

Fly Green Alliance

On the road

Diary 2023



Our 2023 was full, varied and productive.

Our CEO, Sarah Wilkin, almost a one-(wo)man-band has led Fly Green Alliance and SAF thought leadership since 2018, developing 2 consultancies and a now a membership base and hub. She's exceptionally proud that she went from a Project Manager in advertising to CEO, found a passion, gained a grant from booking.com, changed her career and didn't give up. She got FGA through the pandemic, a personal and business challenge which helped keep positivity during this time and her unwavering belief that we needed SAF tech and energy transition acceleration kept her moving forward, true to herself and on track. Sarah has now spoken at global conferences discussing developments for FGA, SAF and the travel industry including at The Economist with Head of Fuels at US Department of Energy, at S&P Global Biofuel Conference, Ishka ESG Aviation Finance and FastMarkets and continues with more scheduled for this year. Best wishes for 2024 from Sarah & FGA.



FGA reach

FGA are a boutique consultancy and now membership having a large impact through the companies we work with and speaking at events:

Worked with 30 interns/Master's students since 2020 who went on to work in sustainability or tech roles

One FGA client has 19,000 customers and 230,000 linkedin followers so FGA reach was 1: 19000

Another FGA client has 1 million followers on instagram and a global championship

Another FGA client has 160,000 employees

FGA spoke at 40 conferences with between 20-500 attendees

We work with global businesses on sustainable, low carbon development at industry level. Get in touch.

FGA stats 2023

Spoken at 7 conferences

**Worked with 9 Master's
students**

Worked across 7 verticals/sectors on ESG & energy transition

Worked with 6 clients in 2023

5 pilot members joined Fly Green Alliance

Took Eurostar 7 times AMS-LDN

**Wrote 10 pieces of thought
leadership and a lot more posts**

FGA Talks: our CEO spoke at European conferences, led workshops and was quoted in the press every month of the year..in London, Amsterdam, Rotterdam, Brussels, Geneva...

**Fastmarkets**

We're speaking at

Biofuels and Feedstocks Europe 2023

September 4-6, 2023 | Hilton Rotterdam

Register now

#FastmarketsBFEurope



Alastair Blanshard
ICF



Sarah Wilkin
Fly Green Alliance



Ulrike Ziegler
Impact on Sustainable Aviation



Vivekanandhan Sindhmani
NACO

**ECONOMIST IMPACT**

Sarah Wilkin

Founder, and chief executive,
Fly Green Alliance FGA

Sustainability Week: Countdown to COP27
October 3rd-6th 2023, Virtual, London and Abu Dhabi





