



**Getting to a Yes on SAF:**  
How to Get Approval On Your First SAF  
Initiative

# Our unique opportunity to *drive impact at scale*:

## PLANET



### Accelerating sustainable practices

Adopting sustainable travel options presents an opportunity to innovate and ensure a resilient future

## PEOPLE



### Building the workforce of the future

Attracting, developing, and retaining talent today is vital for fostering innovation and success tomorrow



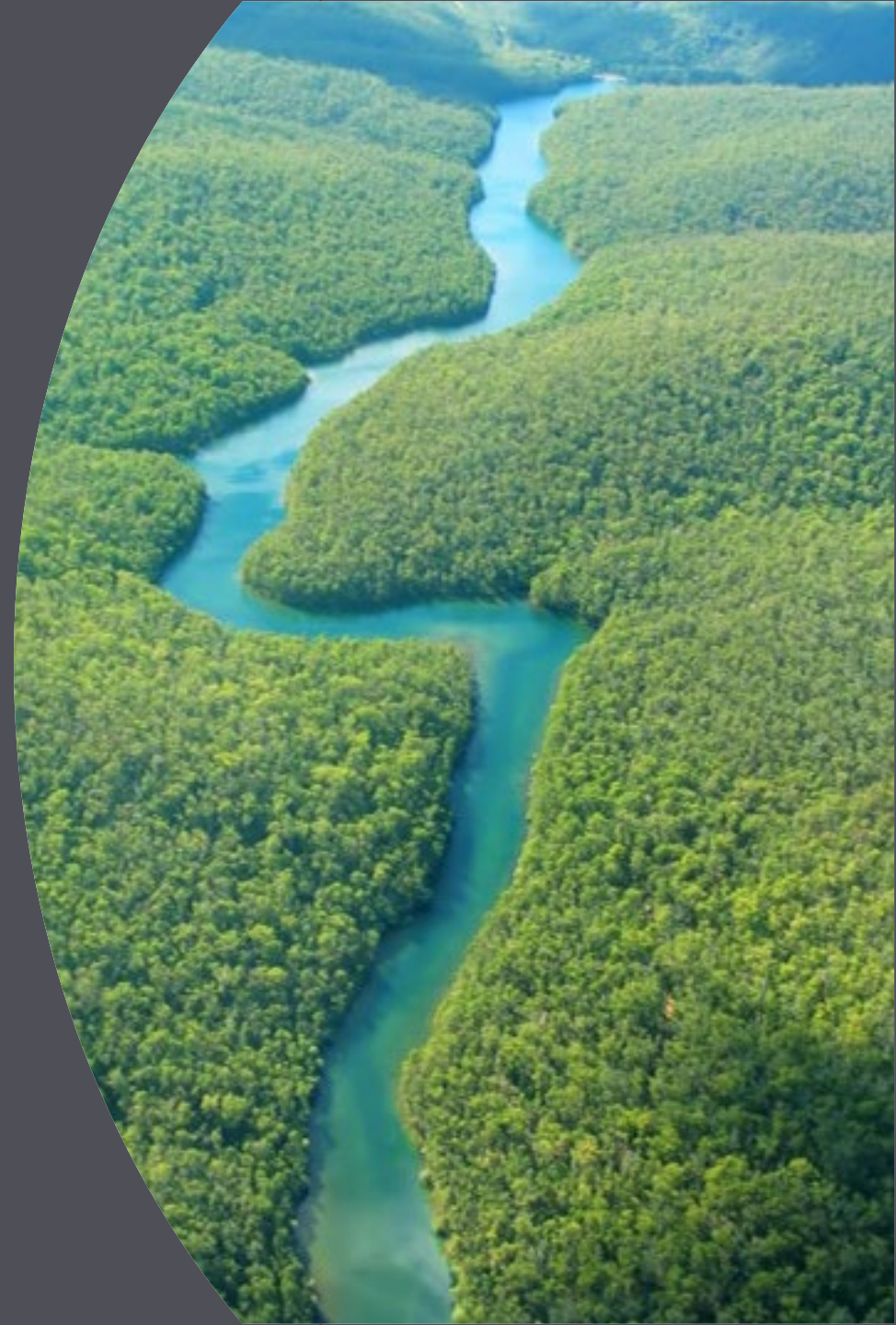
### Empowering individuals in their careers

