

Planting the seeds for sustainable travel

How SMEs can make it count in the strive for greener business travel



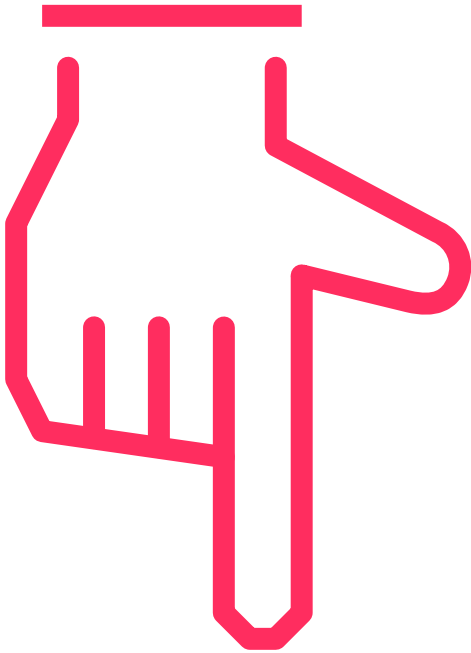


We can feel it in the air.... there is a distinct focus on businesses operating and travelling sustainably. We hear it every day from our customers all around the globe. As both individuals and companies hone in on sustainability, expectations in workplaces are rising. Finding the balance of growing your business while also reducing your carbon footprint, is more and more important. We'd love to help you get there.

Catchphrases like "travelling lightly," "going green," and "green travel" are everywhere in the travel industry. Businesses like yours are expected to do more than talk the talk, and are being challenged to make real, impactful changes. It's more than knowing a thing or two about carbon offsets. In this travel climate, you really need to keep three areas of focus across all parts of your business:

- Environmental
- Social
- Governance

We'll dig into ESG a little deeper later, but as you're reading, keep those three pillars in mind.



Why sustainable travel matters

Sustainability in travel is (literally) a hot topic right now and really should be prioritised. The good news is that there's opportunity with every single future business trip. When your team members travel sustainably, you not only reduce your footprint in the destinations you're visiting, but you also commit to reduce on all pieces of the journey. This can look like:

- Choosing **alternative transportation** when possible, or reducing the number of connections if flying
- Choosing airlines that are taking action to reduce **carbon emissions**
- Choosing ride share, public transportation, or other **low-emission methods** in destination
- Choosing **eco-friendly accommodation**
- Committing to **zero- or low-waste and recycling** when travelling (and at home)
- **Off-setting** your travel through proven organisations like Trees4Travel
- **Tracking and reporting** your footprint after your trip

As a company, saying you're going to implement sustainability into your business trips is one thing, but then you have the task of changing traveller habits too. We know it can be hard to ensure everyone is doing their part, but it's the perfect opportunity to get creative. You could start with incentives for full compliance or scoring your travellers on their efforts and offering incentives for achieving a benchmark. Have a chat with your team to see what ideas can encourage everyone to be greener.



We're a values-based business, and we strive to make a positive difference to the world. But we're limited in our impact if our suppliers aren't doing it too. Our code takes a holistic view and considers key values such as employee conditions, community, ethics and sustainability. Our investors, our consumers and the community expect us to behave and operate with integrity, and the consequences can be significant if we don't.