**ishika LONDON**

ESG: Playing Your Part in Sustainable Aviation

29 MARCH

Meeting the challenges of scaling up cleaner energy production and supply



Oskar Meijerink
Head of Future Fuels
SkyNRG



Stephane Thion
General Manager
UK & Europe
LANZAJET



Sarah Wilkin
Founder & CEO
FLY GREEN ALLIANCE



Kiran Soodani
Director, Strategy & Transactions Team
EY-PARTHENON



Sarah Elmhry
CEO
NOVA PANGAEA TECHNOLOGIES



Giulia Squadrin
Associate Editor,
Bio Fuels
ARGUS MEDIA

Geneva Sugar and Biofuels Conference

April 17-20 2023
Fairmont Grand Hotel
Geneva, Switzerland

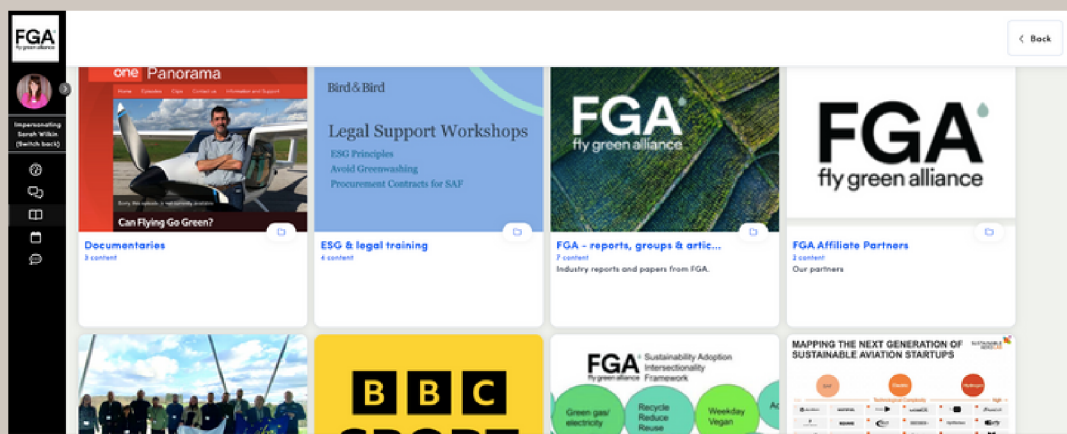
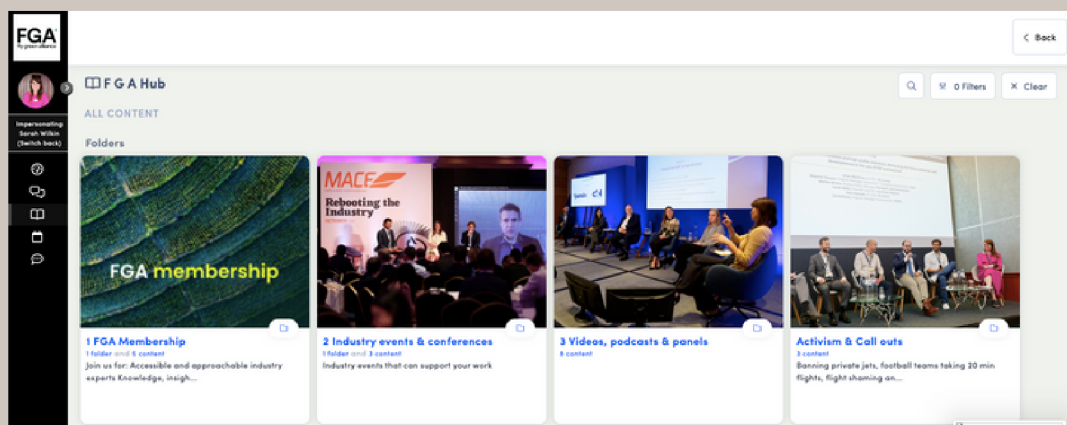


Sarah Wilkin
Founder & CEO
FGA (Fly Green Alliance)

S&P Global
Commodity Insights



Fly Green Alliance became a membership late 2023. We created a Knowledge Hub and began to find our first 5 pilot members and our partners. Sign into the Hub for your free membership [here](#).



