



# CARE BY AIR

A HELPING HAND FROM THE UAE

**A Sustainable,  
Corporate Social Responsibility Initiative  
for the Air Cargo Industry**

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## The UAE: Now a significant humanitarian donor

- With a population of just 4.58m, in 2009, the UAE became the first non-western nation to enter the Top 10 global humanitarian aid donors per head of population.
- Donations of US\$138.9 million in 2009, an average of \$30.3 per person, put the country in seventh place. Luxembourg topped the list at \$126.3 per person.
- Overall foreign aid from the UAE was \$859 million in 2009 – a figure that combines humanitarian aid, debt relief and funds to support reconstruction efforts.
- In total in 2009, the UAE's bilateral humanitarian aid made it the 15th-largest government donor reporting to the Development Assistance Committee of the OECD.
- The recipients were headed by Pakistan (which received 67% of the \$138.9m total), followed by the Palestinian Territories and Yemen.





## Introducing Maximus Air

- Maximus Air was founded in 2005 in Abu Dhabi, UAE and is now part of Abu Dhabi Aviation, a leading aviation conglomerate from the Middle East.
- Maximus Air now operates a fleet of 8 modern cargo aircraft on scheduled and charter services and employs over 200 staff.
- With its fleet of Antonov An-124 and Ilyushin Il-76 aircraft, Maximus offers unique capabilities to carry heavy and out-size loads which can self-load/un-load making them suitable at under-equipped airports.
- Maximus has significant experience operating humanitarian missions. It has served in :
  - Haiti
  - Lebanon
  - Libya
  - Tunis
  - Japan
  - Yemen
  - Somalia
  - Pakistan
  - Niger
  - Turkey
  - Namibia
  - Gaza
  - Indonesia



MAXIMUS AIR  
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Antonov An-124  
120 tonnes capacity with Out-size Capability



Ilyushin Il-76  
45 tonnes capacity

+ 5 Airbus A300-600RF  
with 47 tonnes capacity



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## Background

# Sustainable, profitable growth

*The overall goal of any commercial business is to achieve sustainable, profitable growth.*

*The role of any commercial business is to contribute to the improvement of the quantity & the quality of life through reasonable pricing.*

*When business delivers on its role, society allows business to achieve its goal.*

**WHAT IS CSR?**





## What is *Care by Air*?

- **80% of the UN Humanitarian aid budget is devoted to logistics cost**, according to a recent estimate.
- In parallel, the International Air Transport Association (IATA) reports that **30% of cargo space flies empty and unused**.
- This means that of the \$9.5Bn budget for 2010, more than **\$7Bn UN Humanitarian Aid was allocated to the expense of moving aid to theatre**.
- *Care by Air* seeks to reduce the cost of humanitarian aid logistics so as to ensure more resources can be concentrated on the actual aid and those who need it most.
- *Care by Air* provides an effective platform for the private sector to contribute to humanity.
- *Care by Air* is a UAE-based not-for-profit initiative, with the mission to deliver at-cost logistics to humanitarian organisations.
- At its heart, *Care by Air* is a Corporate Social Responsibility initiative by leading air cargo operators, logistics companies and aviation suppliers that want to give something back to society.





## How does *Care by Air* work?



### 1. *for Freighter Airlines*

Dedicated freighter airlines (such as Maximus Air) participate in *Care by Air* by offering humanitarian missions on an “**at cost**” basis, which means all services provided without profit



### 2. *for scheduled, mixed Cargo/ Passenger Airlines*

Airlines that carry a mix of passengers + cargo (such as Etihad) participate in *Care by Air* by offering empty and available cargo space on an “**at cost**” or a “**no fee**” basis as they deem appropriate



### 3. *for the Logistics Value Chain*

Members of the logistics value chain (such as airports, fuel suppliers, warehousing providers, ground handling operators) participate in *Care by Air* by offering services on an “**at cost**” or “**no profit**” basis as they deem appropriate