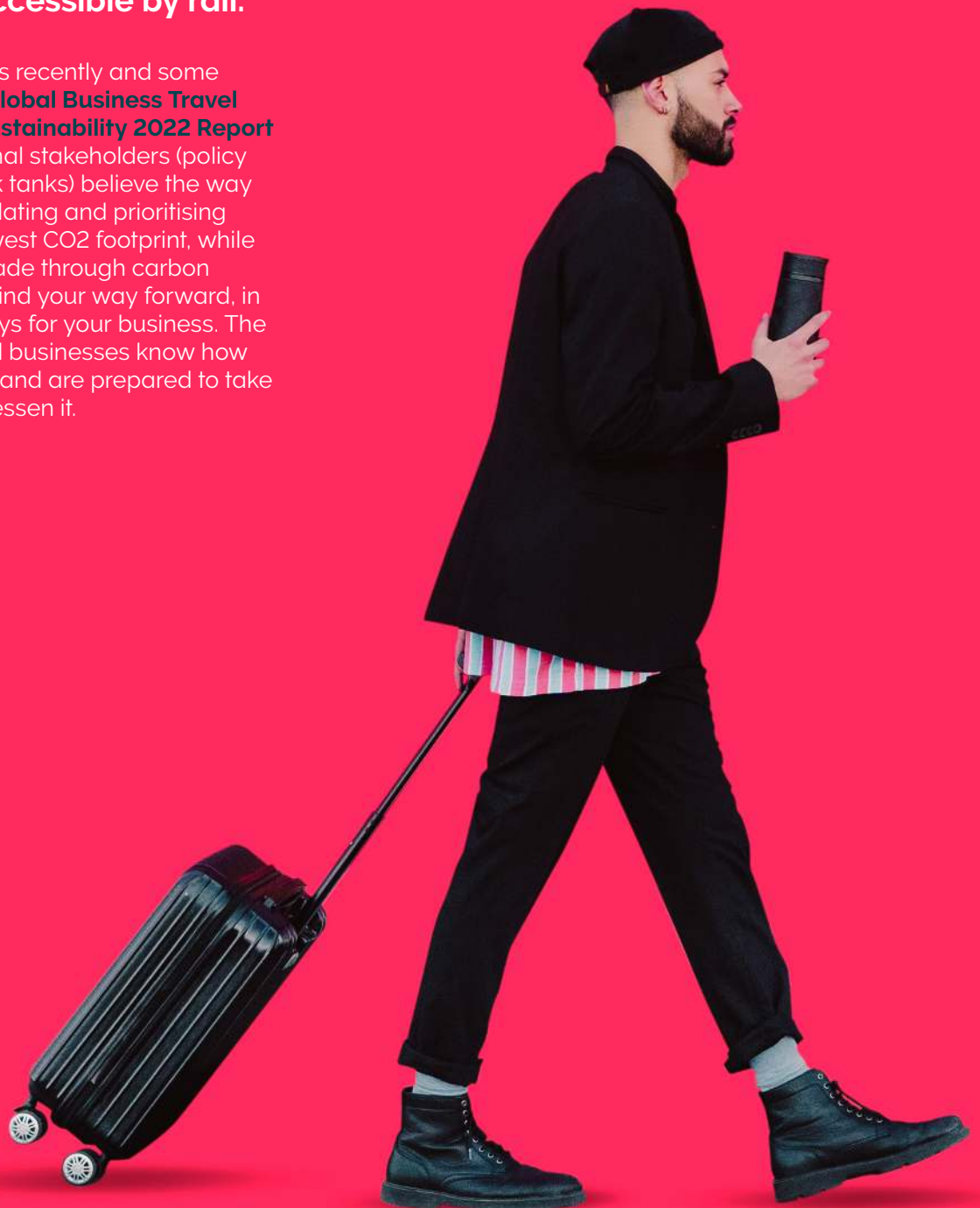


Gemma Edwards,
Category Manager Indirects
@ Blackmores

Align your company goals with sustainability

Sustainability will mean different things across different industries. Some industries might fly frequently, while a non-profit organisation might have more options for regional travel accessible by rail.

We looked up some stats recently and some figures from the **GBTA (Global Business Travel Association) State of Sustainability 2022 Report** stated that 96% of external stakeholders (policy makers, NGOs, and think tanks) believe the way forward is through mandating and prioritising travel routes with the lowest CO2 footprint, while 72% believe impact is made through carbon offsetting. **Our advice?** Find your way forward, in the most meaningful ways for your business. The important thing is that all businesses know how to measure their impact and are prepared to take the necessary steps to lessen it.



Sustainable goals and travel

Not all sustainability goals are travel related. There are loads of ways to include your team in making the world, more sustainable. In 2015, all United Nations Member States pledged to take actions across the **17 Sustainable Development Goals***, and according to the GBTA State of Sustainability 2022 Report, three of those goals are where business travel and the travel industry can have the greatest impact. Those include:



Where do those goals come in for you and your company? Which are you most aligned with in your existing sustainability policies, and which could use a bit more work?



