



SAS shortlisted in five categories at The Aviation Challenge

Scandinavian Airlines has been named a finalist in five out of six categories it entered at this year's The Aviation Challenge (TAC), SkyTeam's annual platform for recognizing innovation and operational excellence across member airlines. The nominations reflect SAS' continued efforts to strengthen performance, drive practical improvements, and support industry-wide development.

The 2025 edition of TAC focused on *Impact*, highlighting solutions that deliver measurable progress and can be scaled across operations. With the shortlist now announced, the winners will be revealed in January, when SAS hosts this year's TAC event.

"We are proud to be shortlisted across several categories in this year's Aviation Challenge. The recognition reflects the dedication of colleagues across our organization who continue to explore new ways to enhance efficiency and strengthen our long-term direction. Last year's achievements showed what is possible when innovation and collaboration come together, and being acknowledged again this year demonstrates that this approach continues to make a difference," said Mads Brandstrup, Senior Vice President Communication, Public Affairs and Sustainability at SAS.

SAS has been shortlisted in the following TAC categories:

Most Impactful Solution – Cargo

Lightweight Cargo Straps

Most Impactful Solution – GroundOps

De-Icing Sustainability

Best In-Depth Article or Report

FuelTrack: Revolutionizing Aviation Emissions Analysis

Best Showcase Flight

Showcase Flight: The Scandinavian Way

Game Changer of the Year

Wibekke Risan (SAS)

The Aviation Challenge is recognized as one of the industry's most influential competitions to present solutions that advance efficiency, data insight and improved operational practices. SAS'

nominations span several disciplines and underline the company's role in driving progress and strengthening the foundation for the industry's continued development.

Winners will be announced in January at the TAC event hosted by SAS.

About The Aviation Challenge Awards

The Aviation Challenge Awards have been presented annually since 2022 and highlight tangible progress in environmental sustainability across the aviation industry. The initiative focuses on reducing carbon emissions, improving energy efficiency, and implementing effective waste management solutions — demonstrating how concrete actions can lead to lasting change.

In its first year, 16 airlines participated with 22 flights, all within the SkyTeam alliance, with a strong emphasis on CO₂ reduction and the development of shared, innovative solutions.

In 2025, the Aviation Challenge brings together 26 airlines competing across 18 categories. This year's theme, Impact, focuses on the measurable outcomes of sustainability initiatives and their real-world effect on aviation's environmental footprint.

SAS participated in The Aviation Challenge for the first time in 2024 and won two awards: Best Scaled Cargo Solution for the innovative light board pallet initiative, which reduces weight and significantly cuts fuel consumption across cargo operations; and Best Scaled FlightOps Solution for the Fuel Efficiency Program, delivering measurable reductions in CO₂ emissions.

[Theaviationchallenge.com](https://theaviationchallenge.com)