

Breaking down the buzzwords:

# DEBUNKING 11 COMMON SUSTAINABILITY MYTHS

With many business leaders adapting to the growing demands to make sustainable choices, it's important to understand the truth behind today's biggest sustainability 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 CO<sub>2</sub> than fossil fuel when burned in the atmosphere.

**BUSTED**

SAF releases the same amount of CO<sub>2</sub> 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.

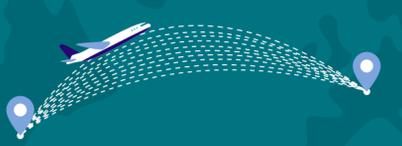
**UP TO 3X**  
worse for the environment



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

**BUSTED**

Direct air capture technology will only play a minimal role in reducing global emissions. For example, **one plant in Switzerland currently only absorbs 4,000 tons of CO<sub>2</sub> per year.**



**4,000** TONS OF CO<sub>2</sub> = **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. At the current rate of pollution, the Earth's natural carbon sinks, like forests and oceans, cannot absorb all of the emissions being released into the atmosphere.

**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 London.



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

**BUSTED**

Investing in a variety of innovative nature-based solutions can improve your carbon offsetting strategy, such as ocean preservation. Each great whale **absorbs a significant amount of CO<sub>2</sub>**, taking that carbon out of the atmosphere for centuries. Plus, they help phytoplankton thrive.

**Phytoplankton alone absorb 2x more CO<sub>2</sub> 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 can only be achieved by drastically reducing our emissions first. **Carbon neutrality can only be achieved at a global level, not by individual companies.**

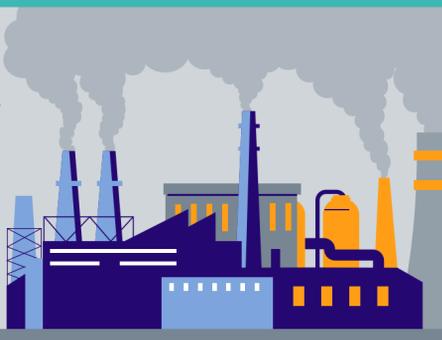
The Science-Based Target Initiative (SBTi) asserts that no carbon neutrality claims should be made until long-term targets are met.



**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.** If every aircraft in the world became electric or hydrogen tomorrow, the energy required to produce the hydrogen or power the batteries would be enormous, and also must be green energy.



**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**

On average, **efficient economy is 3x more CO<sub>2</sub> efficient than business class.**

However, while the priority should be to travel (much) less, when traveling it is important to also 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 the plane 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 typical hotel is 500L per room per day, on average.

**That's 4X more than what an average European uses per day.** Resorts 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 CO<sub>2</sub> 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.

