

# Etihad launches green loyalty program



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[Etihad Guest](#), [Etihad Airways](#) loyalty program, has introduced a series of sustainability-focused initiatives to reward members for making 'green' choices.

Conscious Choices, the new range of sustainable initiatives offered by the Etihad Guest program, has been created to support Etihad's overarching sustainability ambition to achieve net zero emissions by 2050, and halve 2019 emissions by 2035. Travelers can now earn Tier Miles, and other rewards, for making sustainable choices.

"Conscious Choices rewards travelers with Tier Miles and additional benefits for carrying less baggage on board and offsetting their flights' carbon emissions using Etihad Guest Miles," said a [December 8 press release](#). "In their daily lives, when not flying, members can earn Tier Miles by offsetting everyday emissions such as driving, with options ranging from one month to one year worth of offsets, as well as emissions such as cooling your home or cooking your dinner for a month up to a year; donating miles to a green cause; and by purchasing sustainable products from the [Etihad Guest Reward Shop](#) in partnership with Collinson and CarbonClick."

The release said Etihad is the first airline to reward frequent flyers for being more sustainable in the air and on the ground.

“Etihad’s commitment to sustainability sits at the core of our business, and we’re pleased to welcome our eight million members to jump on board this journey to sustainability,” said Tony Douglas, Group Chief Executive Officer, Etihad Aviation Group. “Empowering our members to offset their personal travel or shopping in a sustainable way, and be rewarded for it, gives the Etihad sustainability program even more weight.”