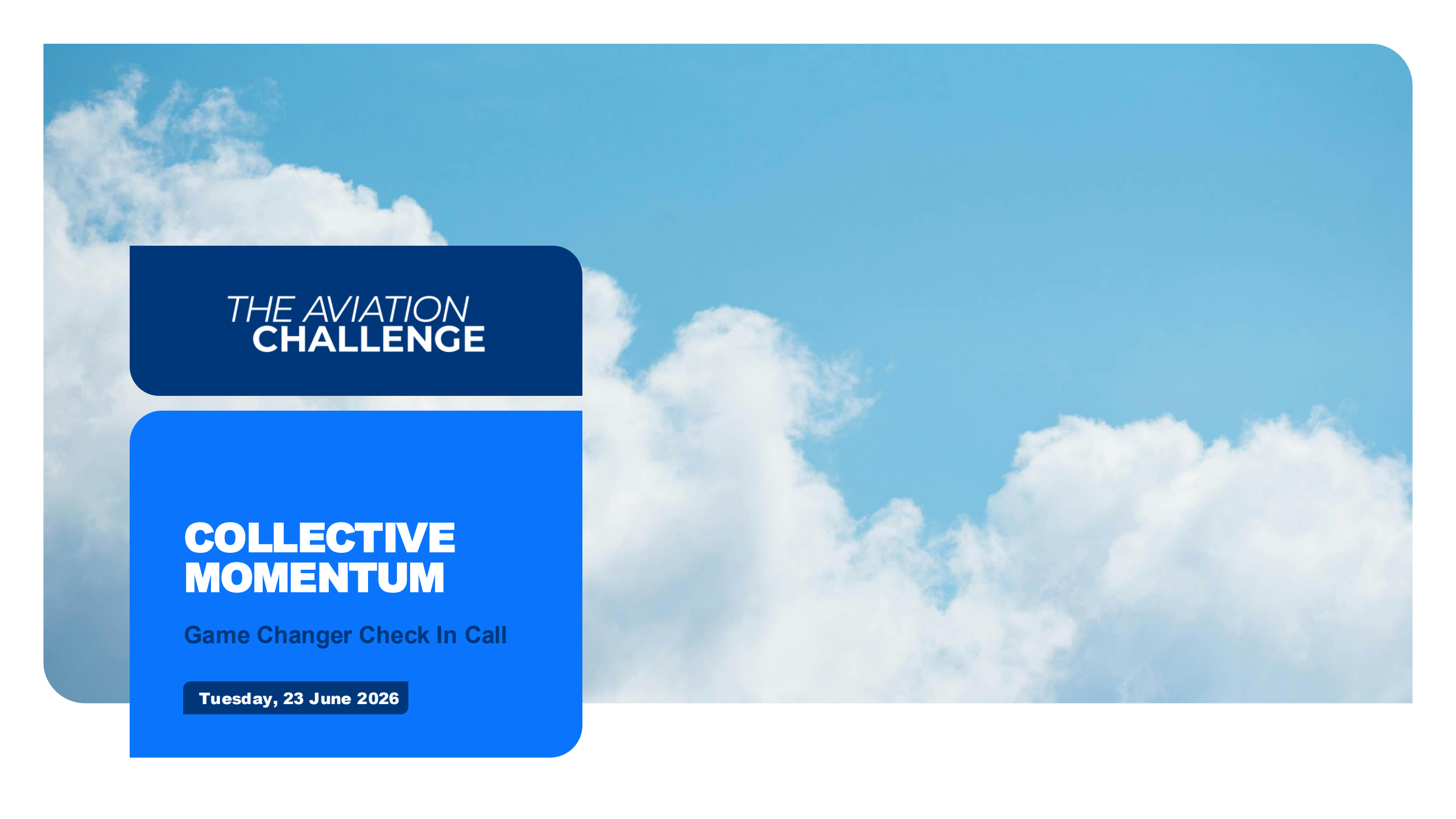




THE AVIATION **CHALLENGE**

COLLECTIVE MOMENTUM

Game Changer Check In Call

Tuesday, 23 June 2026

Agenda

1

Challenge Updates

2

Resource Reminder & Demo

