

Travel Smart.

Fly less,
achieve more

A campaign led by Transport & Environment



Icebreaker



- Can you guess what percentage of people worldwide take planes?
- How did you travel for your last business trip?
- Do you know what percentage of passengers are estimated to be business travelers?



Who are we?



is Europe's leading clean transport campaign group, whose vision is to achieve a zero-emission mobility system that is affordable and has minimal impacts on our health, climate and environment.

Travel Smart is a global campaign led by Transport & Environment (T&E) together with a coalition of partners in Europe, North America and Asia.

The campaign aims at reducing corporate air travel emissions by 50% or more from 2019 levels, by 2025.

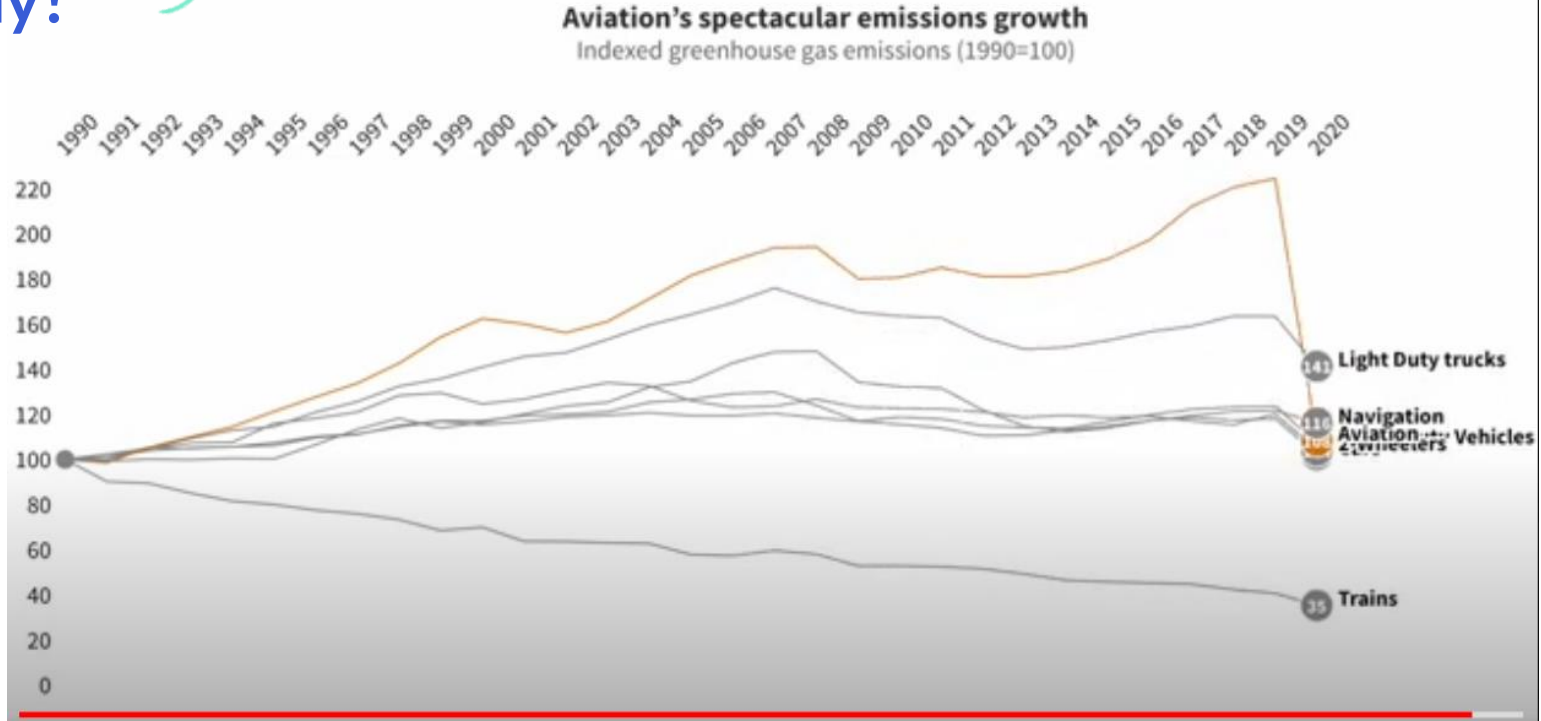
[Check out](#) the 2023 Travel Smart Ranking of 322 global businesses

