

# STUDIO 28

## Driving Global Impact Through Sustainability and Innovation

The company's expertise spans multiple critical sectors, including the transport industry (aviation, automotive, shipping), the sustainability and circular economy (decarbonisation, CO<sub>2</sub> credits, recycling), and the energy sector (bio-fuels, e-fuels, hydrogen). Studio 28's value proposition lies in Sales Strategy, Business Development, Negotiation, Partnership Strategy, and Government/Public Affairs & Advocacy, positioning it as a key partner for organisations looking to develop sustainable solutions.

### PARTNERING WITH GLOBAL PLAYERS FOR MAXIMUM IMPACT

Studio 28's focus on collaborating with large international players is key to driving substantial sustainability outcomes. By partnering with multinationals, corporations, and leading industry stakeholders, it ensures that its projects scale effectively and reach a broad global audience. For instance, the company is currently working with a plastic bio-recycling company that has developed groundbreaking technology to enable the circularity of plastic in packaging and textiles. Plastic waste remains a major global issue, contributing to environmental degradation across oceans and landfills. This technology offers a game-changing bio-recycling process, ensuring that plastics can be fully recycled and reused without losing quality. Studio 28's role extends to forming strategic partnerships with international organisations to integrate this innovation into their supply chains, pushing forward the circular economy and significantly reducing reliance on virgin plastics.

Similarly, Studio28 is deeply engaged in the sustainable aviation sector. It collaborates with a company that supplies Sustainable Aviation Fuels (SAF) to airlines and corporations globally, addressing the urgent need for decarbonisation within the aviation industry. SAF provides a renewable and cleaner alternative to conventional jet fuel, relying on resources such as waste oils and agricultural residues. With aviation responsible for 2-3% of global carbon emissions, the adoption of SAF is essential in reducing these emissions. By fostering partnerships and generating demand for SAF, The company assists airlines and corporate clients in lowering their carbon footprints, achieving sustainability targets, and contributing to the global shift towards cleaner aviation.

### FOUNDING A NON-PROFIT TO PROMOTE SAF IN ASIA

Beyond corporate partnerships, Studio 28 also works across the public, private, and non-profit sectors to drive sustainability. The

company's CEO founded a non-profit association dedicated to advancing the development and adoption of SAF in Asia: the Asia SAF Association (ASAF). This initiative takes a regional approach by bringing together all relevant SAF stakeholders—airlines, fuel producers, airports, technology providers, financiers, governments, and NGOs.

Asia represents one of the fastest-growing aviation markets in the world, and its participation in the global SAF transition is critical. However, the region faces unique challenges, including regulatory hurdles, infrastructure limitations, and a fragmented market.

The non-profit tackles these challenges head-on, advocating for policy changes, fostering cross-border collaborations, and driving investment in SAF research, production, and distribution across Asia. By aligning Asia with global SAF targets while addressing its specific challenges, Studio 28 contributes to the wider goal of reducing global aviation emissions.

### INNOVATION AND COLLABORATION: KEY DRIVERS OF CHANGE

Innovation is central to all Studio 28's projects. Whether it's supporting bio-recycling technologies or promoting SAF, the company is committed to pushing the boundaries of what is possible in sustainability. But innovation alone is not enough. Collaboration across industries and borders is essential to ensure these solutions are scalable and impactful.

For example, SAF adoption requires a comprehensive global supply chain linking sustainable fuel producers with airlines and airports. This includes not only advance-





ments in fuel production but also infrastructure development, regulatory frameworks, and global partnerships to support SAF use at scale. Studio 28 actively facilitates these partnerships, ensuring the necessary connections are made to bring these innovations to market.

Studio 28 is also deeply involved in the financial aspects of sustainable projects. Transitioning to clean fuels and technologies, particularly in sectors like aviation, requires significant capital. By working with investors and financial institutions, Studio 28 helps de-risk investments and create compelling financial models for companies looking to adopt sustainable practices.

### LOOKING AHEAD: A COMMITMENT TO SUSTAINABLE PROGRESS

Studio 28 remains committed to driving sustainability on a global scale. It carefully selects projects based on their potential to make a significant impact on the industries that matter most to global sustainability ef-

orts. By focussing on sectors like transport, energy, and the circular economy, Studio 28 ensures that its contributions are both strategic and transformative.

As the company looks to the future, it sees vast potential for growth in the areas of plastic recycling and sustainable aviation, alongside new opportunities in emerging sectors. By remaining at the forefront of innovation and fostering critical collaborations, Studio 28 is confident that it will continue to lead the charge in creating a sustainable future for both businesses and the planet.

In conclusion, Studio 28's systemic approach to sustainability, rooted in strategic partnerships and innovative solutions, ensures that it delivers valuable and large-scale impact. By aligning with global players and focussing on the sectors that matter most, Studio 28 not only contributes to a sustainable future but also sets new standards for how industries can evolve in response to the environmental challenges of our time.



**STUDIO28 LTD**  
7A Kovan Road | Singapore 544897  
T: +65 8387 6379