AirBus A380 spreads the message on the plight of coral reefs

The Mirpuri Foundation amplified the message of its “Save the Coral Reefs” campaign by painting a Hi Fly Airbus A380 with this coral-themed livery.

The aircraft, the biggest in the world, will be operating worldwide. AkzoNobel also joined by providing the coatings for the newly branded aircraft that will bolster the Mirpuri Foundation campaign.

The Mirpuri Foundation is raising awareness for this unprecedented campaign to fight the destruction of coral reefs. Action needs to be taken immediately and awareness is the first step.

Hi Fly, an airline operating worldwide as wet leasing specialist, supported Mirpuri Foundation’s idea to carry the message across the five continents. The chosen aircraft was an Airbus A380-800, which is now painted on both sides, one representing a pristine ocean with colorful and healthy marine life and the other displaying destroyed corals. The Airbus A380 also exhibits a strong statement that clearly illustrates the importance of the cause and the urgency to act and inspire the change of collective behaviours.

The Mirpuri Foundation aims to lead by example, taking the problem worldwide and engaging individuals, governments and organizations into generating the right solutions to save our planet.

AkzoNobel, a global leader in aerospace coatings, joined forces with Mirpuri Foundation and Hi Fly, providing the coatings for the aircraft. The A380 was painted using AkzoNobel’s industry leading and Airbus-approved exterior paint systems. Mirpuri Foundation's commitment to sustainability and a sustainable future is aligned with AkzoNobel’s ambition to lower environmental impact.