Agenda

1. Context
2. What employees say
3. The key role of the travel policies
4. T&E's journey to Travel Smart
5. Best practices
6. Guidelines & tools
7. Emissions calculators
8. The shift to rail
9. Discussion



Why?



Global air travel is the most climate-intensive form of transport.

This is only set to rise



Current horizons for zero-emission fuels & aircraft at scale are beyond 2030

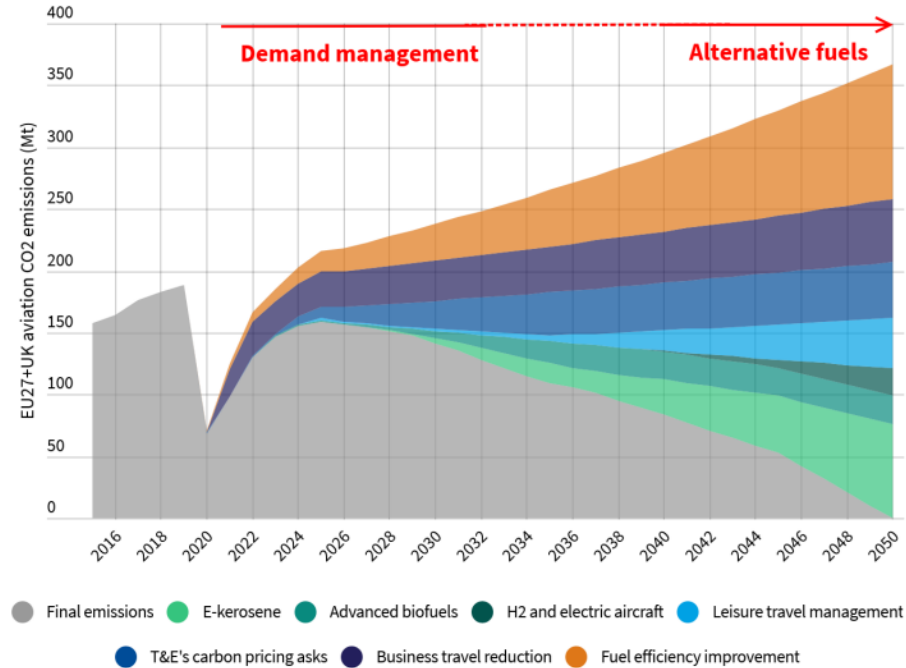
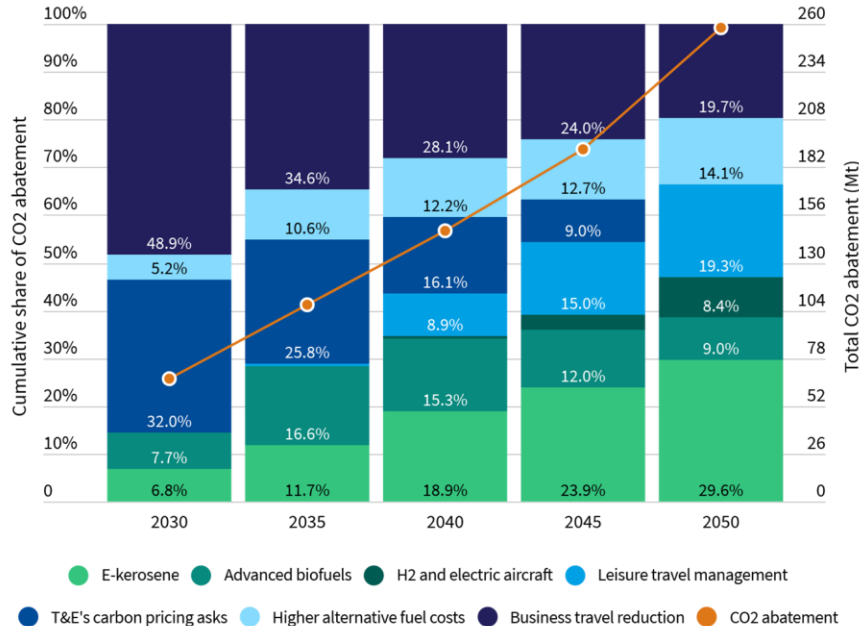


