

Southwest Airlines' Award-Winning Sustainability Initiative, Repurpose with Purpose, Rounds out Milestone 10th Anniversary

Since 2014, [Repurpose with Purpose](#), Southwest Airlines' award-winning global environmental sustainability initiative, has positively impacted countless communities. Through this program, the airline collaborates with nonprofits, foundations, schools, and social enterprises to upcycle aircraft seat leather and transform it into new products that benefit communities, provide employment, and offer skills training.

Southwest is honored to celebrate a decade of this transformative program and acknowledge the impact it has made on communities across United States and Costa Rica.

Since 2014, Repurpose with Purpose has:

- Rerouted more than **1.4 million pounds** of leather away from landfills to nonprofit partners that help provide employment, skills training, and workforce development programs.
- Donated more than **\$2 million** in grants to nonprofit partners across the globe.
- Generated more than **\$1 million** in revenue since 2017 for nonprofit partners from the sale of upcycled products.
- Collaborated with **12 global nonprofit partners** to foster community solutions and expanded opportunities for thousands of individuals.
- Provided **more than 12,000 elementary, middle, and high school students** the opportunity to create upcycled art projects with Southwest aircraft seat leather through the Visual Arts Department at Metropolitan Nashville Public Schools.

"This program has been a cornerstone in transforming Wearsos from a small idea into a global example of sustainability and empowerment," said Lynne and Chris C., Wearsos founders. "Through Southwest's support, we've not only upcycled discarded materials into unique products but have also provided life-changing opportunities for women in rural communities in Costa Rica. This partnership is proof that when businesses and communities unite on social causes, the results are truly extraordinary."

Southwest brought Repurpose with Purpose items to nine airport exhibits across the country to give Customers the chance to celebrate Repurpose with Purpose. The following exhibits remain open:

- Oakland International Airport: *open now through October 2025*
- Houston Hobby Airport: *open now through October 2025*

- Albany International Airport: *Coming soon in Spring 2025*

Awards and Recognitions

This year Repurpose with Purpose received multiple awards:

- The Changemakers Award in the People & Community Category: view the full feature at skift.com.
- The [Best Sustainability Program category](#) at the U.S. Chamber of Commerce Foundation Citizens Awards: view more about the [award show](#).
- Outstanding Achievement in Pursuit of Sustainability within the Aviation Industry by [Airports Going Green®!](#)
- Finalists in the Boston College Center for Corporate Citizenship Innovation Awards and the Ragan Corporate Social Responsibility & Diversity Awards.

Repurpose with Purpose program will continue strong into 2025 and beyond as this work complements the airline's sustainability efforts and [Nonstop to Net Zero Plan](#).

ABOUT SOUTHWEST AIRLINES CO.

[Southwest Airlines Co.](#) operates one of the world's most admired and awarded airlines, offering its one-of-a-kind value and Hospitality at 119 airports across 12 countries. Southwest took flight in 1971 to democratize the sky through friendly, reliable, and low-cost air travel and now carries more air travelers flying nonstop within the United States than any other airline(fn. 1). By empowering its more than 73,000(fn. 2) People to deliver unparalleled Hospitality, the maverick airline cherishes a passionate loyalty among more than 134 million Customers carried in 2025. Southwest leverages a unique legacy and mission to serve communities around the world including harnessing the power of its People and Purpose to put communities at the Heart of its success. Learn more by visiting Southwest.com/citizenship.

1. Based on U.S. Dept. of Transportation quarterly Airline Origin & Destination Survey as of Q4 2025
2. Fulltime-equivalent active Employees as of March 31, 2026

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