

# FGA

IN THE LOOP

NEW



ITL MEMBERSHIP  
2025

# What is "In the loop" ?

"In the loop" by Fly Green Alliance (FGA) is our community membership program and talk series created for net zero innovators, hosted by sustainability leader and sustainable aviation fuel (SAF) expert and pioneer Sarah Wilkin.

FGA are working to support and accelerate the shift to a low-carbon future through the development of non-fossil fuel markets, specifically in travel and transport. Our program name reflects our goal, to keep our members closely informed, up-to-date and "in the loop" on key energy transition topics and innovations, through a supported and trusted network.

- We research, travel, test systems and infrastructure, ways of working & tech
- We get on the ground feedback on current topics
- We provide useful resources, ideas, concepts and motivational advice for net zero
- We host a regular live talk with global thought leaders and innovators to bring subjects into the spotlight
- We moderate and weave topics together to bring unseen insights
- We also provide bespoke meetings, intros or services to our members
- Then report back quarterly to our group on FGA's industry work and progress

Members benefit from education, market intell, business development, ahead of the curve opportunities and access to an advanced network of industry experts and partners actively moving net zero work forward.

For more on the ITL program, watch Sarah Wilkin's intro on our YouTube channel [@intheloopbyFGA](#) and subscribe.

FGA invites *all net zero* innovators and early adopters to join. See who else is "In the loop" and join them!

**norwegian** 

 **esg:one**

**CFEE** CALIFORNIA FOUNDATION  
ON THE ENVIRONMENT  
AND THE ECONOMY

Wieden  
Kennedy+

**Cargill**

**SYNTHOLENE**  
ENERGY

 **envirosense**

 **Fastmarkets**

 **Infiverde**

 **NIATR**  
NUCLEAR INDUSTRY  
ASSOCIATION OF TURKEY

**TRAVEL  
IMPACT  
LAB**

**EARTHLY**

# Who is your host?



Sarah Wilkin has pioneered sustainable aviation fuel (SAF) since 2018 when she was awarded a [booking.com grant](#) with University of Amsterdam, a game changer in many ways, and she career-switched from her previous role in advertising, where she was starting to explore the circular economy and think about what was important to her future.

The grant was more than a career change for Sarah, who as an avid traveller who has lived in London, Sydney and Amsterdam, felt it was important to maintain travel but also work towards climate goals. She has been a tech innovator since her school days so the challenge of decarbonising travel with SAF became a strong passion and fascinating challenge which led to her founding Fly Green Alliance. This fulfilled a life aspiration of her's, which has been to be business owner.

It isn't without challenges and difficult times but she has consistently input into and grown FGA for the last 6 years and has since spoken at 50+ conferences, has had a lead role in the acceptance of SAF use in aviation, leading to some of the first SAF uses globally in sports and business travel, advancing the climate agenda.

Sarah is an optimistic realist and very aware it takes more than a plan and a roadmap to navigate net zero, so with a consultancy team created "In the loop" to build a trusted network to advance developments, while sharing knowledge, experience and connections cooperatively. Sarah will host and curate the talks series and program, inviting speakers she meet from across the globe who she sees are thinking differently, working on systems change or new business models, are finding creative ways to finance projects and who are truly innovating in their field. She will bring in culture, design, psychology and social aspects where possible from her varied background, all with a bit of humour and a wry smile. Hear from Sarah on our Youtube channel [@intheloopbyFGA](#)

**Keeping you "IN THE LOOP"**

# Who are Fly Green Alliance ?

Fly Green Alliance are an industry group but not an association. FGA's original focus was purely on sustainable aviation fuel (SAF) and low-carbon flying but as FGA's work becomes more interdependent, FGA has expanded to encompass broader travel and transport decarbonisation and energy related topics; integrating expertise in digital technologies, new markets, and innovative business models.

FGA finds topics and policies to unblock and areas to research, enable and move forward for increased net zero ROI. Over the 6 years of operation Fly Green Alliance have understood that their strengths lie in building knowledge, a strong high quality network and trust, which leads to business opportunities, project development, effectiveness and investment. FGA work on a few levels: for i) for people and planet, ii) at industry level to open up new markets and iii) on behalf of our members in a more detailed and tailored way.

