

# VICTOR

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## 5-STEP BUILD BACK BETTER FRAMEWORK FOR AVIATION LAUNCHES

**Introduced by Victor, the world's first carbon negative aviation company and supported by the European Business Aviation Association**

- *Jet charter leader Victor calls for greater transparency over environmental action in private and general aviation.*
- *Covid-19 travel restrictions led to a 56.9% reduction in CO2 emissions from flights across Europe.*
- *Jet charter expected to continue to increase share of flight activity when restrictions lift, but it comes at a high price for the environment.*

**LONDON, Tuesday 30<sup>th</sup> March 2021**

Responsible private flying moves a step closer today with the launch of a radical five step Build Back Better plan for the industry by jet charter marketplace Victor with support from the European Business Aviation Association (EBAA).

As part of the Build Back Better plan, Victor has become the first private jet company to have its annual flight, emissions and carbon credit purchase data formally audited and published and is calling for this level of transparency over environmental action to become a standard in business and general aviation.

Victor has a proven track record in climate action leadership. In 2019, Victor became **the world's first aviation company to be Carbon Negative**, with every flight 200% carbon offset as a minimum. Fuel burn data is provided by RocketRoute, the leading global flight planning provider, and carbon credits are brokered by Vertis Environmental Finance and South Pole.

Victor's audited 2020 environmental performance is published at [flyvictor.com /carbon-offset-report/2020](https://flyvictor.com/carbon-offset-report/2020). Victor emitted more than 21,272 tonnes of carbon and offset more than 45,000 tonnes of carbon in 2020, protecting forest which cover an area four times the size of Manhattan, New York and 116 times the size of Monaco.

### **A CALL FOR ENVIRONMENTAL TRANSPARENCY & UNITY**

Victor, which experienced a 139% growth in new bookers for its on-demand jet charter service in the first two months of the year versus the same period last year, developed the Build Back Better framework for the entire industry. The framework is designed to mitigate the environmental impact of private jets in support of UK's pledge to reach NetZero by 2050.

The plan encompasses (1) consumer awareness of carbon footprints, (2) investment in reduction innovations and sustainable aviation fuel (SAF), (3) investing in high-quality carbon offsetting (4) going beyond net zero for every transaction and (5) third-party verification and disclosure. It gives all private aviation businesses a simple framework by which they can demonstrate their commitment to building a more sustainable industry.

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## 5 STEPS TO BUILD BACK BETTER

- **STEP 1 AWARENESS:** Investing in education and raising awareness with consumers, supply chain, and future generations of the impact of their carbon footprint and how they can reduce or mitigate it.
- **STEP 2 MITIGATION:** Every flight must be beyond carbon neutral. This can be achieved by offsetting more than the total emissions of that flight, or by engaging a hybrid solution of offsetting and sustainable aviation fuel, where available.
- **STEP 3 NATURE-BASED SOLUTIONS:** Choose offsetting providers and projects which offer nature-based solutions and are Gold Standard or Voluntary Carbon Standard accredited.
- **STEP 4 THIRD-PARTY VERIFICATION:** Openly publish the carbon emissions of the company operations and flight performance, as well as the mitigation strategy. The emissions and associated carbon credit retirement should be audited by a third-party as the company itself cannot objectively mark its own efforts.
- **STEP 5 INNOVATION & REDUCTION:** Invest time and research into exploring new technologies which will deliver a proven reduction on your impact on global warming. Smart technology might include SAF viability, optimising flight routes or research into contrails to reduce the quantum of emissions.

## VICTOR AND EXTERNAL COMMENTARY

**Robert Baltus, COO at EBAA** comments, “The EBAA supports Victor’s Build Back Better Framework and in particular welcomes their call for 3rd party verification and full transparency on environmental investments made by private aviation businesses.

