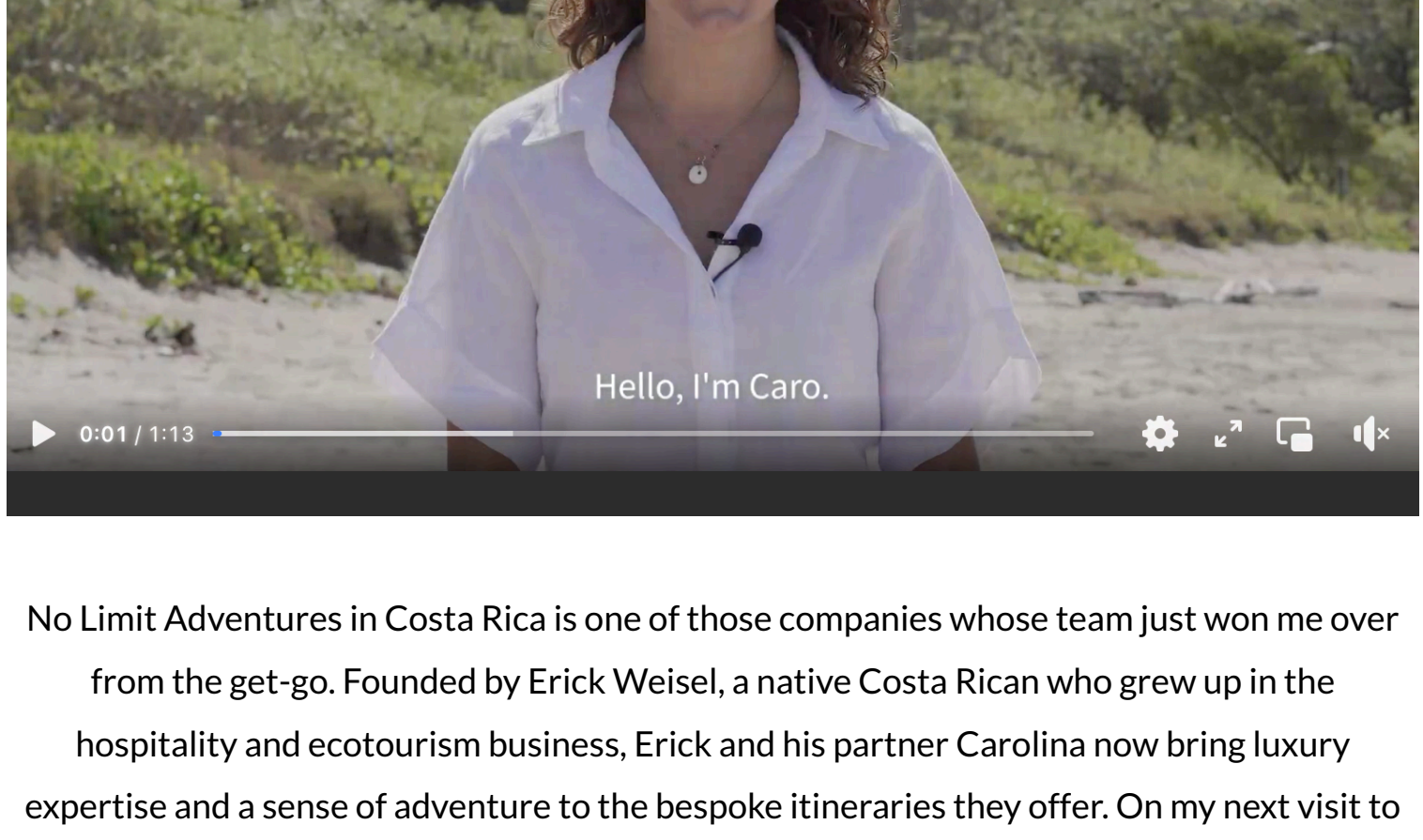


## Greetings Airrows!

I was inspired recently to revisit the fundamental concept of innovation and found that it was first proposed by sociologist [Gabriel Tarde](#). His theory was that social changes are brought about by people using new tools and adopting new behavior patterns. An innovation spreads as people are inspired to imitate each other, and much study has been made to understand this process (see [Diffusion of Innovations](#) by Everett Rogers). I thought it was interesting to discover that Tarde was also into sci-fi, and among his writings is a book entitled [Underground Man](#). It's the story of how people rebuild society underground after Earth is destroyed by a new Ice Age. If you're thinking that it seems like climate action and innovation theory were made for each other, I agree! With this in mind, I hope you enjoy this month's newsletter with its motivating examples of people in our community helping promote climate innovations in numerous ways.

## Insider Travel Tip: Insider Travel Tip: Costa Rica with No Limit Adventures



No Limit Adventures in Costa Rica is one of those companies whose team just won me over from the get-go. Founded by Erick Weisel, a native Costa Rican who grew up in the hospitality and ecotourism business, Erick and his partner Carolina now bring luxury expertise and a sense of adventure to the bespoke itineraries they offer. On my next visit to Costa Rica expect to find me ensconced in the luxury-tented camp intentionally selected to meet No Limit's sustainability ethos in the Arenal Volcano rainforest, and then maybe down on the beach in Guanacaste.

