



FGA
fly green alliance

FGA Trends 2023

Travel focused trends


1 Multi-modal travel is the future - eMobility is starting to replace some cars and even some highly carbon-conscious consumers are saying they are giving up their cars fully and going back to public transport, that is because cars are the biggest emitter with 60% of emission compared to 13% from flying in the EU, so this trend and EV use does need to increase rapidly by 2030.

2 We see multi modal is being helped by **car sharing schemes** - FreeNow, Lifeshare, Staxy, Bolt, Uber green and the new Eurostar and Thalys merger is sure to bring better, quicker and cheaper **train** routes and Dohop will bring new business models to ensure multi modal is evolving.



Travel focused trends

3 Sustainable Aviation fuel (SAF) use will increase even further. FGA saw the number of SAF use announcements by airlines go from 3 in 2020 to 25 in 2021 ([see page 8](#)); and noted that SAF supply had doubled in 2022, is now in demand and becoming more commercially available from multiple suppliers. Breakthrough Energy and Earthshot Prize short listing or granting SAF projects last year and Booking.com back in [2018](#). FGA was interviewed by Bird & Bird legal firm in their new podcast series featuring pioneers in aviation: about SAF, future tech and their predictions, [listen here on Soundcloud](#). FGA and other stakeholders will also discuss how the voluntary carbon market will support the SAF scale up, cost sharing and create a green product for the business travel sector at the Sustainable Aviation Conference in Amsterdam in June.



FGA’s founder is happy to have been invited to be part of the judging panel at the BTN Group’s inaugural **Business Travel Sustainability Awards Europe** held this Summer in London. We look forward to learning more about smart and interesting sustainability linked products coming to the market. There are categories from ‘Achievement in Advancing Sustainability Data and Reporting’ to ‘Sustainability Champion’ to support individual achievers too, a varied list of valued work streams and people working toward greener travel in the industry.