Ensuring all groups are welcome and represented is essential for the industry to stay relevant and grow



### Making business travel accessible for all

Building a future of inclusive travel, encompassing booking platforms, supplier information, and infrastructure



# 2026 Sustainability Initiative Partners

## Air



## Accommodation



## Ground



## Distribution & Management



## Sustainability solutions



# GBTA SAF Advisors: Expertise across the SAF ecosystem



**Thomas Delor**  
Director, SAF Development  
**Airbus**



**Ryan Spies**  
Managing Director, Sustainability  
**Alaska Airlines**



**Emmanuelle Casado**  
Sustainability Solutions Senior Lead  
**Amadeus**



**Nora Lovell Marchant**  
Vice President, Global Sustainability  
**American Express Global Business Travel**



**Carl Otto**  
Director, Climate  
**American Express Global Card Services**



**Olivia Ruggles-Brise**  
VP Sustainability  
**BCD Travel**



**Rachel Barton**  
Sustainability Manager  
**British Airways**



**Katharina Navarro**  
Global Director Travel & Mobility  
**Capgemini**



**Oliver Haas**  
Head of Sustainability  
**Cathay Pacific**



**Amelia DeLuca**  
Chief Sustainability Officer  
**Delta Air Lines**



**Stuart West**  
Sustainability Director  
**Deloitte**



**Henry Hill**  
Corporate Advisor  
**GBTA Foundation**



**Andy Shafer**  
Chief Marketing, Customer, and Brand Office  
**Gevo, Inc.**



**Sunny Lopez**  
Sr Director Aviation & SAF Sales  
**Phillips 66**



**Maarten Dansen**  
Senior Manager, Corporate Sustainability  
**PwC Netherlands**



**Anne Shanks**  
Global Agreements Manager, Corporate Travel  
**Shell**



**Rohini Sengupta**  
Director of Decarbonization  
**United Airlines**

# Sustainable Aviation Fuel: From Fragmentation to Action



## The Problem

### Maintaining Momentum

- Corporate interest is real, but onboarding of new corporate buyers is slow
- Barriers: tying SAF to organizational priorities, opaque and complex regulatory landscape, cost premium

## The Opportunity

### Turning Complexity into Confidence

- Drives real, credible emissions reductions & available today
- Corporates are actively seeking clarity, credibility, and practical guidance

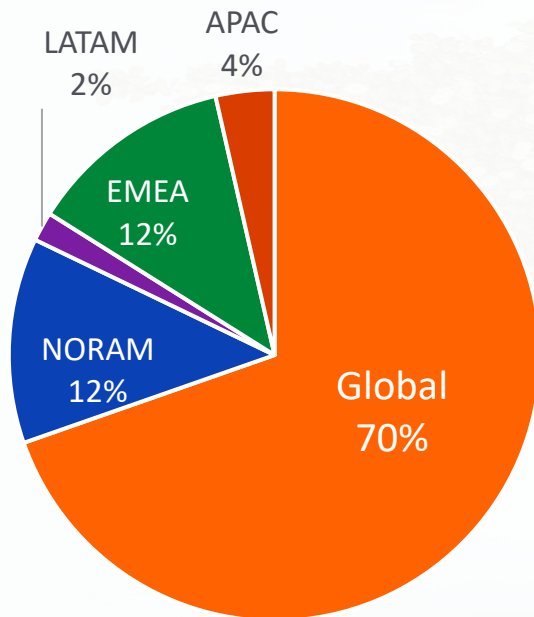
## Our Solution

### SAF Corporate Connect

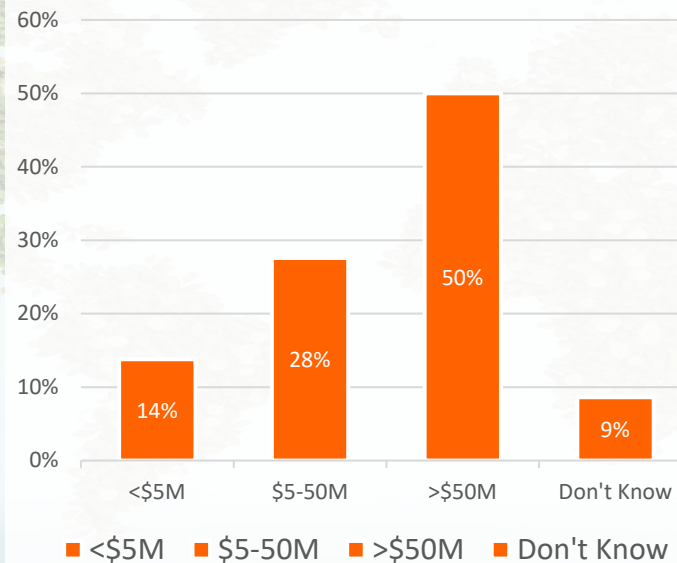
- Designed to help companies **understand and adopt Sustainable Aviation Fuel (SAF)** in their business travel programs.
- Providing **trusted insights, peer-driven case studies, and practical tools** to help reduce emissions from corporate travel programs.

