

CLIMBING. FAST.

INSIDER'S GUIDE



**The Industry's Advocacy Campaign to
Highlight Sustainability Leadership**

**What Should You Know, and Why Your
Voice Is Critical**

Business Aviation Is CLIMBING. FAST.

We're on a mission to net zero.

Welcome to CLIMBING. FAST. – a unified industry advocacy campaign to showcase business aviation’s many societal benefits, from driving workforce opportunities, to leading sustainability innovations for achieving net-zero carbon emissions by 2050.

Inside these pages, you’ll learn what the campaign is doing to showcase business aviation’s sustainability leadership, and learn more about how you can join the conversation. Join us as we’re CLIMBING. FAST. toward a net-zero future.

All the best,
The CLIMBING. FAST. partners

TABLE OF CONTENTS

The CLIMBING. FAST. Story: An Industry Unites.....	4
Sustainability Snapshot: Dell Aviation.....	6
Take Action Today: The CLIMBING. FAST. Tool Kit.....	7



CLIMBING. FAST. Facts

Digitally sharable data you can use to support CLIMBING. FAST. online. Download today at climbingfast.com/get-engaged.

Business aviation provides access to

5,000 airports across the U.S.

.....
compared to commercial airlines' 500 access points.

Business aviation drives economic opportunity, supporting:

1.2M
American jobs

\$246B
in economic output

INNOVATIONS

in business aircraft mean **new aircraft** can be as much as



35% more efficient

BUSINESS AVIATION

HAS SLASHED EMISSIONS BY

40%
in just **4** decades 

Business aircraft complete about

15,000

.....
flights to support humanitarian efforts, many of which are coordinated with American Red Cross workers, United States Army soldiers and U.S. National Guard units.

CLIMBING. FAST.

A Commitment to Net-Zero Emissions

An Industry Unites to Champion Leadership in Business Aviation Sustainability.

Business aviation's value in serving citizens, companies and communities is matched by its pioneering work in sustainability, underscored by a sharp focus on achieving net-zero carbon emissions from flight in the years to come.

That's the driving message behind **CLIMBING. FAST.**, an advocacy campaign supported by partner organizations representing all corners of the business aviation community. The program is focused on setting the record straight about the sector's sustainability record, and highlighting the game-changing innovations that are playing a key role in its mission to a net-zero future.

Partner organizations in the campaign include the Aircraft Electronics Association (AEA), Aircraft Owners and Pilots Association (AOPA), Experimental Aircraft Association (EAA), Helicopter Association International (HAI), International Aircraft Dealers Association (IADA), International Business Aviation Council (IBAC), National Aircraft Finance Association (NAFA), National Air Transportation Association (NATA), National Business Aviation Association and Women in Corporate Aviation (WCA).

INCUBATOR FOR INNOVATION

CLIMBING. FAST. emphasizes business aviation's value as an incubator for innovation in sustainability, with results that benefit not just business aviation, but the broader aviation community.

For example, the industry has a long track record of success in emissions reduction, having slashed carbon output by 40% in just four decades, largely through the development or adoption of a host of sustainability innovations, including lighter airplane parts, drag-reducing winglets, satellite-based navigation systems and other carbon-cutting technologies. Today, each new generation of aircraft is up to 35% more efficient than its

Business aviation supports

\$246B

in annual economic output



predecessor model.

The industry is investing not just in reducing emissions from today's aircraft and engines, but also in the development of eco-friendly aircraft that use hybrid, electric and even hydrogen-powered propulsion; smarter, faster, more efficient routes that require less energy; and the implementation of sustainability best practices to minimize airports' environmental impact.

The business aviation sector is also working to accelerate the production, availability and use of sustainable aviation fuel (SAF), which can reduce net-carbon emissions by up to 80%. The work to promote SAF is supported by the development of book and claim programs, which allow those utilizing business aircraft to purchase SAF at an airport where it is not physically available, so that an equivalent amount of SAF can be used where it is available.

When it is not possible to immediately eliminate direct emissions using other measures, we emphasize the use of targeted, high-quality, independently verified carbon offsets, which allow business aircraft operators to offset their emissions by supporting initiatives – such as reforestation and renewable energy facilities – that eliminate carbon dioxide from the atmosphere.

A COMMITMENT ON CLIMATE CHANGE

The industry's work on these and other game-

Business aircraft complete about 15,000 FLIGHTS

each year to support
**HUMANITARIAN
EFFORTS**



changing innovations is key to fulfilling the Business Aviation Commitment on Climate Change (BACCC), a set of goals first established in 2009 for achieving net-zero carbon emissions by 2050, and increasing fuel efficiency 2% per year from 2010 to 2020, with carbon-neutral growth from 2020. In October 2022, the International Civil Aviation Organization's (ICAO) reflected the tenets contained in the BACC, by adopting an industry-wide long-term goal of achieving net-zero emissions from the global aviation community by 2050.

