

# VICTOR

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## VICTOR WINS POSITIVE LUXURY AWARD FOR 'CSR CAMPAIGN OF THE YEAR'



**February 27<sup>th</sup>, 2020** - Leading global on demand jet charter marketplace **VICTOR** wins **CSR Campaign of The Year** at the inaugural **Positive Luxury Awards** for its **#BeyondOffset** campaign to drive private aviation through the next stage of innovation to a more sustainable future.

This is the second accolade for VICTOR's **#BeyondOffset** campaign, following its **Luxury Briefing Award** for Outstanding Commitment to Positive Change in October 2019.

The Positive Luxury Awards celebrate companies championing sustainability and innovation for positive change in businesses and the world. The *CSR Campaign of The Year Award* recognises a creative marketing communications campaign that has measurably enhanced awareness of the complex challenges and opportunities associated with sustainability in its industry and inspired action.

Private jets emit up to 20x more CO<sub>2</sub> per passenger mile than a commercial airliner. As one of the fastest-growing jet charter companies on the planet, VICTOR had a duty to define and deliver a sustainability benchmark for its industry and be the leading example of accountability. Through CEO-led initiative, **#BeyondOffset**, VICTOR is on a mission to inspire and engage the consumer and other businesses to take responsibility for their carbon footprint, challenge their industry, and take steps of positive action.

In 2018, 25% of VICTOR's flights in Europe flew carbon neutral through the VICTOR/Air BP Carbon Reduction Programme for select aircraft operators. From CEO to apprentice level, it was the team's passion to do much more. Since July 2019, all global flights are 200% carbon offset as a standard. 200% carbon offsetting on flights is not only an industry-first, but a world-first initiative to which VICTOR has brought unrivalled transparency by detailing the exact UN REDD+ projects supported in which the carbon credits are invested.

Given its customer segment, VICTOR is uniquely positioned to influence the movers and shakers in business, entertainment, sports and politics. By encouraging flyers to match VICTOR's carbon offset contribution and 'top up' to fly 400% offset or greater, the campaign is designed to encourage a behavioural shift whereby the highest emitters start to take ownership of their carbon footprint.

VICTOR has a dedicated carbon offset team which closely monitors and analyses the CO2 tonnage from its flights on a monthly basis. In the first six months of the campaign, VICTOR has offset more than 25,000 tonnes of carbon. This is the equivalent of protecting tree cover nine times the size of Central Park, New York. Beyond this, VICTOR has partnered with industry bodies and biofuel providers to support the awareness and development of sustainable aviation fuels.

**Diana Verde Nieto, Co-Founder and CEO of Positive Luxury** comments, *"VICTOR's mission to drive aviation towards a more sustainable future, engaging in nature-based carbon reduction projects, is making them a leader in the industry. Their approach to offsetting is why we are pleased to present them with the CSR Campaign of the Year Award."*

**VICTOR Managing Director U.K. (ROW) Toby Edwards** collected the award on behalf of the VICTOR team and comments on the win, *"It's an honour to be recognised by Positive Luxury for our efforts to create a more sustainable future for aviation, alongside other industry pioneers of change. It's a united effort with the support of our suppliers, customers and the entire VICTOR team with our Founder Clive Jackson as the driving force. Private jets and sustainability are not a natural pairing and our industry has long ignored its environmental impact. Being the first to take responsibility and set a climate action benchmark was not straightforward. Significant change, however, doesn't come from your comfort zone and VICTOR has never been a brand to shy away from challenging the status quo. There's so much more still to be done so we must keep pushing on. Thank you for supporting us on our journey."*

To find out more, please visit [flyvictor.com](http://flyvictor.com); email [info@flyvictor.com](mailto:info@flyvictor.com); or call +44 (0)20 7384 8550.

#### **About VICTOR ([www.flyvictor.com](http://www.flyvictor.com))**

VICTOR is a leading on-demand jet charter platform. Launched in 2011, the company has rewritten the jet charter rulebook with a fully transparent, subscription-free, globally 'on-demand' marketplace allowing members to swiftly check pricing options and aircraft specifics before booking the flights they need. VICTOR'S unique combination of smart technology and exceptional 'high touch' customer service, means that customers – with access to thousands of aircraft via a global network of over 200 partner operators – are always connected and in control. Every VICTOR flight is 200% carbon offset as a standard.

Raising \$38m in Series B funding in 2018, VICTOR continues to expand rapidly with US field offices in nine high-net-worth markets, group charter division for corporates and sports, and Victor for Music which manages global tours for the world's most acclaimed performers across the Americas, Europe and Oceania.

The company made the Sunday Times Tech Track 100 in 2015-2019 consecutively; the Deloitte UK Tech Fast 50 in 2016 and 2017 and is currently ranked 380th in the FT 1000 list of Europe's fastest-growing companies.