



SAS renames Conscious Traveler to EuroBonus ChangeMakers

SAS is updating the name of its customer initiative “Conscious Traveler” to “EuroBonus ChangeMakers”.

The new name strengthens the link to the EuroBonus program and clarifies how members can take part in SAS initiatives already underway across operations, customer experience and the company’s long-term transformation.

The updated framework also reflects a broader ESG perspective, ensuring that ChangeMakers connects to SAS’ work across environmental, social and governance priorities.

“EuroBonus ChangeMakers provides a clearer and more direct way for our members to take part in the direction we are moving as an airline. It connects everyday actions with the broader improvements we are driving at SAS, and it recognises those who want to contribute to that progress. We see a growing interest from our members in understanding how their choices can support the work we are doing with fleet renewal, more efficient operations and the increased use of SAF - Alternative Aviation Fuel. ChangeMakers gives them a simple and meaningful way to engage in that journey,” says Paul Verhagen, Executive Vice President & Chief Commercial Officer, SAS.

A clearer way for members to contribute

EuroBonus ChangeMakers gives members the opportunity to complete simple actions during their travels that support SAS’ broader improvement efforts. Members who complete ten actions within a calendar year receive a digital ChangeMakers badge and 5.000 Bonus points and 5.000 Level points.

The initiative is designed to make it easier for travelers to take part in selected activities connected to SAS’ ongoing work, including initiatives aimed at reducing climate impact through measures such as the increased use of SAF – alternative aviation fuel, as well as activities related to social sustainability. All activities in the program are tied to areas where SAS tracks progress using defined internal metrics, while the overall impact of individual actions may vary.

The activities within EuroBonus ChangeMakers vary in their environmental impact. While some actions are linked to areas such as SAF or operational efficiency, the overall emissions reduction is primarily driven by SAS’ operational and technological changes rather than individual customer actions.



In the coming months, SAS will continue developing new actions and touchpoints for members, ensuring the program remains closely aligned with the company's long-term commitments and the priorities of EuroBonus.