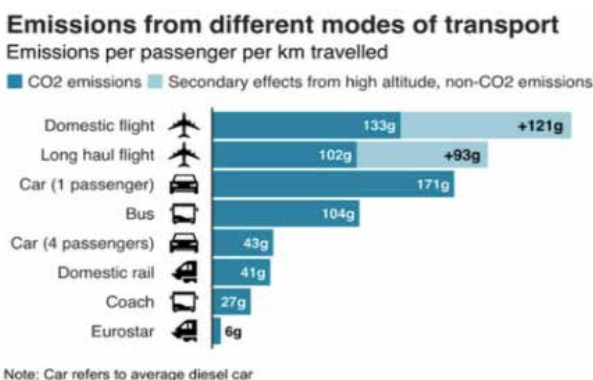


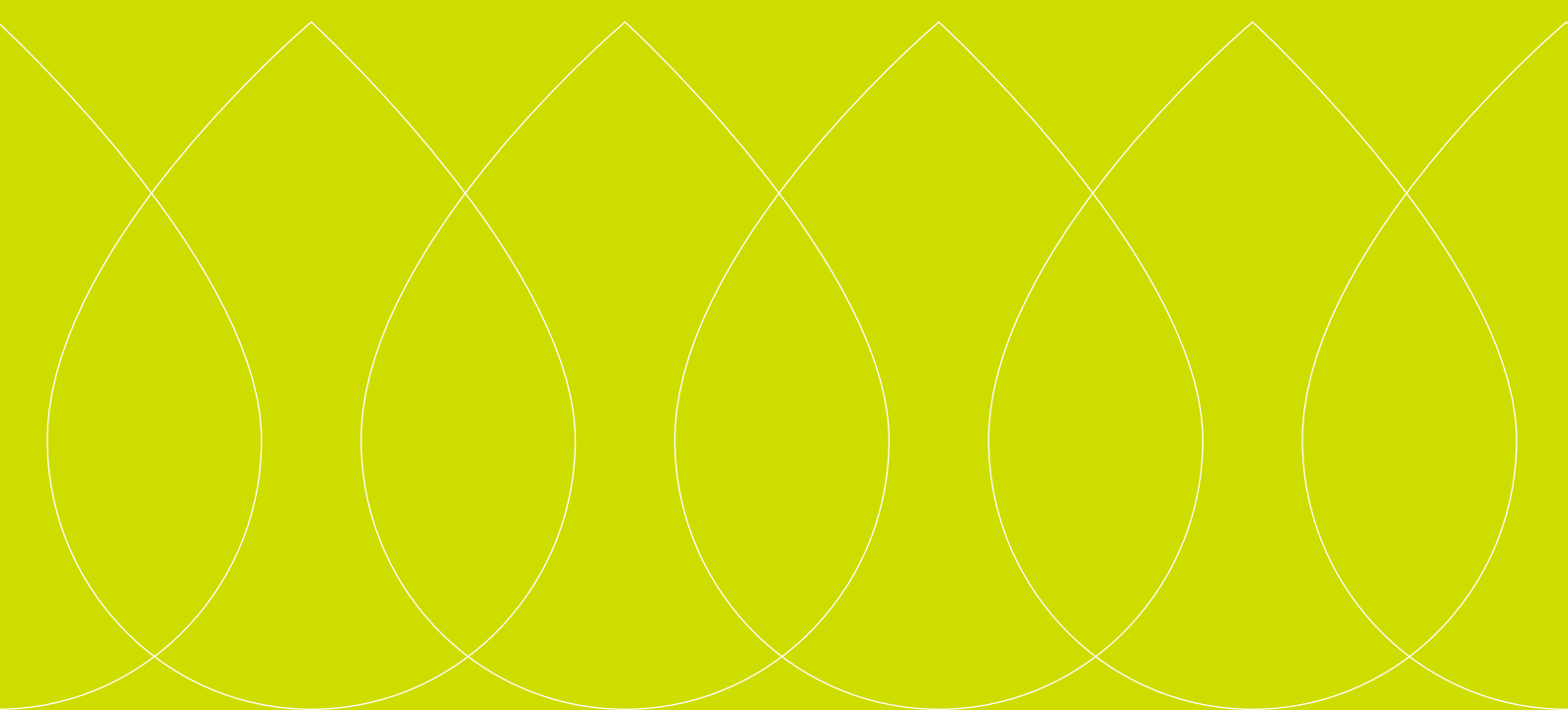
Figure 1:
BEIS/Defra Greenhouse Gas Conversion Factors 2019

4 More trial & error projects and more pilots – just do it! We support more projects like [Germany’s €9 month-long rail ticket](#) being trialed during the Summer months of June, July and August ‘22. 21 million tickets were sold in Germany last year (one-quarter of the population), so it became a very successful initiative despite being not quite perfect. After the scheme became over subscribed it was reported to have become unmanageable and people even had to be turned away from the stations. No doubt valuable lessons were learned and they can go on to improve the ticketing, personnel and scheduling next time. A good pilot example.



**Sustainability will
be a competitive
advantage**

— Johan Lundgren, easyJet



Sustainability focused trends

1 Science Based Targets over Net Zero or Carbon Neutral – it is becoming a wise move to work towards an SBTi targets with up to 4502 companies having now signed up to the organisational climate targets. It is fast becoming one of the most credible voluntary, but Paris Agreement aligned, approaches to carbon reduction supporting a company to avoid greenwashing claims and creating an accurate carbon reduction roadmap for 2030. Instead of claiming carbon neutral or other possible unsubstantiated claims it is helping keep things in check and removes the possibility of getting unwanted press attention.

2 Fusion race – with fusion's ability to currently output 4 times more energy than is input, while producing no radioactive waste, it is looking very promising as a new clean energy source. In 2021 US invested \$713 million, a record high, for the Office of Fusion Energy Sciences and UK £346.7 million between 2009–2019. Who else is in the race? [Sign up](#) to keep up to date on the latest U.K. fusion news.



