

Saudia Group and Loop sign mou to drive circular economy and sustainability



Ali Bakhalti, Chief Executive Officer of Loop (left) and Maryam Telmesani, Vice President of Sustainability at Saudia Group at the signing ceremony

[Saudia Group](#) has signed a memorandum of understanding (MoU) with Loop KSA, a leading Saudi company specializing in circular economy and sustainable waste management solutions.

The agreement lays the groundwork for developing advanced infrastructure to support circular economy practices and for launching a comprehensive waste management program across Saudia Group's subsidiaries and operations, aiming to reduce the Group's carbon footprint. The MoU was signed by Maryam Telmesani, Vice President of Sustainability at Saudia Group and Ali Bakhalti, Chief Executive Officer of Loop.

The partnership will assess current waste sources and develop Saudia Group's first-ever "zero-waste" strategy, supported by recycling initiatives, infrastructure for collection and processing waste, and awareness programs for employees and the community. It also includes ongoing performance monitoring and preparations for international recycling certification.

During the signing ceremony, around 6,000 cabin crew uniforms were handed over for recycling as the first initiative under the agreement.

Telmesani said, "Saudia Group continues to advance its sustainability strategy, from improving operational efficiency and supporting local content to launching targeted initiatives and building global partnerships. These efforts contribute to our broader sustainability goals, both within the Kingdom and globally."

"We are proud to partner with Saudia Group on an initiative that will redefine waste management. Together, we will foster a culture of circular economy and sustainability through awareness programs and practical solutions, fully aligned with the Kingdom's objectives and Saudi Vision 2030," said Bakhalgi.

Saudia continues to play an active role in driving sustainability across the aviation sector. Its efforts include active participation in national and international committees shaping sustainability policies and regulations, involvement in the Public Investment Fund's Regional Voluntary Carbon Market Initiative and a range of operational initiatives, from modernizing its fleet with more efficient aircraft and reducing fuel consumption to electrifying ground equipment and supporting community-focused programs. Saudia has also launched sustainability awareness initiatives and plays an active role in the SkyTeam Alliance's efforts to reduce carbon emissions in the aviation industry.