

## Implement 'SMART' Solutions to Reduce Your Travel Spend

### How Project ICARUS Can Help

#### What is Project ICARUS?

Project ICARUS, the global program from the GBTA Foundation, is the most widely recognized and respected sustainability program in our industry.

Our aim is to encourage travel and meetings buyers and suppliers to turn 'Responsible Business' practices into a mainstream board level activity.

ICARUS delivers support to business travel & meetings industry professionals who are willing to lead, commit, learn and take action on sustainability.

This is done through a mix of **Leadership, Research, Education, Recognition and Support programs.**

***If you and your business wishes to reduce travel and meetings costs, AND be sustainable, then Project ICARUS is there to help you.***

#### How does project ICARUS work?

The program is managed by the Head of Sustainability with support from volunteer advisory board committees based in the various regions of the world. Currently, North America, Europe and Australia/New Zealand.

#### What is the role of the Project ICARUS Sustainability Committee?

The Regional Project ICARUS Sustainability Committees consist of travel buyers, suppliers, intermediaries, academics and subject matter experts.

Members provide expertise and leadership as well as participate in education programs and network events. Monthly regional meetings take place using telephone/video conferencing facilities. Face to face meetings and attendance at regional conferences may also occur.

***The time required is not onerous; we respect the commitment made and make sure it is correctly managed.***

#### Why should I join the committee?

Volunteer committee work has many personal and professional benefits.

Personal/corporate credibility in the subject of sustainability and continuous learning via an external organisation can lead to improved personal performance.

Working for a sustainable future for all, can further your personal and professional goals and career opportunities.

***It's also a fun and stimulating environment!!***

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

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

### Case Studies

#### Microsoft Travel

By following a sustainable approach to travel over a 4 year period:

- ◆ Reduced costs by over \$9m
- ◆ Reduced CO2 from 35% to 25% of Microsoft's total
- ◆ Productivity improved by 160,000 hours

#### PwC

"The communications program, the support and effort from our Travel Champions and the commitment of our travelers has driven:

- ◆ 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 involved in 'Wellness Day' regional programs

We aim to continue our drive to develop new initiatives as we continue to improve our sustainability "

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### What is the Project ICARUS Gold Medal?

The Project ICARUS Sustainability Gold Medal Program recognises business travel and meeting buyers and suppliers who are practicing best in class sustainability programs and leading by example.

We are looking for companies committed to making sustainability a core business function and taking action to provide best in class programs for their company, travellers and customers.

There are separate Gold Medal programs for travel buyers, professionals and suppliers/intermediaries.

Entries are non-competitive, accepted at any time, and remain in place for 2 years before being renewed.



### What are Outstanding Achievement Awards?

Project ICARUS Outstanding Achievement Awards are the most prestigious and respected in the business!!

The awards recognize companies and industry professionals who can demonstrate leadership, innovation, creativity and a serious commitment to developing sustainable programs, products or services in any one of the nominated categories.

**They must be unique, ground breaking, transformational or outstanding!**

**Awards are made annually by region and split into four categories:**

- \* **Travel Buyer** – business travel and meetings buyers
- \* **Travel Professional(s)** – individual industry professional person or team
- \* **Travel Supplier** – including air, rail, hotel, ground providers etc....
- \* **Travel Intermediary** - inc. Technology, TMCs, Cards, GDSs .....

### Why should I apply for a Gold Medal or Outstanding Achievement Award?

The ICARUS Gold medal is considered a very prestigious award in the business travel and meetings world.

Receipt is a clear demonstration of a company's commitment to a sustainable future for all. It provides the company with internal and external industry recognition of leadership in sustainable business travel and meetings.

On a professional level it gives personal credibility in the subject of sustainability and furthers personal and professional goals and career opportunities.

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***“Carlson Wagonlit Travel was the first travel management company globally to be issued GBTA ICARUS Gold Medal status for its activities across UK & Ireland.***

***Achieving this level of award is very important to CWT as it publically endorses the activities we undertake to demonstrate our commitment to leading the way in all matters relating to sustainability and allows us the opportunity to work closely with like minded organisations***

