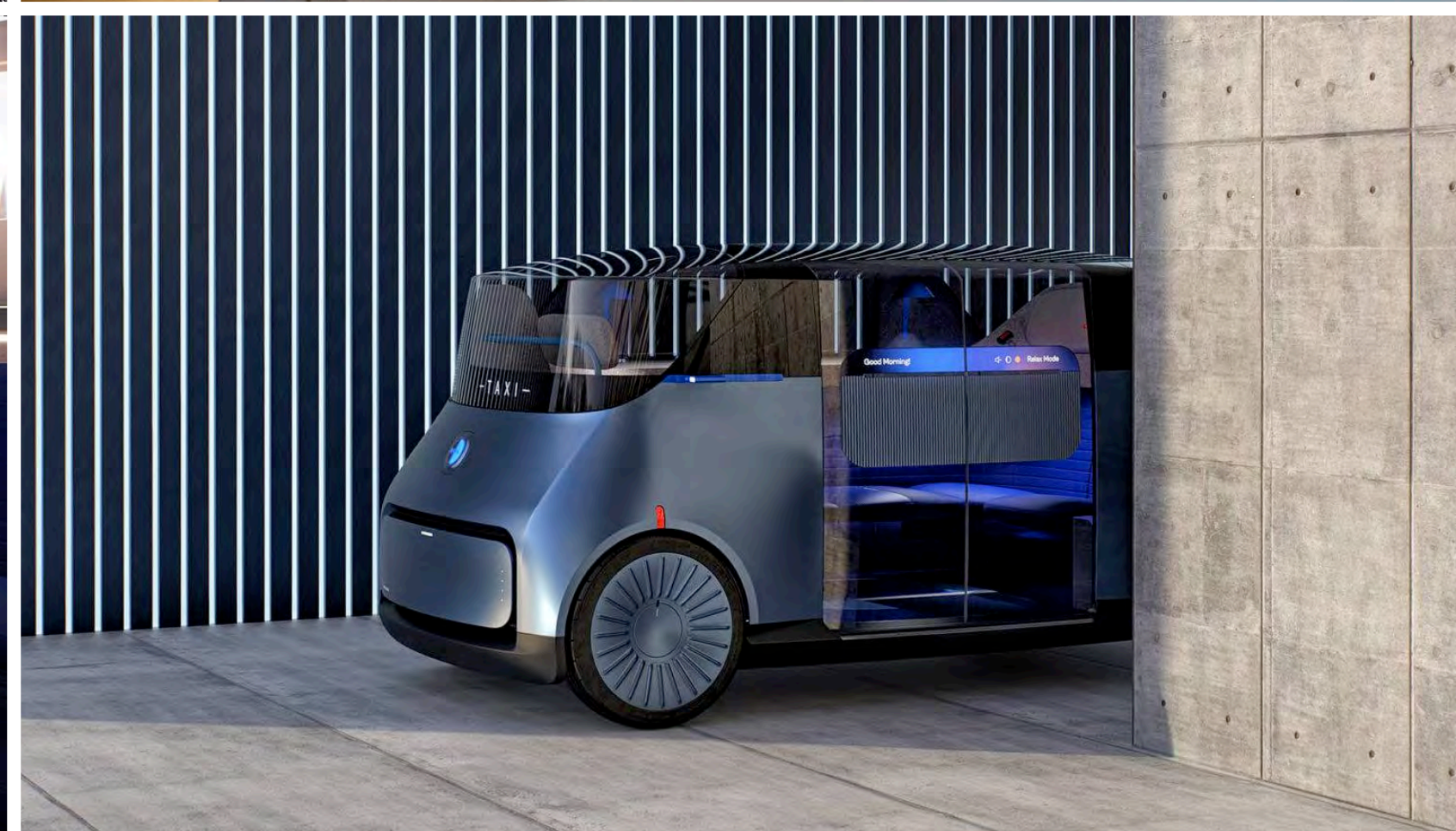
