

Qatar Airways Cargo promotes sustainability & public awareness: WeQare



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To commemorate its sustainability program, the cargo carrier released a special logo, symbolizing life and growth - the second chapter of its series will be announced this month

The world's leading cargo carrier introduced its sustainability project, WeQare, which consists of a series of positive and impactful actions in the form of chapters. These actions are based on the core pillars of sustainability - environment, society, economy and culture. Each pillar will be implemented at all levels of the cargo carrier's business, acting as a turning point for air freight and making its operations more sustainable.

"We are deeply concerned about the legacy we leave for the future generation. As a leading cargo

carrier, we want to make CSR a key strategic element of our business and want our positive actions to have a ripple effect. Keeping this in mind, we are proud to present WeQare, a project close to the heart of every Qatar Airways Cargo employee,” says Guillaume Halleux, Chief Officer Cargo at Qatar Airways.

Last July, Qatar Airways Cargo launched Chapter 1 in its series of WeQare actions, by providing the free transport of 1 million kilograms of humanitarian aid and medical equipment to charitable organizations. The next chapter of its series will be announced this month.

To commemorate this important program, Qatar Airways Cargo released a special logo. Its tree patterns symbolize life, growth, the environment and our society as a whole. The tree patterns are enclosed within a round shape representing the planet. All of these elements are united around a common or shared purpose – sustainability.

As a project that encourages cohesion and provides self-fulfillment, the carrier’s employees are the driving force behind WeQare. All chapters launched throughout the program directly link to everyday activities of the cargo carrier, its daily experience within the industry and its way of re-thinking the business model, with sustainability as the main focus.