



PRESS RELEASE



EBAA Young Ambassadors Launch Tier 1 of Sustainability Label S.T.A.R.S at EBACE2022

Geneva, 24 May 2022. **The European Business Aviation Association (EBAA) and The International Business Aviation Council (IBAC) are today highlighting the official launch of the ambitious programme called S.T.A.R.S. – Standards & Training for Aviation Responsibility and Sustainability - at the 2022 European Business Aviation Convention & Exhibition (EBACE2022), taking place 23-25 May in Geneva, Switzerland.**

S.T.A.R.S. has been initiated by young business aviation professionals from half a dozen companies in Europe who want to take a holistic approach to sustainability, going beyond emissions reductions and extending the concept to include social topics such as workplace diversity, gender equality and inclusion.

"It's very ambitious what these young people have done," said EBAA secretary-General Athar Husain Khan noting that sustainability in the broad sense is the biggest challenge facing Business aviation today.

The pilot S.T.A.R.S. program in Europe is now underway, and early participants have devised a three-tier program of goal-setting, progress monitoring and full implementation. They are working toward the development and introduction of industry-wide sustainability standards and an accompanying label.

Key to the programme's accomplishment will be the linkage of the S.T.A.R.S. to the International Standard for Business Aircraft Operations (IS-BAO), and the International Standard for Business Aircraft Handling (IS-BAH), two global codes of best practices produced by the International Business Aviation Council (IBAC).

IBAC Director General Kurt Edwards said, "We look forward to having the STARS sustainable and social practices connected to the premier industry standards for operations and ground handling as these actions align with the ICAO Sustainable Development Goals (SDGs). This programme will certainly contribute to a better future for business aviation and the communities we serve."

At EBACE2022, the program's participants will outline its schedule, which includes completion of the current pilot program by July, a progress audit in September and final feedback in October. Approximately 10 organizations may achieve full Tier 3 S.T.A.R.S. status by 2025.

For more information, go to ebaa.org/STARS

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About EBAA: The European Business Aviation Association (EBAA) is the leading organisation for operators of business aircraft in Europe. Our mission is to enable responsible, sustainable growth for Business aviation, enhance connectivity and create opportunities. EBAA works to improve safety standards and share knowledge, to further positive regulation and to ease all aspects of closely tailored, flexible, point to point air transportation for individuals,



governments, businesses and local communities in the most time-efficient way possible. Founded in 1977 and based in Brussels, EBAA represents +700 members companies, corporate operators, commercial operators, manufacturers, airports, fixed-based operators, and more, with a total fleet of +1,000 aircraft.

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About International Business Aviation Council (IBAC)

IBAC represents the interests of business aviation worldwide. IBAC is a non-profit, international trade association with official observer status at the International Civil Aviation Organization, the UN Specialized Agency for aviation matters, in Montreal, Canada. IBAC promotes and manages the industry-leading standards for best safety practices through its International Standard for Business Aircraft Operations (IS-BAO™); International Standard for Business Aviation Handling (IS-BAH™); Safety Management Tool Kit; SMS eLearning training; and Aircrew Identification Card. Recently introduced in partnership with CTX, the IBAC Carbon Credit Exchange provides the business aviation community a reliable resource for real-time offsetting to reduce its carbon footprint. More details at www.ibac.org

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