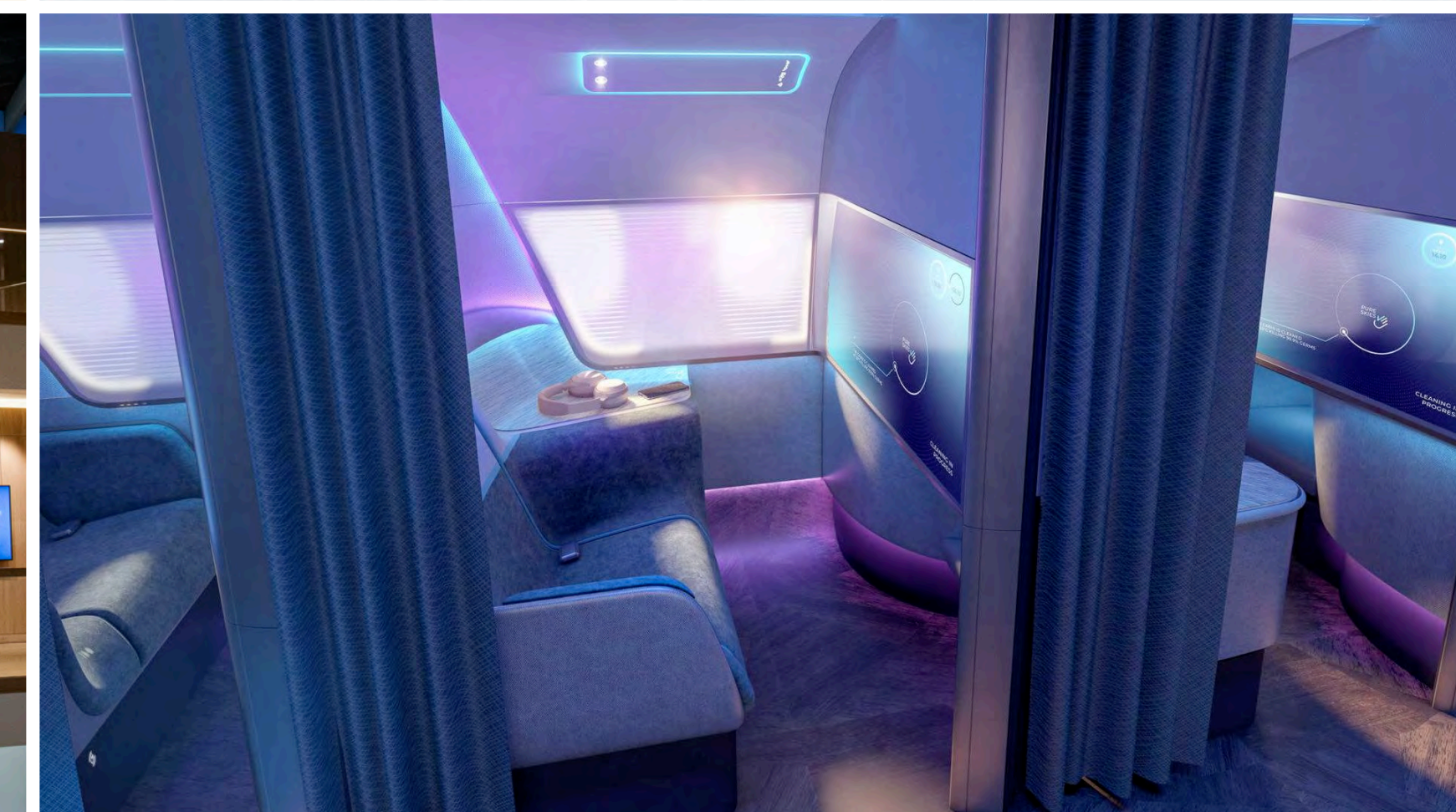