Forests cover 53 percent of Costa Rica (an impressive improvement after decades of deforestation) and 98% of its energy comes from renewable sources. The country has a goal of becoming one of the world's first decarbonized nations by 2050, and companies like No Limit—a Tomorrow's Air partner since 2023—are proud to do their part. Check out their itineraries and meet Carolina in a [recent video](#) they created to promote their commitment to climate action and sustainable travel.

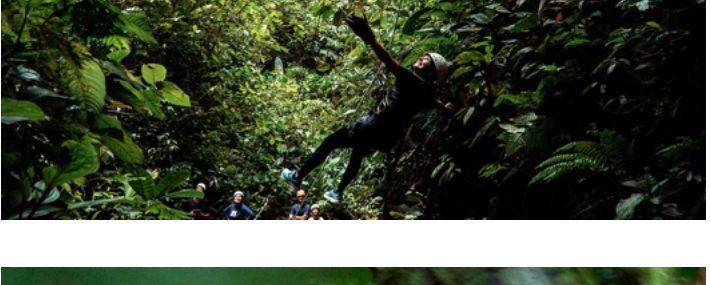
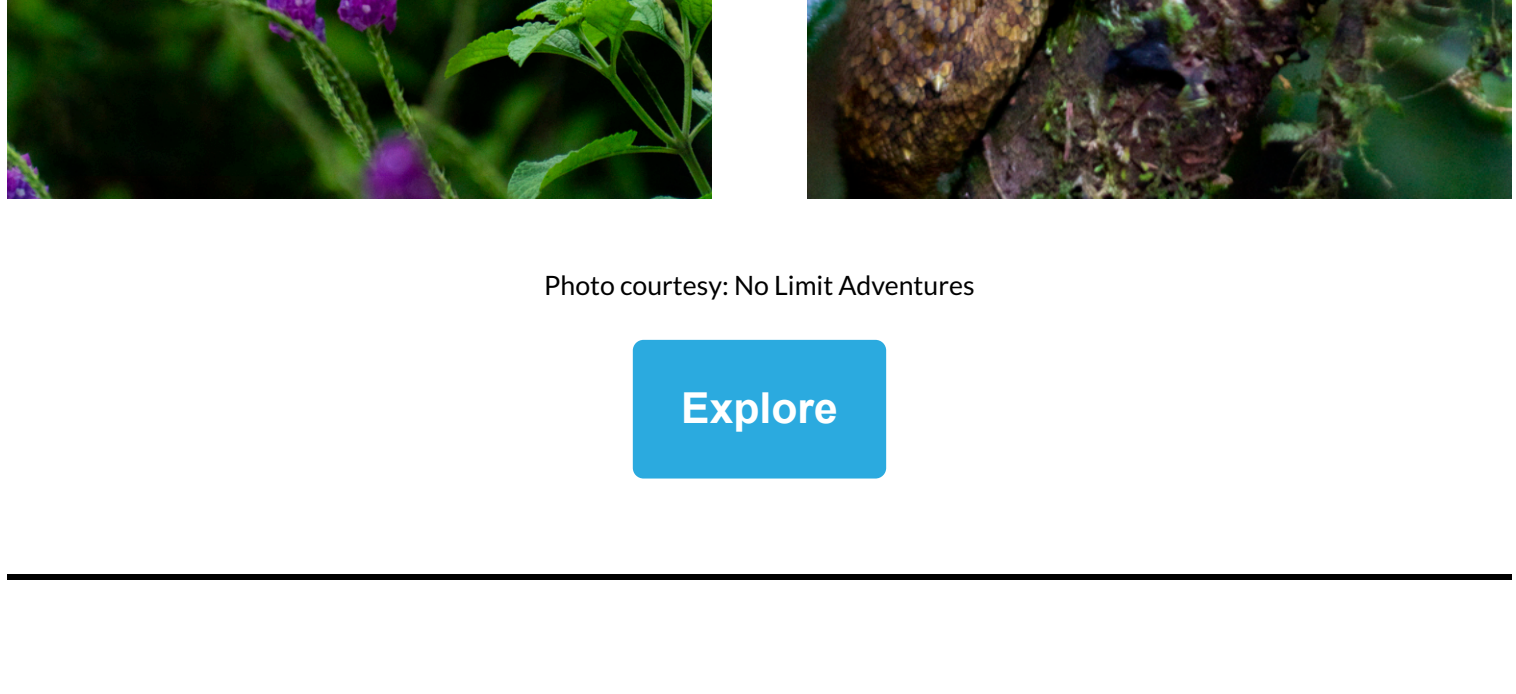


Photo courtesy: No Limit Adventures

Explore

Share What You Know



It seems impossible that there could be a survey that's actually interesting to complete, but I swear this one is (if you're a travel-climate nerd anyway, which I know applies to many of you reading this newsletter). Please consider sharing your perspective about climate and travel—your answers will help guide our educational content at Tomorrow's Air. As a thank you for your time, you can download free wallpapers for your mobile phone or desktop at the end of the survey, and a set of Tomorrow's Air stickers designed by our Portland, Oregon-based Artist for Air [Walker Cahall](#).