Sustainability focused trends



3 More EU partnerships with Africa - as the guest of Royal Air Maroc last year, FGA were able to visit Formula E's race in Marrakesh and got to learn about the capacity for solar energy and more from the Sahara desert. We were then pleased to see a first-of-its-kind partnership based on the [European Commission's Green Deal](#) with Morocco. Executive Vice-President for the European Green Deal **Frans Timmermans** said:

"The Green Partnership between Morocco and the EU is the first of its kind and an important recognition of Morocco's leadership and potential in the green transition. The support to Moroccan agriculture and forestry provided through this programme shows that the EU is on Morocco's side in the fight against the climate and biodiversity crises."

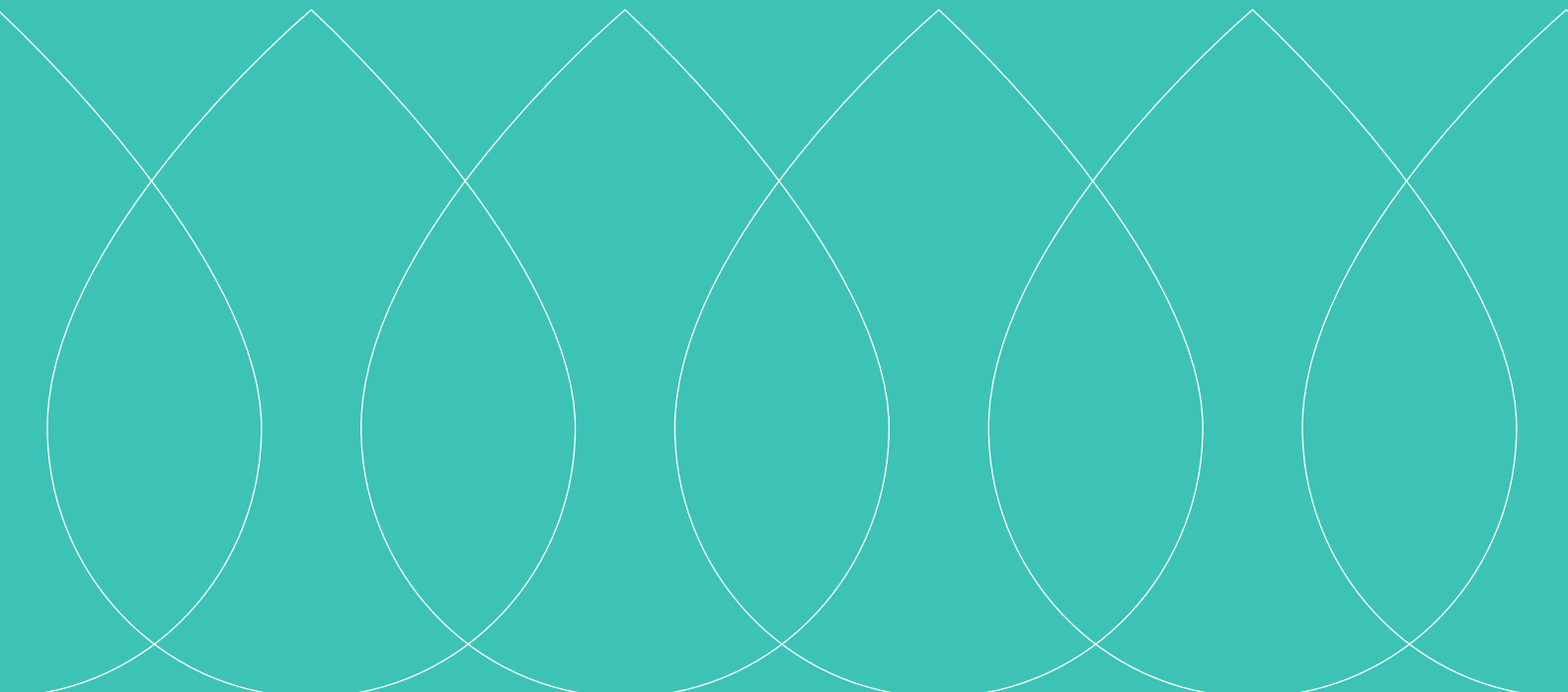
We hope this is the start of a trend of interesting developments with Africa.