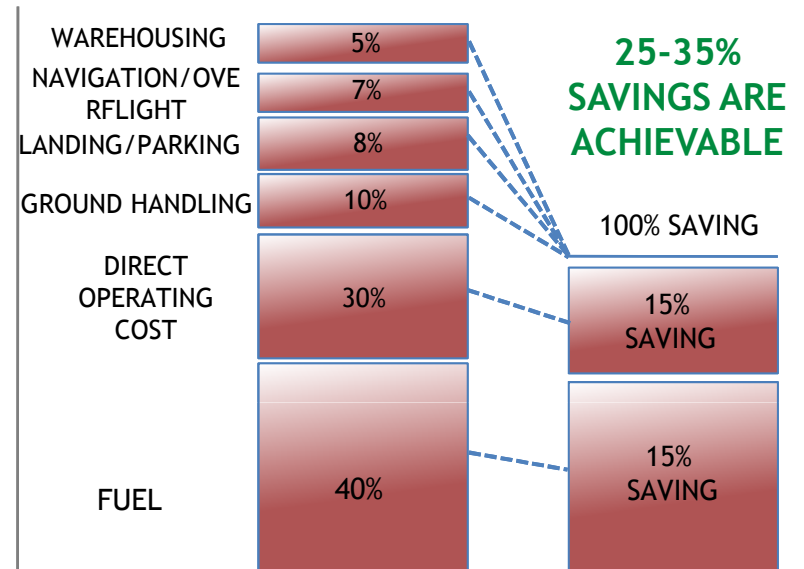
*lower cost logistics = more aid to those that need it*

*utilising empty cargo space = increased resource efficiency*



## What level of savings are possible with *Care by Air*?

- *Care by Air* is about getting more efficiencies from today's logistics process on humanitarian missions.
- Total cost savings could be in the order of 25% - 35% which translates as one and half free flight for every 4 flights flown.
- Put simply, 25% - 35% more aid can be delivered into theatre for the same humanitarian budget.



Example :



Average charter price  
for specific routes like  
PEW , JUB , URC etc.

\$70,500

\$53,000

Average Savings 25%

FLIGHT  
COST  
BREAKDOWN

  
CARE BY AIR







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## Who benefits from *Care by Air*?

- **All humanitarian agencies**, both in the UAE and further afield, can benefit from *Care by Air*. This includes agencies such as:
  - *UAE Red Crescent*
  - *Red Cross*
  - *United Nations World Food Programme*
  - *Khalifa Bin Zayed Al Nahyan Humanitarian Foundation*
  - *Zayed Bin Sultan Al Nahyan Humanitarian Foundation*
  - *Sheikha Fatima Family Development Foundation*
  - *Al Maktoum Foundation*
  - *Dubai Cares*
  - *International Humanitarian City*
- The goal of Care by Air is simple: to reduce the cost of logistics for these organisations.
- It is based on the principle of making better use of empty air cargo space to carry qualifying humanitarian aid either ‘for free’ or ‘at cost’ (zero profit margin).
- Ultimately, Care by Air benefits most those people with severe need – victims of famine, civil war and natural disasters, victims not in a position to help themselves.







## Who is participating in *Care by Air*?

- In 2009, four leading aviation and logistics companies came together to become the initial founding partners of *Care by Air*.
- These are Maximus Air, Etihad Airways, Abu Dhabi Airports Company (ADAC) and Aramex.
- As the organisation grows and develops, new member companies will be invited to join from throughout the GCC and further afield .
- In addition, many associate members are generously providing free professional services to *Care by Air*.
- Companies that participate in the *Care by Air* initiative are fulfilling their Corporate Social Responsibilities to society in general; their enthusiasm for the project has been admirable.



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# Integrity, Compassion and Transparency are at the heart of *Care by Air*

*Care by Air* is founded on the pillars of integrity, compassion and transparency.

Member organisations must agree to be audited regularly to ensure these pillars continue to be adhered to:

- **Vision:** To provide increased levels of humanitarian relief by maximizing the efficiency of logistical resources in the air and on the ground
- **Mission:** Establish an international logistical network that is renowned for its transparency and that is economically sustainable to deliver humanitarian relief aid at cost and according to best practice
- **Principles:** Transparency, integrity, compassion, respect, efficiency, teamwork, excellence.





