

## Why Taking a Sustainable Approach to Business Travel & Meetings Works

The word 'sustainability' is used a great deal in business today. It is important to know how it applies to the buying of business travel and meetings, what the benefits are and the reasons why you should get involved.

Project ICARUS is part of the Global Business Travel Association Foundation is a body servicing industry professionals who are willing to lead, commit, learn and take action on sustainability. Set out below is our guide to the most frequently asked questions on Sustainability and Project ICARUS.

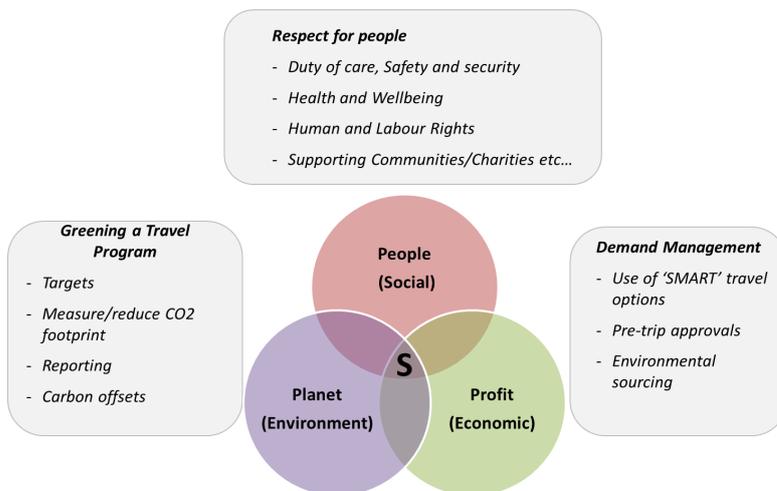
### What is Sustainability?

Sustainable is a way of doing business which respects and balances the needs of the people we relate with, the environment in which we operate and the cost of doing business. In other words, balancing the 3Ps - PEOPLE, PLANET and PROFIT.

*It can also be interpreted as maintaining a healthy balance and 'living within our means'.*

### How does Sustainability apply to Business Travel and Meetings?

The 3Ps of sustainability apply in business travel as set out in the column and below.



Ignoring just one of these components will ultimately damage all three, which is why we say your business needs to be in balance in order to maximize performance.

Nor is this a short term 'project' or 'solution'; success only comes from a change in behavior and a continuous program.

### Why should my company take action?

There are a number of very good reasons why buyers of business travel and meetings should take action!

- \* Countries are starting to introduce laws which force companies to take action to address climate change
- \* This is a real profit and loss issue
- \* Reputational risk/damage from ignoring some of these issues could be immense
- \* Globally, we all need to do more with less,
- \* Social, environment and economic issues are driving people's behaviours

To learn more go to: [www.gbtafoundation/ICARUS](http://www.gbtafoundation/ICARUS)

Or contact Bernard Harrop, Head of Sustainability at: [bharrop@gbtafoundation.org](mailto:bharrop@gbtafoundation.org)

**Sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs."**

(Brundtland – from the 'Common Future' a UN Commission on Environment and Development)

## 3P's of Sustainability

### People:

The welfare of travelling staff needs to be balanced with the cost and impact of travel in order to maximize performance

### Planet:

If we don't reduce our carbon footprint the worst of the climate change forecasts could become a reality

### Profit:

Business travel is necessary to grow and maintain a healthy business but making 'smart' choices on the need and mode of travel can help balance out the impact across the 3 components

## **Why Taking a Sustainable Approach to Business Travel & Meetings Works**

### **Key business travel & meetings best practices**

A number of standard business practices are brought together to deliver a sustainable performance:

- \* **'SMART' Choices**
  - Managing demand and use of lower carbon options
- \* **Internal programs**
  - Such as community outreach, social investments, collaborations with social organizations and NGOs/ volunteerism
- \* **Employee engagement**
  - Duty of Care - including travel security, safety and traveler well-being
- \* **"Greening" your business travel program**
  - Measuring and reducing the environmental footprint, setting carbon reduction targets, and purchasing carbon offsets for business travel-related activities
- \* **Environmental supply chain sourcing**
  - Criteria for including sustainability in selecting suppliers
- \* **Creating goals, measurement and reporting**
  - Specific, Measurable, Attainable, Realistic, Timely
- \* **Communication**
  - Communicate and engage with stakeholders - internally and externally

### **Why should I do this?**

Including sustainable thinking into your travel program, or sales of products and services, has been proven to deliver the following benefits to you and your company:

- \* drives innovation
- \* helps reduce costs
- \* improves quality
- \* enhances your reputation
- \* helps attract and retain talented professionals
- \* and much more.....

Based on the case studies we have collected, it is very clear to us that if you take a sustainable approach to managing your business travel program, not only will your organization make significant cost savings but you will ALSO benefit from meeting corporate sustainability goals, address many corporate risk management issues, comply with the increasing number of government regulations and retain productive staff.

**Example Case Study: PricewaterhouseCoopers LLP (PwC)** - One of the world's leading professional services organizations

- \* *"The travel team at PwC have worked hard to support the firm's global sustainability initiatives. We are particularly proud of the communication program, the support and effort from our Travel Champions and the commitment of our travellers. We aim to further develop new initiatives as we continue to improve our drive to greater sustainability in business travel and meetings"* 60% reduction in carbon emissions against the baseline for non-client travel
- \* 7 million Euros in costs has been avoided in the period 2009 to 2012
- \* 60 business units and 4,000 attendees continually 60 business units and 4,000 attendees continually involved in 'Wellness Day' regional programs

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For more case studies go to: [www.gbta.org/foundation/ICARUS/Pages/Education.aspx](http://www.gbta.org/foundation/ICARUS/Pages/Education.aspx)

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