

General public enthusiastic for sustainable aviation fuel

Brits would pay more for flights on planes powered by sustainable aviation fuel (SAF), research to support the Jet Zero Council finds.

- **Only 1 in 10 Brits know that SAF is already in commercial use**
- **But 44% would actively seek out flights using SAF**
- **Everyone would pay more for a flight using SAF if it were more expensive, including those who rarely fly**
- **On average, Brits would be prepared to pay 26% more for flights powered by SAF**

Research to support the UK's Jet Zero Council, a partnership between government, industry and academia focused on reducing aviation emissions, has found that the public are open to the prospect of sustainable aviation fuel (SAF), and would pay more for flights in planes fuelled by SAF.

SAF is a much more environmentally-friendly alternative to traditional fossil fuels, made from waste materials including used cooking oil, wood waste, waste gases from industries, agricultural residues, and even household rubbish. SAF typically achieve greenhouse gas savings of 70% or more relative to traditional jet fuel and is essential for our progress towards net zero by 2050.

However, 90% of Brits were unaware that SAF is already in commercial use and 55% felt more positive about their environmental footprint when choosing to fly in the future.

The SAF sector is in its infancy, but that is set to change. Government recently confirmed details of a mandate to supply SAF starting in 2025, with SAF volumes increasing to 10% by 2030 and 22% by 2040. The Government has also committed £135m in grant funding to build SAF plants here in the UK and are consulting on plans to encourage investment through providing revenue certainty. The SAF Mandate includes a review mechanism to help manage prices and minimise the impact on ticket fares for passengers.

A quarter (24%) of Brits actively minimise air travel because of the cost, which makes the fact that they would be willing to spend up to 26% more for flights powered by SAF all the more significant.

Jonathon Counsell, Chair, Jet Zero Council SAF Delivery Group says, "When you see news stories about the future fuels of aeroplanes, it often comes with a heavy dose of cynicism. There's this false idea that SAF is made from fresh crops that we could have eaten, or that, because it isn't 100% zero-emissions, it's pointless pursuing. This is totally wrong.



“Zero-emissions flights, using batteries and hydrogen, are a few years away yet, but SAF is already in use, diverting waste streams and turning them into an alternative jet fuel that lowers the carbon emissions of flights is a critical step in cleaning up the environmental impact of flying.

“It’s fantastic to see that the public is so receptive to SAF when presented with the facts; what it’s made of and what it does to reduce environmentally damaging emissions.

“Although work is ongoing to reduce the cost of SAF, the fact that the general public would be willing to pay more to use SAF is a really strong indicator of the enthusiasm. The Jet Zero Council members are keen to get the message out there and let the people know what SAF is, how it’s being used, and why it’s so important.”

To find out more about the work the Jet Zero Council is doing visit, <https://www.gov.uk/government/groups/jet-zero-council>.

ENDS

Notes to editors:

The figures included above are the findings of research carried out in October 2023 among over 2000 UK adults to gauge their knowledge and perception of sustainable aviation fuel.

This research was commissioned by Innovate UK Business Connect and delivered by Energy PR. The Government has not been involved in the production of this report and its findings do not represent government policy.

On 25 April 2024, the government published two documents:

- The government’s response to the second consultation on the UK SAF Mandate which confirms the final parameters for the scheme when, subject to parliamentary approval, it comes into force on 1st January 2025. This follows in-depth consideration of the feedback heard from industry and other key stakeholders through the consultation process.
- A consultation on options to design and implement an industry-funded Revenue Certainty Mechanism for a UK SAF Industry. This consultation seeks views on options to provide UK SAF producers and investors with greater revenue certainty.

SAF Mandate

- The SAF Mandate is the UK’s key policy mechanism to secure demand for SAF, by obligating the supply of an increasing amount of SAF in the overall UK aviation fuel mix. It will incentivise SAF supply through the award of tradeable certificates with a cash value. It is a key measure to help deliver the Jet Zero Strategy.
- The SAF Mandate will require 2% of jet fuel to be made from sustainable sources in 2025, 10% in 2030 and 22% in 2040. It is one of the world’s most ambitious frameworks to drive demand for SAF. It has the potential to deliver emissions reductions of 2.7 MtCO₂e in 2030 and 6.3 MtCO₂e in 2040 and create high value green jobs across the UK.
- We do not expect the Mandate to have a large impact on costs for airline passengers: providing sufficient SAF is available, any increases in air fares as a result of SAF will fall well within the range of usual fluctuations in prices we see every year and the Government have plans in place to prevent any major hikes.

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Revenue Certainty Mechanism

- We have published an eight-week consultation on revenue certainty options to support investment in a UK Sustainable Aviation Fuel (SAF) production industry.
- A revenue certainty mechanism will help de-risk SAF projects in the UK by addressing barriers to investment in a nascent market that is using innovative technologies. Such a mechanism will help provide greater certainty of future revenue and attract investment in commercial scale SAF plants within the UK.
- Our initial analysis suggests that the UK could have up to seven operational SAF plants by 2030 and up to 25 by 2040. This could include a mixture of HEFA, non-HEFA and power to liquid plants, securing the UK's place at the forefront of technological innovation and decarbonisation.
- The development of a domestic SAF production industry has the potential to create over 10,000 jobs and £1.8 billion of gross value added by 2030, according to estimates by Sustainable Aviation.
- The consultation will run from 25 April to 20 June.

Advanced Fuels Fund

- The Advanced Fuels Fund (AFF) was launched by the Department for Transport on 19 July 2022 to support first-of-a-kind SAF production plants through the project pipeline to reach investment ready stage and achieve commercial scale.
- The AFF has allocated over £135m to support private investment in UK SAF projects by overcoming perceived technological and construction risks and will support our aim to have at least five commercial SAF plants under construction in the UK by 2025. The AFF is supporting 13 SAF projects across the UK.