

2014

GENERAL STANDARD DISCLOSURES

GRI	Description	Disclosure Level	2014 Information	Location and Details	Omissions	External Assurance
General Standard Disclosures						
Strategy and Analysis						
G4-1	Provide a statement from the most senior decision-maker of the organization (such as CEO, chair, or equivalent senior position) about the relevance of sustainability to the organization and the organization's strategy for addressing sustainability.	Full	Citizens of the World 2014	p.4	n/a	
G4-2	Provide a description of key impacts, risks, and opportunities.	Full	2014 Annual Report	p. 4-6 10-19 68-77	n/a	Yes, p.87 for the Annual Report
Organizational Profile						

GRI	Description	Disclosure Level	2014 Information	Location and Details	Omissions	External Assurance
General Standard Disclosures						
Strategy and Analysis						
G4-3	Report the name of the organization.	Full	2014 Annual Report	p. 8-9 2014 Annual Information form p. 4-5	n/a	Yes, p.87 for the Annual Report
G4-4	Report the primary brands, products, and services.	Full	2014 Annual Report p. 8-9 2014 Annual Information form	p. 4-5	n/a	Yes, p.87 for the Annual Report
G4-5	Report the location of the organization's headquarters.	Full	2014 Annual Report 2014 Annual Information form	p. 92; 139 p. 3	n/a	Yes, p.87 for the Annual Report

GRI	Description	Disclosure Level	2014 Information	Location and Details	Omissions	External Assurance
General Standard Disclosures						
Strategy and Analysis						
G4-6	Report the number of countries where the organization operates, and names of countries where either the organization has significant operations or that are specifically relevant to the sustainability topics covered in the report.	Full	2014 Annual Information form	p. 4-10	n/a	
G4-7	Report the nature of ownership and legal form.	Full	2014 Annual Information form	p. 3	n/a	
G4-8	Report the markets served (including geographic breakdown, sectors served, and types of customers and beneficiaries).	Full	2014 Annual Information form	p. 4-10 21-24	n/a	
G4-9	Report the scale of the organization, including: Total number of employees	Full	2014 Annual Report 2014 Annual Information form	p. 2; 8; 47-48; 88 p. 4-6; 10; 15; 32-33	n/a	Yes, p.87 for the Annual Report

GRI	Description	Disclosure Level	2014 Information	Location and Details	Omissions	External Assurance
General Standard Disclosures						
Strategy and Analysis						
	- Total number of operations - Net sales (for private sector organizations) or net revenues (for public sector organizations) - Total capitalization broken down in terms of debt and equity (for private sector organizations) - Quantity of products or services provided In addition to the above, organizations are encouraged to provide additional relevant information, such as: - Total assets - Beneficial ownership (including identity and percentage of ownership of largest shareholders)					

GRI	Description	Disclosure Level	2014 Information	Location and Details	Omissions	External Assurance
General Standard Disclosures						
Strategy and Analysis						
	▪ Breakdowns by country or region of the following: ▪ Sales and revenues by countries or regions that make up 5% or more of total revenues ▪ Costs by countries or regions that make up 5% or more of total costs ▪ Employees					
G4-10	a. Report the total number of employees by employment contract and gender. b. Report the total number of permanent employees by employment type and gender. c. Report the total workforce by employees and supervised workers and by gender. d. Report the total workforce by region and gender. e. Report whether a substantial portion of the organization's work is performed by workers	Full	Refer to chartOpen PDF file otherwise see below c. Supervised workers are not applicable as the number of contractors is not material e. Air Canada does not	n/a	n/a	

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General Standard Disclosures						
Strategy and Analysis						
	who are legally recognized as self-employed, or by individuals other than employees or supervised workers, including employees and supervised employees of contractors. f. Report any significant variations in employment numbers (such as seasonal variations in employment in the tourism or agricultural industries).		have a substantial portion of the organization's work performed by workers who are legally recognized as self-employed or contractors. f. Not applicable This is the first year that Air Canada, Air Canada Vacations and Air Canada rouge data are combined in the table			
G4-11	Report the percentage of total employees covered by collective bargaining agreements.	Full	Citizens of the World 2014	p. 37 There are no employees covered by collective bargaining agreements at Air Canada Vacations. For Air Canada rouge, the flight attendants are	n/a	

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General Standard Disclosures						
Strategy and Analysis						
				covered by a collective bargaining agreement and the pilots which were seconded Air Canada employees were also covered by a collective bargaining agreement. This is the first year that Air Canada, Air Canada Vacations and Air Canada rouge data are combined in the table.		
G4-12	Describe the organization's supply chain. Examples of elements that may define the structure and characteristics of an organization's supply chain include:	Full	Citizens of the World 2014	p.33 For Air Canada Vacations, there were 1020 suppliers for which payments in excess of \$5000 were made in 2014. The top three	n/a	

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General Standard Disclosures						
Strategy and Analysis						
	- Sequence of activities or parties that provides products and services to the organization - Total number of suppliers engaged by the organization and estimated number of suppliers in the supply chain - Location of suppliers by country or region - Types of suppliers (such as contractors, brokers, wholesalers, licensees). See the definition of supplier for examples of suppliers - Estimated monetary value of payments made to suppliers - Sector-specific characteristics of the supply chain (such as labor intensive)			suppliers are Air Canada, hotel and ground operators and travel agencies.		

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General Standard Disclosures						
Strategy and Analysis						
G4-13	Report any significant changes during the reporting period regarding the organization's size, structure, ownership, or its supply chain, including: - Changes in the location of, or changes in, operations, including facility openings, closings, and expansions - Changes in the share capital structure and other capital formation, maintenance, and alteration operations (for private sector organizations) - Changes in the location of suppliers, the structure of the supply chain, or in relationships with suppliers, including selection and termination	Full	2014 Annual Information form	p. 3; 16; 26-29	n/a	

GRI	Description	Disclosure Level	2014 Information	Location and Details	Omissions	External Assurance
General Standard Disclosures						
Strategy and Analysis						
G4-14	Report whether and how the precautionary approach or principle is addressed by the organization.	Full	2015 Management Proxy Circular	p. 34-35	n/a	
G4-15	List externally developed economic, environmental and social charters, principles, or other initiatives to which the organization subscribes or which it endorses.	Full	Citizens of the World 2014	p. 26, 31 We endorse IATA and NACC goals	n/a	
	List memberships of associations (such as industry associations) and national or international advocacy organizations in which the organization: ▪ Holds a position on the governance body ▪ Participates in projects or committees	Full	Citizens of the World 2014	p. 26, 31 Various Chambers of Commerce and Boards of Trade	n/a	

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General Standard Disclosures						
Strategy and Analysis						
	- Provides substantive funding beyond routine membership dues - Views membership as strategic This refers primarily to memberships maintained at the organizational level.					

