

TRAVEL AND HOSPITALITY

NetJets shares global sustainability progress

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NetJets is looking to reduce its environmental footprint. Image credit: NetJets

By LUXURY DAILY NEWS SERVICE

Private aviation firm NetJets released its first biannual update following the launch of its expanded Global Sustainability Program in October 2020.

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Since the program announcement, NetJets has taken its commitment to sustainability a step further, acquiring a stake in WasteFuel, a waste-to-fuel business that transforms landfill waste into sustainable aviation fuel (SAF). NetJets will also purchase 100 million gallons of SAF over the next decade.

"Our worldwide sustainability efforts continue to be a source of pride and passion for us at NetJets and a key business priority in 2021 and beyond," said Brad Ferrell, executive vice president of administrative services at NetJet, in a statement. "Our financial and operational commitments not only push competitors to take a stance on the issue, but also help guarantee the continued availability of sustainable fuel for the larger aviation industry. This is just the beginning of our journey, and we are invigorated to further our progress as the leader in sustainable private aviation."

Global sustainability

In addition to sustainable fuel, NetJets' initiative focuses on consumer and corporate carbon offsetting, including offsetting NetJets' administrative and training flights, as well as its two corporate offices in Columbus, Ohio, which are now carbon neutral.



NetJets has purchased carbon neutral supersonic business jets. Image credit: NetJets

Over the last six months, NetJets has increased enrollment in its Blue Skies program by 61 percent. The Blue Skies Program encourages aircraft owners to take responsibility for the environmental impact of their flights by purchasing the equivalent amount of carbon credits to ensure their flight activity is carbon neutral.

NetJets has also reached 750,000 nautical miles flown with SAF, offset 38,543 metric tons of carbon dioxide and sold 7,650 carbon neutral flight hours.

NetJets Europe, which has been carbon neutral since 2012, offset 4,724 metric tons of carbon from October 2020 through February 2021 and over 1 million metric tons total. NetJets Europe will begin purchasing SAF in 2021.

In March, NetJets enhanced its decades-long support of Corporate Angel Network (CAN), a charitable organization that arranges free travel on corporate aircraft for cancer patients, so they may access the best care. Now, owners can purchase a 25-hour NetJets Corporate Angel Card and the aviation firm will contribute one flight hour to patients receiving treatment ([see story](#)).

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