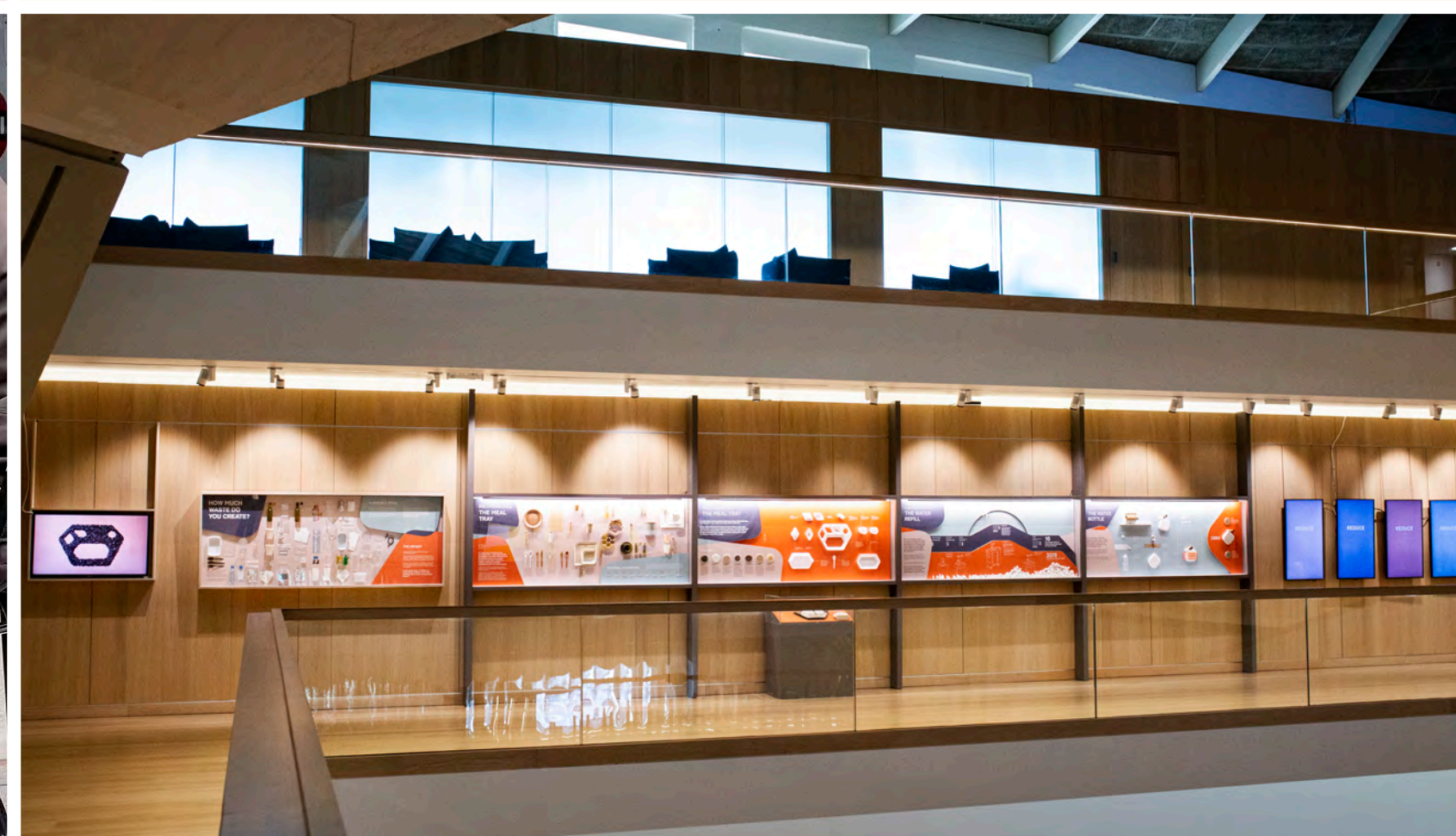