GRI	Description	Disclosure Level	2014 Information	Location and Details	Omissions	External Assurance
Identified material aspects and boundaries						
G4-17	a. List all entities included in the organization's consolidated financial statements or equivalent documents. b. Report whether any entity included in the organization's consolidated financial statements or equivalent documents is not covered by the report.	Full	2014 Annual Report 2014 Annual Information form	p. 92 p. 3	n/a	
G4-18	a. Explain the process for defining the report content and the Aspect Boundaries. b. Explain how the organization has implemented the Reporting Principles for Defining Report Content.	Full	Citizens of the World 2014	p. 3 The report has been prepared in accordance with the principles developed by the Global Reporting Initiative (GRI), an internationally-recognized standard for corporate reporting of economic, environmental and social performance. Development of the report was the responsibility of a 15-member steering committee composed of senior managers representing all major branches of Air Canada and chaired by the Vice President of Corporate Communications. Air Canada declares that its 2014 report has been prepared in accordance with the Core option of the Global Reporting	n/a	

GRI	Description	Disclosure Level	2014 Information	Location and Details	Omissions	External Assurance
Identified material aspects and boundaries						
				Initiative G4 guidelines. Air Canada's process for defining the report content and the Aspect boundaries included the following steps: ▪ Identification of the sustainability topics that were relevant to Air Canada and related GRI aspects in 2014 (based on discussions with the CSR steering committee, executive interviews and stakeholder consultations) ▪ Prioritization of sustainability topics and identification of material GRI aspects using the Principles of Materiality and Stakeholder Inclusiveness. Prioritization was based on stakeholder opinion information collected via interviews, workshops and surveys (employees, customers, suppliers) ▪ Validation of material sustainability topics and related GRI aspects by the CSR		

GRI	Description	Disclosure Level	2014 Information	Location and Details	Omissions	External Assurance
Identified material aspects and boundaries						
				steering committee in November 2014 Review of the material sustainability topics by the CSR steering committee in November 2014 and revalidation of the material GRI aspects in April 2015.		
G4-19	List all the material Aspects identified in the process for defining report content	Full	The material Aspects identified in the process for defining report content are Economic Performance, Society Compliance including Product Responsibility Compliance, Environmental Compliance, Anti-Corruption, Anti-Competitive Behavior, Customer Health and Safety, Energy, Emissions, Labour/Management relations, Occupational Health and Safety, Product and Service Labeling,		n/a	

GRI	Description	Disclosure Level	2014 Information	Location and Details	Omissions	External Assurance
Identified material aspects and boundaries						
			Marketing Communications and Customer Privacy.			
G4-20	For each material Aspect, report the Aspect Boundary within the organization, as follows: ▪ Report whether the Aspect is material within the organization ▪ If the Aspect is not material for all entities within the organization (as described in G4-17), select one of the following two approaches and report either: The list of entities or groups of entities included in G4-	Full	Citizens of the World 2014	p. 13 The material Aspects apply to all of Air Canada.	n/a	

GRI	Description	Disclosure Level	2014 Information	Location and Details	Omissions	External Assurance
Identified material aspects and boundaries						
	17 for which the Aspect is not material or the list of entities or groups of entities included in G4-17 for which the Aspects is material Report any specific limitation regarding the Aspect Boundary within the organization					
G4-21	For each material Aspect, report the Aspect Boundary outside the organization, as follows: Report whether the Aspect is material outside	Full	Citizens of the World 2014	p.13 Based on our stakeholder analysis, our report includes the Aspects which they have identified as being material to them. For our suppliers, the top five material Aspects were Fuel management and Safety, Employee Health, Regulatory compliance and Ethical business practices. For our customers, the top five material	n/a	

GRI	Description	Disclosure Level	2014 Information	Location and Details	Omissions	External Assurance
Identified material aspects and boundaries						
	of the organization ▪ If the Aspect is material outside of the organization, identify the entities, groups of entities or elements for which the Aspect is material. In addition, describe the geographical location where the Aspect is material for the entities identified ▪ Report any specific limitation regarding the Aspect Boundary outside the organization			Aspects were Safety, Customer experience, Regulatory compliance, Customer Engagement and Ethical business practices.		

GRI	Description	Disclosure Level	2014 Information	Location and Details	Omissions	External Assurance
Identified material aspects and boundaries						
G4-22	Report the effect of any restatements of information provided in previous reports, and the reasons for such restatements	Full	No material effect on the 2013 CSR re-statements.		n/a	
	Report significant changes from previous reporting periods in the Scope and Aspect Boundaries.	Full	Citizens of the World 2014	p. 3 The current report expands on the 2012 and 2013 reports, notably with the inclusion of the Air Canada Leisure Group, consisting of Air Canada rouge™ and Air Canada Vacations®, two wholly-owned operating subsidiaries of Air Canada.	n/a	
G4-24	Provide a list of stakeholder groups engaged by the organization.	Full	Employees, shareholders, investors, NGOs, Canadian governments, customers, suppliers		n/a	
G4-25	Report the basis for identification and selection	Full	NGOs are identified through the Air Canada Foundation. Air Canada also engages		n/a	

GRI	Description	Disclosure Level	2014 Information	Location and Details	Omissions	External Assurance
Identified material aspects and boundaries						
	of stakeholders with whom to engage.		government officials at various levels on an ongoing basis as it is regulated by authorities within these bodies. For the purposes of the Corporate Sustainability report, Air Canada identified and engaged employees, major suppliers and its frequent flyers through targeted surveys. Air Canada also made a feedback mechanism available through its website at www.aircanada.com.			
G4-26	Report the organization's approach to stakeholder engagement, including frequency of engagement by type and by stakeholder group, and an indication of whether any of the engagement was undertaken specifically as	Full	Meetings, surveys, letters, emails, phone calls, focus groups, social media, and conferences and symposiums. Surveys are conducted on a monthly and adhoc basis at Air Canada and on a yearly basis at Air Canada Vacations. Specifically, one of the		n/a	

GRI	Description	Disclosure Level	2014 Information	Location and Details	Omissions	External Assurance
Identified material aspects and boundaries						
	part of the report preparation process.		monthly surveys in 2014 was used to develop the stakeholder analysis.			
G4-27	Report key topics and concerns that have been raised through stakeholder engagement, and how the organization has responded to those key topics and concerns, including through its reporting. Report the stakeholder groups that raised each of the key topics and concerns.	Full	For the 2014 Corporate Sustainability Report, Air Canada sought input from its 3 major stakeholder groups (customers, employees and suppliers) via a materiality survey conducted in 2014. The key areas of interest were safety, environment, employees and community which were key pillars of the 2011, 2012 and 2013 reports and which remain relevant. Also identified were issues such as employee relations and engagement, energy consumption and greenhouse gas emissions, economic performance, customer experience and engagement, regulatory performance and ethics		n/a	

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Identified material aspects and boundaries						
			which are all areas that are being addressed at Air Canada on an ongoing basis.			
Report Profile						
G4-28	Reporting period (such as fiscal or calendar year) for information provided.	Full	2014		n/a	
G4-29	Date of most recent previous report (if any).	Full	2013		n/a	
G4-30	Reporting cycle (such as annual, biennial).	Full	Annual		n/a	