# 20% of travel programs purchased SAF in 2025

## Travel program scope



## Travel program size



## Sector represented



# SAF in practice: GBTA case study

46

Roundtrip staff  
flights to GBTA  
Convention Chicago

29.29

tCO<sub>2</sub>e  
emissions abated  
through SAF

80.7%

Reduction in lifecycle  
GHG emissions

## SAF VALUE CHAIN

**Diamond Green Diesel**

SAF producer

**Shell / Equilon Enterprises**

SAF supplier, trader, DEAI issuer,  
mass-balance custodian

**Avelia**

Book-and-claim registry  
and tracking platform

**GBTA**

Received Scope 3  
environmental attributes

**Delta Air Lines**

Received Scope 1  
environmental attributes

## Declaration of Environmental Attribute Information

This document provides a summary of the Declaration of Environmental Attribute Information ("DEAI") associated with the life cycle Greenhouse Gas (GHG) emissions<sup>(1)</sup> intensity conferred by Sustainable Aviation Fuel (SAF), being put into the aviation fuel system for use in aviation refueling.

Issued To  
**Global Business Travel  
Association**  
Aircraft Service User

DEAI Issued On  
**30 Sep '26**

Issued By  
**Equilon Enterprises LLC**

Batch Status  
**Active**

### Key DEAI Details

The DEAI ID is unique to this document and linked to the details of the SAF delivered to achieve GHG emissions reduction.

DEAI ID  
dfc84a80-f922-419b-8558-e796dde750f4

Blockchain ID  
[0x2e6e3b231615a9804ac8109b35638fb5ea554270d27f582cc47606f32a4110e6](#)

### Fuel Attributes Total

These are the characteristics of the fuel that determine its sustainability credentials.

SAF Certification Scheme<sup>1</sup>  
**ISCC CORSIA**  
\* Certification up to and including SAF production

Fuel Conversion Pathway  
**Hydrogenated Esters and Fatty Acids**

Life cycle GHG emissions intensity from PoS/Sustainability Declaration  
**17.2 gCO<sub>2</sub>e/MJ (Default<sup>2</sup>)**

Unique ID of PoS/Sustainability Declaration  
**PoS-3060383-30-DG-11-SPK-10149**

Feedstock  
**Technical corn oil (United States)**

Life cycle GHG well to tank emissions intensity from PoS/ Sustainability Declaration  
**17.2 gCO<sub>2</sub>e/MJ**

Life cycle GHG tank to wake emissions intensity from PoS/ Sustainability Declaration  
**0 gCO<sub>2</sub>e/MJ**

### Environmental Impact Details Total

Total life cycle GHG emission of neat SAF<sup>3</sup>  
**7.016 tCO<sub>2</sub>e**

Reduction in life cycle GHG emissions<sup>4,5</sup>  
**29.289 tCO<sub>2</sub>e**  
<sup>4</sup> Compared to conventional

Percentage reduction in life cycle GHG emissions<sup>4</sup>  
**80.67 %**  
<sup>5</sup> Compared to conventional fossil jet fuel.

Total tank to wake biogenic emissions  
**28.708 tCO<sub>2</sub>**

### SAF Delivery Details Total

Neat SAF Volume Delivered  
**3,228 Gallons**

SAF Delivery Point  
**US - LAX - Los Angeles International Airport**

Injection Date  
**21 Mar '26**

Producer Name  
**DIAMOND GREEN DIESEL LLC**

Supplier's declaration of SAF incentives, tax credits or regulatory schemes  
**US Renewable Fuel Standard and California Low Carbon Fuel Standard**

Blended SAF Production Date<sup>6</sup>  
**21 Mar '26**

<sup>6</sup> This indicates the date when neat SAF analysis was carried out.

