

Checklist

Climate smart sales & projects



Use this checklist when **planning a sales trip or a project.**

Make sure to check the boxes to help your project and company to lower your carbon footprint.

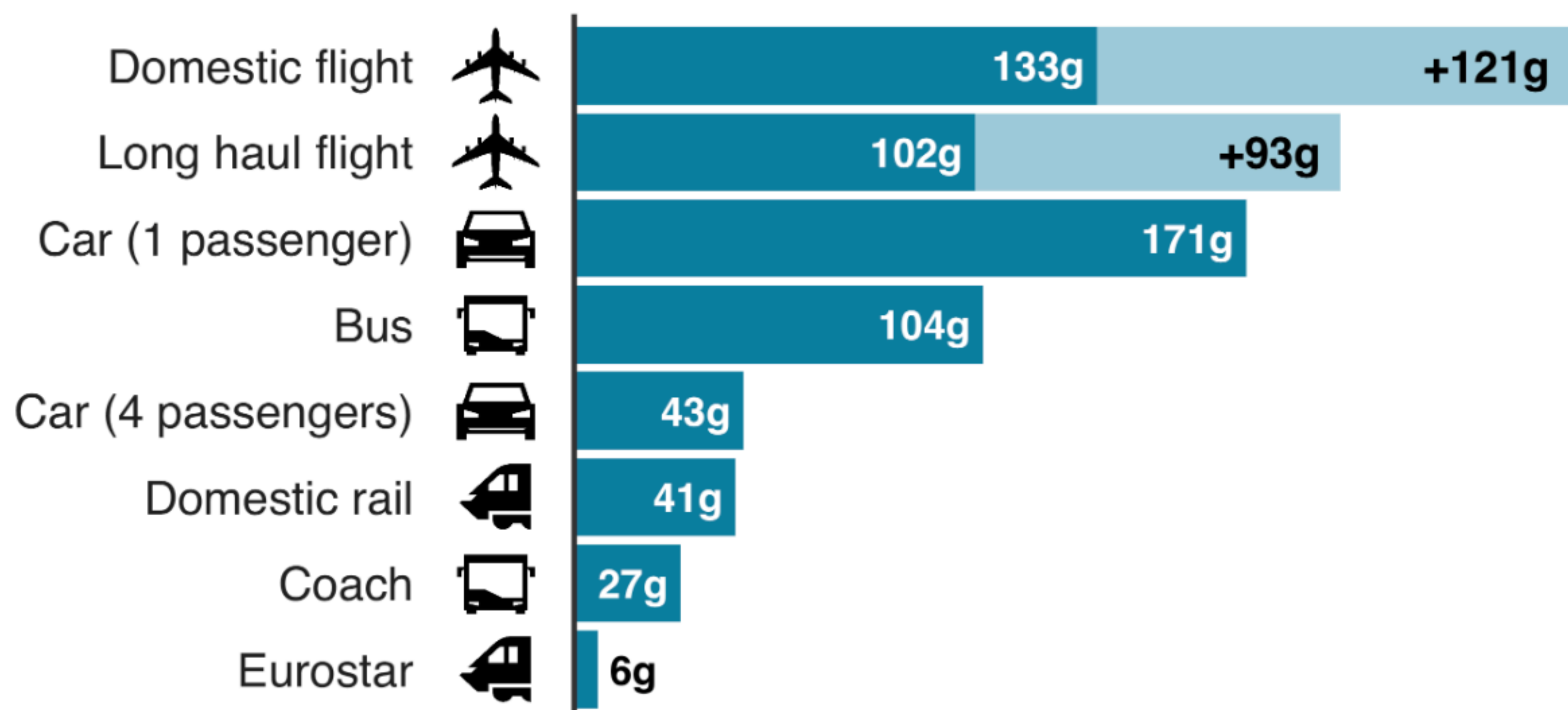
- I can **see a potential in this client/project to make a real impact** on lowering the CO2 emissions, or to contribute to one or more of the other UN Global goals
- I have really **challenged if I believe that this sales meeting/gig** has the potential of giving us a bigger project that makes it worth doing the trip
- I have thought about if **meetings/workshops can be held digitally** instead
- I have tried my best to **reduce the number of trips** by being creative with the process plan (e.g. bundled our activities etc)
- I have tried to **maximize the output** of this trip such as combining it with other activities that can benefit our company and/or our projects (e.g. other sales meetings, study visits etc)
- I'm planning for us to send a **smaller team** (one or two persons) instead of the entire team when we can
- I have tried to coordinate with the client to **meet halfway** (when possible), e.g. meeting up in Copenhagen instead of south Europe to which both parties can travel sustainably
- I have **looked into sustainable traveling options** (train, car etc) for the required trip(s). See next page for transport emissions.

Transport emissions

Emissions from different modes of transport

Emissions per passenger per km travelled

■ CO2 emissions ■ Secondary effects from high altitude, non-CO2 emissions



Note: Car refers to average diesel car

Source: BEIS/Defra Greenhouse Gas Conversion Factors 2019

Global Goals



<https://www.un.org/sustainabledevelopment/>