

FGA

IN THE LOOP

NEW



ITL MEMBERSHIP
2026

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. Observer mode is welcome, we have over half of our members in observer mode and more members about 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**

AVISAF


UNIVERSITY OF AMSTERDAM

 **Infiverde**

 **NIATR**
NUCLEAR INDUSTRY
ASSOCIATION OF TURKEY

**TRAVEL
IMPACT
LAB**

EARTHY

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 ChatGPT or Perplexity AI says!



FGA's recent impact work

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)



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



May 2025/26 - Selected by JPMorgan to be mentored as part of an Innovate UK program for female business owners and granted by Innovate UK through the high innovation RTO grant scheme

JPMorganChase



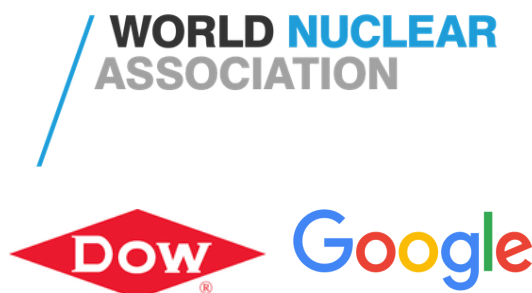
July 2026 - FGA attended an MEP meeting at the European Parliament to contribute to discussions on eFuel policy developments



European Parliament

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."

President of 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.](#)

Associates & supporters

We feed back to government groups, we take part in international meetings and roundtables, speak at global conferences and have relationships with other industry groups and associations. Fly Green Alliance are facilitators and advocates. Are you an association, university or NGO? Do you want to exchange knowledge to support our common net zero agendas? Do you influence corporates or government policy? If you want to support advocacy or collaborate to bring together experts, to find business solutions and remove blockers within ESG, sustainability or the energy transition then we can carry this out as part of FGA's global impact work and strategic business development . [Read more](#).



Who knows & supports FGA?



"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

"You are super connected Sarah, thanks for your great job!" **Chair of World Nuclear Association Energy End User Panel (White & Case)**

"The industry urgently needs people like you!"

Dr Christoph Weber, eSAF Expert & Government Advisor

"One of the best connected people in SAF"

UK Export Finance

"[Sarah Wilkin] Top 3 female SAF expert" **Perplexity.ai**

"Your knowledge and practical information in the space of Nuclear and SAF stands out...and collaboration opportunities can be strong due to your deep network in these areas.."

New Scientist

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

Contact: 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?

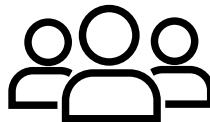
1. **Innovation talks** – regular online discussions with energising intell, new thinking, innovation, leading edge tech and global energy topics with up and coming world leaders
2. **Networking & advisory** – support & mentorship, 1-on-1 advisory, knowledge share, expert advice and business development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

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

Ecosystem building

Marketing

Consultancy



Keeping you "IN THE LOOP"

Need to expand your reach?

Are you now expanding your services and business to include SAF or supporting the industry in some way? Do you need help to navigate the sector, get to know groups or find your needle in a haystack? FGA can point you to the right haystacks and get you closer to groups you want to meet. We can offer:

1. **Visibility** - your logo on our websites, your membership announcement on linkedin (11000 contacts) which is also sent out to our 650 decision makers on email in aviation, SAF, energy, ESG + and/or a hosted webinar to build your SEO
2. **Experts seen by SEO** - our SEO from the last 7 years is very good, it means we are seen on google searches, Sarah Wilkin is ranked "[Top 3 female expert in SAF](#)" and FGA top 7 SAF consultancy - [read more](#). Join our alliance to also be seen online as part of the Fly Green Alliance SAF ecosystem actively implementing the sector
3. **Intros** - business development intros, invites to specific meetings or speaking slots, shared market intel and "keeping you in the loop" on topics
4. **Accelerated trust building** - FGA meet groups, get to know them in detail, get warm intros and are invited to UN round tables, high level meetings or limited access networking events, this supports our global network development which we share with you
5. **Commission based work** - we can work fractionally for you with a combo of a membership fee + a commission upon success fee agreement (terms TBD). Our protocol is verbal agreement/in person intro to email to contract.
6. **Invites to RFPs** - due to our SEO we are approached to be included in RFPs and we can invite you to the right opportunities too, to get you closer to meetings or proposals that will help your visibility and network grow
7. **Niche marketing material /event curation** - FGA's founder has 15 years experience from the advertising industry as Producer/Project Director, if you want niche and technical support with brochures, steer on strategy or to get certain groups in a room, you can be in touch for bespoke pricing.
8. **Grants** - we find out about grants, are invited to apply for them and support consortium building; we can invite you too