Mass Balance Trader certification entity<sup>7</sup>  
**Equilon Enterprises LLC dba Shell Oil Products (US)**



# Where are you in your SAF purchasing journey today?



**How confident are you that you can build a credible SAF business case to address business travel emissions within your organization?**

## GETTING TO A YES ON SAF: PANEL DISCUSSION



**Caroline Julian**

*Group Corporate Affairs  
Director*  
British Cycling Association



**Lucy Hall**

*Senior Manager,  
Decarbonisation Strategy  
& Partnerships*  
Shell Aviation



**David Harben**

*Manager, Sustainability  
Consulting*  
Delta Air Lines



## GETTING TO A YES ON SAF: BREAKOUT DISCUSSIONS



**Caroline Julian**

*Group Corporate Affairs Director  
British Cycling Association*

**BREAKOUT #1**  
**The Strategic Case**



**Lucy Hall**

*Senior Manager,  
Decarbonisation Strategy &  
Partnerships  
Shell Aviation*

**BREAKOUT #2**  
**The Pilot and Proof**



**David Harben**

*Manager, Sustainability  
Consulting  
Delta Air Lines*

**BREAKOUT #3**  
**The Internal Coalition and  
Funding**



# Leadership-ready summary

Use this slide to assemble the full recommendation.

## APPROVAL STATEMENT (LUCY)

*We recommend that leadership approve...*

## STRATEGIC FIT & EXPECTED VALUE (CAROLINE)

1. ...
2. ...

## SUCCESS MEASURES (CAROLINE)

*The most important issue still to resolve is...*

## STAKEHOLDER & GOVERNANCE STRATEGY (DAVID)

*First action... Owner... Date...*

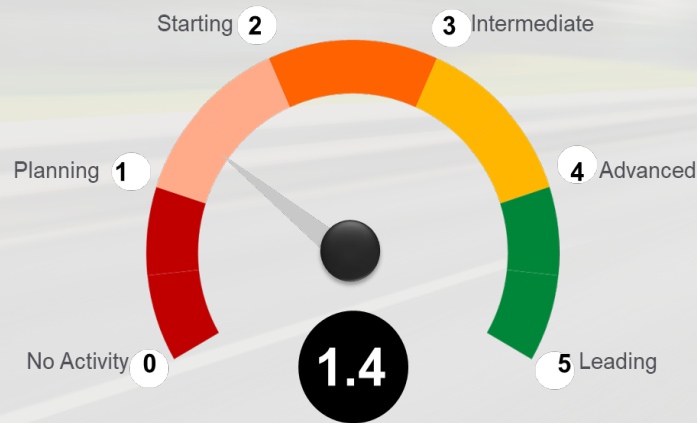


**GBTA Sustainability**

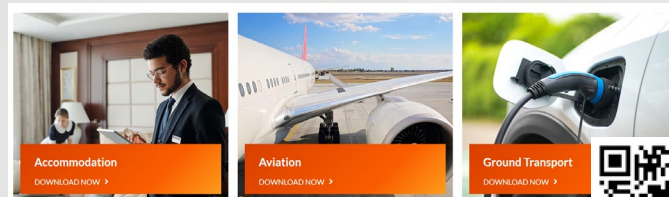
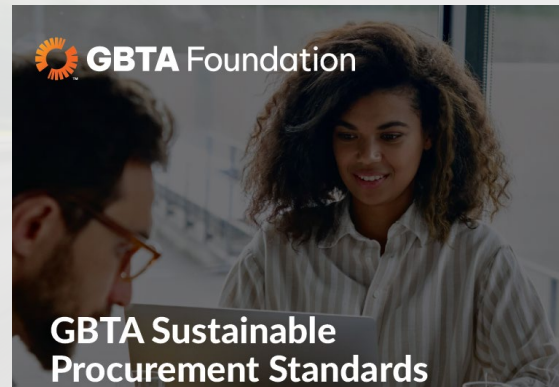
A GBTA Foundation Program

| Join the Sustainable Travel Movement

## Develop your Sustainable Travel Strategy



## Apply the GBTA Sustainable Procurement Playbook + Standards



## Follow GBTA SAF Corporate Connect





Follow us

@GBTAFoundation



Contact us at

SAF@gbta.org

