

Breaking down the buzzwords:

DEBUNKING 11 COMMON SUSTAINABILITY MYTHS

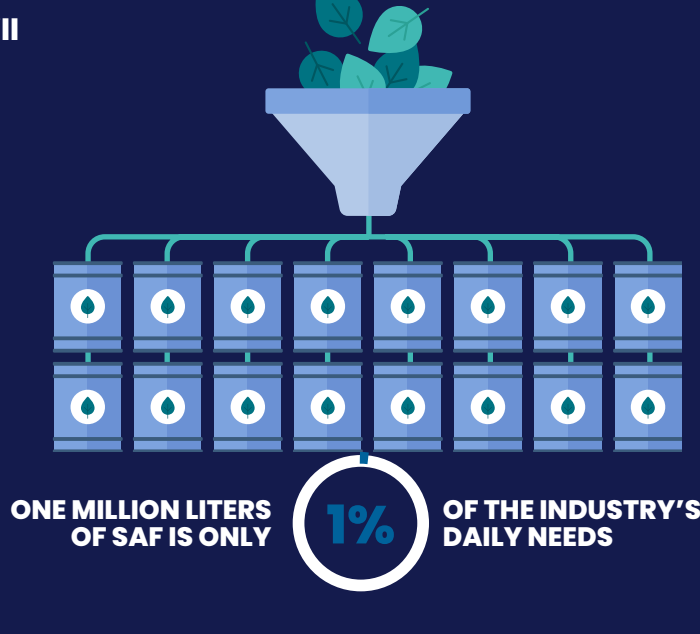
There's a lot of confusion around sustainability, especially when it comes to sustainability practices for businesses. We've laid out the 11 most common sustainability myths to help you uncover the truth around today's trends to ensure your actions make a real impact.

MYTH #1 Sustainable aviation fuel (SAF) will decarbonize the airline industry.

BUSTED

At the current rate of production, SAF will only meet 4% of the total airline industry's needs by 2030 and we need to take action now.

Remember to consider orders of magnitude when it comes to SAF. The airline industry is burning one billion liters of oil every day.



MYTH #2 Sustainable aviation fuel (SAF) releases less CO₂ than fossil fuel when burned in the atmosphere.

BUSTED

SAF releases the same amount of CO₂ as fossil fuel, but when you account for the total SAF lifecycle, it can be up to 80% more carbon efficient than fossil fuel.

SAF's carbon efficiency is completely dependent on the material and energy used to make the fuel. For example, SAF made synthetically in the U.S. with the current energy grid could be up to 2x or 3x worse for the environment than fossil fuel based on the energy mix used in production.

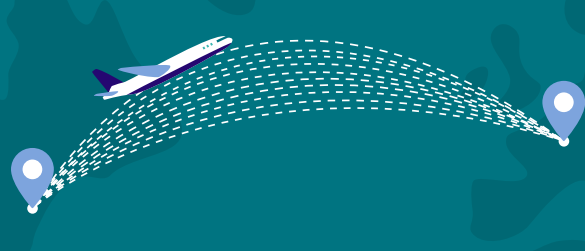
UP TO 3X
worse for the environment



MYTH #3 Direct air capture technology will absorb all global emissions.

BUSTED

Direct air capture technology only plays a minimal role in reducing global emissions. For example, one plant in Switzerland currently only absorbs 4,000 tons of CO₂ per year.



4,000 TONS OF CO₂ = **10** ONE-WAY TRIPS BETWEEN NYC & PARIS

MYTH #4 Offsetting will cancel out my travel-related emissions.

BUSTED

Decreasing emissions is the most important thing we can do. The Earth's natural carbon sinks, like forests and oceans, cannot absorb all of the emissions being released into the atmosphere at the current rate of pollution.

ONLY 15%
of offsetting projects result in actual emissions decrease

DID YOU KNOW? It would take trees from a reforestation project between 35–45 years to absorb the carbon from a single flight from New York to Los Angeles.