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

"Sarah Wilkin is one of the best connected people in SAF" - **UK Export Finance**

Keeping you "IN THE LOOP"



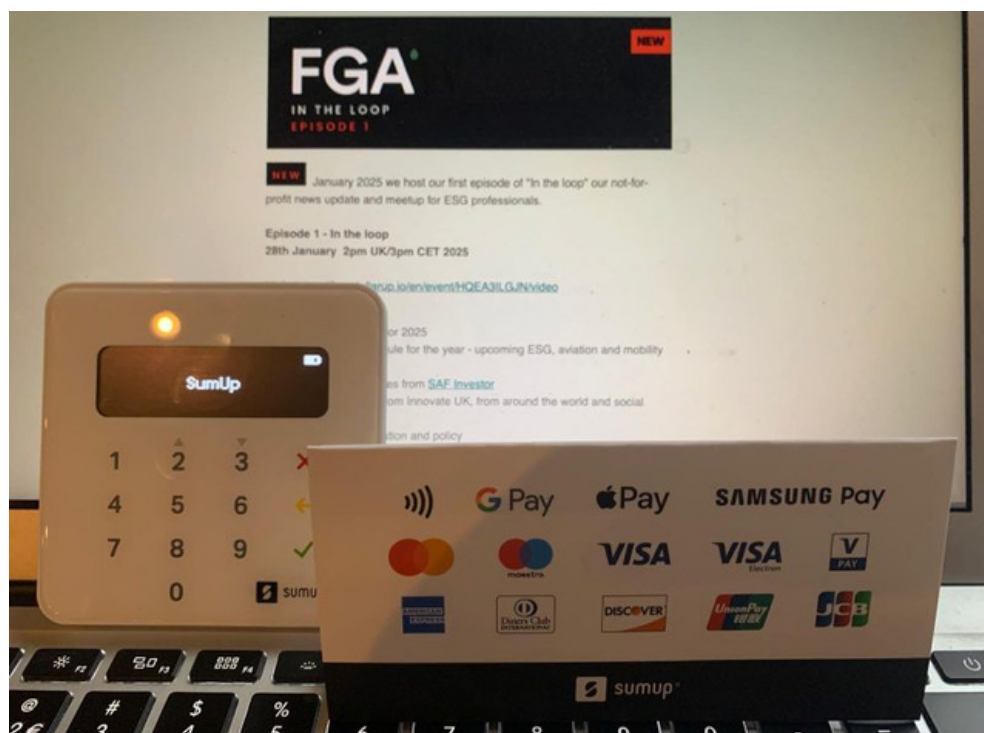
Pricing

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** (individual), **£999** (startup) **or £1499** (+ VAT for UK companies) per person, per company 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 to discuss your value exchange and to create a bespoke program for you.



Invoicing: Fly Green Alliance LTD (14744847) - request full details.

Under the jurisdiction of England and Wales.

Payment link for standard no-VAT included fee via credit card payments [here](#).

Donation to Fly Green Alliance work can also be sent via [this 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 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

CONTACT: [INFO@FLYGREENALLIANCE.ORG](mailto:info@flygreenalliance.org)
WWW.INTHELOOPBYFGA.COM

