

Aviation Sustainability Forum enters strategic partnership with WTCE

The Aviation Sustainability Forum ([ASF](#)) has announced that it has entered a strategic partnership with the World Travel Catering Expo ([WTCE](#)) for this year's event in Hamburg.

Members of the ASF team will be at stand 1G64 to share the vision and values of the group, discuss benefits of membership and give advice and details on how to get involved.

The non for profit group is a collaborative partnership of competing stakeholders from across the aviation sector who have joined forces to build a more sustainable future for onboard service. The goal is to conduct research projects, and create collaborations and partnerships to drive change in onboard products to help the sector reach "net zero" targets.

Founding members include Matt Crane, who is the current Head at [SATS](#) Global Innovation Centre and was formerly the CEO of [Monty's Bakehouse](#), and independent consultant Sarah Klatt Walsh, who previously held roles at [SWISS](#) and [British Airways](#). The pair will participate in the keynote sustainability debates in HallA4 on day three of WTCE.

"We are delighted to be supporting the welcome return of a face-to-face WTCE in Hamburg this year," says Alison Wells, Marketing and Communications Lead at ASF. "The ASF is gaining momentum as inflight product and service stakeholders recognize that they cannot solve sustainability issues alone. The industry needs to come together to share knowledge, experience and seek out solutions together. The ASF has been established to facilitate and support this essential collaboration and we intend to use our platforms at WTCE to address the opportunities and develop the activities that can accelerate a change for the better."