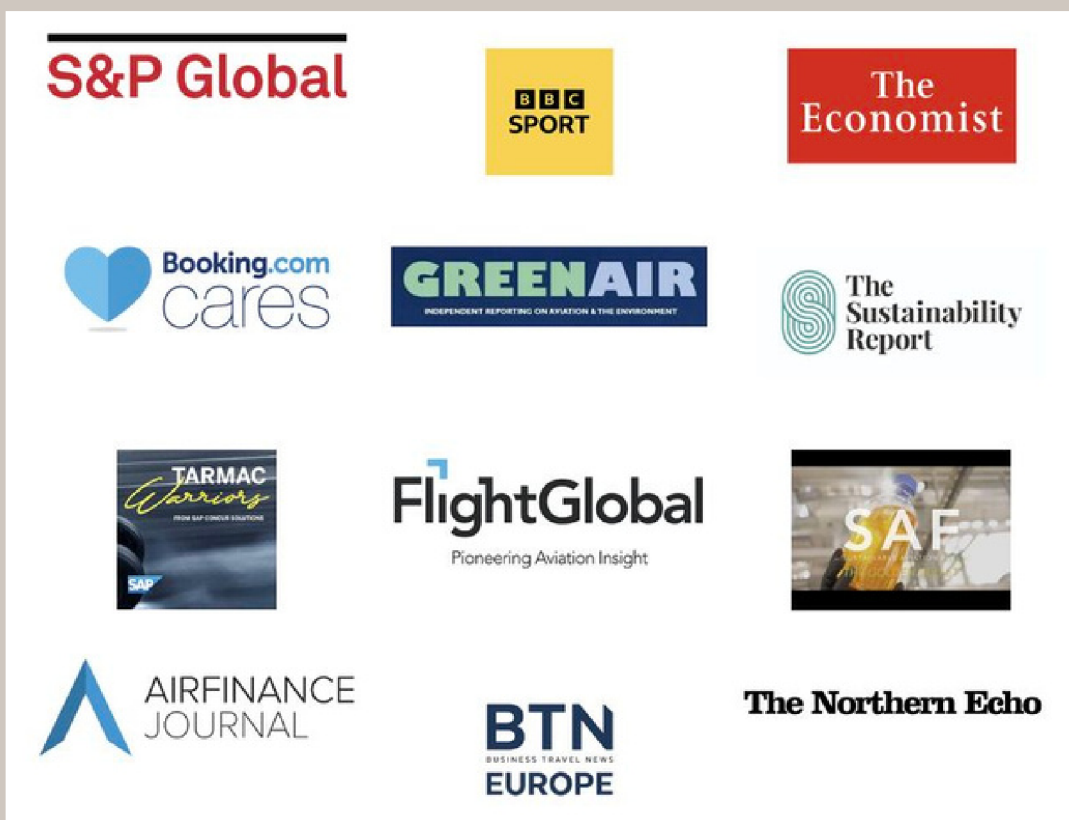
FGA works in sports too



FGA joined the UN’s Football for the Goals, brought panels together at conferences and hosted a webinar to discuss travel, private jets, fuels, player travel and current debated topics. And made a documentary showing motorsports advances in SAF. Sarah joined an entrepreneur development program with Women in Football and continues to work with FGA clients on their sustainable development goals in sport.



FGA talks



We give key note and provide thought leadership across SAF, travel and sports and aim to cut through politics and blockers to accelerate progress. Do you want to talk to us about an idea or want our CEO to speak at your event, on your podcast or give quote in an article? Contact us info@flygreenalliance.org

FGA
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FGA talks: new webinars



Audience:
Football/sport
community

2023: November



Audience:
advertising
agencies.
Members only
event

2024: January




Audience: SAF
buyers, suppliers,
corporate
traveller, airlines,
aviation sector,
ESG managers,
TMCs.
Sponsorship
available

2024: March


FGA creates

We made our first documentary to discuss the need for investment in SAF and energy system change. [Watch now!](#)




The FGA Knowledge HUB – SAF voice & short films 

ADRIENNE KESZEL
Chief Sustainability Manager, Wizz Air



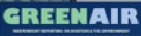
OLIVER FERNÁNDEZ GARCÍA
Chief SAF Architect at Repsol



Shared with me > FGA Videos SAF Congr... > Drafts > [Send feedback to Google](#)

Name	Owner	Last modified	File size
SAF Story PART 1, NEW.mp4 .as	Richard Garth - Filmmaker	Aug 8, 2023 Richard Garth ...	801.4 MB
SAF Story (working copy, old version).mkv .as	Richard Garth - Filmmaker	Jul 20, 2023 Richard Garth ...	362.4 MB
SAF The Golden Bullet Part 1 (working copy... .as	Richard Garth - Filmmaker	Jul 20, 2023 Richard Garth ...	520.4 MB

OLIVER FERNÁNDEZ GARCÍA
Chief SAF Architect at Repsol





FGA looks and listens

We look for trends, technology, ideas and people who can *change the world*. We put some in our trends, talk about them and work to make them a reality...