# Green line-fit and retrofit

Driving change across today's journey







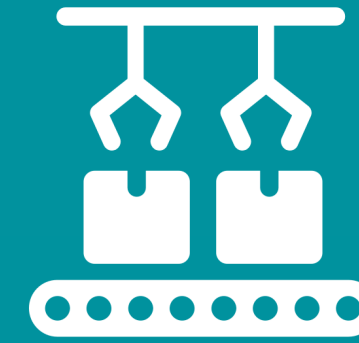
# Green line-fit and retrofit





# Driving change

## Linear to Circular



Make



Use



Dispose

# REDUCE

Prevent waste being created in the first place

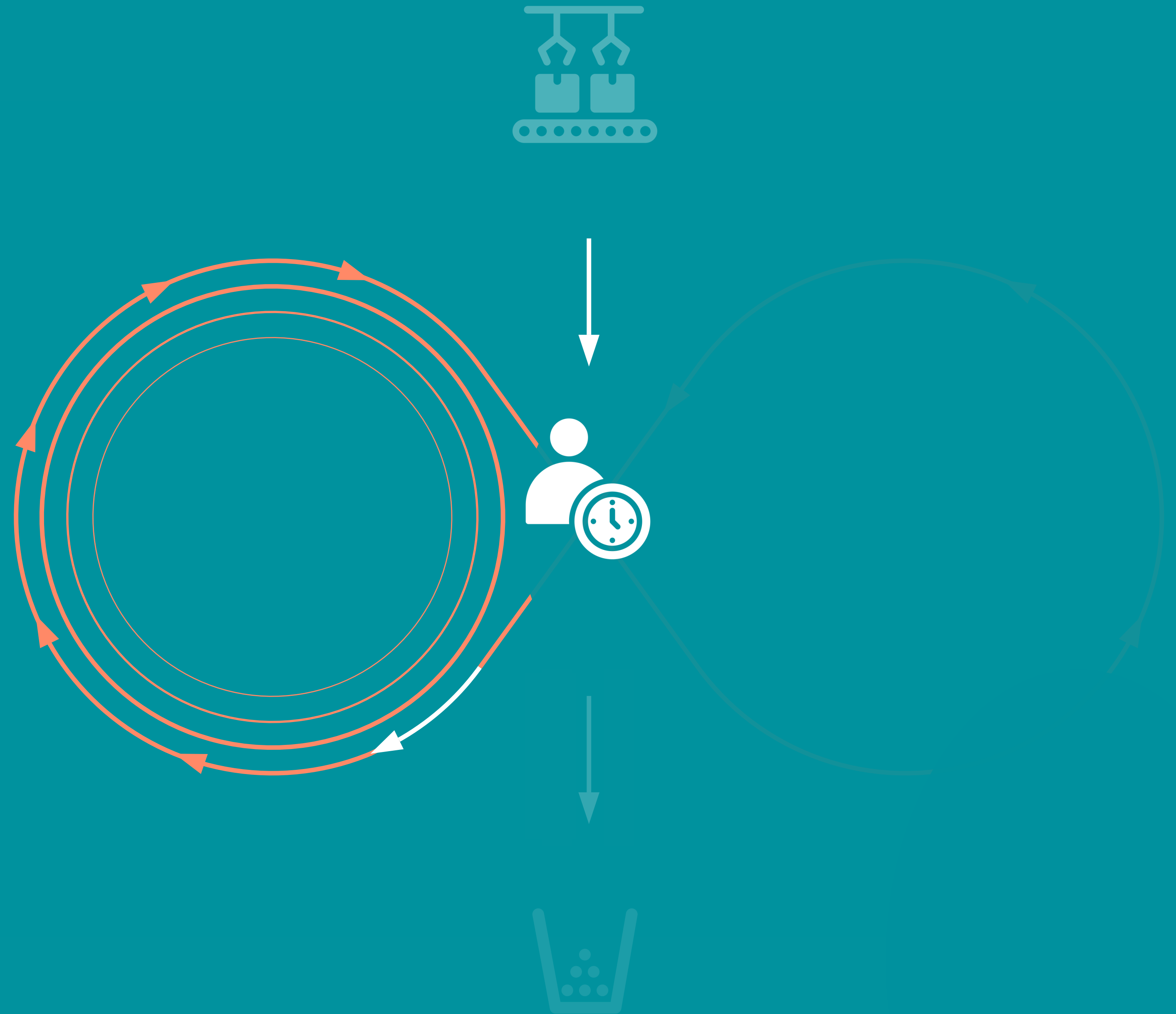
If we need to create... how can innovative processes eliminate waste in manufacture and in use?