Figure 7: EU27+UK aviation emissions up to 2050 - decarbonisation forecast

In this critical decade, the most effective way to cut emissions is to fly less



Travel
Smart.



- 30% of European aviation
- Businesses have found ways to perform while flying less

Travel by train emits up to 5x less CO2 per person than by plane

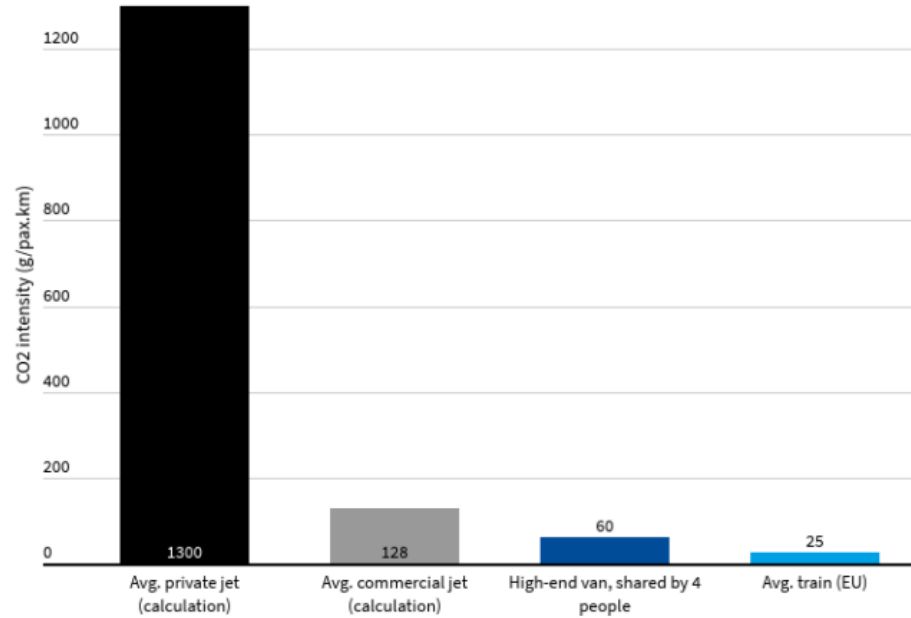


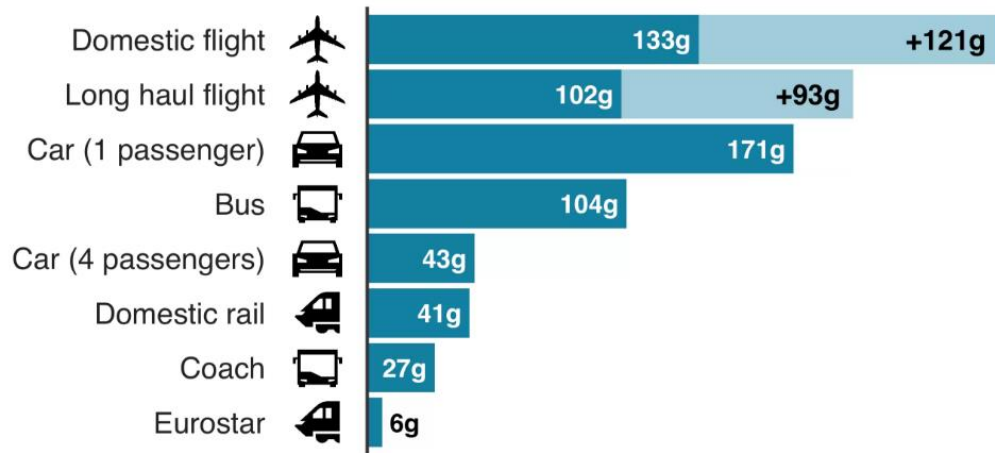
Figure 4: Comparison of the CO2 intensity of private jets and other modes of overland travel (direct emissions only)