4 New vocab from The Economist - [23 phrases that are on trend for 2023](#), half of which we have already been using for a while at FGA, we are pleased to say.



**Strive for progress,
not perfection**

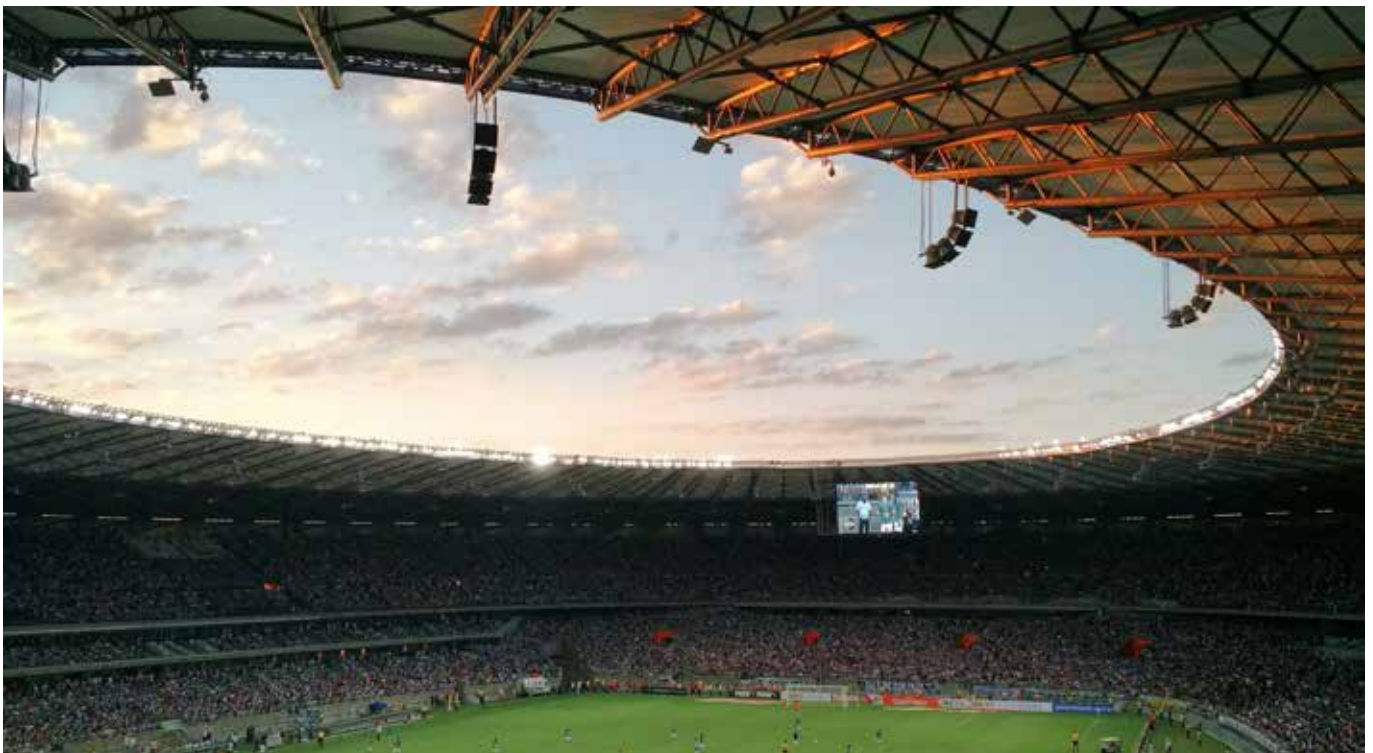
— David Perlmutter



Sports focused trends

1 Green sponsors are on the increase, commercial teams are key to putting the packages and offers together whilst working with sustainability experts to execute accurately and to avoid the **sport washing risks**. **FGA Sports** have seen it is important for commercial and operations teams to take a holistic and integrated approach at the strategic planning stage when crafting the commercial opportunities to ensure sustainability and purpose is weaved into storytelling.