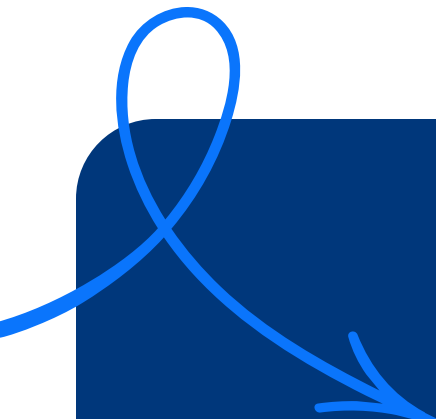
3

Communications Updates

4

A Look Ahead





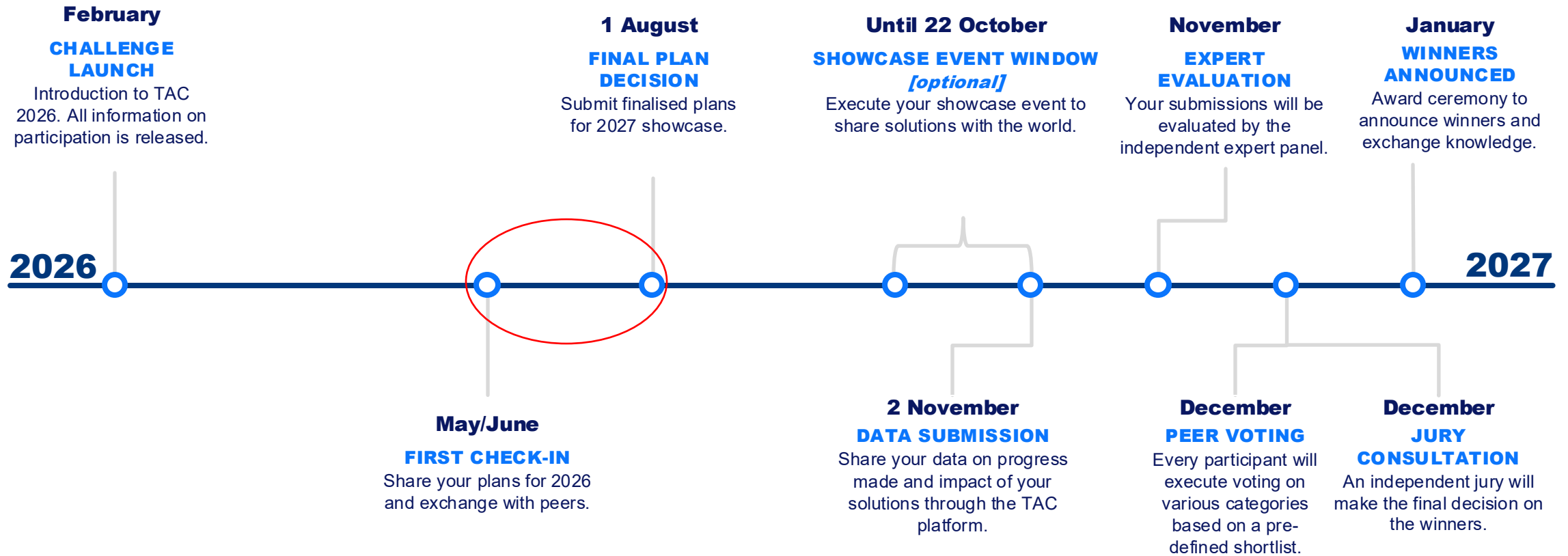
1

CHALLENGE UPDATE

THE AVIATION
CHALLENGE



OVERVIEW OF KEY MOMENTS



WELCOME (BACK) NOAH!



