



# THE S.T.A.R.S. MISSION

## Standards & Training for Aviation Responsibility and Sustainability

### WHAT?

S.T.A.R.S., otherwise known as Standards & Training for Aviation Responsibility and Sustainability, is an initiative set in motion by young business aviation professionals from across Europe. Their goal? To develop and introduce industry-wide sustainability standards and an accompanying label. The programme, supported by the European Business Aviation Association (EBAA) and the International Business Aviation Council (IBAC), will focus on the social and environmental issues addressed in the UN Sustainable Development Goals.

### WHY?

In 2018, ten young business aviation professionals were selected by EBAA to attend the One Young World (OYW) conference in the Hague. While there, they were inspired by humanitarians, and leaders in government and international business, to help lead positive change. S.T.A.R.S. was conceived during a Design Thinking workshop held by EBAA on the final day of the event, during which the young professionals designed a programme to help the business aviation industry both acknowledge and proactively tackle societal and environmental challenges. The following year, ten more business aviation young professionals joined the S.T.A.R.S. project team after having been equally inspired at OYW2019 in London.

### WHO?

S.T.A.R.S. is designed to support, train and certify companies across the business aviation value chain - from aircraft operators, ground handling providers and FBOs to support services such as brokers, maintenance facilities, law firms, financiers, and more.

### HOW?

S.T.A.R.S. will help facilitate the sharing of best practices, provide educational resources and build private and public partnerships both within and outside the business aviation industry. The programme will comprise a three-tier set of standards:

- Tier 1:** Laying the Ground Work
- Tier 2:** Walking the Talk
- Tier 3:** Super S.T.A.R.S

... to ensure that all business aviation companies, small or large, are able to implement and comply with even the most basic (Tier 1) level of environmental and social guidelines.

### WHEN?

- End 2020:** Tier 1 launches in Europe
- 2021:** Tiers 2 & 3 launch in Europe
- 2022:** First label accreditations
- 2023:** S.T.A.R.S. launches in North America
- 2024:** S.T.A.R.S. launches in the Middle East, Africa, and Latin America, Asia.

*"If not us,  
who?  
If not now,  
when?"*

To learn more about S.T.A.R.S. contact or follow:

EBAA Senior Manager,  
Environment  
Bruce Parry  
bparry@ebaa.org

EBAA Strategic Comms Advisor  
Taunya Renson-Martin  
stratcomm@ebaa.org

European Business Aviation Association  
Square de Meeûs 37-1000 Brussels - Belgium  
T +32 2 318 28 00  
www.ebaa.org www.expandinghorizons.com



European Business Aviation Association  
@EuropeanBusinessAviationAssociation



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