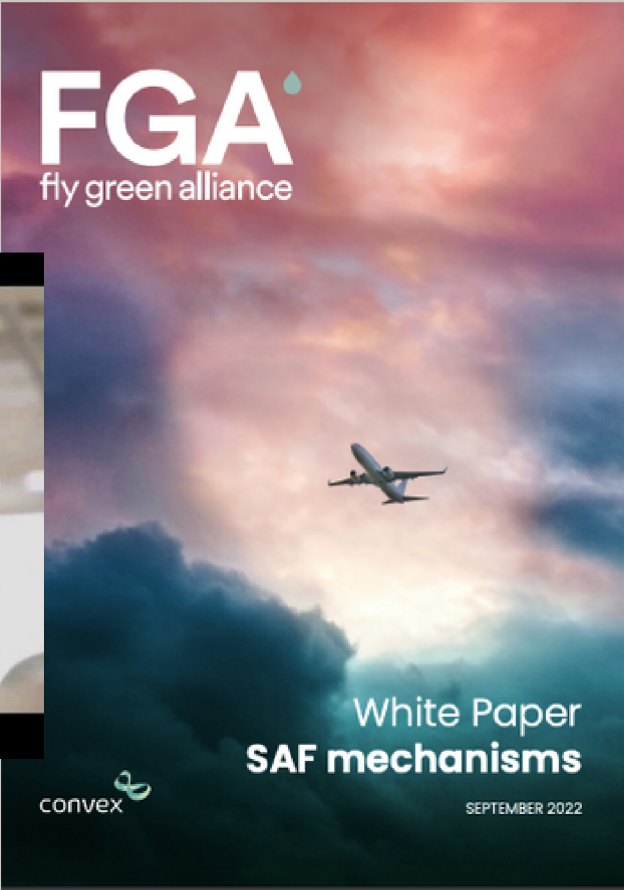


What and who should we add in our trend for 2024?

Send any ideas, tech or concepts to
info@flygreenalliance.org

FGA are sponsored by Convex Insurance

We are grateful to Convex as our main sponsor and first member of Fly Green Alliance; Convex Insurance has been a sponsor of FGA since 2022 and initially sponsored our SAF Mechanisms Report and this year have gone on to sponsor The Golden Bullet documentary. We especially love that Convex are visionaries and are strongly committed to transitioning their portfolio of airlines and are showing excellent ESG leadership in the insurance sector. We will endeavour to support their work going forward leading aviation to a cleaner and quicker transition through data solutions and developments.
Watch The Golden Bullet!



FGA works

**Consultancy:
Sustainability
and Comms**

Research

**SAF experts &
Thought leadership**

**FGA Knowledge Hub/
FGA Travel Smart**

FGA approach

Talk & listen

Think & test

Stimulate & nudge

Develop & grow

Join FGA in 2024

for more...

Networking

ESG Strategy

Joining the dots

**Business
development**

FGA support

"Convex Insurance, a leading aviation insurer, is delighted to support the work of FGA and the global efforts to decarbonise aviation"

- Rachel Delhaise, Head of Sustainability, Convex Insurance



"SAF is an important part of the decarbonisation of travel. That's why we are so proud to have helped fund the research with University of Amsterdam in 2018 that led to the creation of Fly Green Alliance. From that initial investment, it's been inspiring to see how FGA has continued to scale their impact, speaking, educating and training businesses about low carbon travel and SAF, as well as enabling strategic development work to happen across the industry."

- Danielle D'Silva, Head of Sustainability at Booking.com

Booking.com

See you in 2024...



Sarah Wilkin at *Palais des Nations*

FGA
fly green alliance

Fly Green Alliance 2023 ©