GRI	Description	Disclosure Level	2014 Information	Location and Details	Omissions	External Assurance
Identified material aspects and boundaries						
G4-31	Provide the contact point for questions regarding the report or its contents.	Full	Send email		n/a	
G4-32	a. Report the 'in accordance' option the organization has chosen. b. Report the GRI Content Index for the chosen option (see tables below). c. Report the reference to the External Assurance Report, if the report has been externally assured. GRI recommends the use of external assurance but it is not a requirement to be 'in accordance' with the Guidelines.	Full	Air Canada declares that its 2014 CS report has been prepared in accordance with the Core option of the GRI G4 guidelines.		n/a	
G4-33	Report the organization's policy and current practice with regard to seeking external assurance for the report	Full	2015 Management Proxy Circular	p. 35, 39-44 Limited Assurance was provided on the certain sustainability disclosures that are specific to the Corporate Sustainability report as indicated further in this table	n/a	

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Identified material aspects and boundaries						
	▪ if not included in the assurance report accompanying the sustainability report, report the scope and basis of any external assurance provided ▪ report the relationship between the organization and the assurance providers ▪ report whether the highest governance body or senior executives are involved in seeking assurance for the organization's sustainability report					

GRI	Description	Disclosure Level	2014 Information	Location and Details	Omissions	External Assurance
Identified material aspects and boundaries						
Governance						
G4-34	Report the governance structure of the organization, including committees of the highest governance body. Identify any committees responsible for decision-making on economic, environmental and social impacts.	Full	2015 Management Proxy Circular	p. 36 management proxy circulars Corporate Policy and Guidelines on Business Conduct corporate policy	n/a	
Ethics and integrity						
G4-56	Describe the organization's values, principles, standards and norms of behavior such as codes of conduct and code of ethics	Full	Citizens of the World 2014	p. 11	n/a	

GRI	Description	Disclosure Level	2014 Information	Location and Details	Omissions	External Assurance
Specific Standard Disclosures						
Economic Performance						
DMA	Disclosure on Management Approach	Full	2014 Annual Report 2014 Annual Information Form		n/a	
G4-EC1	Direct economic value generated and distributed	Full	Citizens of the World 2014	p. 6 2014 Annual Report p. 2	n/a	
G4-EC3	Coverage of the organization's defined benefit plan obligations	Full	2014 Annual Report	p. 52-53	n/a	
Regulatory Compliance and Ethical Business Practices						

GRI	Description	Disclosure Level	2014 Information	Location and Details	Omissions	External Assurance
Specific Standard Disclosures						
Economic Performance						
Society Compliance						
DMA	Disclosure on Management Approach	Full	Material risks to Air Canada are identified by the company's Enterprise Risk Management (ERM) process through an annual risk assessment framework, which identifies and weights the impact, likelihood and vulnerability of each material risk of the company. Air Canada's business and activities are heavily regulated and compliance with a vast number of laws, regulations, standards, and internal policies is critical to the Company's continued operation. Compliance is embedded in the Air Canada management system through an effective Compliance Program, which includes adequate compliance standards and procedures, training and education, monitoring and auditing, corrective action plans, periodic reviews and compliance oversight. Impacts of potential non-compliance are wide ranging and include financial, reputational, operational and strategic impacts. The Audit, Risk & Compliance (internal audit) department performs an annual risk assessment in conjunction with the Enterprise Risk Management (ERM) process. One of the risks assessed in 2013 was "Compliance with Laws, Regulations, Policies and Operating Procedures". The risk assessment		n/a	

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Specific Standard Disclosures						
Economic Performance						
			highlighted areas of strength and some areas for improvement. One of the observations made was that, while there was strong management and oversight over areas such as safety and security, there was limited coordination and oversight of compliance outside of these areas. Management's response was to create the role of General Compliance Officer (GCO) which now forms part of the Law Branch of Air Canada. The GCO has developed a detailed, consistent compliance risk assessment (CRA) process, methodology and related tools for evaluating and measuring all material legal / regulatory / policy / contract risks managed by for the Legal Department. This CRA is an annual process and is fully aligned and integrated into Air Canada's Enterprise Risk Management Program. In addition, Internal Audit conducts ERM studies to understand, document & report to Management and the Board's Audit, Finance & Risk Committee the nature of key risk areas, their impact on the Company and the status and strength of Air Canada's key risk management activities.			
G4-PR9	Monetary value of significant fines for non-	Full	Air Canada paid a fine of \$29M in 2012 to the EU for a competition violation ruling which pre-dates 2011;		n/a	

GRI	Description	Disclosure Level	2014 Information	Location and Details	Omissions	External Assurance
Specific Standard Disclosures						
Economic Performance						
	compliance with laws and regulations concerning the provision and use of products and services.		Air Canada had appealed the decision imposing this fine in 2011 and the process is still ongoing.			
G4-SO8	Monetary value of significant fines and total number of non-monetary sanctions for non-compliance with laws and regulations.	Full	No significant fines in 2014. Air Canada is subject to various routine enforcement actions in relation to various operational matters including customs and immigration which can result in periodic warnings and other non-monetary sanctions		n/a	
Environmental Compliance						

GRI	Description	Disclosure Level	2014 Information	Location and Details	Omissions	External Assurance
Specific Standard Disclosures						
Economic Performance						
DMA	Disclosure on Management Approach	Full	Citizens of the World 2014	p. 24-35	n/a	
G4-EN29	Monetary value of significant fines and total number of non-monetary sanctions for non-compliance with environmental laws and regulations	Full	In 2014 Air Canada paid \$0 in fines for non-compliance with environmental laws and regulations. In 2014, Air Canada received another fine at a European airport and the decision rendered by the court was for no sanction.		n/a	
Anti-Corruption						
DMA	Disclosure on Management Approach	Full	The Audit, Risk & Compliance (internal audit) department performs an annual risk assessment in conjunction with the Enterprise Risk Management (ERM) process. In addition, Internal Audit conducts ERM studies to understand,		n/a	

GRI	Description	Disclosure Level	2014 Information	Location and Details	Omissions	External Assurance
Specific Standard Disclosures						
Economic Performance						
			document & report to Management and the Board's Audit, Finance & Risk Committee the nature of key risk areas, their impact on the Company and the status and strength of Air Canada's key risk management activities. One of the risks identified for 2014 was compliance with anti-corruption laws and regulations. There has been a proliferation of new, and often expansive anti-corruption law regimes globally with significant enforcement powers and extra-territorial reach. Impacts of potential non-compliance are material and could include substantial regulatory penalties and sanctions, private damage actions and criminal penalties against company officers and directors. The risk assessment included discussions with the SVP Chief Legal Officer, the senior legal counsel responsible for subject-matter areas (e.g. anti-corruption law compliance) and the General Compliance Officer, to review the approach to managing this risk. Compliance efforts had been centered on certain provisions of the Air Canada Code of Conduct. The decision was made to develop a specific anti-corruption compliance program, which included: Conducting interviews and focus group sessions on anti-bribery risks and practices; drafting a new global Anti-Corruption Policy and detailed Guideline documents; a comprehensive anti-corruption communication plan and a risk-based training program, conducting in-person sessions with executives and all higher			

