



## **Canadian Business Aviation Association Joins Growing Sustainability Coalition**

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**Brussels, 29 October 2020** – The global Business Aviation Sustainable Aviation Fuel Coalition (SAF Coalition) today welcomed the inclusion of the Canadian Business Aviation Association (CBAA), as part of a growing, unified effort behind a forward-looking business aviation sustainability agenda.

“As the coalition has made clear, SAF is key to the industry’s goal of continued emissions reduction,” said CBAA President and CEO Anthony Norejko. “SAF may sound too good to be true, but it is true: it will dramatically reduce carbon emissions, and help the industry go further, faster in reducing an already low carbon footprint. We are pleased to be part of a group that is ensuring this vision becomes reality with each passing day.”

CBAA joins the coalition amidst a year that has included a first-of-its-kind [Business Aviation Virtual Sustainability Summit](#), the introduction of SAF for business aviation as part of the World Economic Forum, and the unveiling of a resource -Fueling the Future – which provides a roadmap for accelerating the production, availability and use of the sustainable fuels.

The coalition has also partnered with other organizations in promoting aviation sustainability, including the International Civil Aviation Organization, and the Air Transport Action Group.

The coalition is now focused on legislative, market-based and infrastructure-focused initiatives that catalyze SAF availability and use.

### **About the Business Aviation Coalition for Sustainable Aviation Fuel**

The Business Aviation Coalition for Sustainable Aviation Fuel (SAF Coalition) is a coalition of leading international aviation groups including the Commercial Aviation Alternative Fuels Initiative (CAAFI), the Canadian Business Aviation Association (CBAA), the European Business Aviation Association (EBAA), the General Aviation Manufacturers Association (GAMA), the International Business Aviation Council (IBAC), the National Air Transportation Association (NATA) and the National Business Aviation Association (NBAA). The SAF Coalition’s work is supported by a Steering Committee that includes dozens of aviation businesses, representing every point in the SAF development-and-supply chain.

More information about the SAF Coalition is available at [futureofsustainablefuel.com](http://futureofsustainablefuel.com).

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