**[HEADLINE: e.g. Business Aviation’s Ambitious Climate Plan]**

By [YOUR NAME]

We all know that powered flight was made possible by two brothers’ readiness to think in new ways. What is not well known: the aviation industry continues to think in revolutionary ways and has an audacious plan for net-zero emissions.

Our plan follows a tried-and-true formula in aviation: chart a course, make informed decisions and carefully measure progress. That’s the idea behind our sector’s Business Aviation Commitment on Climate Change – a carbon-cutting blueprint for slashing aviation emissions that hasn’t garnered headlines but is delivering measurable results. It envisions continually cleaner fuels and advanced technologies, such as electric and hydrogen-powered aircraft, that have the potential to drive emissions down.

We also continue to make many smaller changes that collectively deliver large environmental benefits.

For example, at my company [INSERT YOUR EXPERIENCE.]

While our industry still has a long way to go, we know our approach is delivering for passengers and the planet.

But we do this knowing our innovation and ingenuity is proven to cut carbon emissions. We have reduced them by 40% over the past four decades.

Today, we are focused on beating our goal to achieve net-zero CO2 emissions by 2050 while continuing to increase fuel efficiency by 2% every year between 2020 and 2030.

The cornerstone technology for the climate plan is sustainable aviation fuel, which is derived from sources like disposed food, algae, and municipal waste. SAF has the potential to cut aviation’s lifecycle carbon emissions by up to 80%. Imagine if the gasoline you put in your car had this kind of emissions-reduction potential. You’d think it was too good to be true. But it *is* true. And almost daily, new collaborations and projects are boosting the production of these carbon-cutting fuels.

Today, there is more availability, production and supply than ever before, driven by investments by business and commercial aviation. SAF is our industry’s sustainable solution of today as we innovate and create the technologies of tomorrow.

What’s also important to continue our progress: the aviation industry is unified on this mission and governments are actively supporting the efforts. Airlines, airports, business aviation and the entire industry agree on the need to charge ahead on sustainability.

We are confident that the collective efforts and consistent technology advances will allow us to arrive at our climate destination on schedule.

Business aviation will continue to climb fast on climate change. Together, we are ushering in the next wave of aviation — one that is safer, more efficient, and better equipped to contribute to the health and safety of our planet.

SENTENCE WITH YOUR NAME, TITLE and COMPANY, e.g. Joe Smith is president of Acme Aviation and a member of the XX Chamber of Commerce.]