NEWS OUTLETS TAKE NOTICE

The need for the CLIMBING. FAST. initiative, and the resonance of its compelling message about business aviation's sustainability leadership, have been highlighted in media reports about the campaign.

For example, in calling the program "a new front in the recognition battle," Corporate Jet Investor noted that, "CLIMBING. FAST. delivers a new-century perspective on the old, old question: how can we help people better understand the sector's full contribution?"

At the time of the campaign's launch, FLYING magazine similarly observed that the campaign "seeks to educate the public and promote a

positive image of business aviation."

In reporting on the CLIMBING. FAST. program, Aviation Week pointed to the rationale for the unified industry effort, stating: "The business aviation industry has been an incubator for sustainability efforts over the decades without it necessarily being called such. Efficiency gains — from winglets to more efficient engines, early adoption of GPS and the use of composites — frequently started in business aviation."

Aviation International News noted that through the campaign, "the industry can demonstrate clearly that it is a champion of sustainable aviation fuel and hybrid, electric, and even hydrogen propulsion, and it is a leader in lean manufacturing in sustainable operations."

Business aviation supports

1.2 MILLION JOBS



★ IN THE U.S. ★

Even inside-The-Beltway news organizations have taken notice of the campaign's important remit; as Politico observed, CLIMBING. FAST. has been formed to tout business aviation's role "in pioneering new advancements to help lower emissions and the industry's pledge to reach net-zero carbon emissions by 2050."

LEARN MORE AND MAKE YOUR VOICE HEARD

Going forward, the success of the CLIMBING. FAST. advocacy campaign will depend on the industry leaders who can mobilize to help tell the story about business aviation's sustainability leadership.

Learn more at climbingfast.com, join the conversation on **Twitter/X**, **Facebook** and **LinkedIn**, and share your sustainability story by visiting climbingfast.com/your-story ✨



Business aviation
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5,000 airports

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airports served by commercial aviation

For more information about Climbing.Fast, visit climbingfast.com.



Sustainability in Action: Inside Dell Technologies' Journey to Sustainability

Your Operation's Path to Achieving Net-Zero Emissions by 2050 Doesn't Have to Feel Daunting.

Sustainability is embedded across Dell Technologies' business. Bas de Bruijn, MBA, Dell's senior director of aviation, and Laura Clifford, CAM, Dell's aviation business manager and aviation sustainability officer, drive the same sustainability culture within the company's flight department.

"We wondered how we could better align the flight department with our corporate culture so we reached out to the corporate sustainability team and asked how we can help," said de Bruijn. "We are in the process of building a sustainability culture within our flight department just as we've built a safety culture. We want to be sure sustainability and sustainability initiatives are at the forefront of everyone's thinking and are engrained in our operations."

Dell's initial focus is on jet fuel emissions (which fall under so-called Scope 1 emissions). The organization is committed to procuring sustainable aviation fuel (SAF) as a primary fuel source to be industry leaders, drive increased demand, encourage investment and, ultimately, bring the overall SAF price down.

"We realize we're a drop in the bucket [in overall fuel demand] but it's a signal to the industry that SAF is not only safe to use, but buying SAF is the right thing to do," said de Bruijn.

"It can be difficult to secure proper documentation for SAF purchases on the road, so we typically buy SAF-C to meet our annual sustainability targets," Clifford said. SAF-C is a book-and-claim system, whereby an entity can purchase and claim the green attribute associated with SAF fuel without actually uplifting it.

Dell aims to increase its SAF procurement year-over-year by at

"... the company publishes an annual sustainability report, and our flight department has a good story to tell. There's a lot of value in that. It far exceeds the small investment you make as a corporate flight department"

BAS DE BRUIJN, MBA
Senior Director of Aviation, Dell Technologies

least 5% to support company goals of reaching 50% reduction in Scope 1 emissions by 2030 and net-zero greenhouse gas emissions by 2050.

Both clearly are passionate about sustainability. But aside from personal commitments, de Bruijn reports Dell and many other corporations in the U.S., especially those associated with the [Business Roundtable](#), are increasingly considering a broad range of stakeholders when conducting business.

"What that means is that, in addition to shareholders, stakeholders in the ecosystem – such as suppliers, customers, employees, the world in itself and our environment – are taken into consideration when you conduct business," said de Bruijn.