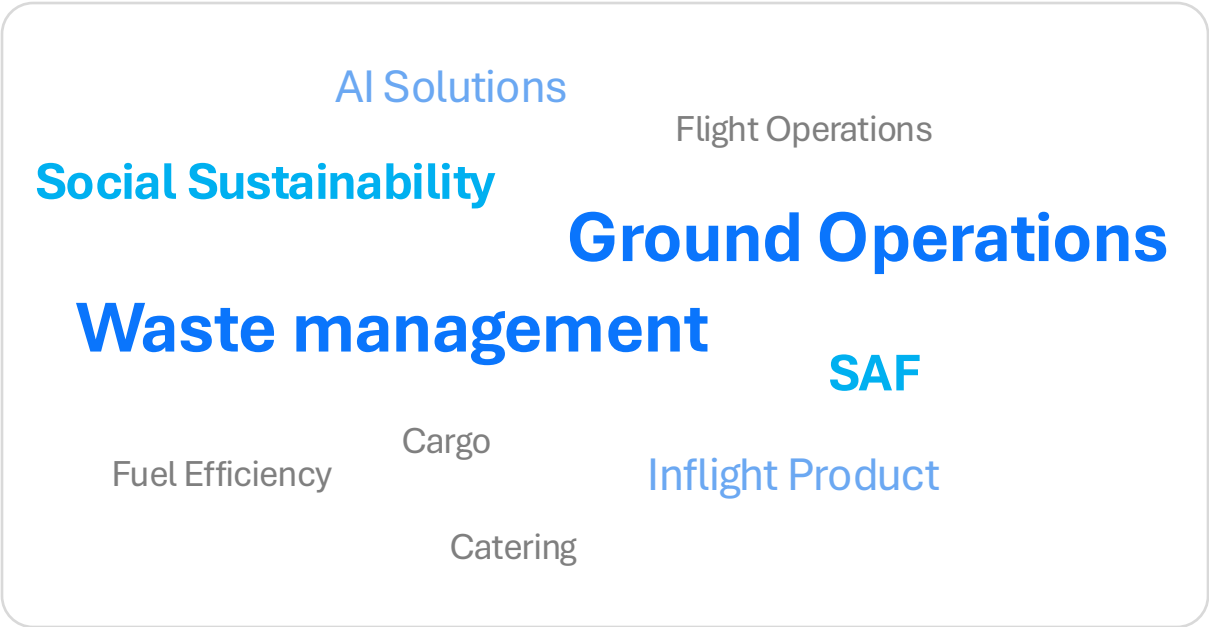
**R&D and TAC Coordinator
SkyTeam**

Focus for TAC:

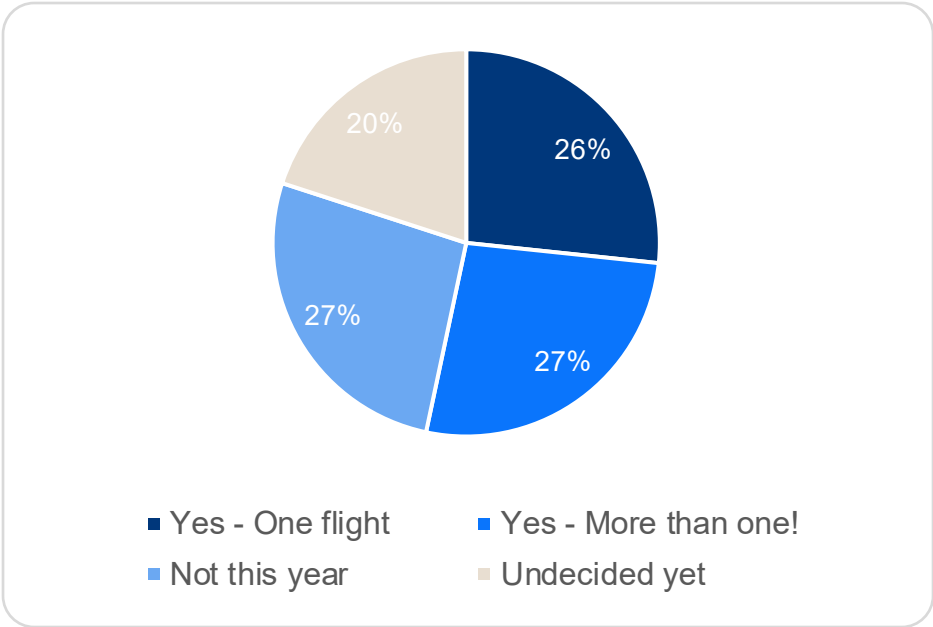
- *TAC26 execution*
- *Knowledge-sharing*
- *Challenge design*

