

KLM stop your perverse loyaltyprogramme Flying Blue

The science is crystal clear: a drastically different perspective on mobility is essential for a livable planet. Yet, while the climate crisis continues to escalate and people around the world are experiencing its consequences, **KLM persists in excessively encouraging, normalizing, and rewarding flying through its Flying Blue loyalty program.**

With KLM's frequent flyer program, members achieve a higher status the more they fly. And the higher a member's status, the more points members earn. These points can be redeemed for luxury products but also for additional flights. In 2023 alone, KLM gave away €409 million worth of "free" flights to individuals who already fly excessively. Frequent flyer programs encourage unnecessary flights, known as mileage runs. These are flights taken solely to gain or maintain a higher status. For example, achieving Ultimate Elite status requires approximately 38 round trips to Tokyo annually, emitting 105 tons of greenhouse gases just from flying. That's over **45 times the annual CO₂ budget** agreed upon in the Paris Agreement to stay below 1.5 degrees of global warming.

Rewarding frequent flyers for their extreme CO₂ emissions is absurd and entirely irresponsible in the midst of the climate crisis. That's why we demand: KLM, take responsibility for the global climate crisis. End the perverse incentives of the Flying Blue frequent flyer program.

Why is this important?

One percent of the world's population is responsible for 50 percent of aviation-related CO₂ emissions. A relatively small group of people contributes enormously to emissions by flying excessively. It is precisely this group that KLM rewards through its Flying Blue program. It's clear that frequent flyers do not bear the real cost of their flights; instead, the real costs borne by people around the world who are experiencing, now and in the future, the devastating impacts of the climate crisis.

Reducing flight miles by frequent flyers is the most efficient way to lower aviation CO₂ emissions. Yet KLM keeps making excuses to avoid reducing the number of flights. The airline claims that technological innovations will make flying more sustainable. However, research shows that instead of reducing its CO₂ emissions by 12 percent by 2030, as KLM claims, **KLM's emissions are actually projected to increase by 6 percent.** Meanwhile, a 55 percent reduction is necessary according to the IPCC.

It's time for KLM to take its first real step towards sustainable aviation. A step so logical that there isn't a single reasonable counterargument: **stop rewarding frequent flyers. End the Flying Blue frequent flyer program.**

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