

# 5 Steps to Make Your Travel Program More Sustainable

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Companies around the globe have woken up to the need to reduce their carbon footprints, particularly when it comes to business travel.

But wanting to be more sustainable is easy — putting it into practice can be a lot harder.

Today's travel managers stand at the frontline of the issue, tasked with figuring out how to both cut emissions and support workers who need to move from A to B to conduct business.

How do you deliver?

What actions do you need to take?

Which behaviors should you encourage?

And who can you partner with to get your organization on track?

It's not easy to make sense of all the information out there about sustainable travel.

To help you find your way, here are five steps you can take now to get your travel program on a path to net zero carbon emissions.

# STEP 1:

## Make good choices


Sustainability is a journey. Many of us are trying to make better choices in our day-to-day lives that add up to a better result for the planet. Your travelers are no different, so start empowering them with the information they need to make greener choices when booking their travel.



Providing information about the carbon impact of different flight options, including the relative emissions of different classes, makes it easy for your travelers to identify and select lower-impact booking options.

Another easy tip is to preference more environmentally friendly options in search results, such as more readily displaying electric vehicles and hybrids.

Enabling better choices is a key step to drive meaningful change and reduce the footprint of your travel program.

### Rental car in Sydney

 Pick-up Sydney ▼ Wed, 24th Nov  10.00 ▼

 Drop-off Sydney ▼ Fri, 26th Nov  14.00 ▼

 1 traveller, 1 car

Hybrid

# STEP 2:

## Improve your data

Good data drives better decision making. Account for factors like cabin class, accommodation type or specific ground transportation options so you have a clear picture of the true impact of your company's business travel.

The ideal way to reduce your company's carbon footprint is to give your travelers access to the most granular data possible and to make it visible at the time of booking.

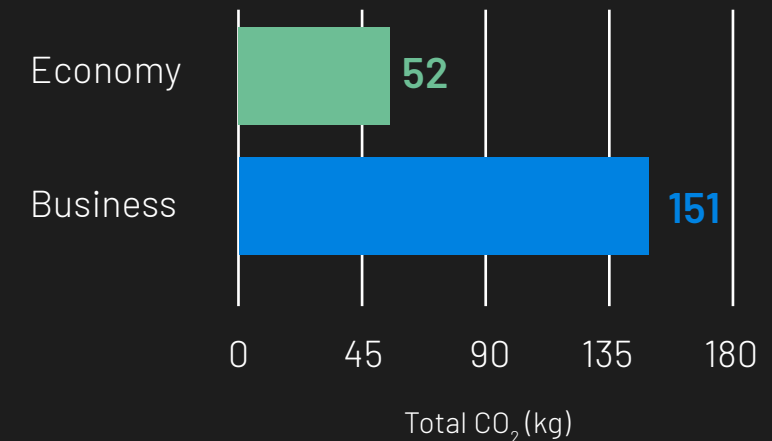
Should Traveler A book a rail ticket or rent a car for that sales meeting? Will Traveler B reduce the environmental impact of his upcoming air trip by paying a little more to fly direct?

When individuals have the ability to compare various travel options as they're planning a trip, they can make smarter decisions and feel good about doing their part to drive sustainability.

### Carbon emissions: Cabin class comparison

See below the carbon dioxide emitted per cabin class:

*Economy fares emit the least carbon emissions.*



# STEP 3:

## Simplify the path to offset

Carbon offsetting is a critical component of an organization's environmental strategy; a measurable and credible way to neutralize an organization's greenhouse emissions.

But to date, the process to measure and offset has been highly manual and cumbersome.

The good news is that new generation platforms like Zeno can do the heavy lifting for you with an integrated offset process within the booking flow of your corporate booking tool.

Once the trip is taken, the itinerary data is sent to an offset provider which procures the carbon credits and reports back to you on a quarterly basis. Boom, it's that easy.

Turning on carbon offsets to be automatically included with your bookings means you're well on your way to achieving net zero business travel.

### Carbon Emissions

 Carbon Emissions

Flights: Total **203kg** of **CO<sub>2</sub>**

Your company will be offsetting this by **\$2.23**

## STEP 4:

### Maximize the visibility of your offsets

Beyond the obvious benefits of reducing emissions and supporting the planet, a carbon offset program can also help to increase employee satisfaction, providing reassurance to your workforce that their employer aligns with their values.

Displaying the environmental and social initiatives that your offset program supports at the point of booking provides your travelers with a tangible view on how they are making a positive impact.

#### Carbon offset

The selected **Economy** fare is estimated to emit **52kg** of **CO<sub>2</sub>**. Your company will be offsetting the carbon emissions generated by your flight by contributing **\$0.57** towards:



Reforestation & regeneration



Conservation



Wind energy



Carbon emissions

# STEP 5:

## Choose good partners

The demand for carbon offsetting has skyrocketed in recent years as companies try to reduce their net CO<sub>2</sub> emissions, and that has spawned operators of varying quality and credibility.

When implementing an offset program, it's important to make sure it's verified by third-party certification programs and compliant with international integrity standards.



## Looking to put these steps into action but not sure how?

Zeno Mission Zero can support you on your journey to a net zero travel program. The suite of capabilities in Zeno delivers the emissions data needed to drive sustainable booking choices, as well as a seamless means of offsetting the impact of a booking directly to a selection of verified, high-impact environmental projects, all within the Zeno booking flow.



[www.zeno.com](http://www.zeno.com)