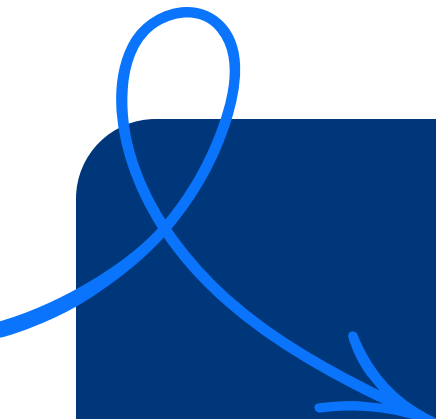
MID-YEAR CHECK-IN #1

PARTICIPANT FOCUS AREAS 2026



INTENTION OF ORGANIZING SHOWCASE FLIGHTS



A blue ribbon graphic that loops around the top left corner of the blue box and ends in an arrow pointing towards the number 2.

2

A LOOK AT OUR RESOURCES

THE AVIATION
CHALLENGE



Our Theme



The Aviation Challenge 2026 theme, **Collective Momentum**, celebrates one of the program's defining values: **collaboration**.

It reflects our belief that by working together, we can **drive meaningful progress** and **unite the industry through collaboration** toward a more **sustainable future**.

Marking TAC's **fifth anniversary**, this theme also acknowledges the **collective efforts of past participants** and our ambition to keep building on that momentum year after year.



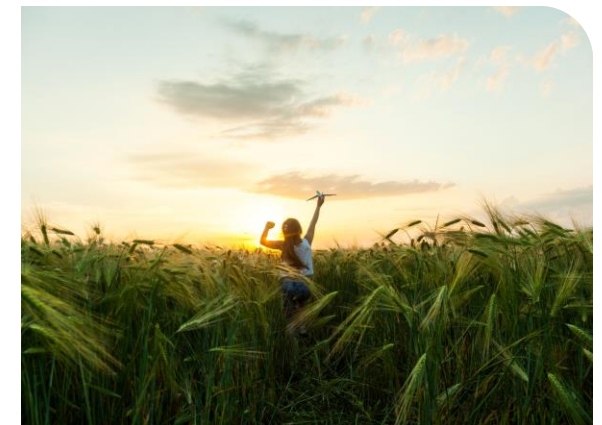
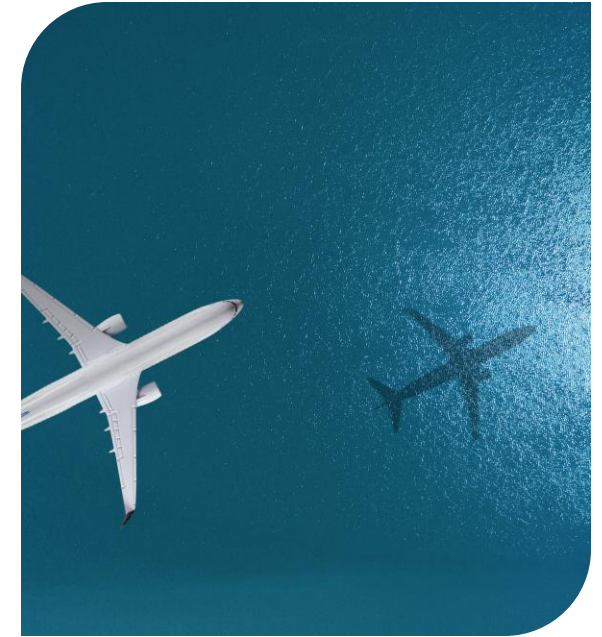
Replicate