*The content of this publication has not been approved by the United Nations and does not reflect the views of the United Nations or its officials or Member States. <https://www.un.org/sustainabledevelopment/>



Taking focus

Seeing a list of the 17 goals is a lot to take in, but if you break it down further into 3 categories and apply it to your business, you can easily pinpoint the areas you'd like to focus:



Environmental

Natural Resources, Carbon Emissions, Waste Management, Pollution Reduction, Sustainability Initiative, Energy Efficiency



Social

Diversity Opportunities, Human Rights, Data Security, Community Programme, Workforce Health & Safety, Workforce Training



Governance

Board Diversity, Board Independence, Shareholder Rights, Compensation Policy, Business Ethics

Not so daunting, now, is it? With timely action and commitment from people across all industries including world leaders, industry leaders, the private sector, and individuals, we believe we can get there, together.



How to make it count

The obvious answer for sustainability is travelling less, but the reality is that many companies need to travel. That's why we believe the trick is to make it count. When every business trip is purposeful and impactful, good things happen.

This means that each time your team members jump on a flight, the trip should have a clear purpose. Whether that's combining several trips into one, arranging meetings and events in the same or nearby cities, there is plenty each traveller can do to make it count. A few small-yet-impactful ideas include:

- Choosing rail over air when possible
- Staying in eco-friendly accommodations
- Using car-share programmes, carpooling, cycling, walking, public transportation in destination (and at home).
- Sticking to zero- or low-waste habits while travelling

Talking about sustainability means also talking about measuring impact on travellers and bottom lines. Every action has a reaction, right? In conversations about sustainability, our account managers can highlight how some sustainability goals impact traveller wellness and how the cost relates to your company.

For example, cutting down the number of connections on a flight makes a difference to your emissions, which means a small win for the business and the travellers. Travellers will also appreciate the direct flight, but you need to be mindful that a direct flight might also come with a higher price point and cost to the business. Or you might decide on a red-eye flight to save time on the overall trip and cost of the flight, but the schedule may not be ideal for your team member's wellbeing.

As the world reopens and businesses revamp their travel programme, for many, priorities are shifting. Consolidating the needs of their employees with the needs for the planet, while maintaining a healthy bottom line is a tricky balance, but it's possible. Small impacts are greater than no impact and taking an interest in doing better already puts you ahead.

Talk to your teams about what sustainability means to them and what changes in your programme would be meaningful. Commit to what you can do now and plan to do more in 6 months or a year.

Get your ducks in a row with reporting and data

Sustainable travel is not a quick fix - it's a journey and it requires commitment. We openly admit that we don't have all the answers, but we've certainly begun the journey. For us, aside from forging our own sustainability path, we are also developing tools to help our clients forge theirs. Some of the tech tools you can expect, so far:

Melon:

- CO2 emissions highlighted throughout booking flow
- CO2 reporting
- Approval process to flag anything outside of policy

Technology is always changing, always evolving, and continuously driving new information. The old adage that knowledge is power is only half true, because we believe that knowledge is **potential** power.

