

**CLIMBING.  FAST.**



# 2024 | Annual Report

Business aviation is **CLIMBING. FAST.**  
We're on a mission to net zero.

October 2024



# CLIMBING. FAST. On Sustainability: A Pivotal Year for Business Aviation

**The business aviation industry is on a mission to achieve net-zero carbon emissions by 2050.**

We have a bold, comprehensive plan for reaching our net-zero target. It involves innovation on the ground and in the air, including through eco-friendly aircraft; ultra-efficient engines (some with hybrid, electric and even hydrogen-powered propulsion); the production of carbon-slashing sustainable aviation fuels; the use of more fuel-efficient flight; the integration of single-engine ground taxi, electric ground-handling vehicles and other equipment; and a host of other game-changing innovations.

It's more critical than ever that the industry's record on sustainability be clearly articulated with policymakers, opinion leaders and other key audiences. That's the idea behind *CLIMBING. FAST.*, a multi-media advocacy campaign that highlights the industry's many societal benefits, including its leadership role in sustainability.

*CLIMBING. FAST.* debuted on Capitol Hill in January 2024 before bipartisan members of Congress. In the months following, the campaign's stakeholders – including more

than a dozen aviation associations, as well as companies in the industry, community civic leaders and other champions – have marked a number of important milestones.

This report, which outlines some of those achievements, is testament to the advocacy leadership demonstrated across the business aviation sector. That said, there is much work to be done, and we are excited about the opportunities to build our coalition and spread its message in the year to come.

All the Best,

The *CLIMBING. FAST.* partners





# CLIMBING. FAST. – A 2024 Snapshot

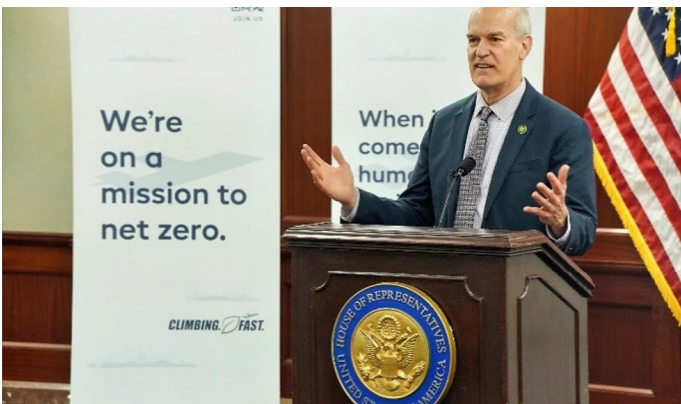
## The Launch: 2023 NBAA-BACE



## Gaining Speed & Altitude: House Climate Solutions Caucus



## D.C. Fly-In I: Alpha Eta Rho Aviation Fraternity



**“We are at the center of the most historic moment in the clean energy movement.”**

*– Jeff Marootian, U.S. DOE*



# CLIMBING. FAST. – A 2024 Snapshot

## Hosting Major D.C. Aviation Events: Aero Club Luncheon



## D.C. Fly-In II: NBAA Young Professionals In Business Aviation



## Campaign Resources Inform & Mobilize



## Expanding The Coalition's Footprint: EBAA Joins The Campaign



# CLIMBING. FAST. Milestones

In just the last year, **CLIMBING. FAST.** built congressional, transatlantic and next-generation partnerships to mobilize and engage policymakers and galvanize support for business aviation and the sector's net-zero sustainability mission.

## Q3 2023: CLIMBING. FAST. Launches

1 **CLIMBING. FAST.** formally launched in October with nearly a dozen members at 2023 NBAA-BACE in Las Vegas, NV. The campaign launched with a new dedicated website and an innovative digital media effort, and garnered media coverage from news organizations including POLITICO, Forbes and all the major industry trade outlets.

## Q1 2024: Capitol Hill Debut

2 As Congress gaveled into session, **CLIMBING. FAST.** debuted on Capitol Hill in a dedicated session hosted by the House Bipartisan Climate Solutions Caucus. The campaign also began the year with a deskside media tour to discuss the industry's sustainability innovations with key Washington, D.C.-based reporters with POLITICO, Associated Press, Bloomberg, USA Today and others.

## Q3 2024: Highlighting Sustainability Focus Locally

4 The campaign delivered a sustainability message in lawmakers' hometown newspapers. Local civic leaders and organizations – including the Kansas State Grange, Illinois Chamber of Commerce, Center for Sustainable Infrastructure and others – published a series of letters highlighting the industry's sustainability focus, and underscoring the sector's value in towns across the country.