*Collaborating to share and learn together
by implementing the learnings for
measurable impact.*



Co-Create

*Working together to co-create new solutions,
scaling innovation into measurable impact*



2026 AWARD OVERVIEW

Total Awards: 21

Direct Impact Awards

Impact through efficient solutions

FlightOps

GroundOps

Inflight Products

Catering

MRO

Cargo

Noise Reduction

Waste Management

Inspiration Awards

Impact through collective momentum

Showcase Awards

Lowest Impact
Showcase

Best Storytelling
Showcase

Engagement Awards

Best Customer
Engagement

Best Collective
Empowerment

Leadership Awards

SAF Leadership

Social Sustainability
Leadership

People Awards

Team of the Year

Game Changer
of the Year

Anniversary Awards

Impact through progress

Collaboration Awards

Best Cross-Industry
Collaboration

Best TAC Partnership

5th Anniversary Awards

Best Replicated TAC
Solution

Greatest Solution
Progress

Best New Innovation

2026 RESOURCES

STEAL WITH PRIDE: HOW? WHERE?

- 2025 winner and finalist case studies on TAC.com and in 'Solutions Showcase' newsletter
- 'Winner' and 'finalist' filters available in the solutions repository
- 'Save' solutions you find particularly interesting
- Solution submission form open year-round



Solutions Repository

The Aviation Challenge is more than a competition. It is a reflection of identity and community. Each airline joins with its own custom logo, complete with a name and symbol that represent its unique vision and creativity. These personalized logos help spark internal excitement, build momentum, and bring visibility to the important preparation work happening across your teams. Together, they transform the Challenge into a vibrant showcase of innovation, collaboration, and aviation excellence

Filter Clear all

352 Solutions

Upload your solution

Communities of Practice +

Participants +

Finalists +

Winners +

Organization Category +

Year Submitted +

All solutions Finalist Winner Saved Solutions My Drafts



2025 | Better Waste Management In-Flight

Currently on Transavia flights, we only separate residual and recyclable (PMD) waste in the cabin. In the cockpit we do not separate waste. We also face an issue with...

Kristina Palovicova
Transavia Netherlands
6/15/26



Finalist

2025 | Jambojet's Aviation Textile Upcycling Initiative: From Waste-to-Worth

This solution is a collaborative upcycling initiative designed to address the significant challenge of aviation textile waste. Objectives: Primary Objective: To transform...