2 Sports go green, with commitments growing fast last year, including the i) number of UNFCCC signatories, ii) the number of sustainability strategies, iii) the increase in roles which include sustainability, at least in part, and iv) new sustainability awards in sport arriving, it is clear that those working on a green game is becoming more widespread.



Sports focused trends



3 Education is key, wanted and needed which is being delivered by initiatives such as [Save Today, Play Tomorrow](#), [Pledgeball](#), [We Play Green](#) and [Change Accelerated Live](#) by Formula E.

4 Sport will be held accountable - as has happened post-Qatar '22 there has been much criticism of social, environment and human rights issues caused by the latest major football event. The country selection processes and reporting will be highly scrutinised going forward and reports have found that [9 out of 10 believe the World Cup has been politicized for good](#). Read more from [FGA Sports](#)

FGA Sports will be discussing their work in sustainable travel in sport on a panel at [BASIS](#) this April, at the Sustainable Aviation Futures conference in Amsterdam and will record a podcast this month with [Race for the Future](#) - a sustainability and cycling podcast. We see it's a time to discuss, debate and bring all ideas to the table. We hope you can join this Summer.



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Football is the biggest phenomenon in the world, reaching 5 billion people... If we're able to activate the global football family in supporting the green transition, I really do believe we can save the world.

— Morten Thorsby - We Play Green

Life and society trends

1 DEI – diversity, equity and inclusion is high on the agenda but we still see behavioural blockers which mean DEI isn't applied in the workplace, society or in the press. We wrote ['What is respect in the workplace today?'](#) to suggest why this might be the case. Stop the press! We think it's time to stop the really damaging tabloid style shaming. It's not only bad for the individuals themselves, it is damaging for society and normalises bullying. Allowing the press to print body shaming, lifestyle shaming, call-out shaming and attacks on individuals causes mental health problems and breakdowns, and being allowed to follow and harass people in the name of news, for

our entertainment, is going too far. Is it time to end this kind of show?

2 Concentrating on mental health – as more and more are now happy to say situations are 'not good for their mental health', it has now become part of normal vocabulary; being said by the bloke in the pub and even small children. [Read Stephen Fry's comments here.](#) Most workplaces now have a mental health policy, although maybe not huge investments in initiatives at this stage, it is seen as a corporate social responsibility and part of HR or health, loyalty and staff retention programs.



Life and society trends



3 Female leadership - part of DEI but in some ways a separate topic. It's more a topic of the levelling up that is needed by improved work polices around childcare, more teaching of young girls and boys about biases at home and school, and ensuring confidence stays all the way into relationships, careers and the board room.

