

Your claim safe SAF starter pack

A PRACTICAL ROADMAP, CREDIBILITY CHECKLIST
AND LANGUAGE GUIDE FOR CORPORATE TRAVEL
PROGRAMS



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Sustainable Aviation Fuel (SAF) is increasingly part of corporate travel and sustainability conversations, but moving from awareness to action can feel complex.

Not because SAF itself is unfamiliar, but because getting started in a credible way is where organisations often look for guidance.

Questions start to surface internally:

- What would a sensible first step actually look like for us?
- What do we need to think about before we pilot or invest?
- What can we say, and importantly, what should we avoid saying?

This starter pack is designed to help you answer those questions calmly and confidently.



How to use this pack

This pack is structured to reflect how credible SAF programs tend to develop in practice.

You'll find:

- A structured roadmap to help you think through sequencing and readiness
- A credibility checklist outlining what "good" typically looks like before any claims are made
- Clear, claim-safe language guidance, including what to avoid
- Context on how SAF fits within a broader, governed sustainability approach, rather than in isolation

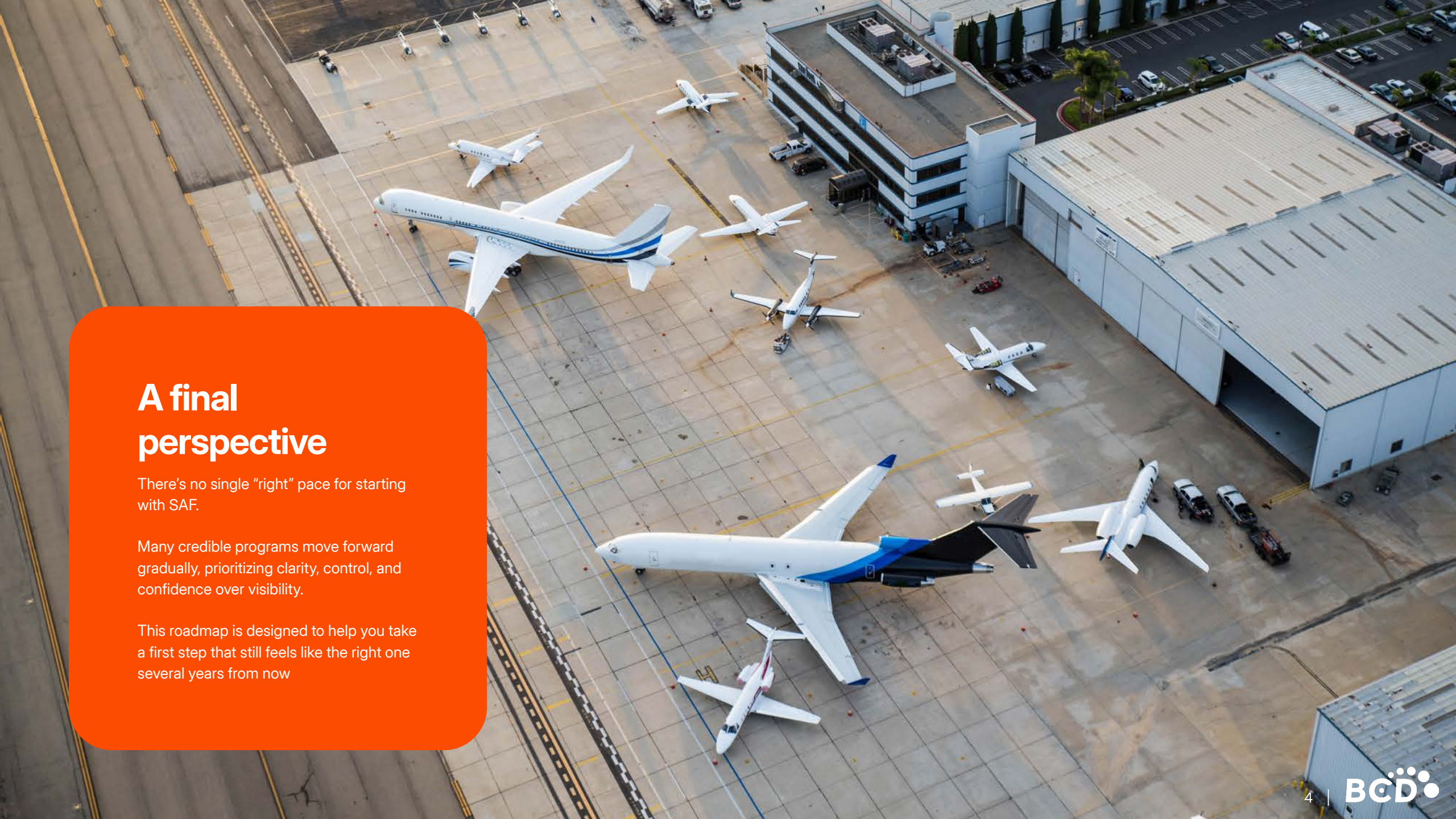
You don't need to follow every step or use every section.

