

# VALCORA LAUNCHES CONSERVATION PORTFOLIO TO RAISE SUSTAINABILITY AWARENESS

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We are continue to talk about sustainability, about sustainable jet fuel. EU Sustainable Energy Week, recent event at Farnborough, where the global coalition of business aviation organizations behind the sustainable alternative jet fuel initiative joined forces to take the next important step in its journey to a lower carbon future.

Visiting EBACE 2019, you have to meet Valcora, as a platform to launch a new initiative supporting the industry's aim of working towards a carbon neutral future. As VALCORA showcases its support for a growing number of wildlife conservation projects around the world, delegates will be invited to participate.

Daniel Coetzer, CEO and Valerie Bouthiaux, General Manager have carefully selected a number of smaller conservation organisations dealing directly with animal protection, to lend support. To date, the VALCORA conservation portfolio includes two rhinoceros' orphanages in South Africa, as well as chimpanzee and orangutan refuges in Africa and Indonesia. Daniel and Valerie area also eyeing a number of future projects including pangolin, the world's most trafficked mammal, protection, as well as reforestation projects.

The new initiative complements its existing "Be Smart, Fly Bio" initiative which encourages

operators to switch to biojet fuel where available using the VALCORA online platform at selected airports. With the new initiative customers uplifting fuel using the VALCORA system will be able to select an option to make an additional payment to donate funds to one of the projects. This is in addition to the existing carbon offsetting option in the system, and further demonstrates VALCORA's commitment to supporting the industry's support of the environment.

During EBACE the VALCORA *Green Corner* will feature success stories, images, and highlight the importance of getting involved as well as explaining to delegates how they can play a part. "We wanted to raise awareness of these issues and draw attention to reforestation as it makes a big contribution towards a carbon neutral world. It not only helps the planet breathe; it provides essential habitat for endangered species. With this in mind we decided it was our duty to get involved which is why we're adding the conservation portfolio to our environmental offering," said Coetzer. "EBACE is the perfect place for us to make people and companies conscious of the ways in which we can preserve the planet for future generations Every single delegate can actually make a difference through simple gestures."

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