

# Alaska Airlines invests in eco-technology fund

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Alaska Airlines has launched Alaska Star Ventures to back emerging technology that will accelerate the airline's progress toward net-zero carbon emissions.

Alaska Star Ventures' first investment, of \$15 million, is in Los Angeles-based UP.Partners' inaugural venture fund.

That \$230 million early-stage fund will focus on "sustainable, multi-dimensional mobility technologies that are transforming the moving world".

"The future of aviation is a collaborative effort between founders, funders, builders and key stakeholders - like Alaska Airlines," said UP.Partners' co-founder and managing partner, Cyrus Sigari.

"With transportation as the underlying fabric of society, selective and values-driven investments that move the industry toward sustainable aviation are key. We're proud to partner with such a mission-aligned group that is launching today: Alaska Star Ventures," Sigari added.

"We're proud of our ambitious targets and our legacy of being pioneers, but we also know we can't fundamentally decarbonize and achieve net zero carbon emissions alone," said Alaska Airlines' vice-president of public affairs and sustainability, Diana Rakow.

"That's why we're focused on discovering, partnering with, and enabling technologies that will allow us to take real and meaningful steps on our five-part path to net zero now and in the years ahead, " she added.

In April the airline announced a commitment to reach net-zero carbon emissions by 2040 with a five-part strategy to decarbonise.

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