GRI	Description	Disclosure Level	2014 Information	Location and Details	Omissions	External Assurance
Specific Standard Disclosures						
Economic Performance						
			risk groups; and coordinating with Internal Audit the periodic monitoring/auditing of specific compliance requirements. Refer to G4-S03 and G4-S05 for additional details. The Air Canada Foundation has in place guidelines on how its resources are allocated to support its goals. These guidelines also specify how managers must report or seek approval for grants, depending on the amounts involved.			
G4-S03	Total number and percentage of operations assessed for risks related to corruption and the significant risks identified.	Full	The Audit, Risk & Compliance (internal audit) department performs an annual risk assessment in conjunction with the Enterprise Risk Management process and uses this to assist in the development of the annual internal audit, advisory and compliance plan. All of Air Canada's branches are in scope for this risk assessment. In addition, a specific risk assessment is performed annually on all AC stations worldwide (approximately 90) which uses the "Corruption Perception Index" published by Transparency International as one of the risk criteria. All business, IT and field audits are conducted following generally accepted standards, which include the consideration of fraud in each audit. Given the		n/a	

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Specific Standard Disclosures						
Economic Performance						
			size of Air Canada, it is not possible to perform audit work on all the branches in a given year. However, the annual audit, advisory and compliance plan covers activities in 8-12 of the 36 branches of the Company. The 2014 objective was to meet or exceed our target of 8-12 branches or (20%-30%). We exceeded this objective by performing work in 16 of the 36 branches in 2014 which equals 44%.			
G4-SO5	Confirmed incidents of corruption and actions taken.	Full	There were no incidents of corruption in 2014 that the General Auditor is aware of. However, should an incident of corruption be reported via the Ethics Reporting Line, or directly to management, it would be investigated. Investigation includes a coordinated response by the following departments: Law, Corporate Security, HR and Internal Audit. Management takes appropriate action to address all confirmed breaches to the Code of Conduct, including fraud and conflicts of interests. This action may include discipline,		n/a	

GRI	Description	Disclosure Level	2014 Information	Location and Details	Omissions	External Assurance
Specific Standard Disclosures						
Economic Performance						
			termination, and – when necessary – communication with the authorities to file applicable charges.			
Anti-Competitive Behavior						
DMA	Disclosure on Management Approach	Full	Material risks to Air Canada are identified by the company's Enterprise Risk Management (ERM) process through an annual risk assessment framework, which identifies and weights the impact, likelihood and vulnerability of each material risk of the company. Air Canada's policy is to fully comply with all competition laws applicable to its worldwide activities.Competition law compliance is a material risk due to profound changes that our industry has experienced as a result of deregulation, liberalization and globalization.There has been a proliferation of new, and often strict, competition law regimes globally with significant enforcement powers. Compliance efforts are embedded in the Air Canada management system and include policies, specific guidelines, regular targeted trainings and periodic monitoring of such measures. Impacts of potential non-compliance are material		n/a	

GRI	Description	Disclosure Level	2014 Information	Location and Details	Omissions	External Assurance
Specific Standard Disclosures						
Economic Performance						
			and could include substantial regulatory penalties and sanctions, private damage actions and criminal penalties against company officers and directors.			
G4-SO7	Total number of legal actions for anti-competitive behavior, anti-trust, and monopoly practices and their outcomes.	Full	The European Commission and the United States Department of Justice investigated, and the Competition Bureau in Canada is investigating, alleged anti-competitive cargo pricing activities, including the levying of certain fuel surcharges, of a number of airlines and cargo operators, including Air Canada, between 1999 and 2006. The US Department of Justice concluded that no proceedings be instituted against Air Canada. The European Commission rendered a decision against 12 air cargo carriers, which included Air Canada, and imposed a fine of 21 million Euros (approximately CA\$29M) on the latter. Air Canada is appealing this decision. Air Canada was also named as a defendant, and may otherwise become implicated, in a number of class action lawsuits and other proceedings in Canada, the U.S. and Europe in connection with		n/a	

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Specific Standard Disclosures						
Economic Performance						
			these allegations. Air Canada has settled the U.S. suit without any admission of liability and is contesting the other suits. Two other unrelated class action lawsuits in Canada alleging anti-trust behaviour by Air Canada have been dormant for many years. There were complaints of anti-competitive behaviour filed against Air Canada by travel agents associations in India and Israel alleging collusion in the removal of commissions to travel agents. These complaints were rejected in India. However, the travel agents' association is appealing. In Israel, the file is dormant.			

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Safety						
Customer Health and Safety						
DMA	Disclosure on Management Approach	Full	Citizens of the World 2014	p. 14-23 In each of the following life cycle stages, describe whether the health and safety impacts of products and services are assessed for improvement: Development of product concept - Yes Research and development - Not Applicable Certification - Not Applicable Manufacturing and production - Not Applicable Marketing and promotion - Not Applicable Storage distribution and supply - Not Applicable Use and service - Not Applicable Disposal, reuse, or recycling - Not Applicable	n/a	

GRI	Description	Disclosure Level	2014 Information	Location and Details	Omissions	External Assurance
Safety						
Customer Health and Safety						
G4-PR2	Total number of incidents of non-compliance with regulations and voluntary codes concerning the health and safety impacts of products and services during their life cycle, by type of outcomes.	Full	Refer to chart Open PDF file	In 2014, we received 9 violations (7 of which were received on August 18th for concerns regarding our Flight Operations Hazard Prevention Program and the civil unrest that occurred in Tel Aviv which resulted in a work refusal). The Assurance of Voluntary Compliance (AVC), for 2014 was attributable to our training program. Changes in AVCs and directions year over year are dependent on the health and safety officer and are no longer relevant once a corrective action is put in place.	n/a	
Environment						
Energy						

GRI	Description	Disclosure Level	2014 Information	Location and Details	Omissions	External Assurance
Safety						
Customer Health and Safety						
DMA	Disclosure on Management Approach	Full	Citizens of the World 2014	p. 24-35	n/a	
G4-EN3	Energy consumption inside of the organization.	Full	Refer to chart Open PDF file	For aircraft fuel: In 2014 (relative to 2013), Air Canada acquired new aircraft and expanded its fleet, continued expanding its routes, including through Air Canada rouge, and carried a record number of passengers. As such, jet fuel consumption increased. For diesel, gasoline and propane: The decrease in diesel, gasoline and propane in 2014 can be attributed to an allocation of fuel consumption to individual Tier III carriers. For natural gas: The fluctuation in natural gas can be attributed to changes among high usage tenants. For electricity: Year-over-Year fluctuation may be attributed to	n/a	Yes, Limited Assurance by Ernst & Young LLP Open PDF file

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Safety						
Customer Health and Safety						
				changes in tenants and weather. [2012 and 2011 values have been restated to reflect more accurate conversion factors (i.e. converting litres of fuel to kg using 3 decimals instead of 2)] a) Report standard, methodologies, and assumptions used. Jetfuel energy is calculated by a factor of .04459 GJ/kg of jet fuel. Diesel energy is calculated by a factor of .0371 GJ/litre Gasoline energy is calculated by a factor of .0344 GJ/litre Propane energy is calculated by a factor of .024 GJ/litre Natural gas energy is calculated by a factor of .03964 GJ/m3 Electricity is calculated from kWh to GJ by dividing by 277.77778 b) Report the source of the conversion factors used. Heating values: Table 3: Default Emission factors and heating values		

