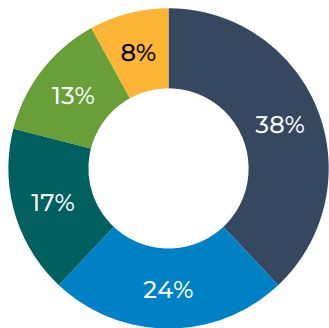


Aviation Will Have a Hard Time Framing Itself as Sustainable. Here's What PR and Comms Should Know



As concerns about climate change and environmental impact intensify, the aviation industry finds itself facing an uphill battle in portraying itself as sustainable. The sector's carbon emissions and environmental footprint are undeniable, and the public is increasingly sceptical of green claims.

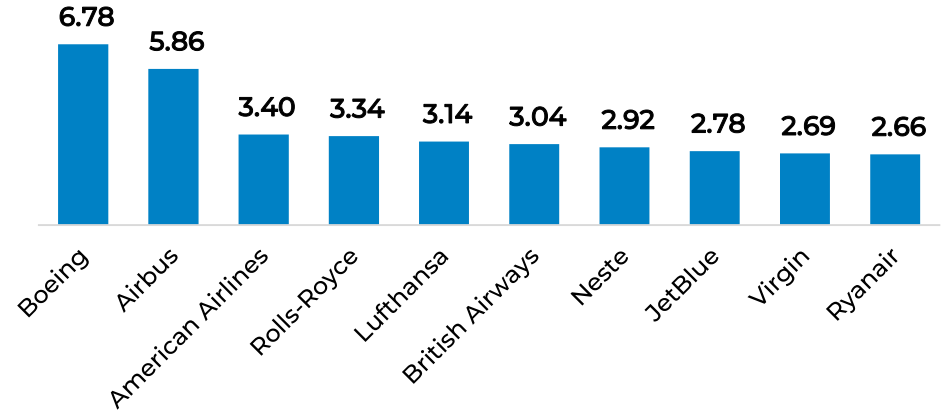
Topics in the sustainable aviation debate by share of voice



- Sustainable Aviation Fuels (SAFs)
- Electric and hybrid planes
- Hydrogen planes
- Carbon offsetting
- Greenwashing

More comprehensive and substantial measures are considered by stakeholders in the aviation sector - investment in research and development of **sustainable aviation fuels (SAF)** and exploring **electric or hybrid aircraft options**.

Top 10 organisations in the sustainable aviation debate by media impact score



5 takeaways from the sustainable aviation debate

- Sustainable Aviation Fuels (SAFs): from promising game-changer to potential pitfall
- Electric aircraft: the double-edged sword of innovation
- Hydrogen planes: the high-risk, high-reward gamble
- Carbon offsetting: the controversial middle ground
- Greenwashing: the ticking time bomb

Read the whole analysis here:

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