Including non-CO2 effects = even bigger differential

Emissions from different modes of transport

Emissions per passenger per km travelled

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



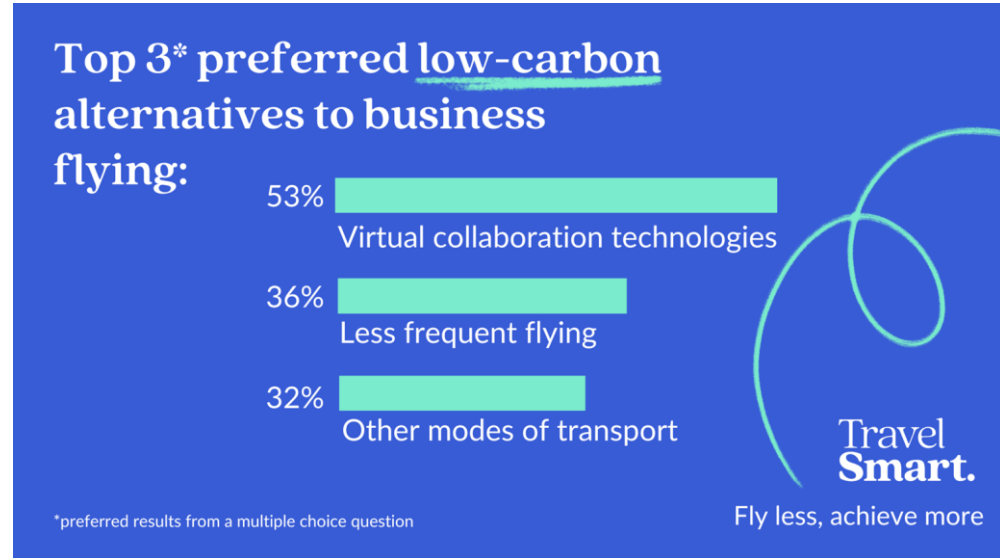
Note: Car refers to average diesel car

Source: BEIS/Defra Greenhouse Gas Conversion Factors 2019

What employees say

Results by a [poll](#) conducted in the US, the UK, France, Germany and Spain show:

- 74% employees believe that **businesses must set targets** to reduce flying
- 72% business travelers would reduce flights for **internal meetings**
- 67% of business travelers willing to **plan more local meetings** than global meetings, and thus avoid long-haul flights