Many organizations use this as a reference document to support internal discussions and align stakeholders.

A structured starting point for SAF

Many organizations are already familiar with Sustainable Aviation Fuel (SAF). What's less clear is how to begin in a way that feels credible, proportionate, and defensible over time. Across the market, organizations are starting to engage with SAF because it is one of the few credible ways to begin addressing aviation emissions today. This structure is designed to help you get started with SAF in a clear and credible way with the right foundations in place from the outset.

Align before you act	Build your SAF approach	Move forward with confidence
Focus: Shared understanding and intent Mindset: What role could SAF realistically play for us? In the early stages, the most valuable work happens before any discussion on fuel volumes or suppliers.	Focus: Learn and defining Mindset: What do we need in place to move forward with confidence?. Once there is internal alignment, organizations typically begin building their SAF approach through a clearly defined starting point. The goal at this stage is to build a credible SAF approach, one that your organization understands, can explain, and can scale over time, often with the support of specialist expertise to help define what "credible" looks like in practice.	Focus: confidence and readiness Mindset: Are we comfortable standing behind this approach?. After alignment and piloting, organizations are better placed to make an informed decision. At this stage, organizations are typically in a position to move forward with greater clarity and confidence.
Many organizations start by:	At this stage, organizations typically:	This may include:
- Aligning travel, sustainability, finance, and procurement on why SAF is being explored - Being clear on what SAF is and isn't expected to do at this stage - Agreeing early principles around: - Credibility - Evidence - Appropriate language - Identifying internal questions that are likely to matter later (e.g. reporting, auditability, budget ownership)	- Define a focused starting point for SAF engagement - Test what good looks like across: - Certification - Chain-of-custody - Registries and retirement processes - Involve sustainability or finance teams to understand how SAF activity might connect to Scope 3 Category 6 reporting, where relevant - Clarify what documentation would be required to feel comfortable explaining the approach internally	- Continuing to build your SAF approach - Scaling your SAF program in a structured way - Refining or revisiting your approach as needed - Preparing internal-only language that accurately reflects what has (and hasn't) been done - Aligning any future SAF activity with existing sustainability governance and reporting rhythms - Ensuring any external communication, if and when it happens is precise, evidence-based, and proportionate
This alignment work helps avoid false starts and builds confidence across teams. Helpful sense-check: if different teams would explain your SAF approach differently, more alignment is needed before moving on.	<i>This phase often raises more questions than answers, which is exactly the point.</i> A good starting point doesn't smooth over complexity. It reveals it early.	Progress doesn't need to be rushed to be meaningful, but with the right foundations in place, organizations are well positioned to move forward with confidence.
Claim-risk note At this stage, it's best to avoid making statements, even internally, about emissions reductions or targets. The focus is understanding, not positioning	Claim-risk note SAF activity at this stage should be described as an early stage implementation or initial engagement Many organizations begin engaging with SAF at this stage because they have enough clarity to move forward in a structured and credible way.	Claim-risk note Absolute or consumer-facing statements (e.g. "carbon-neutral flying") should be avoided at all stages. Credibility comes from saying exactly what has been done, no more, no less.



A final perspective

There's no single "right" pace for starting with SAF.

Many credible programs move forward gradually, prioritizing clarity, control, and confidence over visibility.

This roadmap is designed to help you take a first step that still feels like the right one several years from now

The SAF credibility checklist

A practical check before you pilot, procure, or communicate

How to use this checklist

Use this as a working tool, not a test you need to pass all at once.

You can:

- Tick items as you go
- Use it to structure internal discussions
- Revisit it at different stages of maturity

Verification - what are we actually engaging with?	
Before moving further, check whether the fundamentals are clear.	
SAF is certified against recognized sustainability standards	
A chain-of-custody is clearly defined and explainable	
We are clear that physical SAF is supplied into aviation, even if the environmental attributes are accounted for separately	
We understand that SAF is available today, and that supply and scalability depend on feedstock and production pathways	
Documentation would be available if challenged internally or externally	
If these aren't yet in clear: Focus on aligning internally on what SAF is and what it isn't, while continuing to build your approach. Claim-risk reminder: If teams are already talking about "carbon-neutral flying" or guaranteed reductions, return here first.	

Registry - what evidence would we need to show?	
Before purchasing, check whether credibility can be demonstrated.	
Environmental attributes are: (through a recognized registry)	
	Issued
	Tracked
	Retired
Controls exist to prevent double counting	
Documentation would be available if challenged internally or externally	
If this aren't yet in place: Continue building your SAF approach, while ensuring these elements are clearly defined and aligned. Claim-risk reminder: If you can't show evidence, you shouldn't make claims even internally.	

Auditing – how should we report on SAF and progress?

Make sure you get feedback from your auditors beforehand.

