

Strategic Carbon Reduction Plan



February 2025

Introduction

As the world seeks to address the demands for carbon reduction, aviation businesses are facing increasing pressure to align with global sustainability goals. The 77th annual General Meeting of the International Air Transport Association (IATA), which took place in October 2021, signed up to a target of net zero carbon emissions by 2050. The aviation industry is navigating a pivotal moment in its history - this imperative stems from the recognition of aviation's significant contribution to greenhouse gas emissions and its impact on climate change. In business aviation, if we are to continue, we acknowledge that we must adapt. Aviation companies will have to invest in innovative technologies, sustainable aviation fuels, and operational efficiencies to mitigate their environmental footprint while maintaining operational output and business continuity. The journey towards net zero by 2050 requires a concerted effort from all stakeholders; including governments, regulators, industry players, and consumers, to establish a sustainable aviation ecosystem that balances economic growth with environmental stewardship.

The Challenge for Business Aviation

Business aviation faces significant challenges to achieve net zero carbon emissions. Unlike commercial airlines, which benefit from economies of scale and centralised operations, business aviation encompasses a diverse array of operators, ranging from small charter companies to multinational corporations with private fleets. This diversity presents logistical and technological hurdles in implementing uniform sustainability measures across the sector. Additionally, the reliance on traditional jet fuel, limited availability of sustainable aviation fuels (SAFs), and the high cost of alternative propulsion systems pose significant barriers to reducing carbon emissions. Moreover, the fragmented regulatory landscape and varying levels of environmental commitment among stakeholders further complicate efforts to harmonise sustainability initiatives. Overcoming these challenges requires collaborative action, technological innovation, regulatory alignment, and strategic investments to drive the transition towards net zero emissions whilst ensuring the continued viability and growth of business aviation.

Threats and Opportunities

As Pula Aviation Services Limited (PASL) takes action to become the sustainable aviation market leader for the business community, we face threats and opportunities in equal measure. In a highly competitive market, the threat lies in the risk of being outpriced by competitors who may not prioritise sustainability, potentially losing market share or facing challenges in cost competitiveness during the transition to greener technologies. However, there are also significant opportunities. By proactively embracing sustainability, the business can differentiate itself in the market. It is highly likely that business jet owners and travellers will become increasingly focussed on establishing their green credentials, not least because survival of business aviation will depend on it. PASL will therefore, attract environmentally conscious clients who prioritise carbon neutrality and ethical business practices. This strategic shift can enhance brand reputation, fostering customer loyalty and trust. Furthermore, by investing in sustainable technologies and practices, PASL can position itself at the forefront of innovation, unlocking new revenue streams and partnerships in the rapidly evolving green aviation ecosystem. Overall, by navigating these threats and seizing opportunities, PASL can establish a position as a leader in sustainable aviation, driving positive environmental impact while maintaining competitive advantage in the business community.

Our Vision

PASL is committed to becoming a premier market leader in sustainable business aviation and achieving net zero by 2050. Through investment, innovative technologies, strategic partnerships, and operational

efficiency, we aim to minimise our carbon footprint while delivering uncompromising service and quality to our customers and continuing to grow our business.

Our Strategic Actions

- **Embed environmental management:** through ISO14001 approval, we will embed environmental management across our business, implementing sustainability initiatives, including the goal of achieving net zero carbon emissions.
- **Promote sustainability:** establish a programme to promote to raise customer and client awareness of the environmental impact of business air travel and encouraging eco-friendly practices. This includes educating users about sustainable aviation technologies, offering carbon offsetting options, and incentivising the use of sustainable aviation fuels.
- **Carbon offsetting:** explore and purchase carbon credits on the open market where appropriate
- **Invest in land:** explore investment in land for tree planting in UK or Europe.
- **Carbon capture:** explore possibilities for investment in carbon capture.
- **Low emission aircraft:** actively transition to more fuel-efficient business aircraft taking advantage of newly available technologies.
- **Increase SAF use:** aggressively market the sale of SAF at our FBOs and for fleet aircraft.
- **Carbon footprint assessment:** conduct annual independent assessments of the company's carbon footprint, facilitated by an Environmental Management Department, to identify areas for improvement and prioritise action where appropriate.
- **Staff-technology integration and EVs:** invest in cutting-edge technologies to reduce emissions, including the adoption of electric and hybrid vehicles for the company's cars fleet and ramp vehicles, with a focus on transitioning to electric vehicles for staff transportation as well as operations.
- **Salary sacrifice programs:** explore salary sacrifice programs to incentivise staff to switch to electric vehicles, offering financial benefits and support for the transition to cleaner transportation options where appropriate.
- **Remote work opportunities:** promote remote work opportunities and flexible schedules to reduce the need for staff travel, thereby lowering carbon emissions associated with commuting and business travel.
- **Public transport subsidies:** explore subsidies the use of public transportation for employees, providing incentives and support for utilising greener alternatives to commuting by personal vehicles where appropriate.
- **Operational Efficiency:** enhance operational efficiency across all departments to minimise energy consumption and emissions.
- **Future technology:** as future technology advances sustainable aviation, invest and adopt to remain at the forefront.
- **Renewable energy:** explore investment to integrate renewable energy sources, such as solar panels, heat pumps into company facilities to further reduce carbon emissions.

- **Employee engagement and training:** engage employees in sustainability initiatives through awareness campaigns, training programs and incentives to encourage participation and support for carbon reduction efforts.
- **Stakeholder collaboration:** collaborate with industry partners, regulatory agencies, and other stakeholders to advocate for policies and initiatives that promote sustainable transportation and support the transition to net zero carbon aviation.
- **Continuous improvement and monitoring:** establish a system for monitoring progress towards carbon reduction goals, with regular reviews and updates to the strategic plan to ensure alignment with evolving sustainability priorities and opportunities.

Our Road Map to 2050

ACTIONS	Environmental Management Department	Promote Sustainability	Carbon offsetting	Invest in land for tree planting	Carbon capture	Low Emitting Aircraft	Increase SAF use	Carbon Footprint Assessment	Future Technology	Staff - Technology Integration and EVs	Salary Sacrifice Programs	Remote Work Opportunities	Public Transport Subsidies	Operational Efficiency	Renewable Energy	Employee Engagement and Training	Stakeholder Collaboration	Continuous Monitoring	CARBON REDUCTION
BASELINE CARBON FOOTPRINT 2025																			
YEARS 1 - 5																			20%
YEARS 5-10																			40%
YEARS 10-15																			50%
YEARS 15-20																			60%
YEARS 20-25																			70%
NET ZERO TARGET 2050																			100%

Conclusion

Achieving Net Zero by 2050 is not simply an option; it is essential in the current UK business landscape. As such PASL acknowledged that we must adapt and refocus operations across all areas of the business to meet this target. At the same time, the business must evolve to grow revenue streams and take advantage of the opportunities whilst mitigating against threats to business growth and prosperity. This will be achieved by adopting and investing in this strategic plan to progressively reduce carbon footprint, promote the green credentials of the business, increase our attractiveness to the growing environmentally conscious aviation industry and ensure that business aviation thrives.

Statement by Pula Aviation Service Board of Directors

We, the Board of Directors for Pula Aviation Services Ltd, unanimously endorse this strategic plan.



A. Paterson (for and on behalf of the board)
Chief Operating Officer
February 13th, 2025