## Q2 2024: Aero Club Panel Discussion

3 As the year got underway, the campaign intensified its advocacy and expanded its reach with a **CLIMBING. FAST.** panel discussion before The Aero Club of Washington's standing room-only audience of aviation policy veterans. The Capitol Hill activity stepped up with the nation's leading aviation fraternity, Alpha Eta Rho (AHP), joining the campaign and hosting its first-ever **CLIMBING. FAST.** Capitol Hill fly-in. NBAA's Young Professionals in Business Aviation organization followed shortly thereafter by sending 70 of the industry's best for another fly-in. The European Business Aviation Association (EBAA) became a partner, making the campaign transatlantic in nature.

## Q4 2024: Canadian Business Aviation Association Joins CLIMBING. FAST.

5 As a pivotal year drew to a close, the Canadian Business Aviation Association joined **CLIMBING. FAST.** as the campaign's second international partner.





# Highlighting Sustainability in Action

**CLIMBING. FAST.** is showcasing the ways business aviation is putting sustainability into action. The following are just a few examples of our industry's important work. [Learn more on our website.](#)

## Bernhard

### Energy-as-a-Service Provider Bernhard Drives toward Net-Zero Flight Operations

As one of the largest privately owned energy infrastructure firms in the U.S., Bernhard considers energy efficiency to be at the center of everything it does. This encompasses everything from the projects it completes for customers to its own internal operations – including the operations of the company-leased aircraft, a Learjet 75.

## Gulfstream

### Gulfstream Aerospace Sets the Pace for Sustainability

Gulfstream Aerospace has long been at the vanguard of innovation in aviation, bringing together visionary leadership and new technology to make business travel faster, more efficient and more comfortable.

## BETA

### BETA Partners with FBOs on 'Charge Cubes' for Sustainable Electric Aviation

BETA Technologies, Inc. and Signature Aviation recently announced a partnership to install BETA-designed electric charging infrastructure at several on-airport locations along the East Coast of the U.S.



## Bombardier

### Bombardier Tests Futuristic, Low-Emission Aircraft Designs with EcoJet

The mission to net-zero flight calls for revolutionary thinking on all fronts: new, sustainable power sources, fuel-sipping engines, more direct routes through the air and aircraft designs so sleek they slash the energy needed to travel at jet speeds.



# Providing Advocacy Resources for Industry

CLIMBING. FAST. has provided several resources for people in the industry to understand and advocate for the industry's sustainability mission, including the following:

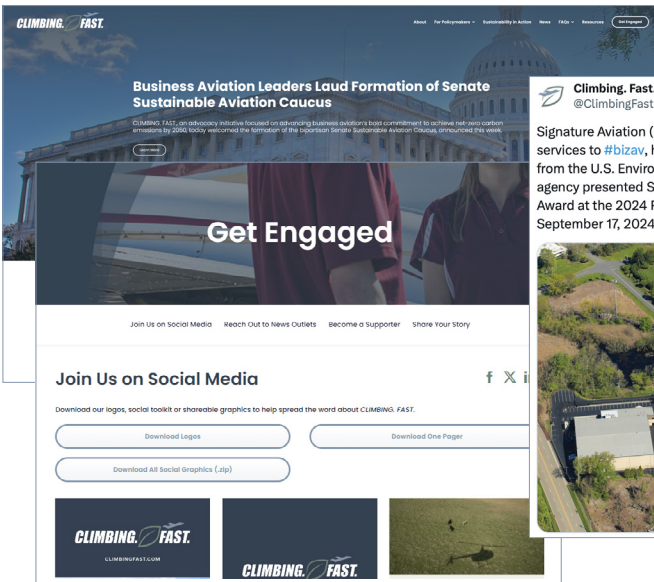
## Insider's Guide



## Hand Outs



## Digital Hubs



**“CLIMBING. FAST. gives voice to the remarkable sustainability progress business aviation has made to achieve net-zero carbon emissions by 2050, while meeting diverse economic and societal needs.”**

– Kurt Edwards, Executive Director, International Business Aviation Council (IBAC)



## **CLIMBING. FAST.** Accomplishments and Policy Priorities

In its first year, **CLIMBING. FAST.** has engaged dozens of Capitol Hill staffers and other policy leaders to articulate business aviation's sustainability leadership and policy priorities, including:

- Supporting extension of the SAF Blender's Tax Credit and enhance the Department of Transportation's Fueling Aviation's Sustainable Transition (FAST) Grant programs to increase SAF availability and further technology development.
- Ensuring the Department of Energy is resourcing and focusing its programs to support aviation technology and fuel programs, and ensuring it supports the Federal Aviation Administration's research and development programs to scale and deploy SAF and other aviation technologies to reduce aviation emissions.
- Protecting the industry and the millions of Americans who rely on business aviation from harmful policy and regulatory proposals, including recent federal tax proposals that target business aviation.

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