Sustainable Air Freight Alliance
(SAFA)

Website: https://www.bsr.org/en/collaboration/groups/sustainable-air-freight-alliance

Host organization  Business for Social Responsibility
Mode covered   Aviation Freight
Region   North America, Europe, Asia

Objective
A collaboration between shippers, freight forwarders, and airlines to track and reduce carbon dioxide emissions from air freight and promote responsible freight transport.

Benefits of this initiative
- Build dialogue with your business partners to understand needs and strengthen long-term business relationships
- Demonstrate company and industry leadership on sustainability
- Reduce exposure to risks (e.g. regulations) to the air freight industry by leveraging collective knowledge and action
- Help shape international standards, in line with ICAO, IATA’s work, and sectorial initiatives
- Access a collaborative forum for sharing sustainability information, best practices for reducing GHG emissions, and innovation opportunities to help achieve company goals
- Credibly measure and report company performance using industry-agreed standardized methodologies and KPIs via one reporting survey from a neutral, secure, assured, and confidential third-party reporting partner.

How to engage
Cargo buyers and freight forwarders can join as members of the collaborative initiative. Airlines can join or just report on their qualitative and quantitative sustainability efforts through the SAFA methodology without joining as members.

Projects
Aviation sustainability reporting.

Key words
SAF, Reporting, Collaboration.