

A caring culture shows it means business



When a call for change...

Caring is a core value of US-based commercial airline, Hawaiian Airlines. The company has publicly committed to reaching net-zero carbon emissions by 2050, including modernizing its fleet, reducing fuel burn and supporting employees. But the culture of care extends further: Hawaiian Airlines is living its “Corporate Kuleana,” helping customers to experience the islands’ beauty for generations to come.

To deliver to all stakeholders, the company needed to assess business operations against a recognized climate framework, understand specific climate risks and opportunities, and strategize to improve resilience. Hawaiian Airlines selected the Task Force on Climate-Related Financial Disclosures (TCFD) and asked Accenture to help.

Brings together technology and human ingenuity to...

Accenture brought a unique combination of airline industry experience and TCFD skillsets, plus cultural respect for the airline’s business—since sustainability is also about diversity, equity and inclusion.

Activities included:

- Performed a detailed assessment of Hawaiian Airlines’ risks and opportunities, leveraging our knowledge in sustainability and aviation.
- Benchmarked disclosures and sustainability performance against peer companies using Accenture’s TCFD maturity model.
- Built a qualitative and quantitative scenario that mapped physical and transition risk based on the airline’s unique exposure to climate change impacts.
- Facilitated virtual workshops to identify opportunities, build understanding, and achieve C-suite and Board-level alignment on climate strategy and disclosures.

Deliver 360° value and impact for our clients...

Accenture helped Hawaiian Airlines to complete the TCFD maturity and risk assessment process, a critical input to the airline’s first TCFD report highlighting four pillars: governance, strategy, risk management and metrics/targets.

Through the project, Hawaiian Airlines is better prepared to achieve its public sustainability commitments and demonstrate its stakeholder care externally and internally through employee awareness.

The airline understands its current structure, oversight and accountabilities for climate-related risks and opportunities across the business. It also has a data-driven roadmap—including geospatial inputs, risk modelling, and qualitative data—for the transition. The flight plan is set for Hawaiian Airlines and Accenture to continue improving sustainable travel.