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Safety						
Customer Health and Safety						
				for different transportation fuels, GHG Protocol - Mobile Guide (03/21/05) v1.3. Jet Fuel Density- Table A-6, EPA, GREENHOUSE GAS INVENTORY PROTOCOL CORE MODULE GUIDANCE, May 2008 mobilesource guidance PDFOpen PDF fileExternal site which may not meet accessibility guidelines and/or language preferences. as well a cross-reference of industry sources. Natural Gas energy content factor: 2015 NIR, Part 2, Table A4-2, pg. 188: item/8812Opens in New WindowExternal site which may not meet accessibility guidelines and/or language preferences.		
G4-EN4	Energy consumption outside of the organization.	Full	Refer to chart Open PDF file	Variations are due to many factors: better data collection; updated conversion factors; better allocation of fuel consumption to individual	n/a	

GRI	Description	Disclosure Level	2014 Information	Location and Details	Omissions	External Assurance
Safety						
Customer Health and Safety						
				carriers; increased scope; and aircraft being moved from Air Canada to regional carriers. The increase from 2011 to 2012 can be attributed to more comprehensive fuel data. The change in jet fuel consumption between 2012 and 2013 and 2014 may be the result of more flying being done by regional carriers. The increase in fuel consumed for ground support equipment from 2013 to 2014 is largely attributed to a more refined process for allocating fuel consumption to individual carriers. Note that Air Canada does not have operational control of affiliated regional carriers. Air Canada purchases seats on these operators and pays for their fuel but does not develop operating procedures to reduce aircraft fuel use on their flights.		

GRI	Description	Disclosure Level	2014 Information	Location and Details	Omissions	External Assurance
Safety						
Customer Health and Safety						
				[As of 2013 we adjusted factors such that we are calculating CO2e for all categories. 2012 and 2011 have been restated to reflect this.] a) Report standard, methodologies, and assumptions used. Jet fuel is converted from litres to CO2e using the factor of 2.557 g of CO2e per litre of fuel. Ground vehicle energy is calculated using the emissions factors found in Environment Canada's 2013 National Inventory Report (NIR Part 2. See Annex 8, Table A8-11, page 198). Diesel = 2.663 g of CO2 per litre, 0.000068 g of CH4 per litre, 0.00021 g of N2O per litre. Gasoline = 2.289 g of CO2 per litre, 0.00024 g of CH4 per litre, 0.00058 g of N2O per litre. Propane = 1.51 g of CO2 per litre, 0.00064 g of CH4 per litre, 0.000028 g of N2O per litre. Facility electricity energy is calculated based on the regional emissions intensity factors. Canadian factors		

GRI	Description	Disclosure Level	2014 Information	Location and Details	Omissions	External Assurance
Safety						
Customer Health and Safety						
				are from the National Inventory Report: GHG Sources and Sinks (1990 - 2013). International emissions intensity factors are from a 2007 US Department of Energy (Energy Information Administration) report. b) Report the source of the conversion factors used. International emissions intensity factors at r071023 PDFOpen PDF fileExternal site which may not meet accessibility guidelines and/or language preferences. Canadian emissions intensity factors are found in the NIR report provided to the UNFCCC at item/7383Opens in New WindowExternal site which may not meet accessibility guidelines and/or language preferences. Natural Gas energy content factor: 2015 NIR, Part 2, Table A4-2,pg. 188: item/8812Opens in New WindowExternal site which may not meet accessibility		

GRI	Description	Disclosure Level	2014 Information	Location and Details	Omissions	External Assurance
Safety						
Customer Health and Safety						
				guidelines and/or language preferences.		
G4-EN5	Energy intensity	Full	Refer to chart Open PDF file	Fuel efficiency can change for many reasons: changes to the load factors, changes to the capacity, changes to the amount of cargo carried and changes to the schedule. The primary reason for the improvement in fuel efficiency from 2013 to 2014 was a significant growth in number of passengers carried hence an increase in load factors. Year over year, we have implemented fuel saving initiatives. In addition to the specific fuel savings initiatives (see EN6 and EN19), there are many factors which influence overall fuel consumption and are hard to evaluate on their own. Such factors are the on time performance of the system and the general	n/a	

GRI	Description	Disclosure Level	2014 Information	Location and Details	Omissions	External Assurance
Safety						
Customer Health and Safety						
				cultural awareness towards our environmental impact. When the network is operating as designed, there are less disturbances that will degrade the process and significant benefits can be seen. Additionally, employee support of our environmental goals, which is difficult to measure at an individual level, can have a significant cumulative result. To evaluate the magnitude of these "hard to measure" benefits we have applied a top down approach which considers our overall fuel consumption per flight hour compared to the previous year taking into account changes in schedule, load factor and how aggressively we are operating our fleet. The impact of these factors can be isolated and the overall fuel consumption per flight hour normalized. The analysis demonstrated that, keeping all the above mentioned significant factors equal, our overall fuel consumption		

GRI	Description	Disclosure Level	2014 Information	Location and Details	Omissions	External Assurance
Safety						
Customer Health and Safety						
				has decreased by more than 30 million kilos year over year.		
G4-EN6	Reduction of energy consumption.	Full	Refer to chart Open PDF file	Air Canada has many initiatives underway to reduce its environmental impacts. The energy reductions indicated above do not indicate the total number of initiatives nor the extent of energy reductions occurring from all the initiatives. These reductions relate only to the initiatives for which Air Canada can estimate the results. Refer to Air Canada's Carbon Disclosure Project SubmissionOpens in New Window External site which may not meet accessibility guidelines and/or language preferences. In terms of the offsets, for 2012 EU ETS compliance reporting we purchased 289 offsets which were	n/a	

GRI	Description	Disclosure Level	2014 Information	Location and Details	Omissions	External Assurance
Safety						
Customer Health and Safety						
				surrendered in 2013. The compliance requirements for the 2013 and 2014 reporting year were combined per the revised EU ETS regulations; for the 2013 reporting year we purchased 725 offsets and for the 2014 reporting year we purchased 473 offsets. However, the offsets for 2013 and 2014were only purchased and surrendered in April 2015. That accounts for the "0" in 2014. Furthermore, the offsets purchased in 2013 and 2014 were for Air Canada and Air Canada rouge combined; the offsets purchased for the 2012 reporting year were only for Air Canada.		
Emissions						

