

Press Release

14<sup>th</sup> March 2013

## **Virgin Atlantic wins 2013 Sustainable Biofuels Award for Sustainable Aviation at World Biofuels Markets 2013**

*The Sustainable Aviation Award recognises Virgin Atlantic's Innovative Approach within the Biofuels Sector*

Virgin Atlantic ([www.virgin-atlantic.com](http://www.virgin-atlantic.com)) is delighted to announce that it has won the 2013 Sustainable Biofuels Award in the Sustainable Aviation sector.

The award win follows Virgin Atlantic's ground-breaking work towards the development of a world-first low carbon aviation fuel that is set to achieve 50-60 per cent carbon reductions compared to the standard fossil fuel alternative. The airline's partnership with LanzaTech represents a breakthrough in aviation fuel technology that will see waste gases from industrial steel production being captured, fermented and chemically converted for use as a jet fuel. The revolutionary fuel production process recycles waste gases that would otherwise be burnt into the atmosphere as carbon dioxide. Richard Branson described this process as *"one of the most exciting developments of our lifetime and a major breakthrough in the war on carbon"*.

Virgin Atlantic's vision is to be a leading airline on sustainability, driving solutions for the whole industry, and its work on sustainable fuels, part of its Change is in the Air sustainability programme, is certainly pushing boundaries.

Virgin Atlantic received the award at this year's World Biofuels Markets currently being held in Rotterdam. The awards recognise innovation and leadership in the development of truly sustainable and renewable fuel and chemical solutions in the global biofuels market.

Dr Emma Harvey, Head of Sustainability at Virgin Atlantic commented: *"In 2008, we were the first commercial airline to conduct a biofuel test flight. We're now working hard to see sustainable fuels through to commercial use in our aircraft. We are so proud of our partnership with LanzaTech and to be able to produce a next generation, low-carbon aviation fuel is a major step towards radically reducing our carbon footprint. World Biofuels Markets provides a platform to drive the biofuels energy sector forward and to win this award is a great honour."*

*"It's an honour to continue our partnership with Virgin Atlantic developing next generation, sustainable, low-carbon aviation fuels,"* said Jennifer Holmgren, CEO of LanzaTech. *"Innovative technologies don't commercialize themselves; rather they are commercialized through investment by and coordination with forward-looking companies like Virgin Atlantic. With their support, sustainable aviation fuels will become a reality."*

The eighth annual World Biofuels Markets is taking place over three days at the Beurs-World Trade Center in Rotterdam, Netherlands. Bringing together more than 1,500 participants from around the world, the conference has covered key topics including energy security, finance, policy, technology, transport and production with the aim of accelerating the uptake of sustainable business practices with the biofuels sector.

**For further information about Virgin Atlantic's Change is in the Air (CIITA) sustainability programme, and to download its sustainability reports, visit [www.virgin-atlantic.com/changeisintheair](http://www.virgin-atlantic.com/changeisintheair)**

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### **About Virgin Atlantic**

Virgin Atlantic flies to 34 destinations worldwide, including locations across North America, the Caribbean, Africa, the Far East and Australia. Some of its most recent additions to its flying network include Cancun, Vancouver and Mumbai. Virgin Atlantic has enjoyed huge popularity, winning top business, consumer and trade awards from around the world and was recently placed 8th in the UK Coolest Brands League. The airline has pioneered a range of innovations setting new standards of service, which its competitors have subsequently sought to follow. Despite Virgin Atlantic's growth the service still remains customer driven with an emphasis on value for money, quality, fun and innovation. Virgin Atlantic currently has 41 aircraft in its fleet which includes 747-400s, A340-300s, A340-600s and A330-300s.

### **About LanzaTech**

LanzaTech is a leader in gas fermentation technology. It provides novel and economic routes to fuels and high value chemicals from waste gas streams. LanzaTech's unique process provides a sustainable pathway to produce platform chemicals that serve as building blocks to products that have become indispensable in our lives such as rubber, plastics, synthetic fibres and fuels.

LanzaTech's technology solutions mitigate carbon emissions from industry without impacting adversely food or land security

Currently commissioning a second pre-commercial facility in China using steel mill off gases for ethanol production, LanzaTech, a company founded in New Zealand, is now a global organization with full commercial operation targeted for 2014.

More information is available at [www.lanzatech.com](http://www.lanzatech.com)

### **About World Biofuels Markets**

World Biofuels Markets is Green Power Conferences' flagship event. For the last decade it has provided a platform to drive the biofuels energy sector forward.

World Biofuels Markets brings together more than 1,500 participants to deliver and listen to a wide roster of high-level talks, do business, network, discuss the latest in market developments and provides strategic business training to accelerate the uptake of sustainable business practices within the biofuels energy space.

The World Biofuels Markets' agenda will cover key topics such as energy security, finance, policy, technology, transport and production.

The [Bio-Based Chemicals](#) and [Biopower Generation](#) side conferences will feature leading companies and technologies within the biofuel sectors.

Conference headlines, speaker agendas, speeches and sponsorship information can be found at: [www.worldbiofuelsmarkets.com](http://www.worldbiofuelsmarkets.com)

Connect on Twitter @wbmnews and use #WBM13 or LinkedIn by joining the 'World Biofuels Markets Global Series' group.

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