A few areas we cover, which can also be carried out as part of our consultancy work through Sarah Wilkin and team, are:

- Innovation and thought leadership
- Training & Education
- Ecosystem Building & Cross-Sector Collaboration
- Public awareness building, advocacy and campaigning
- Business Development, marketing & market making

## **Do you want to Collaborate?**

FGA are leading the way in sustainability having provided some of the leading global strategies for clients and providing advisory. We are also pushing through barriers and paving new paths to advance energy transition work. We are known as cutting edge leaders but don't just listen to us - check what ChatGBP or Perplexity AI says!



# FGA's recent impact work

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**Jan 2026** - FGA was invited by World Nuclear Association to the core Energy End User Panel working group and asked to present the Nuclear for eFuels Initiative (NEFI), for the advancement of the role of nuclear energy and hydrogen in the production of eFuels / synthetic aviation fuel (SAF)



**WORLD NUCLEAR  
ASSOCIATION**

**Feb 2026** - Fly Green Alliance was invited by the United Nations' Environment Programme Finance Initiative to contribute to a private roundtable on financing the energy transition of aviation with the European Commission and leading banks, NGOs and associations



**March 2026** - FGA was selected to work with a postgraduate group at Warwick University on SAF innovation projects, work which is already granted by Innovate UK

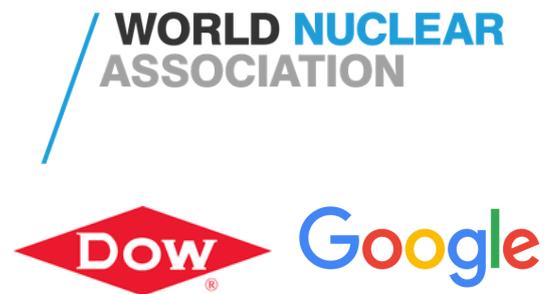


**May 2026** - FGA is invited to Manchester to speak at Great British Nuclear's conference on developing the future workforce for the nuclear industry and will provide the case study and the opportunity of nuclear derived SAF



# FGA's recent impact work

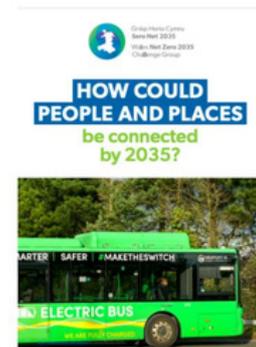
**June 2024**, Paris - FGA co-presented with Google and Dow at World Nuclear Association's working group.  
 January 2025, London - Fly Green Alliance joined as Observer member of World Nuclear Association's "End user" group ensuring knowledge exchange between the aviation and the nuclear sector



**Sept 2024** - FGA coordinated and wrote a Horizon Europe proposal bringing to it digital solutions and future energy needs for mobility, including nuclear and eFuels along with developing consortium of 9 and expert committee of 20



**Sept 2024** - FGA proposed SAF for the Welsh national agenda which went on to be included in Wales' national Net Zero People & Places Strategy 2024 as was Fly Green Alliance's global work



**Do you want support to advance your blockers?** Fly Green Alliance are collaborator and advocates, do you have advocacy work you would like to carry out, do you want support to bring together experts and working group or find solutions to your business blockers or scale up within ESG, sustainability or the energy transition. FGA can carry this out as part of FGA's global impact work. [Read more.](#)

# Impact case study: Norwegian and CFEE, April



"So glad we met at the IAEA SMR Summit, this has turned out wonderfully."  
CFEE



As part of an "In the loop" intro CFEE flew on SAF on a Norwegian airline flight from Oslo to Bergen, as part of an innovation study trip in Norway. The group of 30 legislators, Senators, energy leaders were also part of a SAF Roundtable where FGA, Norwegian, Norsk eFuels and Zero presented SAF updates to the foundation's group.  
[Read more.](#)

# Welcome to our new members



"It's quite remarkable how Sarah has bootstrapped FGA into a respected and inspirational voice in the SAF industry. FGA deserves all the support it can get. Sign us up!"

