



THE SAFc REGISTRY, CHOOOSE, AND ALASKA AIRLINES PARTNER TO STREAMLINE SUSTAINABLE AVIATION FUEL CERTIFICATE TRANSACTIONS

News / Airlines



The SAFc Registry and Choose have partnered in a first-of-its-kind software integration to streamline sustainable aviation fuel certificate transactions. The interoperability between the SAFc Registry and Choose’s environmental attribute management platform improves efficiencies, expands accessibility, and increases transparency in the SAF ecosystem. [Alaska Airlines](#) is the first airline to use the integrated SAFc Registry and Choose solutions end-to-end, enabling the airline’s customers to track the impact of their environmental attribute purchases.

Sustainable aviation fuel — which can reduce the carbon intensity of flying by more than 80 percent compared to traditional jet fuel and can be used in today’s aircraft without modifications — is the most effective technology to help lower aviation emissions. Despite growing demand, SAF adoption remains constrained by fragmented regulations, supply limitations, and the complexities of tracking environmental attributes. This collaboration between the SAFc Registry, Choose, and

Alaska sets a new industry benchmark by demonstrating that scalable, trustworthy SAFc transactions are not just possible, but also play a critical role in the aviation industry's net-zero emissions trajectory.

Joseph Beaudin, CEO at Choose commented: "Choose is committed to building an open SAF ecosystem — in part by integrating with leading registries like SAFc to drive greater transparency and simpler workflows for our partners and their customers. This integration provides the infrastructure to connect key stakeholders across the value chain. Alaska Airlines — a frontrunner in SAF adoption — embracing this integration is demonstrative of their leadership in the industry as well as the role interoperability plays in airline SAF programs."

Bryan Fisher, managing director at RMI stated: "Scaling the adoption of sustainable aviation fuel certificates requires trust, transparency, and seamless transactions across the value chain. This integration with Choose represents a major step forward in ensuring that SAF environmental attributes are transferred, verified, and retired with integrity. By making these transactions more efficient and accessible, we are laying the foundation for broader industry adoption and helping accelerate the market for sustainable aviation fuel."

Ryan Spies, managing director of sustainability at Alaska Airlines said: "Sustainable Aviation Fuel is the most efficient lever to meaningfully lessen our carbon emissions, and we are delighted to partner with the SAFc Registry and Choose to simplify access and accountability for our customers who share our commitment to do business more sustainably."

The SAFc Registry was launched in 2023 by RMI, the Environmental Defense Fund, Sustainable Aviation Buyers Alliance (SABA), and Energy Web, to create consistency, transparency, and auditability of the environmental attributes of SAF. By connecting to the Registry's enterprise-grade solution, Choose provides its aviation and logistics partners with access to robust environmental attribute tracking, while still allowing them to receive and retire SAFc directly from the Choose platform and thus, centralizes their broader SAF program management.

The interoperability between the SAFc Registry and Choose will address key barriers that have slowed engagement on SAF and deliver tangible benefits for stakeholders.

SABA members have already been using the SAFc Registry to track the environmental impact of [SAF certificates procured through SABA](#). The alliance, which includes Alaska Airlines, represents some of the world's most ambitious corporations collectively addressing the emissions of flight. The integration will expand corporate access to the Registry and bolster the extensive SAF environmental attribute management and distribution services that Choose offers.

Alaska Airlines' early adoption of this solution underscores its commitment to sustainability leadership. The integration will help the carrier enhance the efficiency and accessibility of its SAF program while increasing customer confidence in SAF environmental attributes and sustainability claims. Alaska Airlines offers environmental attributes to corporate, cargo, and commercial customers, meaning the integration will be an opportunity to democratize access to SAFc for their downstream buyers across multiple customer segments.

With this pioneering collaboration, Choose, the SAFc Registry, and Alaska Airlines are setting a new benchmark for the SAF industry. As more carriers sign on, the partners hope to pave the way for a more transparent, scalable, and efficient future for aviation sustainability.

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