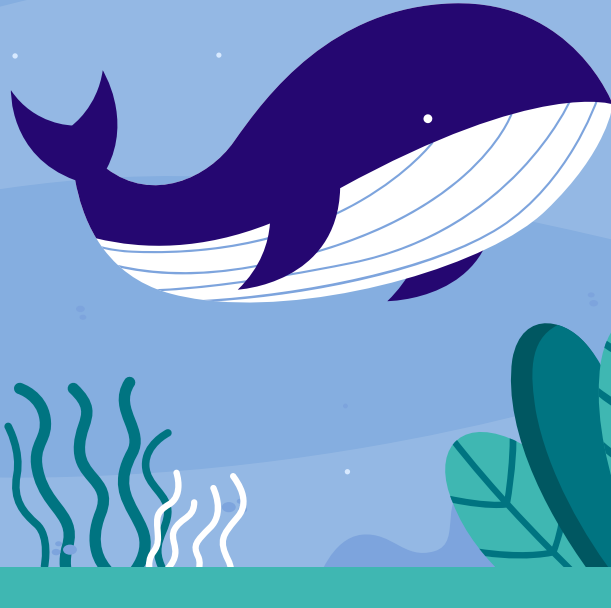


MYTH #5 Trees are the best nature-based resource to absorb our emissions.

BUSTED

Investing in a variety of innovative nature-based solutions such as ocean preservation can improve your carbon offsetting strategy. Each great whale absorbs a significant amount of CO₂, taking that carbon out of the atmosphere for centuries. Plus, they help phytoplankton thrive.

Phytoplankton alone absorb **2x more CO₂** than what the food industry emits in a year.



MYTH #6 Companies can be carbon neutral.

BUSTED

Carbon neutrality is a long-term goal that cannot be achieved by individual companies but instead, must be addressed globally to drastically reduce our emissions first.

The Science-Based Target Initiative (SBTi) asserts that no carbon neutrality claims should be made until long-term targets are met.



MYTH #7 Soon, I'll be able to fly a hydrogen plane from New York to Los Angeles.

BUSTED

Green aircraft technology, like hydrogen-powered or electric airplanes, won't be ready for large-scale use anytime in the near future and we need to take action now. The energy required to produce the hydrogen or power the batteries must be from green sources, since a huge amount of energy is required to convert planes to electric or hydrogen.



DID YOU KNOW? Today, 95% of hydrogen is produced using fossil fuels. Studies show that dedicating large quantities of clean energy to the aviation industry is unlikely to happen.

95%

MYTH #8 All travelers should fly in economy class.

BUSTED

While on average, flying economy is 3x more CO₂ efficient than business class, the priority should not only be on choosing from economy vs. business class.

Instead you should focus on traveling less. When traveling is necessary it is important to consider the length of a trip, traveler wellness, satisfaction, and comfort—particularly on long-haul flights.



MYTH #9 Air travel is always faster and more efficient.

BUSTED

In many cases, traveling by rail will actually reduce overall travel time and can sometimes be more cost efficient. Plus, it's more comfortable and allows for the traveler to rest or be productive.

Taking the train is **20X** more carbon efficient than air travel on average



MYTH #10 It doesn't matter what kind of hotel I choose when booking a business trip.

BUSTED

The type of property you book affects the environmental impact of your trip. For example, water usage at a standard hotel is 500L per day on average, which is 4X more than what an average European uses per day.

For resorts, on the other hand can use up to 1,000L per room per day, or 8X more than what a European uses per day.

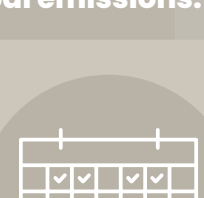
DID YOU KNOW? Carbon emissions per room are also significantly higher in properties with more amenities — like pools, saunas and restaurants.



MYTH #11 Reducing meat consumption doesn't have a drastic effect on global emissions.

BUSTED

If everyone on Earth were to eat a vegetarian diet for just four days each week, the CO₂ savings would be close to 1 billion tons. That's the equivalent of what the airline industry emits in an entire year.



DID YOU KNOW? Emissions from plant-based foods are 10–50 times less than livestock.