Renee Wachuka
Jambojet
6/15/26



2025 | New waste trolley reduces residual waste

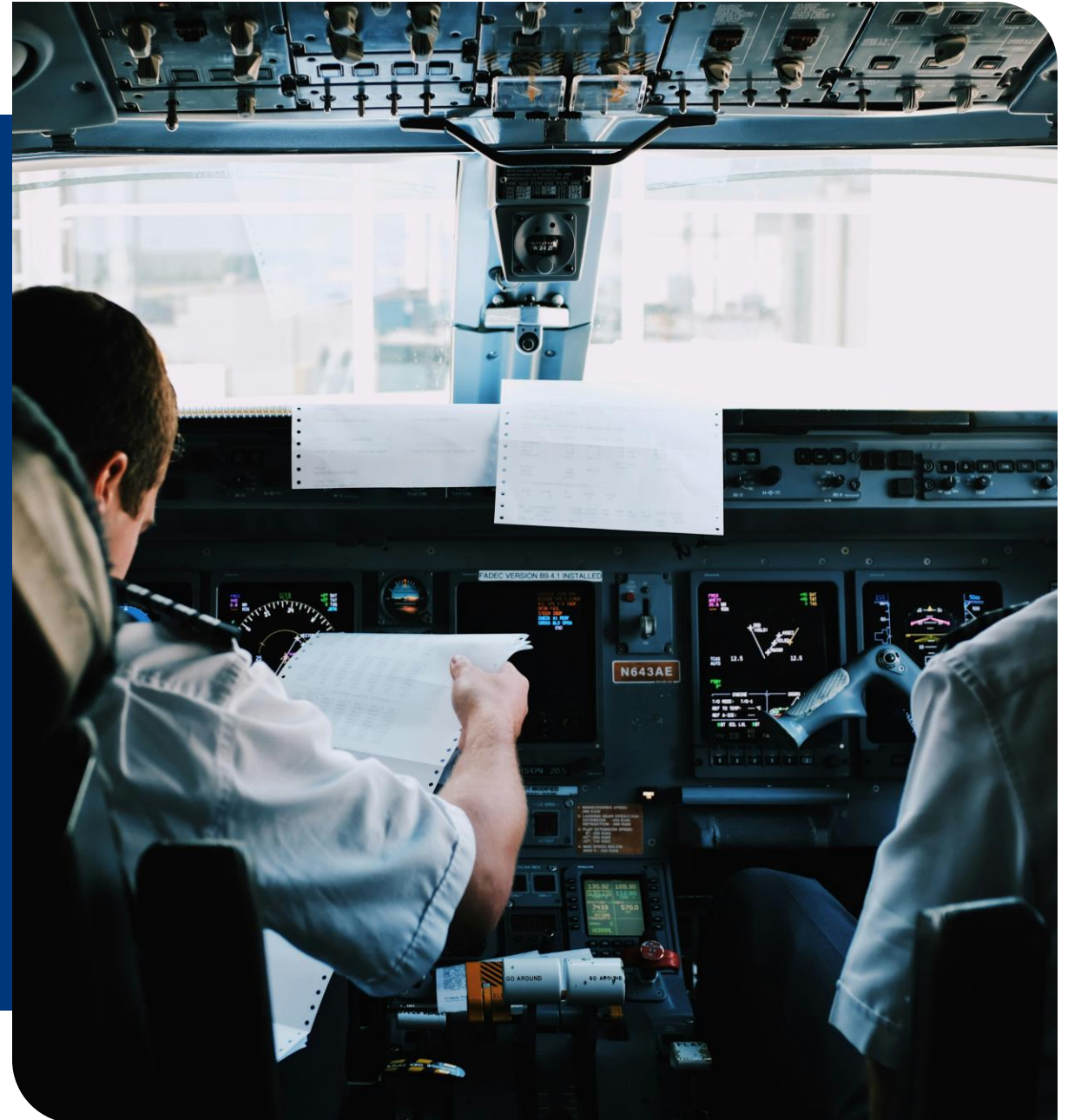
Within sustainability, waste reduction is an important element. KLM Cityhopper aims to eliminate residual waste and work towards circularity. The largest amount of...

Darrin de Meza
KLM Cityhopper
6/15/26

3

STAYING CONNECTED THROUGHOUT TAC 2026

THE AVIATION
CHALLENGE



COMMUNICATIONS AS A RESOURCE

TAC updates are shared through multiple channels, including:

- Email communications
- The TAC website
- Task Force meetings
- Your Key Account Manager (KAM)

While occasional delivery issues may occur with our communications platform, important updates will be reinforced across multiple channels whenever possible.

When in doubt:

- Contact your KAM directly
- Check the TAC website

Your KAM and the TAC website remain the primary sources for program guidance, resources, timelines, and announcements.