GRI	Description	Disclosure Level	2014 Information	Location and Details	Omissions	External Assurance
Safety						
Customer Health and Safety						
DMA	Disclosure on Management Approach	Full	Air Canada is subject to both regulatory and voluntary emissions policies. Regarding emissions regulations, Air Canada is subject to a carbon tax in the Province of British Columbia for jet fuel uploaded in the province for intra-provincial flights only. Air Canada is also subject to the EU Emission Trading Scheme (EU ETS). The EU ETS is a cap and trade emissions scheme for the European Union. Currently it applies to intra-EU flights until at least the 2016 reporting year in order to provide ICAO with an opportunity to negotiate a global aviation emissions' agreement. With respect to voluntary agreements, Air Canada has endorsed the International Air Transport Association (IATA) voluntary industry emissions targets. Furthermore, Air Canada is a signatory, through the National Airlines Council of Canada (NACC), to the Canadian Action Plan to		n/a	

GRI	Description	Disclosure Level	2014 Information	Location and Details	Omissions	External Assurance
Safety						
Customer Health and Safety						
			Reduce Greenhouse Gases Emissions from Aviation - a multiparty agreement between the industry and the government. In addition to using the DMA Guidance for reporting on targets, when reporting on GHG emissions targets, identify whether offsets are used to meet the target. Specify the type, amount, criteria or scheme of which they are part: Depending on the amount of allowances allocated, Air Canada may purchases credits to meet its EU ETS requirements. For the 2013 reporting year, Air Canada was not required to remit allowances or purchase credits as the requirement has been postponed to 2015.			

GRI	Description	Disclosure Level	2014 Information	Location and Details	Omissions	External Assurance
Safety						
Customer Health and Safety						
G4-EN15	Direct greenhouse gas (GHG) emissions (Scope 1)	Full	Citizens of the World	p. 27 Refer to chartOpen PDF file Changes to 'transportation of materials' relate to the amount of jet fuel used in the year. Electricity, heating and cooling relates to facility natural gas use. a) Report gases included in the calculation (whether CO2, CH4, N2O, HFCs, PFCs, SF6, NF3, or all) Refer to Air Canada's Carbon Disclosure Project Submission at Project SubmissionOpens in New WindowExternal site which may not meet accessibility guidelines and/or language preferences. Electricity heating and cooling includes CO2, CH4 and N2O from the combustion of natural gas to heat/cool facilities. Transportation of product includes CO2e. Fugitive emissions includes accidental releases of halocarbons converted to CO2e by their global warming potential. b) Report chosen base year, the	n/a	Yes, Limited Assurance by Ernst & Young LLP Open PDF file

GRI	Description	Disclosure Level	2014 Information	Location and Details	Omissions	External Assurance
Safety						
Customer Health and Safety						
				rationale for choosing the base year, emissions in the base year, and the context for any significant changes in emissions that triggered recalculations of base year emissions. Air Canada's base year for aircraft related emissions is 2005. In addition, Air Canada has been collecting and disclosing emissions related data to the Carbon Disclosure Project since 2007. c) Report standards, methodologies, and assumptions used. Facility energy data is based on energy used in Air Canada buildings and then prorated by square footage to account for tenants. While some tenants (such as maintenance operators) use more energy per square foot than other (office tenants) it is an estimate of Air Canada's energy use in its buildings. In addition this does not include facility energy use at leased space in most airport facilities as this energy consumption is included and		

GRI	Description	Disclosure Level	2014 Information	Location and Details	Omissions	External Assurance
Safety						
Customer Health and Safety						
				embedded in a lease cost. Stationary combustion of facility related fuels uses EPA's methodology to calculate emissions (see Stationary combustion [PDF]Open PDF fileExternal site which may not meet accessibility guidelines and/or language preferences.). Ground vehicles emissions are calculated using GHG protocol guide mobile emissions (2005). d) Report the source of the emissions factors used and the global warming potential (GWP) rates used or a reference to the GWP source. International electricity emissions intensity factors: International electricity emissions intensity factors [PDF]Open PDF fileExternal site which may not meet accessibility guidelines and/or language preferences. All other emissions factors: 2012 NIR report provided to the UNFCCC at national inventories		

GRI	Description	Disclosure Level	2014 Information	Location and Details	Omissions	External Assurance
Safety						
Customer Health and Safety						
				submissionsOpens in New WindowExternal site which may not meet accessibility guidelines and/or language preferences. For fugitive emissions (HFC134a, HFC22, Halon1301), the GWP is found in the IPCC AR5 WG1 report (Appendix 8A). For all other fuels, the GWP is found IPCC SAR SYR (1996), Climate Change 1995: A report of the Intergovernmental Panel on Climate Change, Second Assessment Report. e) Report the chosen consolidation approach for emissions (equity share, financial control, operational control). The operational control option has been chosen and consistently applied at Air Canada.Scope1 includes Air Canada and Air Canada Vacations/rouge.It does not include Jazz, Sky Regional or other tier3 airline partners. These are included in scope3 emissions. The rationale is that even though Air Canada buys the majority of seats on the regional		

GRI	Description	Disclosure Level	2014 Information	Location and Details	Omissions	External Assurance
Safety						
Customer Health and Safety						
				carriers it does not have control over the operating procedures and daily operations.		
G4-EN16	Energy indirect greenhouse gas (GHG) emissions (Scope 2)	Full	Citizens of the World	p. 27 Refer to chartOpen PDF file Changes in facility electricity use may be attributable to many factors - weather, building efficiency, changes in tenants, and changes in provincial emissions factors. In 2014 (relative to 2013), Air Canada's electricity consumption increased; however, a change in provincial emissions factors resulted in a reduction of overall Scope 2 CO2e emissions. The energy used in Air Canada facilities accounts for tenants on a square footage basis; however, Air Canada does not have energy meters to measure tenants' actual energy usage and	n/a	

GRI	Description	Disclosure Level	2014 Information	Location and Details	Omissions	External Assurance
Safety						
Customer Health and Safety						
				some tenants (such as heavy maintenance operators) use proportionally more energy than others (such as corporate offices).The change between 2011 and 2012 is mostly attributable to a heavy maintenance operator that was leasing space in Air Canada's building vacated their space.The change between 2012 and 2013 is mostly attributable to an increase in the quality and scope of data. Refer to Air Canada's Carbon Disclosure Project Submission at Carbon Disclosure ProjectOpens in New WindowExternal site which may not meet accessibility guidelines and/or language preferences. for report standards, methodologies, and assumptions used.		