**Eddie Lubber, Founder, Travel Impact Lab**

"The industry urgently needs people like you!"

**Dr Christoph Weber, eSAF Expert & Government Advisor**

Do you want to **join** our group of innovators and modern day thinkers?

Would you like to be a speaker?

**Contact:**

[info@flygreenalliance.org](mailto:info@flygreenalliance.org)



Keeping you "IN THE LOOP"

# "In the loop" innovation talks

Fly Green Alliance have developed the "In the loop" talk series to bring all the innovators to the table, to have one accessible meeting place to invite our new connections to and to gather friends and colleagues of FGA already "In the loop". It's also a great way to get to know our speakers who are all working on interesting net zero applications which are really making a difference. We are a fan of energising talks, groups who are willing to say it how it is, the challengers, the change makers, and those who have found their own way, bridged gaps and made something new. We love cinema, documentary, design, culture and will bring these in when we can to ensure that things are also not just board room fit but fresh and interesting, even for those not working at business level on net zero. [Subscribe](#) on YouTube to watch the talks!

## Net zero market making

In Episode 3 we are inviting some of the latest thought leaders and new business model developers who are making the net zero air travel work and essentially making for the market for synthetic aviation fuel (SAF) [More →](#)



## Oliver Stone's NUCLEAR NOW

LONDON, 2025 – "In the loop" will host a screening of Oliver Stone's 2023 documentary NUCLEAR NOW. [More →](#)



## Hyperloop is coming to "In the loop"

Hyperloop pioneers will join us later in the the series to discuss the fantastic opportunities of hyper fast rail. [More →](#)



## The grid, how stable is it?

Do you know how the electricity market works? How does supply get distributed? What are the free market rules in the EU? [More →](#)



Subscribe @intheloopbyFGA



Keeping you "IN THE LOOP"

# What do ITL members get?

- 1. **Innovation talks** - regular online discussions with energising intell, new thinking, innovation, leading edge tech and global energy topics with up and coming world leaders
- 2. **Networking & advisory** - support & mentorship, 1-on-1 advisory, knowledge share, expert advice and business development for your organisation
- 3. **Global impact** - advocacy, industry level work on climate and energy topics. Moving forward world politics with FGA's leadership

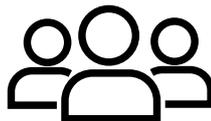
[Read here](#) the list of included benefit.

**1. Innovation talks** - with net zero global innovators, a meeting place for our members to find each other



**For free**

**2. Networking & advisory** - for your people. FGA provides guidance, mentorship, advisory and intros



**Membership fee**

**3. Global impact** - advocacy, influence, representation on SAF and energy topics



**Membership fee**



Keeping you "IN THE LOOP"