As Dell's sustainability commitment is driven throughout the organization, top executives are involved with the flight department's sustainability efforts.

"We realized this is important and we need to get out ahead of it," de Bruijn said as he presented a budget for sustainability initiatives to company executives. "There's no direct or tangible return on investment, but the company publishes an annual sustainability report, and our flight department has a good story to tell. There's a lot of value in that. It far exceeds the small investment you make as a corporate flight department."

Reaching Accreditation

Dell recently completed the [NBAA Sustainable Flight Department Accreditation](#).

"It's not as daunting as some people feel it is," said Clifford. The NBAA accreditation process helped Dell discover new activities that didn't require recreating the wheel.

Easy first steps include purchasing SAF for 5% of fuel purchases and then, incrementally increasing that goal each year. Another achievable initial action is purchasing carbon offsets, which de Bruijn said is a relatively small investment. ❖

Learn more about NBAA's Sustainable Flight Department Accreditation Program at nbaa.org/sustainability.

Tell Us Your Story

CLIMBING. FAST. is highlighting the ways business aviation is putting sustainability into action. Tell us your story at climbingfast.com/your-story



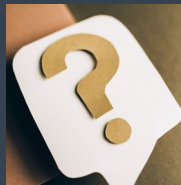
The CLIMBING. FAST. Website: It's All Here

The CLIMBING. FAST. advocacy campaign website has a host of resources detailing business aviation's essential role in supporting jobs and economic development, connecting communities across the country, helping companies of all sizes succeed, providing critical humanitarian lift in times of crisis and pioneering innovations in sustainability.

Visit the website and get access to:

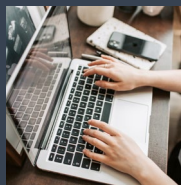
FREQUENTLY ASKED QUESTIONS

At climbingfast.com/faqs, you can review the most commonly asked questions about business aviation's work toward a net-zero future and find the answers at your fingertips.



SURVEYS, STUDIES, REPORTS

At climbingfast.com/resources, you'll find a number of independent studies, surveys and reports providing data and in-depth analysis about business aviation's vital role in the nation's economy and transportation system, and the industry's record on continually reducing carbon emissions.



NEWS COVERAGE

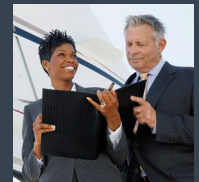
Get the latest media coverage on business aviation's sustainability



leadership and news from the CLIMBING. FAST. campaign by visiting climbingfast.com/news.

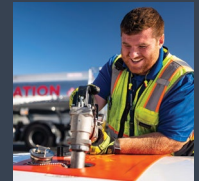
TIPS AND TOOLS

Visit climbingfast.com/get-engaged to access a host of infographics you can use to promote the campaign on social media, as well as helpful guidance for weighing in with media organizations.



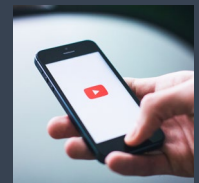
SUSTAINABILITY IN ACTION

Want to see what the industry is doing, on the ground and in the air, to promote sustainability? Visit climbingfast.com/sustainability-in-action to learn more, and tell your own sustainability story.



VIDEOS AND OTHER MULTIMEDIA RESOURCES

Need to share business aviation's sustainability story with a quick video? Visit climbingfast.com/about to access a multimedia video presentation featuring a compelling video, memorable statistics and other features that leave an impact.



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CLIMBING. FAST. – A NEW FRONT IN THE RECOGNITION BATTLE

OPINION BY MIKE STONES OCTOBER 23, 2023 PRINT THIS PAGE

POLITICO

By CAITLIN OPRYSKO | 10/16/2023 06:29 PM EDT

BUSINESS AVIATION INDUSTRY TOUTS SUSTAINABILITY: A collection of trade groups representing the business aviation industry is set to launch a new campaign on Tuesday to tout the sector's role in pioneering new advancements to help lower emissions and the industry's pledge to reach net-zero carbon emissions by 2050.

AVIATION WEEK
NETWORK

BizAv Launches Sustainability Campaign To Educate Policymakers

Lee Ann Shay October 17, 2023

SKIES

Bizav leaders launch 'Climbing. Fast.' campaign to spotlight industry's sustainability leadership

ENVIRONMENT

Business Aviation 'Climbing Fast' on Sustainability



Advocacy campaign to showcase bizav's progress, promise of sustainability

Airport Technology

News

Business aviation group launches sustainability promotion campaign

The campaign will look to promote business aviation as a sustainable industry.

Noah Bovenizer | October 17, 2023

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