# REUSE

Specify sustainably

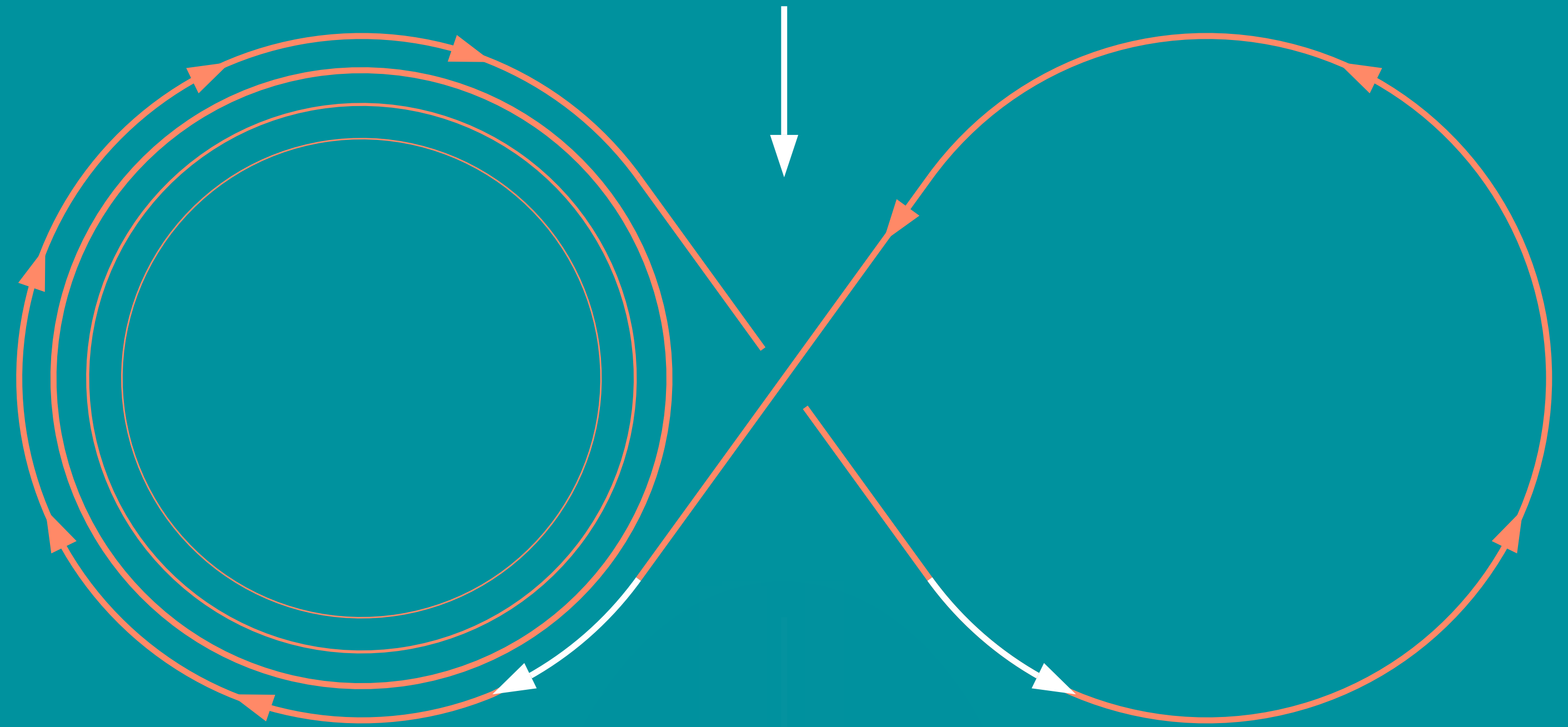
Circularity: recycled and recyclable



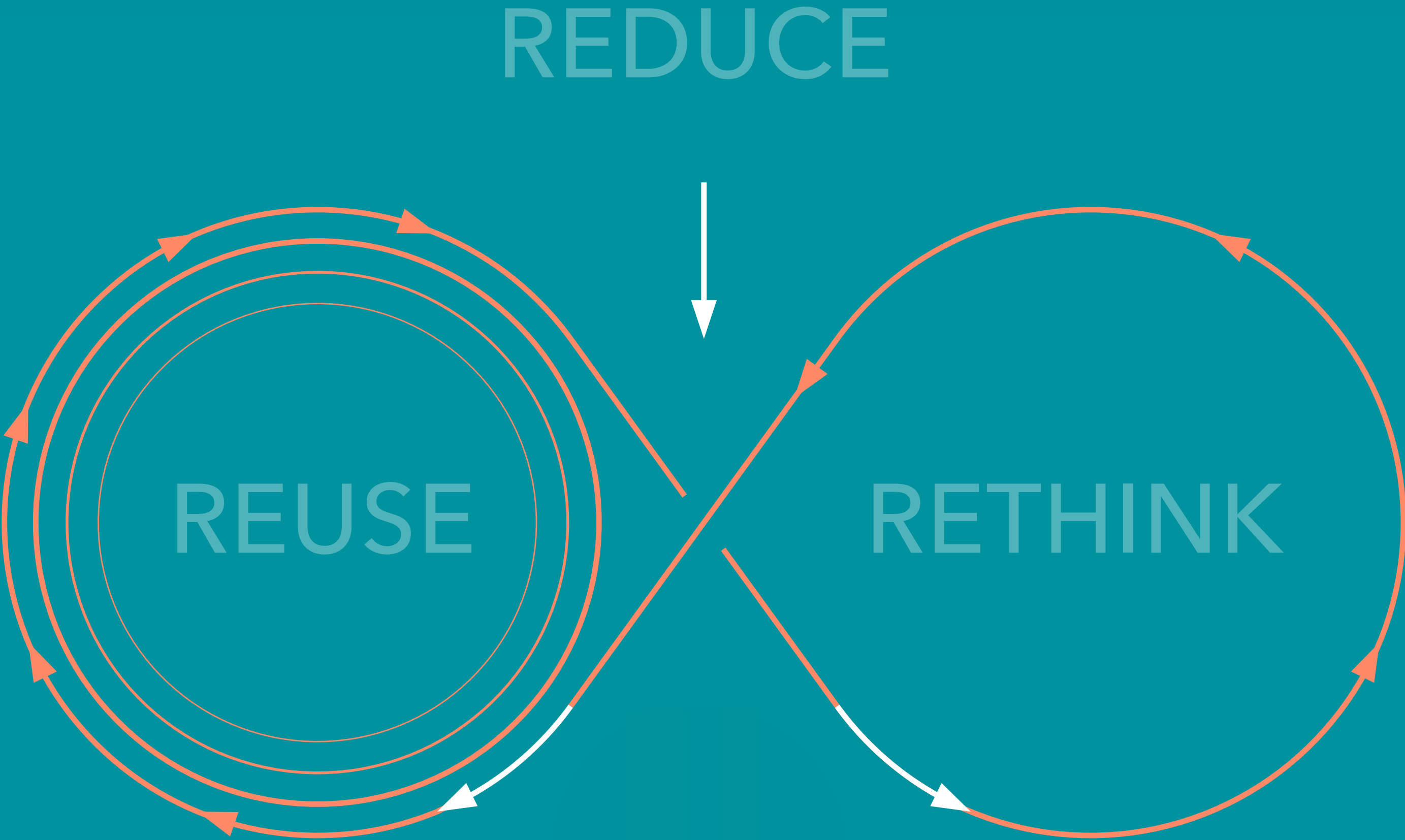
# RETHINK

Design to stand the test of time

Through reframing our expectations as  