Share

## Year of Climate Innovation with the Adventure Travel Trade Association and Innovation Norway



Tomorrow's Air, Innovation Norway, and the Adventure Travel Trade Association are embarking on a Year of Climate Innovation in 2024, proudly kicking off a yearlong series of dynamic networking and educational events focused on climate innovation. The series culminates in an exclusive executive event in Norway: [Innovate for Tomorrow Climate Action Summit](#).

Leaders from tourism, transport, energy, climate tech, finance, and media will join in a series of intimate educational and networking gatherings throughout 2024, culminating in a three-day event in Norway in October. The gatherings are designed to inspire, educate, and foster the relationships and collaborations necessary to support the scale-up of innovations needed to achieve deep transformation. [Visit the website](#) to learn more and keep checking this bulletin for regular updates.

Learn

## February AirBite: Understanding Emissions Avoidance and Carbon Removal



"Emissions avoidance" refers to actions or technology that avoid the input of more carbon dioxide into the atmosphere. Avoidance technologies include renewable energy such as solar, wind, or geothermal. Recycling, composting, or driving an electric/hybrid vehicle are ways to avoid emissions as well. However, to keep our Earth's temperature from warming further, and return to the air we had in the past, avoiding new emissions alone is not enough. Even with rapid investment in renewable energy and technologies that help avoid putting new emissions into the atmosphere, the world will need to remove about 10 billion tonnes of carbon dioxide from the atmosphere every year by 2050 and 20 billion tonnes of carbon dioxide per year by 2100 ([Economist Impact](#)).

Carbon removal technologies are an additional solution and a crucial complement to emissions avoidance methods. Carbon dioxide removal + storage technologies take carbon dioxide from the atmosphere and lock it away permanently. Renewables and emissions avoidance prevent new carbon dioxide from entering the atmosphere, whereas carbon removal cleans excess carbon dioxide already in the atmosphere. The scale-up of carbon dioxide removal, together with approaches to help avoid new emissions, are essential to restoring our climate.

Learn

## Carbon Removal and Sustainable Aviation Fuel in the News



- [Tomorrow's Air Supplier Climeworks](#): Climeworks shared their perspective of the World Economic Forum's annual meeting in Davos. Of course, I loved reading their statement about the potential for collective efforts such as all of ours via Tomorrow's Air: "Incremental, small-scale initiatives have the potential to generate substantial real-world effects, emphasizing the necessity for early adoption to scale high-quality climate technologies." I also recommend a [short article](#) by Christoph Buettler on how carbon removal can align with corporate emissions reduction strategies.

- [World's Largest Carbon Removal Plant](#): Graphyte, the one-year-old Bill Gates-backed startup, is planning to start operations at its Arkansas carbon removal plant this month. The facility takes biomass matter like sawdust and farming waste and stops its decomposition by drying the waste out, shaping it into bricks, and burying the bricks underground for years and years. This process keeps the carbon held inside from ever reaching the atmosphere. Graphyte projects removing 15,000 metric tons of carbon dioxide from the atmosphere by the end of 2024 and to continue scaling quickly from there.

- [Carbon Removal Next Door to Google Data Center](#): 280 Earth, a direct air capture startup, will remove carbon dioxide from the atmosphere via plants powered by waste heat from industrial facilities (such as data centers). The pilot facility will be located on three acres of land in The Dalles, Oregon, adjacent to a Google data center.

- [Microsoft Supports Carbon Removal via Grasslands](#): Microsoft will purchase carbon removal credits from Grassroots Carbon which delivers carbon removal through regeneratively managed grasslands. Grasslands play a crucial role in combating climate change by serving as effective carbon storage reservoirs. See Tomorrow's Air blog for an [inspiring short film about grasslands](#).

- [Sustainable Aviation Fuel](#): Amelia, a French regional airline, will obtain its sustainable aviation fuel from Neste, the same company that supplies Tomorrow's Air travel businesses and travelers with SAF. Amelia has been using the sustainable aviation fuel for all its flights departing from Amsterdam Airport Schiphol since 1 January 2024. (The European Union's ReFuelEU Aviation regulation requires 2% SAF usage beginning 2025).

Find more news and stories in our blog:

Stories

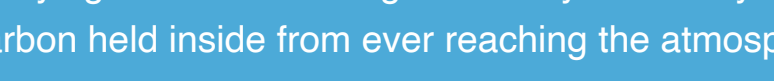
## Until Next Time

We know we need to reduce the emissions from our travels, and we know we need to clean up the carbon dioxide already in the air. Thanks for learning about climate-conscious travel, carbon removal, and sustainable aviation fuel with Tomorrow's Air, and encouraging your friends to follow via [Instagram](#), [Facebook](#) and [LinkedIn](#), and considering [investing yourself](#).

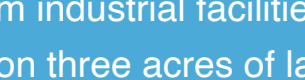
I'm always interested to hear what's on your mind, so feel free to reach out, [christina@tomorrowssair.com](mailto:christina@tomorrowssair.com)

Onward!

Christina Beckmann



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