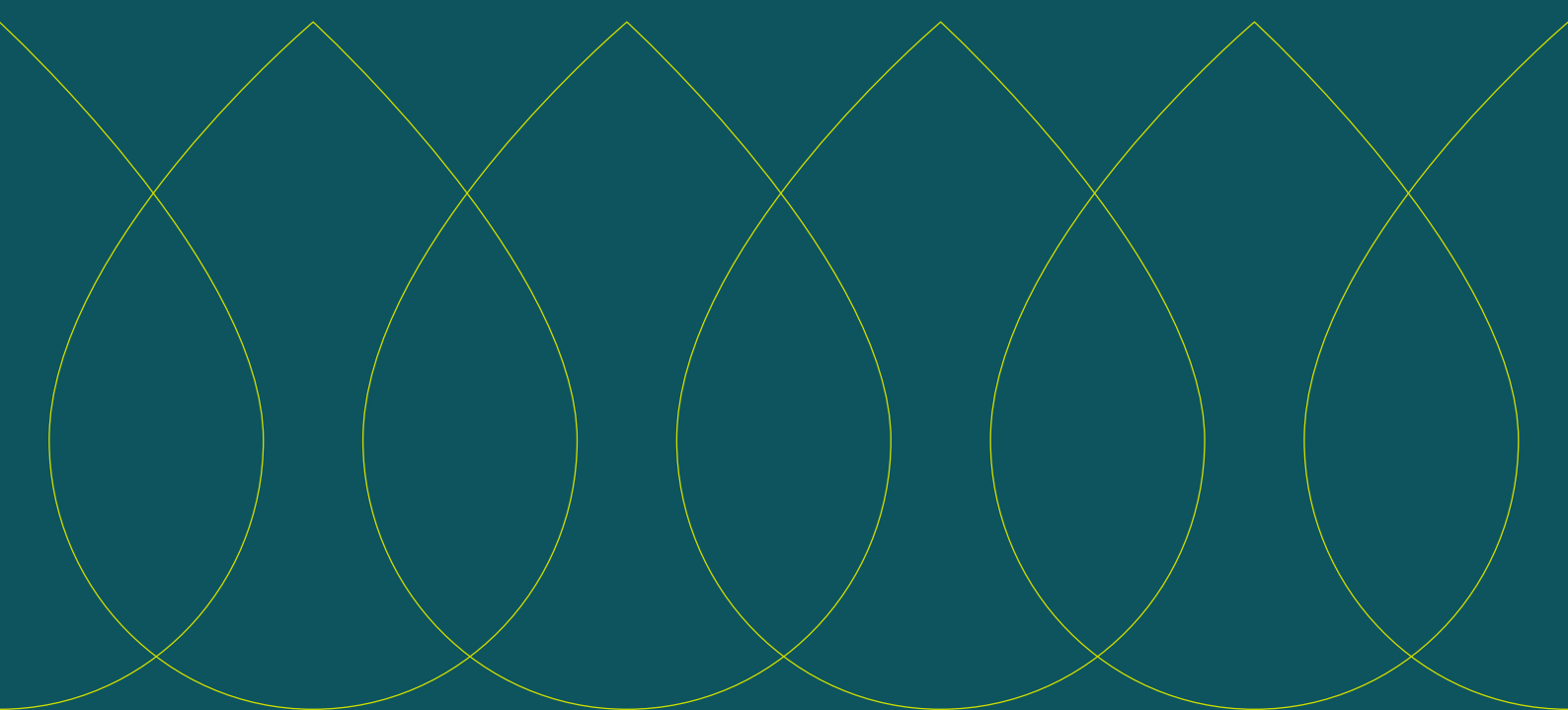
[Project Fearless](#) touches on much of this work. Looking at how children's books and toys portray gender roles, from the sport they play at a young age, to working out why some girls don't choose tech and science, and teachers working to ensure schools are producing just as many female scientists, mathematicians and female athletes as male. The Lionesses becoming global role models' when they won the Women's EUROs in '22 - a key milestone for female sport which has created a shift in funding. It is often by having more women or those with different perspectives in senior or visible positions that ensures all these blinkered topics are seen.

4 Whistle blowing, call out culture and civil society groups will be calling out green washing and BS more. More cases will get to court as regulation becomes tighter and the grey areas become more clean cut. Over claiming and unsubstantiated claims will be outed in the press and more pressure will pile on. Out-of-date excess carbon use behaviours won't go unnoticed and a green revolution will speed up even more because of it. [Cases like South Pole](#), the most trusted offset company globally, being the latest to be in the press and [20 minute flights](#) scrutinised which FGA has commented on. If you want to know if speaking up is right for you, [read more here](#).



