

Welcome to the first edition of the *CLIMBING*. *FAST*. UPDATE, your source for all the advocacy campaign's efforts to drive business aviation's sustainability narrative and underscore our commitment to achieve net-zero carbon emissions by 2050. Here is a recap of some 2024 milestones.

Q1 2024



Capitol Hill Debut

At the beginning of the year, *CLIMBING*. *FAST*. debuted on Capitol Hill in a dedicated session hosted by the House Bipartisan Climate Solutions Caucus. The event highlighted business aviation's sustainability leadership and underscored the industry's push to achieve net-zero carbon emissions by 2050. The campaign kick-off meeting featured representatives with industry leaders from Bombardier, GE Aerospace, Honeywell Aerospace Technologies, Joby Aviation and World Energy Supply Zero.

Learn more by visiting *CLIMBING*. *FAST*.'s website.

Q2 2024



Gaining Speed and Altitude

As the year got underway, leaders representing the sustainability value chain took part in the first-ever CLIMBING. FAST. panel discussion before The Aero Club of Washington. Nationwide collegiate aviation fraternity Alpha Eta Rho (AHP) joined the campaign as a formal member and hosted its firstever <u>CLIMBING</u>. <u>FAST</u>. <u>Capitol Hill fly-in</u>. NBAA's Young Professionals in Business Aviation (YoPro) organization followed shortly thereafter by sending 70 of the industry's best for a second fly-in. The **European Business Aviation Association** (EBAA) became a partner, making the campaign transatlantic in nature.

Q3 2024



Mobilizing Grassroots Leaders

Most recently, the campaign leveraged

the congressional summer home-state work period with 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 — mobilized with *CLIMBING*. *FAST*. in publishing a series of letters to the editor highlighting business aviation's value and sustainability leadership. The letters also commended members of the newly formed <u>House</u> and <u>Senate Sustainable</u> Aviation Caucuses. Also in Q3, a focused CLIMBING. FAST. social media campaign reached industry and Capitol Hill audiences, garnering a half-million engagements.

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