passengers / airlines and manufacturers



# Planet Centric







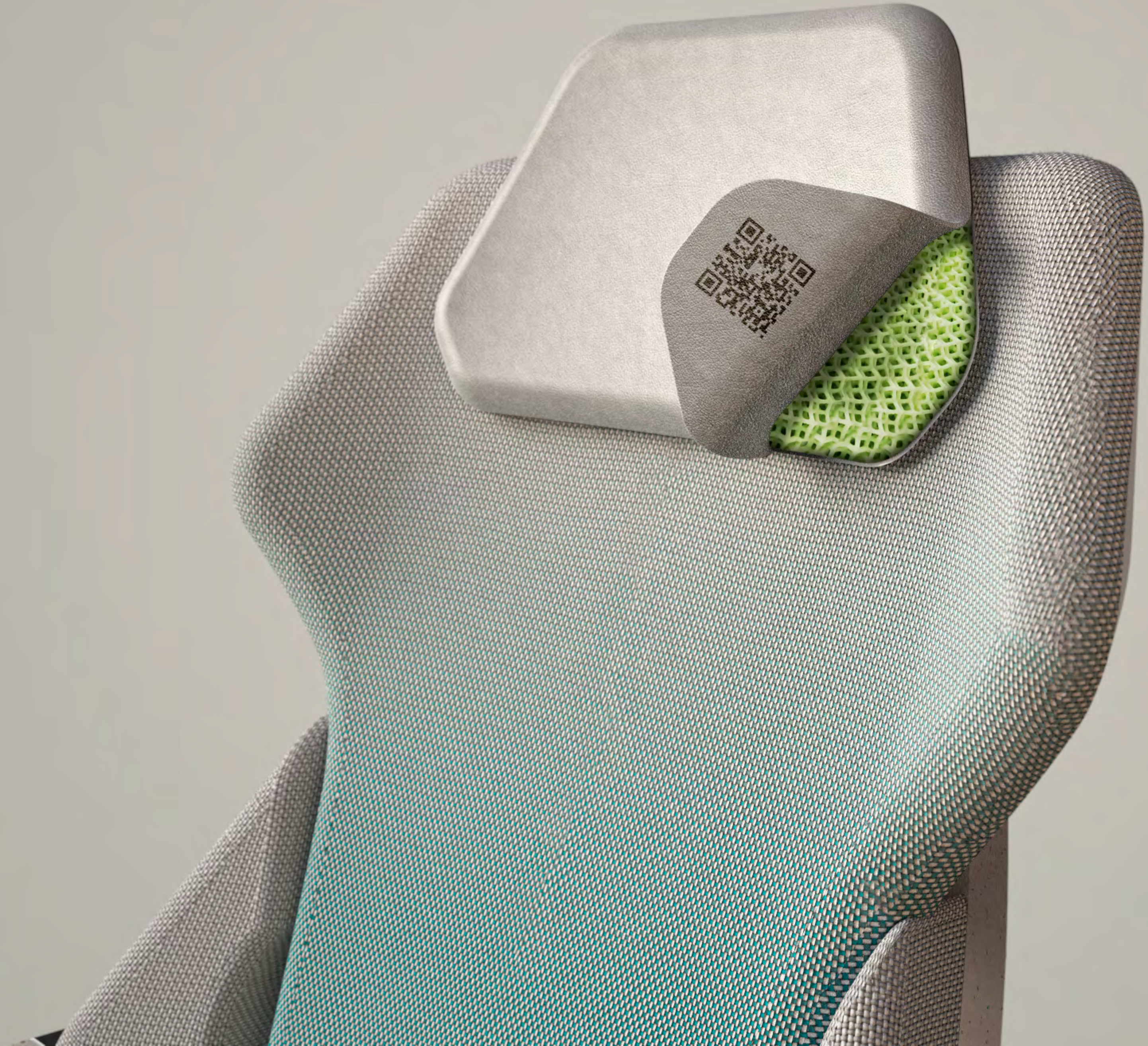






# ZERO

REDUCE. REUSE. RETHINK





# ZERO

REDUCE. REUSE. RETHINK





# REDUCE

Minimise waste and weight

# REUSE

Recycled and recyclable

# RETHINK

Reframe our expectations

For reductive, modular, fully circular platform products to be the new standard

Collaborate - to be production, industry and passenger ready



**Net ZERO**



**PG.**

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