Chapter 1
Regulatory Frameworks and Policies for Sustainable Aviation Marketing

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ABSTRACT

The aviation industry is a significant contributor to global greenhouse gas emissions, posing a challenge to sustainable development goals. This chapter discusses the use of regulations and policies in promoting sustainability in aviation marketing, including international agreements, government policies, and industry standards. From highly technologically intensive and novel methods such as biofuels, including sustainable aviation fuels (SAFs), to broad and long-standing approaches, including carbon offsetting, and stakeholder-financed market-based measures, including the EU Emissions Trading System (EU ETS) and the International Civil Aviation Organization's (ICAO) Carbon Offsetting and Reduction Scheme for International Aviation (CORSIA). The chapter also focuses on the opportunities for technological change and partnership in reaching the goals of carbon neutrality by 2050. Thus, this chapter presents an understanding of the current state and trends in sustainable aviation marketing based on the evaluation of these policies and the definition of effective practices

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INTRODUCTION

In light of recent developments and debates, the importance of sustainability in the aviation industry has risen tremendously. Sustainability has now become a paramount international issue that concerns the policies, activities, and mentality of the sectors. Climate change, the depletion of natural resources, and social responsibility have all contributed to this global shift towards sustainability. Since the world now bears the consequences of environmental pollution, industries have shifted to ecological accountability as a measure that would enable businesses to create a sustainable demand for resources, thereby giving the world a sustainable economy.

One could argue that the aviation industry is a major contributor to gas production and was the first to embrace sustainability. However, despite its significant role in facilitating social interaction and business, aviation also contributes significantly to CO_2 emissions, noise pollution, and resource consumption. According to the IATA, aviation is responsible for 2–3% of the global total CO_2 emissions, an aspect that is expected to increase given the increased calls for service delivery within the aviation industry. Because of this environmental impact, governments, environmental groups, and the public have pressed the aviation industry to reduce its impact on the environment.

Therefore, the need for sustainable practices in aviation is underscored by the sector's reliance on limited resources, such as fossil fuels. As a result, stock depletion and uncertainty in the energy markets pose risks to the growth of the green economy. However, aviation's effects extend beyond global warming; they also include noise pollution and impacts on wildlife. Therefore, sustainability in aviation encompasses not only the environmental aspects but also the financial and social aspects.

Such challenges are recorded by the global aviation industry through sectors such as continued investment in research and development on indicators such as enhanced aeroplanes, better fuels, and complying operations to restrict emissions and conserve sources. Further, there is enhanced emphasis on understanding how sectors need to function to hit sustainable development goals because sole business entities do not meet the goals of addressing the current challenge. International treaties like the Paris Agreement and actions like ICAO’s CORSIA are hallmarks of the global commitment to reduce the climatic impact of air travel.

However, it is essential to acknowledge that the path to sustainable aviation is extensive and quite vague. It points towards the involvement of various participants, such as airlines, airports, the government and non-governmental regulating institutions, and consumers. All of these groups have a role to play in promoting sustainability, and their interactions are intertwined. For instance, airlines can promote measures by implementing green airport facilities with green features and enforcing strict environmental standards set by the government.