Sustainable travel policies, a key role

Benefits

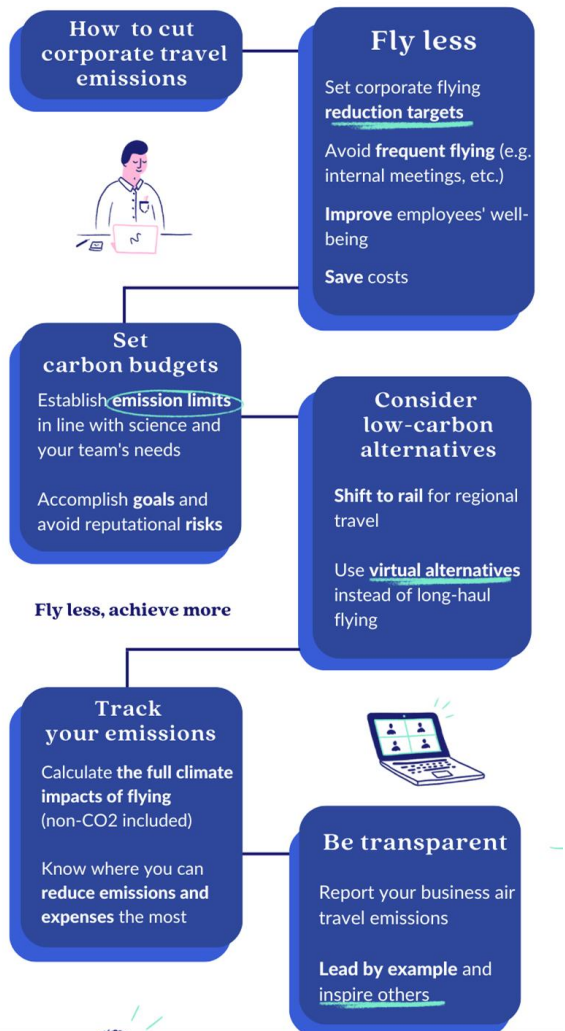
- Raise awareness
- Provides guidance for employees
- Protect employees' wellbeing
- Help business meet its environmental goals
- Save money

Key elements

- **Set travel reduction targets**
 - Calculate full climate emissions
 - Climate impact budget
- **Choose low impact alternatives**
 - Virtual collaboration
 - Shift to rail
 - Decision tree
- **Track & report**

Intensity reduction target of 60% for 2023

- Climate budget per team & per employee
- Air travel only when a train > 8h
- 1st class for all trains over 5h
- **Decision tree**





1. What is the relative importance of the event for achieving my team's objectives? What would happen if I didn't attend?
2. Do I have an important role in the event?
3. Am I the only person from my organisation/department attending?
4. Are there no other ways through which I could obtain the information presented there?

Forecast & prioritise the events to be attended by members of your department according to your **climate budget**

Best practices

A

Lloyds Banking (UK) - Keep travel below 50% of their 2019 levels

- Travel & commuting
- 3 Ps: Purpose, Planning, Planet → only travelling when there is a **real purpose** to connect and collaborate with customers and colleagues

A

Arcadis (NL) - Reduce its air travel emissions by 50% per employee, by 2025

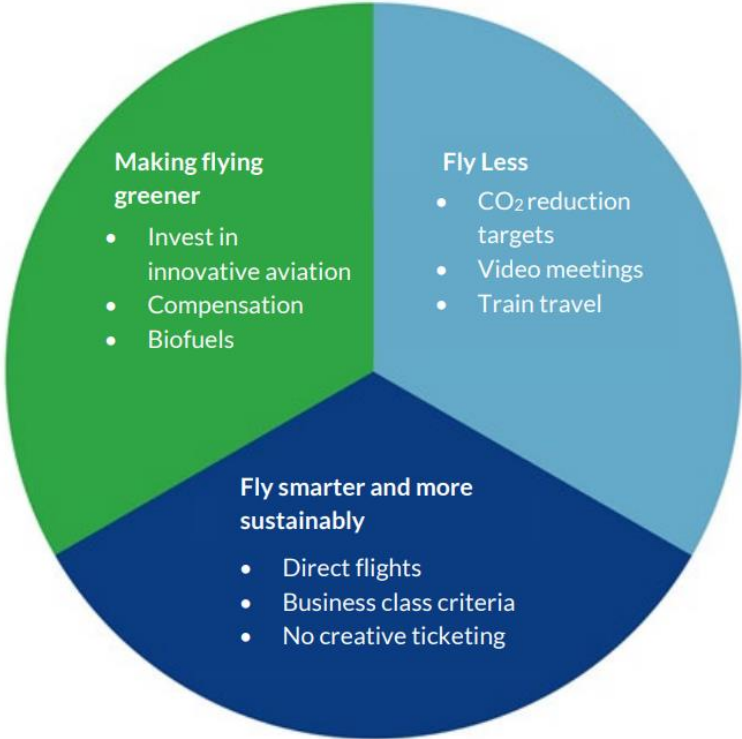
- Virtual first
- Travel **carbon budgets** for the global operations
- Tools and dashboards to **incentivise behaviour change**
- **Combine meetings** that result in longer stays
- **Train is the default** for distances of up to 700 km