Validate your approach upfront by sharing evidence of verification and registry use (e.g. certification schemes, attribute tracking, retirement records)	
Confirm how SAF fits into your decarbonization strategy, including its role in near- and long-term emissions reduction targets	
Clarify audit expectations early, including the type, level and accessibility of evidence required to support SAF-related claims	
Align on Scope 3 reporting treatment, including how SAF is reflected in emissions inventories and disclosures under applicable sustainability reporting frameworks	

Claim - what are we actually ready to say?

Only work through this section once verification, registry, and auditing are clear.

We can clearly articulate what SAF is both internally and externally	
We understand that emissions reductions are lifecycle-based, not tailpipe	
We know that CO2 reduction ranges depend on SAF feedstock and pathway	
We have agreed internally why we are engaging with SAF (learning, piloting, contribution)	
We understand whether and how SAF may relate to Scope 3 Category 6, where applicable	
Draft language has been reviewed for:	
	Accuracy
	Consistency
	Risk
We have explicitly ruled out absolute or consumer-facing claims	
Internal teams are aligned on what we will not say yet	

If this isn't yet clear: Keep communications internal-only and use provisional, descriptive language.

Claim-risk reminder: If a statement sounds simpler than the reality, it likely needs tightening.

Claim safe language: what to say and what to avoid

Why language matters with SAF

SAF is a credible decarbonization lever for aviation, but it's also an area where language can easily run ahead of reality.

Over simplified or absolute statements can:

- Undermine credibility
- Create internal confusion
- Increase regulatory or reputational risk

The guidance below is intended to help you communicate precisely, proportionately, and defensibly.

Language you can use confidently

These phrases are generally appropriate because they are descriptive, evidence led, and non absolute.

- "Supporting the use of Sustainable Aviation Fuel (SAF)"
- "SAF can deliver lifecycle emissions reductions, depending on the production pathway"
- "Contributing to aviation decarbonization through SAF"
- "Engaging with SAF as part of a broader, governed sustainability strategy"
- "Implementing SAF as part of a structured program"

These formulations focus on what is being done, not on claiming outcomes beyond what can be evidenced.

Language to use with care

The phrases below can be used, but they work best when the underlying detail is clear and can be explained if needed.

- "Reducing business travel emissions through SAF"
- "Scope 3 Category 6 relevance"
- "Aligned with science based or net zero pathways"
- "Climate impact from SAF engagement"

If you use this language, be prepared to explain how the reduction is calculated, where it sits within wider Scope 3 accounting and what assumptions are being made.

Language to avoid

The following phrases should be avoided in all SAF communications, internal and external, as they imply certainty or outcomes that SAF alone cannot deliver.

- "Carbon neutral flying"
- "Zero emissions flights"
- "Eliminating aviation emissions through SAF"
- "Flying guilt free"
- Any language that suggests SAF fully offsets the impact of flying

These statements are high risk because they overstate impact, blur the line between reduction and compensation and are difficult to defend under scrutiny.

A practical rule of thumb

If a sentence sounds simpler than the reality, it probably needs tightening.

Credible SAF communication state exactly what has been done, avoids implying more than the evidence supports and leaves room for learning and iteration.



How SAF fits within a governed sustainability approach

Sustainable Aviation Fuel (SAF) can play a meaningful role in aviation decarbonization, but only when it is positioned in the right place. Credible organizations treat SAF as one lever within a broader sustainability strategy, not as a standalone solution or a shortcut to outcomes. In practice, this means SAF activity typically sits alongside efforts to reduce travel where possible, shift to lower carbon options, and improve travel choices and behaviors. This context matters, because it keeps expectations realistic and decisions defensible.

A simple way to frame SAF's role

Across this pack, SAF is positioned within a structured sustainability approach that moves from:

Measure → Inform → Influence → Contribute

This sequencing reflects how many organizations build credibility over time.

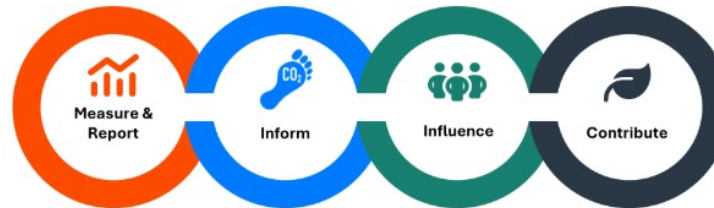
- Understanding emissions comes first.
- Making impact visible supports better decisions
- Influencing behavior helps reduce avoidable emissions
- Only then does it make sense to contribute to in sector decarbonization through mechanisms such as SAF.

Seen this way, SAF is not a substitute for earlier actions , it is a complement to them.

Why this framing supports credibility

Positioning SAF within a governed framework helps organizations avoid over reliance on a single lever, keep language proportionate to activity, and explain decisions clearly to internal and external stakeholders.

It also makes it easier to align SAF engagement with existing governance, reporting rhythms, and approval processes, rather than treating it as an exception.



Where organizations typically go deeper

This pack is designed to help you take a credible first step with Sustainable Aviation Fuel (SAF).

As understanding develops, organizations often choose to go deeper in different ways depending on their maturity, internal governance, and reporting requirements.

[Request a one to one conversation to discuss your approach](#)

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