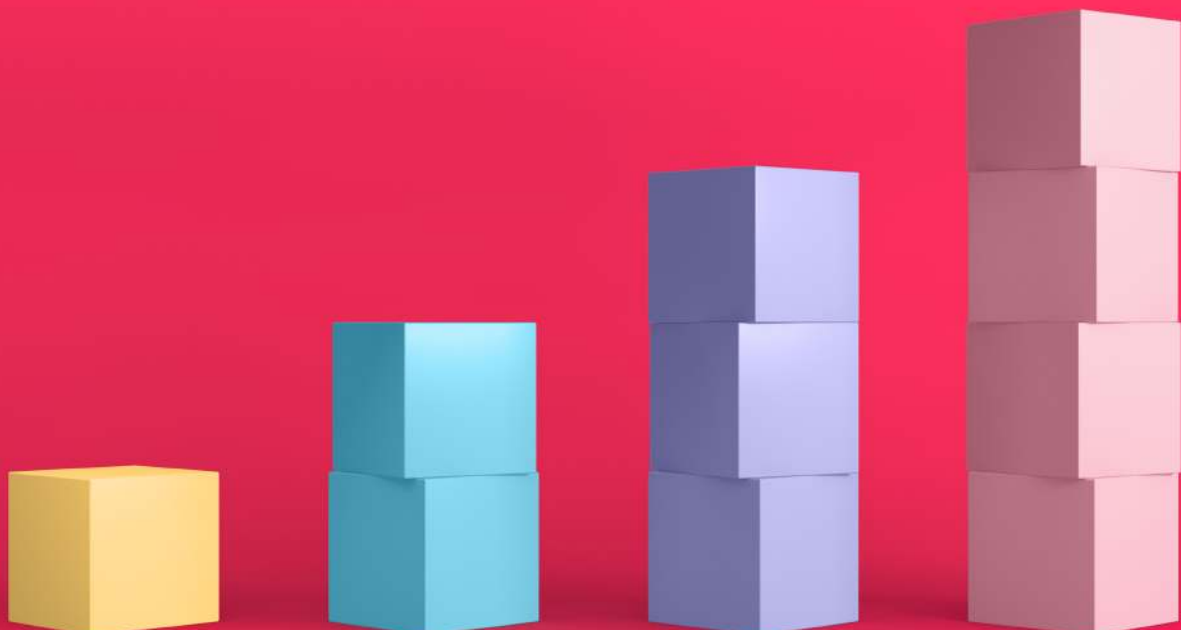
Even if you have the information at hand, it's about how you use that information to drive results. We want you to be able to get the information you need easily, when you need it. Whether it's tracking your emissions, picking cleaner hotels, or knowing which routes result in less CO2 emissions, we want to make it easy for you to find the answers, and understand what to do with that information.

While this is just a start, these tools (plus others that are on the way) can help you map out your sustainability goals and set your targets for the coming months and years.

“Corporate Traveller has set up monthly meetings with us. And we can see ‘live’ how our employees travel through a useful dashboard.”

Natacha Badin, Sustainability Analyst @ Baringa

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Real people bring real care

We've always believed that our people are our greatest strength. That's why we also put value and pride in our ability to consult with clients to develop their plans and processes for sustainable options....in real life.

Our people love to travel, but they also love to do it responsibly. Whilst we've put together this **simple table** to demonstrate how sustainability works alongside traveller wellness and cost, we also relish the opportunity to dive deeper into each customer's needs on a personalised basis. That means working with you to consult specifically on your sustainability goals and desired outcomes. And it's a two-way flow of information – we often learn from our customers along the way and look to utilise those learnings for other customers.

Reach out to an expert for a travel policy review and recommendations, to set up a comms plans to communicate it across your teams, and for ongoing management and reporting. If what you're looking for isn't already available, let us know! If we need to level up our tools and supporting offering, we will. We can help you identify the best suppliers that fit your values, needs, and sustainability goals.



**Ready to
take action?**



1. Set your goals

Understand your company's ESG goals. Check with your CEO or HR to find out where the company stands on sustainability and how that lines up with your business goals.



2. Weigh up

Weigh up your ESG goals and build them into your travel programme policies, practices, and supplier choices. Keep in mind a few questions:

- How does your travel programme fit into these big-picture ESG goals?
- What plans and strategies can you make to align your company's purpose and ESG targets?
- How fast do you need to get started?
- What 3rd party services or products do you need to add to your travel programme?