**When a flower
doesn't bloom, you
fix the environment
in which it grows,
not the flower**

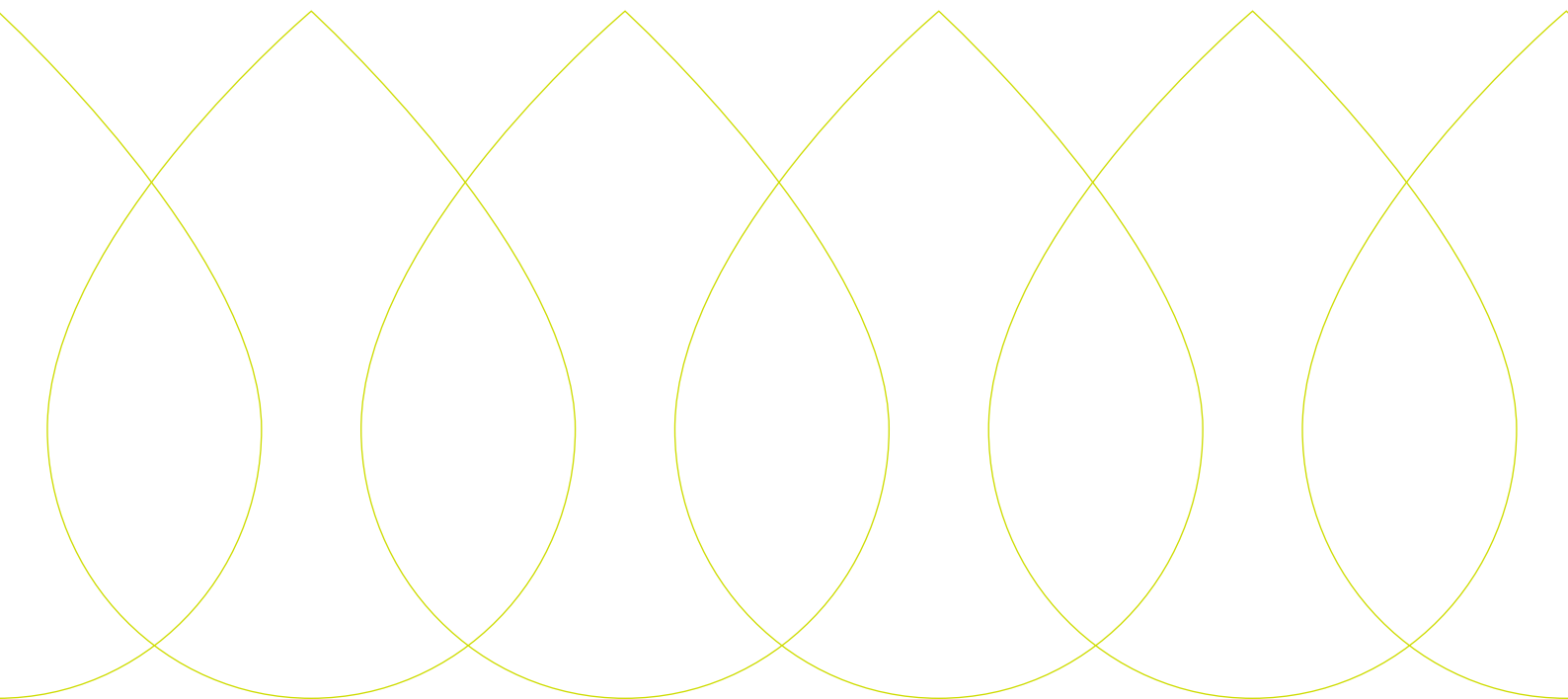
— Alexander Den Heijer



FGA and FGA Sports are leading edge sustainability consultants with expertise in mobility and sustainable aviation fuel. We are inventors, innovators, researchers and technical experts.

If you want guidance and support with your sustainable development plans and strategy please get in touch to speak with our team.

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