“Victor has been leading the way for greater environmental responsibility in business aviation since it launched its industry-first carbon reduction programme in Europe in 2018. Since Victor took this programme worldwide in 2019 and started mandating a 200% carbon offset on every flight, we encourage others in Business aviation to follow their lead. At EBAA, we are working hard to develop a path to a more sustainable future for Business aviation. The next hill for business aviation to climb is the utilisation of sustainable aviation fuel (SAF) on a greater scale. We look forward to working alongside Victor and other EBAA members to develop a SAF roadmap and engage the industry to adopt it.”

**Paz Nachon, Head of Climate Action at Vertis Environmental Finance** comments, “I was very impressed by how deeply climate action is rooted into Fly Victor’s business model. Fly Victor’s top management is leading the efforts and is closely involved in the emission reduction projects selection. Over the duration of our collaboration, Fly Victor supported nature-based projects with high environmental, social and ecosystem co-benefits. We are honoured to help Fly Victor in their

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dedicated climate action and look forward to working together in partnership as their exciting sustainability program continues to develop.”

**Clive Jackson, Founder and Chairman of Victor** comments, “We all want to get out of our homes and celebrate life, our family, and friendships as soon as we can get on top of this horrendous pandemic. With all but essential travel banned, the opening of national borders and air corridors will see the massive pent-up demand for international travel rise exponentially. Particularly as airlines struggle to reintroduce the breadth and diversity of routes they once operated.”

“Chartering a private aircraft provides your family and friends with a safe way to get to anywhere in the world, at a time of your choosing, with minimum risk.” He continues, “your ability to choose how you travel does, however, comes with the added responsibility to protect our society and the future of our planet. We cannot overlook the fact that a private jet emits up to 20 times more CO2 per passenger mile than a commercial airliner. Operators, brokers, and customers must accept that the privilege they enjoy comes with certain obligations”.

Jackson is adamant that every private jet flight must be Carbon Net Zero+ by a significant order of magnitude. He will accept no excuses. He believes that “every passenger should remove more carbon than they emit, and this commitment and claim must be verifiable and open to scrutiny by others.” He adds, “Today we can offer a mix of sustainable synthetic fuel, smart tech and UN approved carbon sequestration programs as a range of verifiable mitigation options that go hand in hand with the freedom to choose how we wish to travel”.

### COVID’S IMPACT ON AVIATION & EMISSIONS

Covid-19 travel restrictions led to a 56.9 percent reduction in CO2 emissions from flights across Europe in 2020 compared with 2019, according to Eurocontrol. With the return of non-essential travel once more on the horizon, it is vital that the aviation industry takes a more sustainable approach to business and leisure travel, particularly in private aviation which has seen an unprecedented increase in new users due to the pandemic.

Since COVID-19, jet charter has seen large numbers of new users as flyers wish to avoid airport crowds and fly quickly and directly to their destination. According to analysis by McKinsey & Co, of respondents who said they used private aviation since the pandemic lockdowns began in March 2020, 71% intend to continue flying privately once the pandemic is over.

-ENDS-

### About Fly Victor ([flyvictor.com](https://flyvictor.com))

Victor is a leading on-demand jet charter platform, enabling flyers to search, compare and book private air travel quickly, efficiently and with confidence.

Launched in 2011, the company has rewritten the jet charter rulebook with a fully transparent, subscription-free, globally ‘on-demand’ marketplace allowing members to swiftly check pricing options and aircraft specifics before booking the flights they need. Victor’s unique combination of smart technology and exceptional ‘high touch’ customer service means that customers are always connected and in control.

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Access to more than 7,000 aircraft via a global network of 200 partner operators means that any private aviation requirement can be expertly fulfilled, with the support of Victor's specialist services for group travel, corporates, sports, medical, and music & entertainment.

Victor is the world's first carbon negative aviation company. Every Victor flight is 200% carbon offset as a standard, as part of the company's award-winning approach to climate action.

Headquartered in London and with a global team, the company made the Sunday Times Tech Track 100 in 2015-2019 consecutively and the Deloitte UK Tech Fast 50 in 2016 and 2017.