GRI	Description	Disclosure Level	2014 Information	Location and Details	Omissions	External Assurance
Safety						
Customer Health and Safety						
G4-EN17	Other indirect greenhouse gas emissions (Scope 3)	Full	Citizens of the World	p. 27 Refer to chartOpen PDF file Air Canada's scope 3 emissions relate to operations by affiliated Tier 3 airlines. Air Canada has a capacity purchase agreement such that we buy most seats on aircraft that are operated by these third parties, pay for their jet fuel and lease facility space to them. But Air Canada has no control over the internal operations of these carriers. Consequently their direct emissions are considered to be indirect emissions to Air Canada. The increase between 2012 and 2013 is largely accounted for by an increase in data scope, relating to the inclusion of Jazz ground vehicles for the first time. The increase in 2014 is largely attributed to an increase in aircraft and routes flown as well as the inclusion of other Tier 3 carriers in the allocation of fuel consumption for ground vehicle use.	n/a	

GRI	Description	Disclosure Level	2014 Information	Location and Details	Omissions	External Assurance
Safety						
Customer Health and Safety						
				Refer to Air Canada's Carbon Disclosure Project Submission at Carbon Disclosure Project Submission Opens in New Window External site which may not meet accessibility guidelines and/or language preferences. for report standards, methodologies, and assumptions used.		
G4-EN18	Greenhouse Gas Emissions Intensity	Full	Refer to chart Open PDF file	[Any discrepancies to previously reported numbers may be due to calculating CO2e versus CO2 or more accurate conversion factors.]	n/a	
G4-EN19	Reduction of greenhouse gas emissions.	Full	Citizens of the World	p. 30-31 Refer to chart Open PDF file	n/a	

	Description	Disclosure Level	2014 Information	Location and Details	Omissions	External Assurance
Employees						
Labor/Management relations						
DMA	Disclosure on Management Approach	Full	Citizens of the World 2014	p. 37-38	n/a	
G4-LA4	Minimum notice period regarding operational changes, including whether these are specified in collective agreements.	Full	Notice periods depend on any statutory and/or contractual requirements applicable to employees in different jurisdictions. For example, the Canada Labour Code which applies to most Air Canada employees, requires 120 days' notice of technological change affecting the employment of a significant number of employees. Policies and collective agreements applicable to Canadian-based employees must respect this minimum, but can be supplemented by Air Canada or in collective agreements. For example, the collective		n/a	

	Description	Disclosure Level	2014 Information	Location and Details	Omissions	External Assurance
Employees						
Labor/Management relations						
			agreement with maintenance and ramp employees also contains a technological change provision. Another example is the Canada Labour Code requirement of sixteen weeks' notice of group termination of employment.			
Occupational Health and Safety						
DMA	Disclosure on Management Approach	Full	Citizens of the World	p. 15, 45	n/a	

	Description	Disclosure Level	2014 Information	Location and Details	Omissions	External Assurance
Employees						
Labor/Management relations						
G4-LA5	Percentage of total workforce represented in formal joint management-worker health and safety committees that help monitor and advise on occupational health and safety programs.	Full	Refer to chartOpen PDF file	All Employees are accounted for within joint management - worker Health and Safety Committees ▪ Airports - 30 across our entire system, including Policy Committees which oversee the entire operation ▪ Maintenance - 7 across entire system, including in Airports if smaller base ▪ Cargo - 7 Standalone - Others incorporated into Airports, Including policy committee ▪ Flight Operations - 5 across entire system, including Policy Committee ▪ In-Flight Service - 5 Across the entire system, including Policy Committee	n/a	

	Description	Disclosure Level	2014 Information	Location and Details	Omissions	External Assurance
Employees						
Labor/Management relations						
				▪ US Stations - 1 Call Centre (TPA) / 1 - All Safety Committee ▪ International Stations - 2 Cargo / 1 - All Other Safety Committee ▪ Call Centres - 6 Call Centres or Baggage Office ▪ Other - Headquarters (Operations Centre / Headquarters/ Flight Operations) - All other employees At Air Canada Vacations there are six members on the OHS committee out of a total headcount of 450.		
G4-LA6	Type of injury, occupational diseases, lost days, and	AC	Refer to chartOpen PDF file	Injuries: Air Canada's injury prevention program continues to show vast improvement with numerous	Air Canada Vacations	Yes, Limited Assurance by Ernst &

	Description	Disclosure Level	2014 Information	Location and Details	Omissions	External Assurance
Employees						
Labor/Management relations						
	absenteeism, and number of work-related fatalities by region and by gender.			initiatives coming to fruition. The automation of all injury reports has improved visibility and provided significant enhancements. In 2014, our days lost calculation changes from calendar days to work days (resulting in a 30% reduction), our removal of the 14 day pay continuance in 2014 (has netted a 15% reduction), the reduction in injuries (11%) and our on-going efforts to offer modified work and return to work activities (5-10%). The programs implemented this year that impact our Occupational Health and Safety Performance include Pristine Condition, Slip / Trip fall campaigns, Health and Safety Communication, among many risk assessments that created change Emergency Response Exercises: It is now an established operational and performance metric that Air Canada target one emergency response exercise per month across various stations. The breadth of the program and frequency of exercises allows us to		Young LLP Open PDF file

	Description	Disclosure Level	2014 Information	Location and Details	Omissions	External Assurance
Employees						
Labor/Management relations						
				be prepared for a technical and humanitarian response. Flight Safety Performance: No significant events for AC mainline operating certificate Audit: Air Canada completed its IOSA audit in 2014 with another successful (0 findings) report. We followed up the audit success with 0 findings with the IATA potable water audit and the Health Canada Audit. These are bi-annual audits with IATA so we will have no target established for this in 2015. The Health Canada Water Audit will take place in February of 2015. Ernst & Young LLP provided limited assurance on these three indicators: 2014 Total Injuries: Number of occupational health and safety reports submitted by employees in 2014; 2014 Total Lost Time Injuries: Number of 2014 injuries causing the employee to lose time that has been approved or pending; 2014 Total Lost Time Injury Days:		

	Description	Disclosure Level	2014 Information	Location and Details	Omissions	External Assurance
Employees						
Labor/Management relations						
Product and Service Labeling						
DMA	Disclosure on Management Approach	Full	This aspect within Air Canada's context mostly relates to Customer satisfaction (and not Product and Service Labeling per say). Refer to G4-PR5		n/a	
G4-PR5	Results of surveys measuring customer satisfaction.	Full	Customer engagement and satisfaction continues to be important at Air Canada Air Canada continues to conduct customer satisfaction monitoring on a monthly basis with different customer segments. An average of 1500 completed responses are targeted on a monthly basis with reports generated quarterly. Representative split by geographical area. In		n/a	

	Description	Disclosure Level	2014 Information	Location and Details	Omissions	External Assurance
Employees						
Labor/Management relations						
			addition, Air Canada conducts an ongoing survey specific for our Altitude Top Tier customers designed to gather feedback on their most recent flight experience; an average of 3000 completed responses are generated on a monthly basis. Trends for improvements are identified in various customer touch points from both surveys and reviewed with relevant stakeholders and service improvements implemented. Air Canada also makes use of an online panel to collect customer feedback as required on product, services and new ideas. The online panel consists of a group of Air Canada customers recruited annually on a voluntarily basis. An example in 2014 is the International Business Class Meal survey which helped the development of an upgraded			

	Description	Disclosure Level	2014 Information	Location and Details	Omissions	External Assurance
Employees						
Labor/Management relations						
			redesigned inflight dining experience and successfully launched in October 2014. Air Canada's employees play a key role in increasing customer satisfaction as well by completing the employee management travel survey when traveling for business. This survey is designed to measure the consistency of service delivery and compliance to product & service specifications. Air Canada continues to be active on social media, Air Canada strides to continually enhance the level of service that it provides to its customers on various social channels. Air Canada is dedicated to servicing customers online by providing them with up to date travel information, responses to			

