

Safe Landing

Our Identity

Safe Landing is a community of aviation workers, students & enthusiasts who care about the future of our industry and our planet. Our community is the umbrella under which new members are welcomed and existing bonds strengthened. Together we find belonging, support and the courage to act.

Our Purpose

We connect and empower people so that, together, we create a better future for all.

Our Vision

We want to live in a world where aviation flourishes in harmony with nature, and the beauty of flying can be enjoyed by all, for generations to come.

Our Mission

We bring together a global community of aviation workers and enthusiasts, by providing platforms that harness our expertise to create and champion sustainable visions of the future of air travel, for the benefit of all. Our key focus area are:

- **Community** - led by Todd Smith and Dan Tipney
 - Growing our community
 - Organising community activities and development
 - Encouraging community participation
- **Worker Participation** - led by George Hibberd
 - Enacting Assemblies (Citizens' or Workers' Assemblies)
 - Advocacy for Assemblies
 - Trade union engagement
- **Think Tank** - led by Finlay Asher
 - Creating collaborative community positions on key sustainable aviation topics.
 - Technical focus areas: zero carbon aircraft, contrails, e-fuels, policies
 - Collaborating with visionary industry thought leaders
 - Political advocacy, industry outreach, media and NGO partner collaboration.

Our Culture

The culture at Safe Landing is one of mutual support where the wellbeing of the team and its members is placed very highly. Working together, and based on a foundation of kindness, we trust that each of us is doing the best we can; we each offer support where needed, remain open to new ideas and are forever guided by our drive to make the world a better place.

Our Values

COURAGE

We choose what is right over what is easy, and face challenges with strength and purpose. We're not afraid to imagine boldly — creating inspiring visions for the future of aviation, before striding forward to make them a reality.

KINDNESS

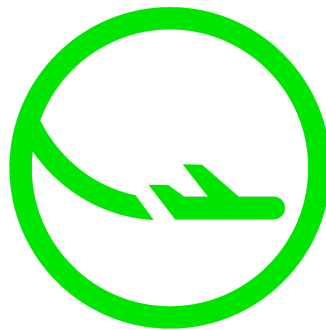
We actively recognise the humanity in everyone we meet - no matter their background, views and beliefs. When we find potential disagreements, we begin by listening and attempting to understand perspectives – before navigating conversations with respect. We endeavour to assume positive intent and treat others as we'd like to be treated ourselves.

OPENNESS

We keep our minds and hearts open to ideas that stretch beyond our own horizons, welcoming challenges to our thinking with curiosity, and growing as a result. This is why we value collective wisdom, recognising that no single person has all the answers.

BE THE CHANGE

We lead by example, incorporating mindfulness and emotional awareness into our daily actions and decision-making – as we embody the world we strive to create.



**Safe
Landing**

AVIATION WORKERS
FOR A SUSTAINABLE FUTURE