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## ***Care by Air* is a sustainable corporate social responsibility initiative**

- By providing otherwise unused cargo space on an **'at cost'** basis, cargo airlines are driving their overall unit costs down.
- This will make Care by Air a sustainable business model, one that will last beyond the current planning cycle or the next humanitarian crisis.
- Care by Air can become a key global CSR initiative for the aviation and logistics industry.



**IT'S NOT CHARITY.**  
**IT'S A SUSTAINABLE BUSINESS MODEL.**

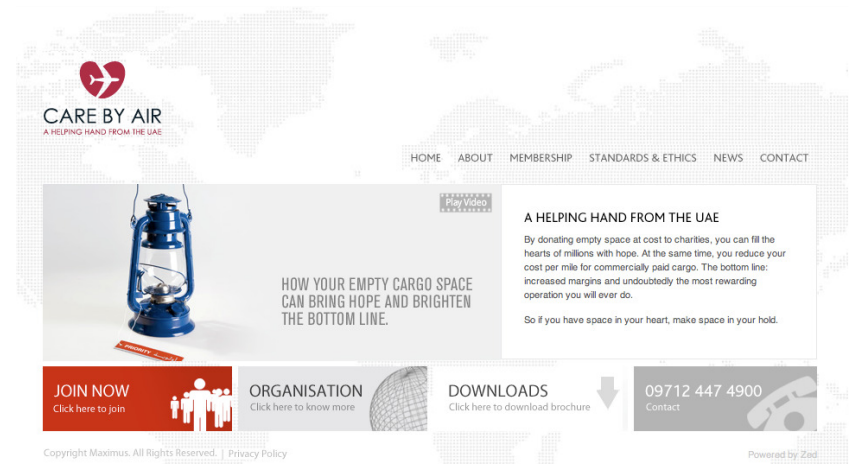
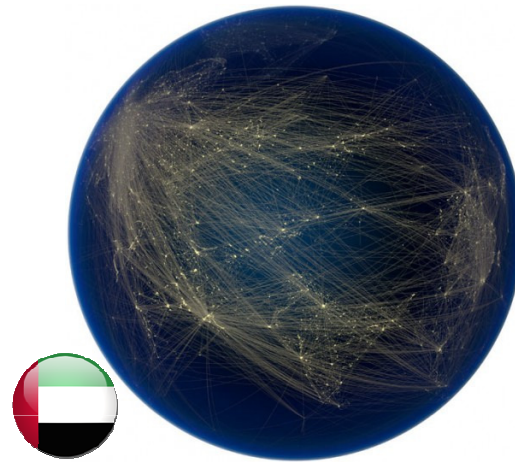
THE "AT COST" APPROACH IS ABOUT DOING A GOOD DEED, AND GOOD BUSINESS.

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## Future of *Care by Air*

- With the right leadership, framework and founding stakeholders, *Care by Air* can become a pre-eminent not-for-profit organisation in the sphere of transport logistics.
- Beyond the beginning, the potential is infinite. Geographically, *Care by Air* could be expanded globally to be the Aviation CSR model.
- In terms of transport mode, *Care by Air* could be expanded from air logistics to sea and land logistics – with the creation of *Care by Sea* and *Care by Road*.
- The greater the scale, span and depth of *Care by Air*, the greater the potential for realising transport efficiencies, with the result that more and more people in need will benefit from today's levels of humanitarian budgets.
- For more information, please visit [www.carebyair.org](http://www.carebyair.org)





## Closing Words

- ... imagine if we can develop a brand called *Care by Air* that is recognized in very airport worldwide by every carrier and handler.
- ... imagine such *Care by Air* cargo was always given a priority and shipped at cost.
- ...using the existing world wide logistics network to transport humanitarian air around the globe
- ... the potential is infinite



**“Some men see things as they are and say why.  
I dream things that never were and say why not”**

Robert F. Kennedy

