

SUSTAINABILITY

# British Airways trialing ‘first-of-its-kind’ carbon removal program

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*The airline will finance a few carbon removal businesses, helping scale these later-stage players in partnership with British bank Standard Chartered. Image credit: British Airways*

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By LUXURY DAILY NEWS SERVICE

British Airways is embarking on a new environmentally friendly venture.

The company is teaming up with British bank Standard Chartered to launch what the pair is calling a “first-of-a-kind financing pilot to help scale up the carbon removals market.” Tapping the expertise of multiple nonprofit partners, the airline will work to finance carbon removal businesses, providing these suppliers with working capital while scaling an industry battling emissions, as the globe attempts to reach crucial climate targets.

United Kingdom-based carbon removal companies CUR8 and UNDO Taking the form of a first-of-its-kind pilot program, the group will work to provide suppliers with capital to mitigate the effects of climate change.

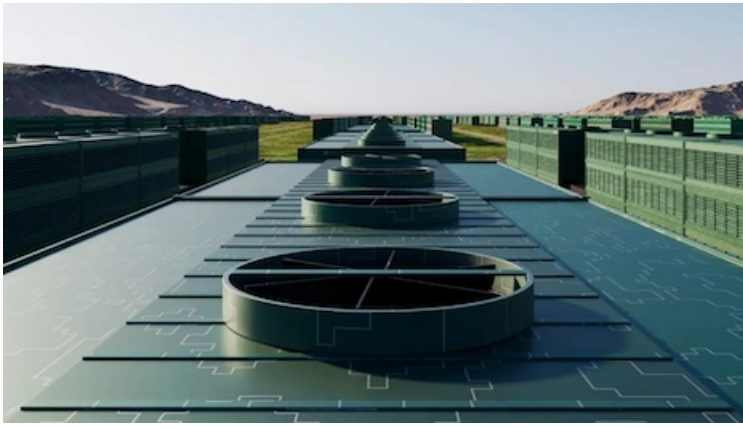
“At British Airways, carbon removals form a fundamental part of our strategy to reach net zero emissions and so we are delighted to be a part of this groundbreaking pilot,” said Carrie Harris, director of sustainability at [British Airways](#), in a statement.

“Whilst this initial purchase is relatively small, the partnership hopes to pave the way to unlock future investment in carbon removals and help accelerate the future scale-up of carbon removals technology,” Ms. Harris said. “This collaboration will reinforce our commitment to achieving net zero by 2050 and is a long-term and necessary solution to act on our carbon emissions.”

## **Climate conscious**

The partner’s pilot program has been created in an effort to support climate targets to meet net-zero emissions goals within the next 25 years.

Funding for projects focused on carbon removal, which refers to the process of removing carbon emissions from the air, will be dispersed in the form of debt financing “secured on future client demand via advanced purchase agreements.” A statement regarding the announcement notes that sector-wide, grants and venture capital are hard to come by for non-early-stage players with carbon removal-centric operations.



*Carbon removal is conducted in several ways, including via the futuristic technology of direct air capture. Image credit: CUR8*

The venture will help to fill a large fiscal gap currently blocking the path to net zero, one estimated to sit between \$6 trillion and \$16 trillion, according to a recent report by consulting firm McKinsey & Company. According to the Intergovernmental Panel on Climate Change, rapid progress must be made in the carbon removal arena specifically to limit global warming of 1.5 degrees by 2050.

“It is clear that rapid technological and scientific innovations require appropriate, novel and abundant financing,” said Marta Krupinska, CEO and cofounder of CUR8, in a statement.

“We are delighted to be launching this pilot with UNDO, British Airways and Standard Chartered to show that debt financing in addition to venture capital is needed to unlock scalability for carbon removals,” Ms. Krupinska said. “We aim to build a bridge to bankability for the most promising carbon removal suppliers who face a \$5-50M scale-up financing gap.”

The partnership was unveiled recently during COP28 in Dubai. Lasting through December, luxury leaders showed off their eco-friendly strategies en masse at this year’s climate conference ([see story](#)).

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