

S.T.A.R.S. THE LAUNCH

EBACE TUESDAY, 24 MAY 2022

16:30 – 17:30 EXHIBIT HALL THEATER 1



THE S.T.A.R.S MISSION

The creation of a business aviation sustainability label which would integrate into existing IS-BAO and IS-BAH standards and additionally be available standalone for non-operator or handling organisations - will address pressing social & environmental issues by:

- raising awareness
- providing educational resources
- building partnerships and
- introducing initiatives to benefit business aviation companies, customers, communities and society at large.

This bold initiative has been designed as a staged, 3-tiered set of standards.

WELCOME TO S.T.A.R.S. LAUNCH AT EBACE 2022.

The business aviation industry has always been dedicated to ensuring the well-being of the communities we operate in. There are many individual environmental and social initiatives undertaken by our members across Europe. S.T.A.R.S. aims to consolidate, grow and promote those actions. We are excited to enhance our industry's contribution towards achieving the UN Sustainable Development Goals and proud to collaborate with dynamic young professionals who have a vision for making our industry better every day.

EBAA has taken the lead in developing the recommended practices for improving sustainability levels across the business aviation industry.

Our test 'pilot' stage has been very successful and we are good for launch.



Athar Husain Khan, EBAA Secretary-General



INTRODUCTION TO S.T.A.R.S

S.T.A.R.S. (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.

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. It 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, currently under development, will comprise a three-tier set of industry standards in the model of IS-BAO and IS-BAH.

S.T.A.R.S. LAUNCH EVENT

MODERATOR



Bruce Parry
Senior Environment
Manager, EBAA

Bruce Parry is an experienced in sustainability and environmental affairs professional and has worked in the aviation industry for twenty years. He is senior environment manager for the European Business Aviation Association (EBAA) and environment director for the International Business Aviation Council (IBAC). He represents business aviation on a variety levels including as the UN Observer at ICAO's CAEP on behalf of IBAC.

Parry has gained experience through working for both Airbus and Bombardier and has a background in environmental engineering management, environmental factors in aircraft product development, corporate social responsibility and sustainability. He holds a Bachelor of Science in environmental quality and resource management from University of the West of England.

PANELLISTS



Magdalena Korpál
LUXAIR

Magdalena Korpál is Head of Security at Luxair. Before joining the Luxembourgish airline she worked as the Security Coordinator at the Luxaviation Group, where she coordinated security for 14 AOCs including the Middle East, Australia and South Africa. She is also an approved security instructor by the Luxembourgish CAA.

Magdalena studied National Safety and Aviation Management at the Military University of Technology in Warsaw. Showing dedication and passion she started her aviation adventures in 2008 in the Aeroclub of Poznań where she obtained her glider license. In 2018, she was an ambassador at One Young World and currently is working on a sustainability project called S.T.A.R.S. for business aviation with EBAA. Magdalena recently obtained her certificate from the Imperial College Business School in the field of climate change studies and is a firm believer in the importance of sustainable development.



Patrick Mury
CAT AVIATION AG

Patrick Mury started with Cat Aviation in 2013 in Flight Dispatch and Charter Sales. He's part of the founding group and project team of S.T.A.R.S. since the One Young World Forum in The Hague in 2018. In 2019 he took on an additional role within Cat Aviation as Sustainability Officer.

Prior to that, he worked for three years in charter sales and flight coordination in New York.

Mury's love for aviation motivated him to work on bringing the aviation industry into the future by helping it become more socially and environmentally sustainable.

Born and raised in the United States to Swiss parents, he received a bachelor's degree in aviation flight operations and aviation business management, paving the way for him to continue flying as a commercial pilot or provide ground support.



Liz Moscrop
GEARUP MEDIA LTD

Liz "Lady in Red" Moscrop is founder and CEO of aviation video communications agency GearUp.TV, which is committed to bringing diversity and inclusion to the forefront of industry thinking, so that we can create change in a sustainable way.

She has been a member of the EBAA S.T.A.R.S standards creation committee since 2020, and in 2021 founded GearUp.TV SPARK - a series of "uncomfortable" conversations challenging outdated industry norms. A member of the neuro diverse community, she is passionate about taking a "people first" approach and very much an original thinker.

GearUp.TV's clients and sponsors have included: Airbus Helicopters, BBGA, Bombardier, Collins Aerospace, Daher, Dassault Falcon Jet, Embraer, Farnborough Airport, FlexJet, Gulfstream, JSSI, London Oxford Airport, MakeTechFly, PrivateFly, SaxonAir, The Jet Business, UAS International Trip Support and many other well-known names. Liz was formerly a Sapphire-Pegasus award winning private aviation specialist journalist, reporting for publications, such as the Financial Times, The Robb Report, AIN, Arabian Aerospace and Flight Global.