Challenge Updates

News

The 2026 solution submission form is now live

posted at 12:06 AM

News

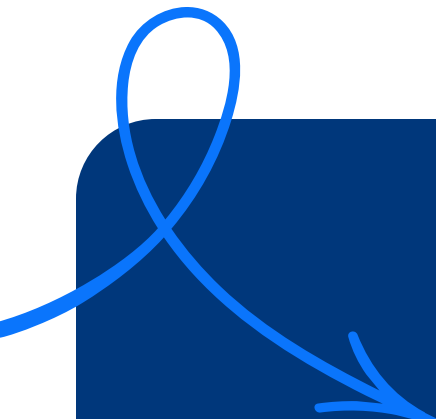
TAC 2026 timeline remains unchanged, but part showcase flight will be optional.

posted at 07:36 AM

News

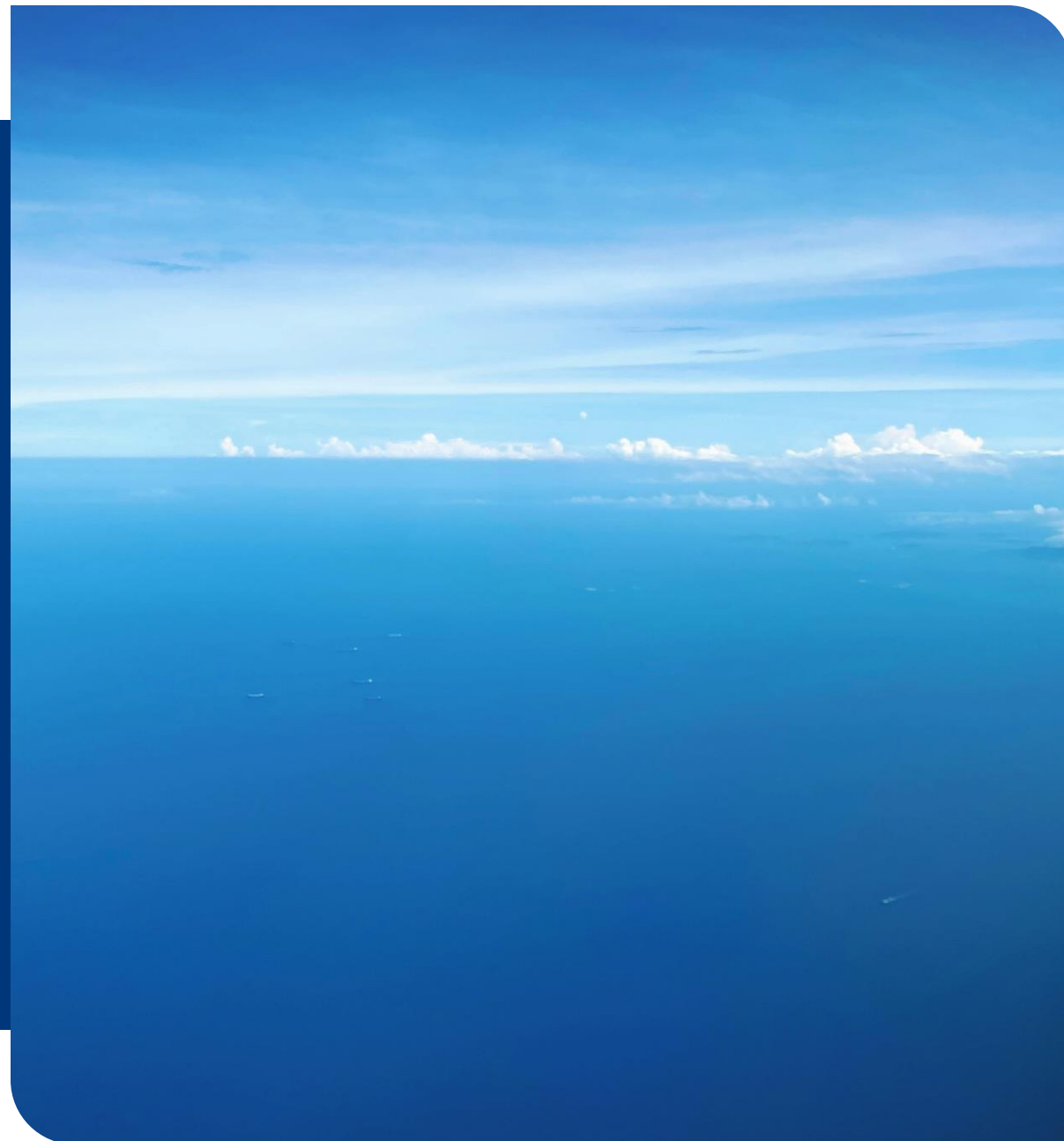
The updated TAC 2026 handbook is now available