	Description	Disclosure Level	2014 Information	Location and Details	Omissions	External Assurance
Employees						
Labor/Management relations						
			general queries and assistance with reservations.			
G4-PR5	Results of surveys measuring customer satisfaction.	Full	Air Canada Vacations also conducts online surveys to customers who visit their website on an ongoing basis. The results are reviewed and considered for future web enhancements. Requests for information or product assistance are handled by the call centre. A customer website usability study is conducted yearly with selected customers to identify issues. Short term fixes are addressed right away and long term fixes are implemented throughout the year as web enhancements or communicated to the appropriate departments. Customers can also provide		n/a	

	Description	Disclosure Level	2014 Information	Location and Details	Omissions	External Assurance
Employees						
Labor/Management relations						
			feedback through various social network channels such as Facebook and Twitter. Some comments are addressed right away, others are rerouted and shared with the appropriate department. When needed, answers are provided on social media via a private message or through a public response.			
Marketing Communications						
DMA	Disclosure on Management Approach	Full	This aspect within Air Canada's context mostly relates to Customer satisfaction (and not Marketing Communications per say). Refer to G4-PR5		n/a	

	Description	Disclosure Level	2014 Information	Location and Details	Omissions	External Assurance
Employees						
Labor/Management relations						
G4-PR7	Total number of incidents of non-compliance with regulations and voluntary codes concerning marketing communications, including advertising, promotion, and sponsorship, by type of outcomes.	Full	Air Canada received a notice of violation in 2014 from the Canadian Transportation Agency regarding non-compliance with the All-Inclusive Air Price Advertising regulations. We have since addressed all their concerns		n/a	
Customer Privacy						
DMA	Disclosure on Management Approach	Full	2014 Annual information form Privacy Policy	p.20-21 It is material as a perceived or actual breach may seriously compromise the personal data and impact the confidence of our customers and Air Canada's brand image. Air Canada	n/a	

	Description	Disclosure Level	2014 Information	Location and Details	Omissions	External Assurance
Employees						
Labor/Management relations						
				has always been committed to safeguard the privacy of its customers and suppliers. Air Canada has processes to strengthen its cyber-security resilience, to monitor the privacy impact of initiatives and to promptly respond to any query or complaint. Moreover, Air Canada monitors whenever new legislative obligations may apply. For example, Air Canada implemented a comprehensive program with regards to the new Anti-Spam legislation that came into force in Canada on July 1, 2014 in order to ensure full compliance with its requirements.		
G4-PR8	Total number of substantiated complaints regarding breaches of customer privacy and losses of customer data.	Full	Air Canada received no complaint from the regulator regarding passenger privacy in 2014. Air Canada received 21 complaints alleging breach of		n/a	Yes, Limited Assurance by Ernst & Young LLP Open PDF file

	Description	Disclosure Level	2014 Information	Location and Details	Omissions	External Assurance
Employees						
Labor/Management relations						
			privacy by consumers. All were investigated. Of these, 8 were substantiated, all involved human error. Refer to chartOpen PDF file For Air Canada Vacations, no complaints were received regarding breaches of customer privacy or customer data.			

	Description	Disclosure Level	2014 Information	Location and Details	Omissions	External Assurance
Other Aspects						
Materials						
G4-EN23	Total weight of waste by type and disposal method.	Partial	Refer to chart Open PDF file	The variation can be accounted for by changes in reporting techniques and reporting scope. Between 2011 and 2012, Air Canada had reduced maintenance activities in its facilities which likely contributed to the decrease in some waste. In 2012, Air Canada started using a single vendor for management of its facilities. A single point of contact and better data collection techniques may account for some of the increase in non-hazardous waste between 2012 and 2013. Regarding hazardous waste, the year over year change is within reason and can be explained by: the timing of maintenance operations, the consolidation of underlying data, and the accumulation of small changes in several stations across Canada. It is important to note that the total	n/a	

	Description	Disclosure Level	2014 Information	Location and Details	Omissions	External Assurance
Other Aspects						
Materials						
				hazardous waste is very similar to previous years.		
Employment						
G4-LA1	Total number and rates of employee hires and employee turnover by age group, gender and region	Partial	Refer to chart Open PDF file		n/a	
Training and Education						

	Description	Disclosure Level	2014 Information	Location and Details	Omissions	External Assurance
Other Aspects						
Materials						
G4-LA9	Average hours of training per year per employee by gender and by employee category.	Partial	Citizens of the World	p. 43 Refer to chartOpen PDF file This is the first year that Air Canada, Air Canada Vacations and Air Canada rouge data are combined in the table	n/a	
G4-LA11	Percentage of employees receiving regular performance and career development reviews by gender.	Partial	Refer to chartOpen PDF file	This is the first year that Air Canada, Air Canada Vacations and Air Canada rouge data are combined in the table	n/a	
Equal Remuneration for Women and Men						

	Description	Disclosure Level	2014 Information	Location and Details	Omissions	External Assurance
Other Aspects						
Materials						
G4-LA13	Ratio of basic salary of men to women by employee category.	Partial	For the majority of Air Canada employees, basic salary is determined by collective agreements. Where there are no collective agreements, Air Canada's culture is a performance based culture where salaries are based on job descriptions and classifications and ultimately tied to individual and collective performance and targets. Ratio of basic salary remuneration of women to men is 1.		n/a	
Local Communities						
G4-SO2	Operations with significant actual and potential negative impacts	Partial	For the majority of Air Canada employees, basic salary is determined by collective agreements. Where there are no collective		n/a	

	Description	Disclosure Level	2014 Information	Location and Details	Omissions	External Assurance
Other Aspects						
Materials						
	on local communities.		agreements, Air Canada's culture is a performance based culture where salaries are based on job descriptions and classifications and ultimately tied to individual and collective performance and targets. Ratio of basic salary remuneration of women to men is 1.			
Local Communities						
G4-SO2	Operations with significant actual and potential negative impacts on local communities.	Partial	Airports are often located close to urban settings. For Air Canada, reducing the effect of noise to and from the airports we serve is a priority. We actively participate with multiple stakeholders, including airport authorities, local government, and air carriers on noise committees to improve noise conditions around airports. When investing in new		n/a	

	Description	Disclosure Level	2014 Information	Location and Details	Omissions	External Assurance
Other Aspects						
Materials						
			aircraft, we consider the noise impact to ensure that we reduce the noise footprint. All of Air Canada's and Air Canada rouge's fleet exceed the Chapter 3 noise standards set by the International Civil Aviation Organization. Our Boeing 777 and our new Boeing 787 Dreamliner meet ICAO's more stringent Chapter 4 noise standard, which is 10 decibels quieter than Chapter 3. Despite these efforts, sometimes due to operational reasons or human factors, noise abatement procedures are not followed and residents of local communities can be impacted. When Air Canada receives a notice of non-compliance with noise procedures from an authority, we investigate the incident and ensure appropriate corrective measures are implemented as required. Air Canada received notice of three noise infractions in 2014.			

	Description	Disclosure Level	2014 Information	Location and Details	Omissions	External Assurance
Other Aspects						
Materials						
Communities						
AC_Comm	Air Canada Foundation	AC	Citizens of the World	p. 51-54	n/a	