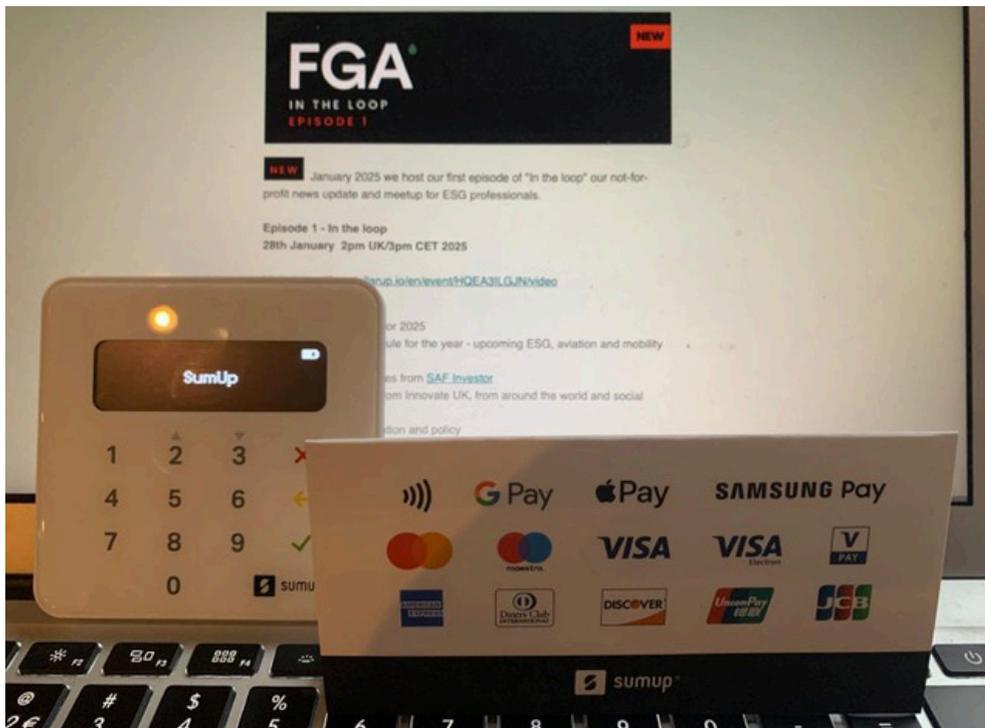
# Pricing

We want our membership to be accessible. Sustainability is not a straight road, budgets are hard to secure and making profit is even harder, so we want to be flexible to ensure you get the business and personal support you need to progress. The advice, insights, data, research, intros, marketing support are all carried out as part of a cooperative approach where we share costs out across the membership.

The fees are **£349, £678 or £999 + VAT** (for UK companies) per person, depending on if you are an individual or corporate member.

*Most importantly, you're not just funding a newsletter, a talk series and conference appearances – you're helping move the net zero transport conversation forward and shaping the future, with high-impact work—policy engagement, content development, consortium building, and strategic influence—that often sits outside traditional funding channels. Your membership fee fuels this, and while much of our work is not-for-profit and systems-driven, we're also a partner to our members and with every conversation we have and every email we send we are building and moving forward key developments.*

Sign up for multi-level benefits. Reach out to [sarah@flygreenalliance.org](mailto:sarah@flygreenalliance.org) to discuss your value exchange and to create a bespoke program for you.



Invoicing: Fly Green Alliance LTD (14744847) - request full details.  
 Payment link for standard no-VAT included fee via credit card payments [here](#).  
 Donation to Fly Green Alliance work can also be sent via the credit link.



Keeping you "IN THE LOOP"

# Do you need consultancy?

**FGA provide business support** – in ESG, energy transition, sustainability. Partnerships, sponsorships, intros, business development, unblocking stuck issues, project management, consortium building, workshops, strategy, product development, business models, support with SMT influence and engagement, development of ESG roles + more to discuss.

Contact Sarah to discuss how FGA's impactful and respected work can move your organisation beyond theory or "on hold" and into an active position, to enable decisions on investment or to find new markets to advance your development. Hear some comments from the groups we have worked with.

**"Sarah is a pleasure to work with. Well connected and deeply knowledgeable."** -

Graeme Hayes, Phd. Sarah and Graeme cowrote a Horizon Europe proposal, both were granted by Innovate UK



"Sarah played an **integral part** in getting our **sustainability programme off the ground**, helping develop our strategic roadmap, engaging a number of professional clubs and the FA. Her ability to articulate the vision... helped create a robust network of supportive partners that we are still working with now It was great working with **Sarah**, her enthusiasm for the role she played was contagious, and has **enabled us to accelerate our achievements beyond what we initially thought possible"**

Richard Lindsay, Business Insights Manager  
Birmingham County FA



**Do you have a problem we can help you solve with our network and deep technical knowledge?**

**Contact:** [sarah@flygreenalliance.org](mailto:sarah@flygreenalliance.org) to discuss bespoke consultancy work  
or to see Sarah Wilkin's full CV.

**Bespoke  
pricing**

# FGA

IN THE LOOP



For access to experts, to hear modern day thinking, cutting edge ideas, smart weaving of topics, and a no-nonsense approach to sustainability and global energy developments, subscribe to “In the loop” by Fly Green Alliance.

## SUBSCRIBE NOW

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