

# Turkish Airlines launches sustainability brand



Ribbon cutting at IST

[Turkish Airlines](#) has launched its sustainability brand “Tomorrow On-Board” while marking World Environment Day, with a special event at the carrier’s hub, Istanbul Airport ([IST](#)), on June 5.

The event presented a display of sustainable inflight products and services as well as items made from repurposed aircraft parts. Turkish Airlines’ sustainability brand “Tomorrow On-Board” represents its future goals and aims to “present this comprehensive vision to passengers and investors as part of the corporate culture,” the press release said.

The “Tomorrow On-Board” brand was created with several key objectives at the forefront. These include enhancing the brand image, delivering a unified message and visual framework for all sustainability statements, systematically communicating sustainability activities to investors and ensuring passengers have the opportunity to participate in sustainability initiatives.

“Tomorrow On-Board initiative embodies our commitment to reducing our environmental impact and enhancing sustainability practices across all our operations to leave a better world for future generations. Through this platform, we emphasize our dedication to offering transparent information and data, ensuring that our sustainability efforts are consistently clear and easily accessible to all stakeholders,” said Mr. Levent Konukcu, Chief Investment & Strategy Officer of Turkish Airlines.

