**[HEADLINE** e.g. **Aviation innovations deliver for climate, with more on the horizon]**

By [YOUR NAME]

As concern about climate change grows, people and organizations around the world are working urgently on ways to reduce emissions and our footprint. Business aviation is not just “doing its part,” but has delivered significant progress, is leaning in and knows that even bigger successes are on the horizon.

Climate action is not new for us. Sustainability is part of our DNA. We’ve been increasing efficiency and reducing carbon emissions – on the ground and in the air – for decades. Our relentless innovation and ingenuity inspired by the Wright Brothers helped us cut our carbon emissions 40% over the past 40 years.

As an industry that supports 1.2 million jobs and contributes $150 billion annually to the U.S. economy, we understand that we must combat climate change aggressively. And we are.

Our member companies have been at the forefront of the aviation industry’s drive to sustainability, working over the past several decades to steadily reduce its environmental impact. The technologies and techniques we have pioneered in business aviation have generated emissions reductions across the entire sector. These include lightweight composite materials and GPS.

We’ve helped lead efforts to update air traffic control technology to enable greater fuel savings and more efficient routes.

We are making airports and operations ever-more sustainable with efficient ground-handling tools, renewable energy, green building standards and more to reduce our footprint.

Business aviation airports are installing renewable energy and adopting the latest green building standards to make this critical infrastructure more sustainable. We are installing solar panels and adding electric charging capability, using more protective water runoff and other waste-management programs, and redoubling our emphasis on adopting conservation and green building initiatives, such as those seen in LEED standards.

These are concrete steps that will continue to reduce emissions for decades to come.

Over the past decade, we spurred the development of sustainable aviation fuel, which can reduce lifecycle greenhouse gas emissions by as much as 80 percent. SAF is made using sources like disposed food, algae, and municipal waste. They can be used in aircraft without modification. Business aviation and some airlines are in the process of testing flights running on 100% SAF.

Today, there is more SAF available than ever before and the sustainable fuel is powering more flights every day. Our industry is working with partners to continue to push SAF production, which tripled in 2022 and is expected to grow by more than 400% by 2025. In my company, we have [POINT TO AN EXAMPLE OF COMMITTING TO OR USING SAF.]

What excites all of us: the zero-emission technologies, such as battery-powered, electric hybrid and hydrogen-based aircraft.

In just a few years, electric vertical takeoff and lift (eVTOL) and other advanced air mobility aircraft will deepen our ability to cut carbon emissions.

We know that reducing carbon emissions and other sustainability measures help grow our industry and make it more competitive. That’s why we’re also advocating for policies that help reduce business aviation’s environmental footprint.

While we’ve made great progress on sustainability, business aviation is not slowing down. We are engaging our members, partners and stakeholders to decarbonize everywhere we can to usher in the next wave of aviation — one that is safer, more efficient, and better equipped to protect the health of our planet.

[SENTENCE WITH YOUR NAME, TITLE, COMPANY.]