



Go Green

4 Steps to Creating a Sustainable Travel Program

Travel Incorporated Whitepaper



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Whether you are kicking off

a program from scratch, or diving deeper into the opportunities to fully replace your company's carbon footprint, Travel Incorporated has summarized 4 steps that will guide you to effectively **measure, manage** and **encourage** your travelers towards not only planning for, but in realizing a sustainable travel program.

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1 | MEASURE AND ANALYZE

There is a common phrase, “you can’t manage what you can’t measure.” This has never been more true when it comes to understanding the data and detail behind the amount of travel related carbon emissions used by your company travel program.

Scope 3 Emissions

The best place to start when creating your plan is to calculate the baseline measurement by understanding your company’s Scope 3 CO2 emissions impact from corporate travel. Industry standards base these calculations

on mileage flown, with specific measurement calculations built into a formula that take into consideration industry averages including the type of aircraft flown, age of fleet, and average length of each flight which then determines the number of estimated flights taken.

To assist our clients, Travel Incorporated provides this data as standard within our reporting capabilities. However, if your travel management company is unable to provide this for you, we have outlined the structure of calculating this directly as follows on the next page.

1 | MEASURE AND ANALYZE



Calculating Your Carbon Footprint

To determine the carbon emissions for your company - or Carbon Footprint - the first calculation is multiplying the total mileage flown by 0.000175.

*For Example: If your company flew **730,000 miles** last month, your Carbon Footprint would be **127.75 tons** of carbon emissions.*

To put this into practical terms, the Carbon Footprint is a baseline for the amount of replacement or offset your company may wish to invest in. We will be discussing the differences of offsetting vs. replacement later in this article. To measure the investment required based upon your Carbon Footprint, the three steps are outlined below:

1

Carbon Emissions in Tons per Mile

Mileage multiplied by 0.000175

$$730,000 \times 0.000175 =$$

127.75 Tons

2

Conversion of Tons to Pounds

Multiply the tonnage by 2204.6

$$127.75 \text{ tons} \times 2204.6 =$$

281,637.65 Pounds

3

Average Cost of Carbon Reducing Methods per Pound

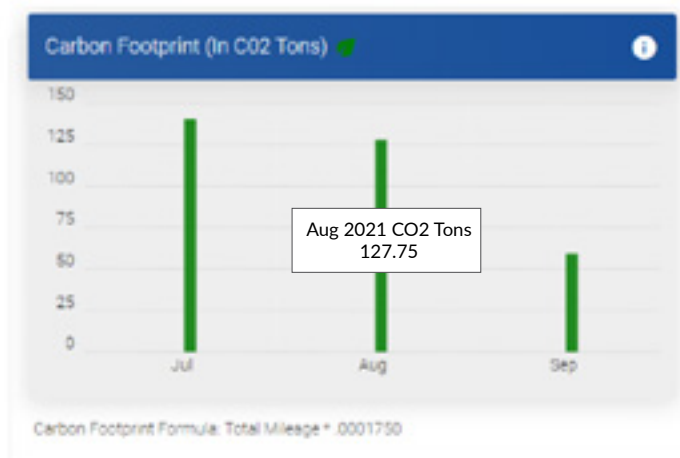
Multiply that equation by .0070

$$281,637.65 \times 0.0070 =$$

\$1,972.46

In the above example, a company would need to invest **\$1,972.46** to be carbon neutral for that period.

A sample of Travel Incorporated Scope 3 Emissions Reporting is below:



2 | SOURCE SUSTAINABLY









Sustainability is certainly not limited to airlines and jet fuel, but actions taken and investments underway by the hotel and ground transportation sectors. The vast majority of carbon emissions associated with hotels are largely due to electricity consumption both in rooms as well as in common areas such as restaurants and lobbies, followed by water consumption, and then their own approach to sourcing locally and reducing their waste.

Fortunately, many hotel brands across the world are working together through organizations such as the Sustainable Hospitality Alliance and the World Travel & Tourism Council (WTTC) to collaborate on programs that include programs such as the [Hotel Carbon Measurement Initiative \(HCMI\)](#) and the [Hotel Water Measurement Initiative \(HWMI\)](#) which includes methodologies to calculate the carbon footprint, and water usage of hotel stays and meetings in a consistent and transparent way.

Adding Sustainability Questions to your Hotel RFP

Understanding that first, your preferred partnerships are participating and reporting their progress through these organizations will support your corporate decision to source sustainably.

Recommendations for Questions to Add to Your RFP Process Can Include:

-  Is the hotel certified by a globally recognized “sustainable” certification program? **Examples:** Global Sustainable Tourism Council-recognized programs or LEED (Leadership in Energy and Environmental Design) programs. If yes, please name all sustainable certification programs you participate in.
-  Does your sustainable certification include a third party audit?
-  Does the hotel measure carbon per room-night? If yes, what is the carbon per room-night measurement?
-  Does the hotel measure water per room-night? If yes, what is the water per room-night measurement?
-  Does the hotel measure energy intensity? (Energy Intensity is defined as the property’s energy use from electricity, heating fuel, purchased steam, and chilled water and hot water, divided by the total gross conditioned floor area of the building.) If yes, what is the energy intensity measurement?
-  Does the hotel measure waste diversion rate? If yes, what is the waste diversion rate percentage?