Stewart D'Leon
NBAA

Stewart D'Leon joined the National Business Aviation Association (NBAA) as director of environmental and technical operations in December 2019. In this role, he serves as the association's lead on environmental and sustainability issues, serves as the staff liaison for NBAA's maintenance and technical committees, and participates as an observer on several International Civil Aviation Organization (ICAO) working groups under the Committee on Aviation Environmental Protection (CAEP).

Prior to his time at NBAA, he served in a variety of roles during his 14 years at Gulfstream Aerospace, including the previous five years as a field service representative supporting the U.S. Air Force special mission fleet at Joint Base Andrews, MD. Before joining Gulfstream, he served in the U.S. Air Force as an aircraft communication/navigation systems technician.

D'Leon is a graduate of Embry-Riddle Aeronautical University with a master's degree in aviation safety. He also holds an FAA Airframe and Powerplant certificate, an FAA Private Pilot certificate, and is a certified NCATT Aircraft Electronics Technician. Most recently, he obtained the NBAA Certified Aviation Manager (CAM) credential.



Nuno Perestrelo
LUXAVIATION

Nuno has spent 20+ years in CAMO and Procurement functions in both airline and business aviation companies.

Leading a CAMO department over 10 years, he was able to bring airline's best practices into business aviation while actively supporting development of third parties' services.

Nuno joined Luxaviation's Procurement Office in 2015 as Procurement Manager, MRO, Operations and Indirect, acquiring more in-depth knowledge and expertise within diversified areas, such as, maintenance, crew training, operations, travel, catering and IT. Nuno is also highly experienced in integrating projects across multiple organizations and cross department teams.

Lately, Nuno has accumulated the post of Accountable Manager at Luxaviation Malta, being in charge of the AOC initial setup and creation of African and European operations.

The S.T.A.R.S. program is based on an idea put forward in 2018 by a collection of One Young World Ambassadors.

S.T.A.R.S PROJECT TEAM MEMBERS

The original ten business aviation delegates for the One Young World Summit were selected based on their constructive and encouraging views on the future of the industry. Selections were made by the EBAA, in partnership with the British Business and General Aviation Association (BBGA), the Swiss Business Aviation Association (SBAA), and EBAA France.

ORIGINAL DELEGATES



Mathijs Marttin Jet Support

Charlotte de Beaumont Privatefly

Maureen Gautier The Air Law Firm

Nicolas Kroll Luxaviation Belgium

Magdalena Korpál Luxaviation S.A.

Patrick Mury CAT Aviation

Laura Gambell Air Service Basel

Julie Audouit Time to Fly

Elodie Joussaume FlyOps

Stacey Choi Cranfield University Graduate

RECENT DELEGATES AND PROJECT TEAM MEMBERS

Anna Yaudzemis PrivateFly, UK

Natascha Benner AirGO, Germany

Niobe Derksen Textron Aviation, Germany

Angel Nikolov Web Manuals Sweden AB, Sweden

Laura Casati GlobeAir, Austria

Callum Cooper Hunt & Palmer PLC, UK

James Stirzaker HADID, UAE

Dan Cook Victor, UK

Emilie Stüve DC Aviation, Germany

Pauline Aguetant Griffon Aero, France

Sarah Wilkin Fly Green Alliance, UK

A WORD FROM BUSINESS AVIATION YOUNG PROFESSIONALS ON S.T.A.R.S

“The One Young World conference served as a real eye-opener. My fellow ambassadors and I are convinced that by tackling social and environmental issues that impact our businesses, we can make a positive contribution to society, while helping business aviation thrive.”

Nicolas Kroll, Project Manager, Luxaviation Belgium

“One Young World has taught us that organisations can -and should- be involved in addressing current environmental and societal issues to create a more responsible and sustainable world. The positive feedback we had from CEOs and leaders in our industry is evidence that business aviation is ready to commit to build a better future.”

Charlotte de Beaumont, Marketing Manager, PrivateFly, UK

“Inspired by all the interventions heard during the OYC forum, we came up with the idea of setting up a label applicable to all players in business aviation in order to encourage them to act now to face these challenges.”

Julie Audouit, COO Time to Fly, France

“It is said, if you want to go quickly, go alone. If you want to go far, go together. I believe that meeting the challenges of the 21st century is necessary and possible only thanks to the cooperation of all industries, including business aviation.”

Magdalena Korpál, founder of Lumino MK, Poland



TIER ONE PRACTICES ENVIRONMENTAL

Here is a summary of the S.T.A.R.S. Tier One Environmental Practices, to learn more please go to link

VOLUNTARY CARBON OFFSETTING PROGRAMME

Establish a voluntary offset program in which the company calculates total annual emissions, and if outside of the regulatory requirements of EU ETS/ CORSICA, offsets any emissions created.

