

# PXCom launches Sky4ThePlanet ahead of APEX FTE Asia Expo 2025



PXCom is exhibiting at booth #C12 at APEX FTE Asia Expo 2025

[PXCom](#) has announced the launch of Sky4ThePlanet, a new sustainability inflight communication toolkit available to all airlines using the digital touchpoints unleashed by its SkyVerse inflight digital platform.

As highlighted last week at APG World Connect 2025, where more than 85 airlines gathered to discuss “the power of communication in air transport,” the industry recognizes that connecting with passengers on meaningful issues — from innovation to sustainability — has never been more vital.

European Commissioner Thierry Breton recently reinforced this message, encouraging the aviation industry to speak consistently and collectively about its transformation toward a greener future.

In alignment with this vision, PXCom’s Sky4ThePlanet enables airlines not only to showcase their environmental and social initiatives directly within the inflight experience, but also to educate their passengers to sustainability-related topics.

“With Sky4ThePlanet, we wanted to give airlines a ready-to-use solution to turn their sustainability commitments into a visible, engaging story for passengers — without additional technical complexity,” said Cyril Jean, CEO of PXCom. “It’s about making sustainability communication part of the inflight journey itself.”

A plug-and-play sustainability toolkit, Sky4ThePlanet leverages existing SkyVerse features to offer cohesive sustainability communication experience, including:

- Welcome pop-up or video message during the connection to the IFEC

- Dedicated CSR sections with videos, podcasts, and impact stories
- Homepage banners and sliders to highlight green initiatives
- Optional interactive quiz to educate and engage passengers playfully

Fully deployable on any IFEC platform, the solution requires no additional certification or integration where SkyVerse is already activated. To kick start Sky4ThePlanet, it will be offered for free of charge to all PXCom wireless IFE and IFC customers.

Meet PXCom at Booth #C12 at APEX FTE Asia Expo 2025.