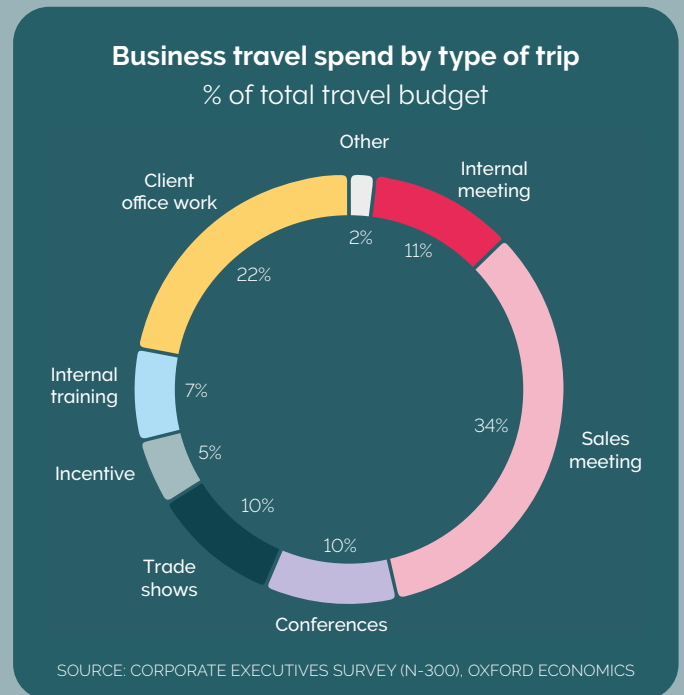
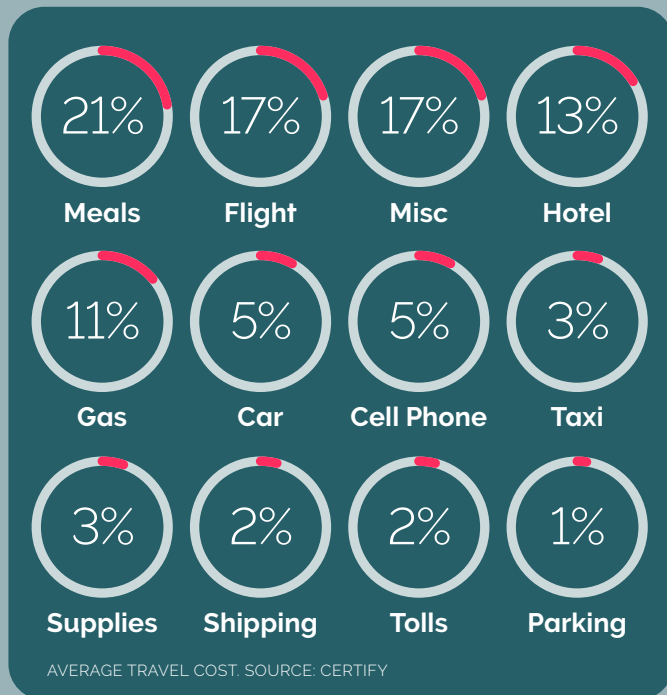
3. Break it down

Make it simple! Map out the areas of your travel programme that are the biggest emissions culprits. This will be different across industries, so find out what that looks like for your company. Use your existing expense and travel data to pinpoint where your travel programme's largest CO2 outputs sit. Get in touch with our customer success team for help!

Review your policy: Make sure your travel and expense policy and communications are in line with your ESG goals or sustainability metrics.

Booking process: Set your company preferences to lead your team to the suppliers that are best suited to your ESG goals.

Reporting: Check data to see how travel and ESG are stacking up, and what's happened due to your changes. Share the stats with your team to get everyone moving in the same direction.



4. Pinpoint why your business travels

It's all about knowing your company's need for travel and balancing the essential and non-essential and making each trip count. It's important to understand why your company travels and find ways that you can do it greener. The chart above highlights the more popular reasons for business travel.

How can you calculate your travel programme's sustainability goals? Data! Measure your emissions and set your baseline.



5. Ready? Set? Action!

Now that you've got your baselines and targets set, it's time to take action by reducing, changing or offsetting your travel programme emissions. How?

- Ask suppliers how they can help. Find out what tools they have to help you measure your CO2 emissions or ask for data (ex. What is the CO2 impact from one night's hotel stay or Uber ride?)
- What tools do your travellers have access to? Keep your team thinking about sustainability by encouraging the use of mobile apps, etc.
- Encourage your team to become sustainability champions! Find ways to engage and educate your team to reduce their own emissions through bike weeks or carpooling, or incentive challenges.
- Relaunch your travel policy and start a positive narrative around sustainability.
- Continue to collect data and reassess as time passes.

**Ready to get started?
Right this way**



LET'S CHAT

Final thoughts

Time is of the essence. Start the conversations and craft an action plan that achieves the right balance for your company, right now. The beauty of it is that you can evolve as your company evolves. What works for you now will change over time.

Every company's green journey is going to look different. As there is no one way to tackle the sustainability challenge, spend time carefully thinking about where your company is making the most impact, and not just in travel. But if travel is a big carbon guzzler, there's tools and support to help you reduce those emissions and help towards your company's ESG goals.

Explore the tools Corporate Traveller has, and get chatting with our people to analyse where and how you can start to make it count.

Ready to make it count?



LET'S GET STARTED