EMISSION MONITORING, REPORTING AND VERIFICATION

The organization shall conduct assessments related to Emission Monitoring, Reporting Verification, at appropriate intervals, to identify regulations, standards, approvals and exemptions that are applicable to their operations, and the procedures implemented by the organization to comply with them. In conducting such assessments, the organization shall ensure:

- Any changes to existing or issue of new regulations, standards, approvals and exemptions applicable to its aviation activities are identified and assessed; and
- Records of these assessments are kept by the organization.

WASTE AND WATER USAGE, RISK ASSESSMENT AND MITIGATION

The organization shall develop and maintain a formal process that ensures the assessment, analysis and control of waste and associated risks.

The organization shall develop and maintain a formal process that ensures the assessment, analysis and control of water usage and associated risks.

SUSTAINABILITY POLICY

The organisation shall develop a clear policy that defines the intention and direction of the organisation and its business as relates to sustainability (people, planet and profit) performance and commitment.

SUSTAINABILITY OFFICER

The organization shall appoint a Sustainability Officer to be the responsible individual and main contact point for the evaluation and implementation of the corporate sustainability policy and programme.

SUSTAINABILITY AWARENESS AND TRAINING PROGRAM

Training and Education

The organization shall develop and maintain a sustainability training programme that ensures personnel are trained and competent to integrate sustainable practices into their work assignments and within their working environment.

The scope of the sustainability training shall be appropriate to the achievement of the company's sustainability objectives.

Suitable training records must be kept.

Sustainability Communication

The organization shall develop and maintain formal means for sustainability communication that:

- Ensures personnel are aware of sustainability topics and objectives to a degree commensurate with their positions;
- Conveys sustainability-critical information;
- Explains why particular sustainability actions are taken; and
- Explains why sustainability actions are introduced or changed.

[CLICK HERE TO VIEW THE FULL INFORMATION](#)

TIER ONE PRACTICES SOCIAL

Here is a summary of the S.T.A.R.S. Tier One Social Practices,
to learn more please go to link



DATA PRIVACY & SECURITY

The GHSP shall have a Data Privacy and Security Policy which addresses appropriate technical and organisational measures taken against unauthorised or unlawful processing of personal data and against accidental loss or destruction of, or damage to, personal data.

The Data Protection Policy shall be reviewed on a regular basis, at least every two years.

The organisation shall develop and maintain a Data Privacy and Security training programme that ensures personnel are trained and competent to integrate data protection practices into their work assignments and within their working environment.

FATIGUE MANAGEMENT PROGRAMME (FMP)

The company shall establish and implement a Fatigue Management Programme that is designed to ensure that personnel do not carry out their duties when fatigued.

The programme structure and governance shall be monitored and reviewed regularly and be communicated to all staff to make sure they understand the programme.

Deviations shall be made only with the express approval of all personnel involved.

COMPANY CODE OF CONDUCT

The organization shall establish and maintain a company code of conduct, which clarifies an organisation's mission, values and principles, linking them with standards of professional conduct.

The code of conduct shall be monitored and reviewed regularly and be communicated to all staff to make sure they understand it.

NON-DISCRIMINATION AND INCLUSION POLICY

The organisation shall develop clear standards and policies to ensure non-discrimination and inclusion within its business.

Policies and Standards shall be monitored and reviewed regularly and be communicated to all staff to make sure they understand the policy.

Identify the company's main social impacts.

The organisation shall develop a written document that maps its social impacts - positive and negative - on the basis of its:

- Activities
- Products and services; and
- Ancillary activities

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S.T.A.R.S PILOT COMPANIES

We have been working with a small number of Pilot Companies, to whom we are grateful, to test the implementation of Tier 1 and gather feedback. Today's session is the mid-way meeting in the Pilot Phase, and includes inputs from all the Pilot Companies to assess progress and gather feedback.



AIR CHARTER SERVICE UK

Air Charter Service (ACS) is an award-winning aircraft charter company providing private jet, commercial airliner and cargo aircraft charters around the world, along with personalised onboard courier solutions. In addition to the company's flight-only operations, the Travel & Concierge team creates bespoke private jet packages covering all aspects of a luxury holiday, from private jet flights to exclusive accommodation and unique travel experiences.

www.aircharter.co.uk



CAT AVIATION

S.T.A.R.S. is a great option for all business aviation players which provides a step by step guide to achieve the published standards. The process does require a good amount of time and attention, but every resource to guarantee a successful outcome is provided. Even smaller companies like Cat Aviation with somewhat limited resources can achieve S.T.A.R.S. accreditation.