The International Business Travel Guide

- Drawing up the **travel policy**
 - Understanding travel behavior, organisation & beliefs
 - Determine the reduction potential
 - Set goals and be ambitious

- Measure for **International Travel**
 - Less flying
 - Smarter & more sustainable flying
 - Making Flying Greener
 - Changing travel behavior by



How to Get Started With Sustainable Business Travel

- Decrease your climate impact in 3 steps
 - Avoiding business travel
 - Looking into alternatives
 - Reduce the carbon impact of air travel
- Implement the travel policy
- Involve your employees



Emissions Calculators

GHG Protocol & World Resources Institute

Cross-sector tools

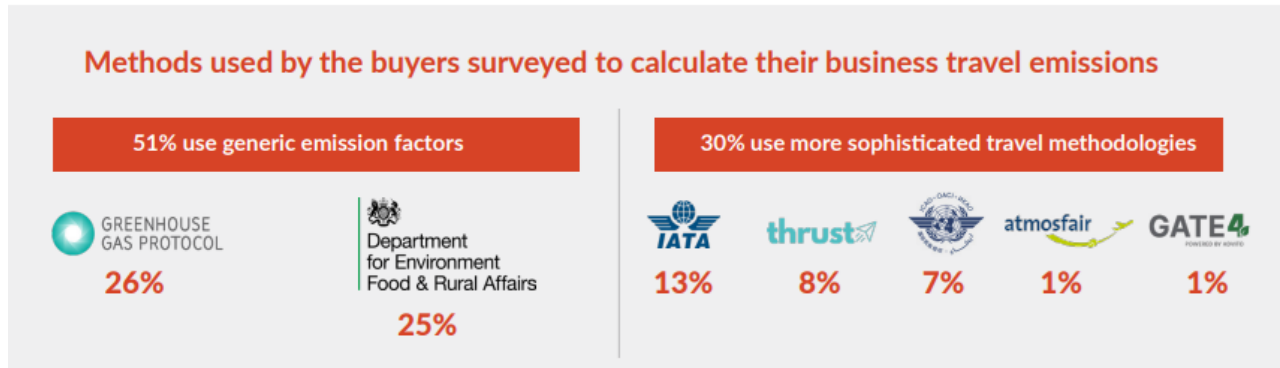
Calculates the CO₂, CH₄ and N₂O emissions:

- Vehicles that are owned/controlled by you, including freight lorries.
- Public transport by road, rail, air and water
- Mobile machinery, such as agricultural and construction equipment.

Travel & Climate by the University of Gothenburg in Sweden

Climate footprint of holiday trips, allowing for comparisons:

- air/train/ferry/bus/different types of cars)
- accommodation



The shift to rail



A

ABN Amro (NL) - Finance

- Specific routes are mandatory by train.
E.g.: Netherlands - Paris or Brussels

B

Roland Berger (DE) - Consulting

- Flying ban for short routes

B

Boston Consulting Group (US) - Consulting

- The online booking tool reconfigured to prioritise train options over air travel for certain routes

Tools

- TravelPerk
- [Chronotrains](#) - Where can you go by train in 8h from Berlin Hbf?
- [Mollow](#) - Train trip time calculator
- [Hourrail](#) - Trip planner without plane or car
- [Seat61](#) - Train and ferry tickets in the UK and Ireland
- [Rail.cc](#) - Train and interrail
- [Rome2rio](#) - Travel by plane, train, bus, ferry & car

Discussion

- What are the most frequent challenges you find to practice sustainable business travel?
- What wins have you already achieved?
- Lessons learned?



Thank you!

Fly less, achieve more.



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