3 | SETTING GOALS, POLICY AND PURPOSEFUL TRAVEL

As you commence with setting goals, your company's sustainability stakeholders need to agree on your approach short-term and then long into the future. It is likely you have heard the terms 'Carbon-Neutral' and 'Net-Zero' emissions, but what they mean and how to achieve these remain somewhat unclear. The reason for the uncertainty is due to an unestablished scientific framework or model to determine what constitutes carbon neutrality at the company level.

CARBON NEUTRAL

Means purchasing carbon reduction credits equivalent to emissions released, without the need for emissions reductions to have taken place.

NET-ZERO

Means reducing emissions in line with latest climate science, and balancing remaining residual emissions through carbon removal credits.



3 | SETTING GOALS, POLICY & PURPOSEFUL TRAVEL

Carbon Management Hierarchy

This hierarchy is the foundation of a science based approach which outlines the highest impact you and your company should consider when approaching your corporate sustainable goal setting.

Avoid, Reduce, Replace, Offset

Avoiding carbon emissions entirely is the absolute most impactful approach, however, it is the least practical for most companies. It requires a discipline of eliminating the use of any mode of transportation that adds to greenhouse gas emissions.

Reducing your carbon footprint is a much more practical and immediate opportunity once you understand what impacts the increase of carbon emissions. For example, the take-off and landing contribute to the majority of carbon emissions, therefore non-stop flights reduce the footprint over connections; or choosing rail over air for a shorter trip. This phase of reducing your emissions allows you to consider more "purposeful" travel, ensuring the need for the spend will deliver the highest return on your company's investment.

Replacing inefficient jet fuel with Sustainable Aviation Fuels (SAF) is one example and a leading opportunity for airlines and corporations to impact your carbon footprint. Although SAF is still in its infancy and not yet scalable, it is promising that up to 50% of fossil fuels can be replaced by these sustainable options over the next 10 years. This is similar to solar for electrical power.

Offsetting your carbon footprint is an option to invest back into the environment to balance the amount of carbon footprint your company has contributed towards. This investment may include participating in purchasing sustainable fuel through one of your airline partners, or donating to an environmental or reforestation organization.

The approach to your goals should include components of each of these hierarchical components. Once determined, you will update your travel policy to reinforce the messaging of the company's commitment to reducing your company's footprint and the measures you have taken specific to the travel program.

4

COMMUNICATION AND TRAVELER PARTICIPATION

With all company-wide initiatives, it is important to have regular communication of the program, the purpose and the plans underway. Ensure you have frequent communication to all of your employees and provide helpful hints to your travelers as to how they can contribute while on the road.

Your travelers should be aware of their individual responsibility as part of your company-wide initiative. TI has provided the following guidelines to help you with your traveler communication including this [infographic](#) which you can publish on your travel portal.

Transportation makes up 29% of all greenhouse gas emissions globally and electricity contributes 25%. It is important that when planning your trip, or during your journey, travelers make conscious decisions that make a difference.

Tips for Individual Traveler Sustainability



Explore the Neighborhood for Your Destination

- Identify safe walking routes, eco-friendly transportation including public transportation options such as bike rentals, trains or buses
- Support local restaurants that are locally owned, as they will most likely be sourcing their food from the region - more fresh, and invests back into the region
- Be sensitive to the culture, people, privacy and nature



Be Environmentally Conscious

- Bring your own reusable water bottles, and consider purchasing a travel kit that includes reusable straws and utensils
- Recycle whenever possible - take the time to look for the appropriate container
- Order appropriate portions of food, so you don't need to take leftovers in a styrofoam container back to your hotel



Helping While at your Hotel

- Hang up and reuse your towels. Think about the water, detergent, chemicals and electricity that can be reduced with this simple step
- Bring your own toiletries in the event your hotel only offers single use plastic
- You don't have to give up daily service - leave a note on your bed, to make up the bed without changing the linens to save on water usage
- Be energy conscious and turn off your lights and TV when not needed

There are many resources available to further explore sustainable travel, environmental sensitivities, replacement and offsetting carbon footprint options, and sustainability certifications which we have provided below

Travel Incorporated appreciates the opportunity to be your thought-leader in sustainable travel programs, and are here to serve your corporate travel programs needs globally.

General Resources

<https://www.cdp.net/en>

Not-for-profit charity that runs the global disclosure system for companies to manage their environmental impacts

[Leading with a sustainable purpose: Leaders' insights for the development, alignment and integration of a sustainable corporate purpose | Cambridge Institute for Sustainability Leadership](#)

This document is for a broader sustainability strategy but a fabulous reference

[Sustainable travel \(Home\) | Business Travel News Europe](#)

Published by Business Travel News

[The Era of Purposeful Travel](#)

The Purposeful Travel Model from FESTIVE ROAD, specific to Corporate Travel

www.cactus.earth

<https://www.carbontrust.com/resources/briefing-what-are-scope-3-emissions>

Explanation of how to measure Scope 3 for corporate travel

<https://www.investopedia.com/best-carbon-offset-programs-5114611>

Organizations to consider for Offset Investments

Hospitality Resources and Organizations

<https://sustainablehospitalityalliance.org/>

Sustainable Hospitality Alliance has numerous topics to support the corporate travel manager, including carbon and water measurement initiatives

<https://hotelkitchen.org/about-toolkit/>

Hotel kitchen toolkit which outlines food waste in hotels