posted at 05:21 PM



4

LOOKING AHEAD



WORKSHOP: DRIVING BEHAVIOUR CHANGE IN AVIATION SUSTAINABILITY



Featured Session

Robin Spierings

- Manager, KLM Reduce Now Programme
- Former TAC Program Manager
- Master's Candidate, Climate Psychology & Behaviour

Robin will combine behavioural science theory with real-world aviation experience to explore how airlines can successfully drive operational change.

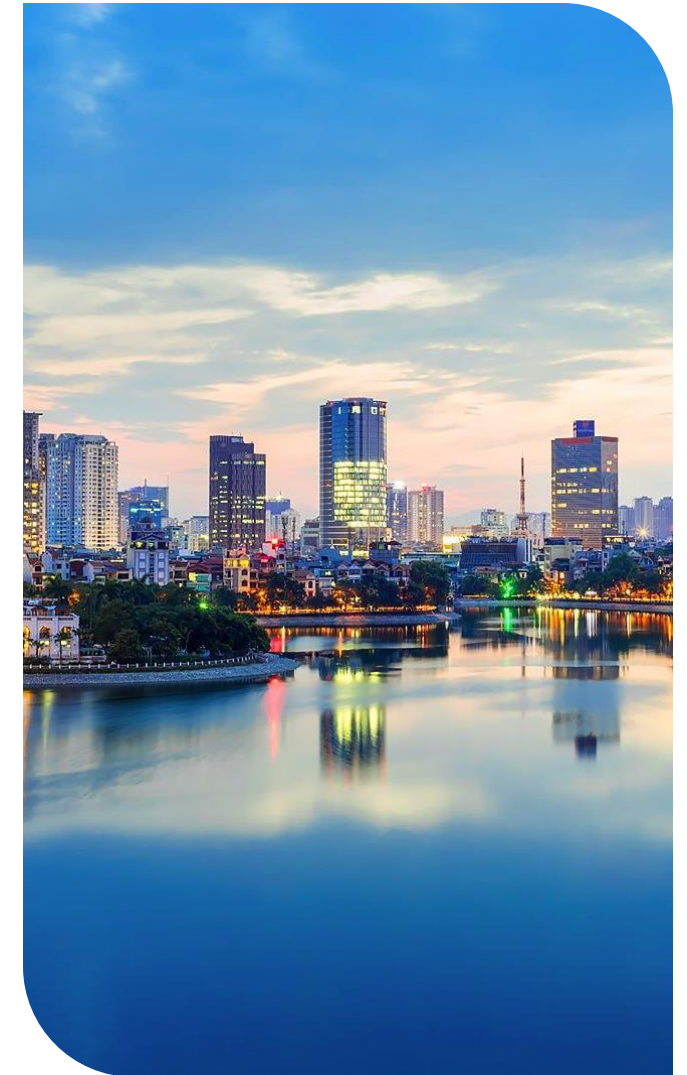
Key Outcomes for Participants

- ✓ Understand core behavioural science principles
- ✓ Identify common barriers to change
- ✓ Learn practical strategies for influencing operational behaviours
- ✓ Exchange experiences with industry peers
- ✓ Discover opportunities to apply behavioural approaches within their own organisations

CELEBRATING YOUR HARD WORK

CONNECT EVENT 2026

- Location Confirmed: Hanoi
- Dates Confirmed: 12-14 January 2027
- Pulse Survey for Attendance
- Save The Date
 - Hotels, Advanced Planning



NEXT STEPS

NEXT STEPS

- Stealing with Pride!
- Summer Seasons
- KAM as Resources