www.cat-aviation.com



FLYINGGROUP

FLYINGGROUP was founded in 1995. The company takes full control of its customers' corporate jets and also takes care of the maintenance of the aircraft. The pursuit of quality service led to an ever-increasing customer confidence. As a result, FLYINGGROUP has become the reference in private and business aviation in the Benelux and France.

www.flyinggroup.aero



LUXAVIATION

Being part of S.T.A.R.S. since it's very beginning has been a very rewarding journey for Luxaviation. We think it is a great initiative and great team. We believe that each step counts and S.T.A.R.S. is definitively one amongst the many actions we need to take now to assure our planet's sustainable future.

www.luxaviation.com



TIME TO FLY

Time to Fly is an aviation consulting company engaged for a safer and long lasting aviation. We guide the actors of the aviation world in their operational management with an optimization and follow up of their organisations.

www.timetofly.fr/en

“S.T.A.R.S. will provide a vital framework for members of the Business aviation community to contribute to the broad range of sustainability needs as outlined in the UN Sustainable Development Goals,” Kurt Edwards, IBAC Director General adds. “Experiences in the Pilot will allow us to refine the sustainability best practices, and we can begin to roll out the S.T.A.R.S. programme across Europe in 2022 and globally by 2024.”



“We are excited to launch this Pilot and thank these six innovative businesses for their participation and support,” Bruce Parry, EBAA Senior Manager Environment, and S.T.A.R.S. Programme Sponsor, explains. “By integrating key sustainable practices into existing industry standards for operations (IS-BAO) and ground handling (IS-BAH), we can all contribute to a better future for Business aviation and the communities we serve.”



“Our generation is highly educated, more connected than ever and well informed on social and environmental matters. It is our duty to use these skills not only to make a positive change within our industry to continue attracting younger and more diverse individuals, but also to secure our collective future while protecting our planet.”

Maureen Gautier, Associate, The Air Law Firm, UK

“Our industry has a role to play in solving social and environmental challenges. This is what we hope to introduce with the S.T.A.R.S programme by raising awareness, offering support and giving guidance to EBAA members.”

Laura Gambell, Marketing Communications Manager, Air Service Basel, Switzerland

TIMELINE BEYOND EBACE ROLL-OUT FOR S.T.A.R.S

How S.T.A.R.S. dovetails with other initiatives (EC, UN, ATAG etc.)



2021

S.T.A.R.S
pilot

May
2022

S.T.A.R.S
launch

2022

S.T.A.R.S
label accreditations

2023

S.T.A.R.S
launches in North America

2024

S.T.A.R.S
launches in the Middle East,
Africa, Latin America and
Asia.

“ By creating a label and encouraging all industry businesses to participate, our hope is that we create a world in which future generations don’t face the same challenges we do and where business aviation prospers. ”
Patrick Mury, Dispatch/Sales, CAT Aviation AG, Switzerland

“ With S.T.A.R.S. we want to connect our passion - business aviation, with sustainability, both the environment and the social aspects. ”
Mathijs Marttin, Maintenance Controller and Deputy Duty Manager, JetSupport BV

HOW CAN MY COMPANY BECOME INVOLVED WITH S.T.A.R.S?

Become part of and join the S.T.A.R.S network.
To receive more information about S.T.A.R.S visit

www.EBAA.org/STARS



HOW AM I SUPPORTED ON THE JOURNEY TO MY ORGANISATION'S S.T.A.R. STATUS?

S.T.A.R.S. will help facilitate the sharing of best practices, provide educational resources, and initiate private and public partnerships both within and outside business aviation, all toward achieving a common goal - a wholly better world for tomorrow, and all the tomorrows that will follow. S.T.A.R.S. is designed to support, train and certify companies - small and large - across the industry.

WHY SHOULD MY ORGANISATION CONSIDER S.T.A.R.S.?



Margin Improvement



Revenue Growth



Employee Retention



Increased Market Share



Positive Brand Image



CONTACTS & LINKS

EBAA S.T.A.R.S.

If you would like to get involved or find out more, here are some links to S.T.A.R.S., our partners and other organisations active in aviation responsibility and sustainability.

Please contact Róman Kok at rkok@ebaa.org
www.EBAA.org/STARS

EBAA Expanding Horizons

www.expandinghorizons.com/news/stars-mission

IBAC

www.ibac.org

UN (ICAO)

www.icao.int/environmental-protection/Pages/default.aspx

One Young World

www.oneyoungworld.com/action-groups

ATAG (Air Transport Action Group)

www.atag.org

Aviation Benefit Beyond Borders

www.aviationbenefits.org

The S.T.A.R.S. programme aims to support the Business aviation industry by helping to increase awareness of social & environmental issues that can be addressed by the industry, build partnerships, and introduce guidance and best practices that will benefit 'at once' our companies, customers, communities and society at large.

