

INTRODUCTORY TOOLKIT

Travel measurement and reduction

This toolkit is designed to introduce businesses and organisations to travel measurement and reduction best practice.

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Contents

1	Who is this toolkit for?	3
2	The importance of good travel management	4
3	What is a normal level of travel for a business?	7
4	How to measure your travel emissions	8
5	The Planet Mark methodology	13
6	Get in touch	15



1 Who is this toolkit for?

1 Facilities Managers

2 Office Managers

3 Decision Makers

4 Sustainability Champions

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2 The importance of good travel management

The greenhouse gas emissions from travel are a huge global issue. The aviation industry alone contributes around 2.5% of global CO_2 emissions accounting for approximately 4% of emissions to date. Which may not seem like a large proportion, but a flight from London to San Francisco for example, is more than twice the emissions produced by a family car in a year.

On a national level, transport is the largest emitting sector of greenhouse gas (GHG) emissions, producing 26% of the UK's total emissions in 2021.



As businesses, we have a huge part to play in dramatically reducing emissions from travel, and we have the solutions to help you get there. Think of what we have all learnt over the coronavirus pandemic. We may not necessarily need to travel everywhere with the advancement of video call technology.

Integrating a travel hierarchy into all your business operations, can help to consistently make those sustainable choices — whether it's cycling or rail rather than driving, or video calling rather than flying. All these choices will add up. And if you have a fleet of vehicles, longer term solutions such as an electric vehicle fleets, can lead to dramatic carbon reductions.

Transport contributed 26% of the UK's total emissions in 2021.



Choosing sustainable solutions to traditional travel methods is not only kinder to our planet, but can benefit businesses in a number of ways, such as:

Environmentally

Transport has one of the highest reliances on fossil fuels of any sector and most travel methods are significant carbon emitters. Emissions have increased since the pandemic, but there is strong consideration from investments and policies to enable low and zero-emissions. Reducing employees emissions from travel will directly impact a business' carbon footprint.

Financially

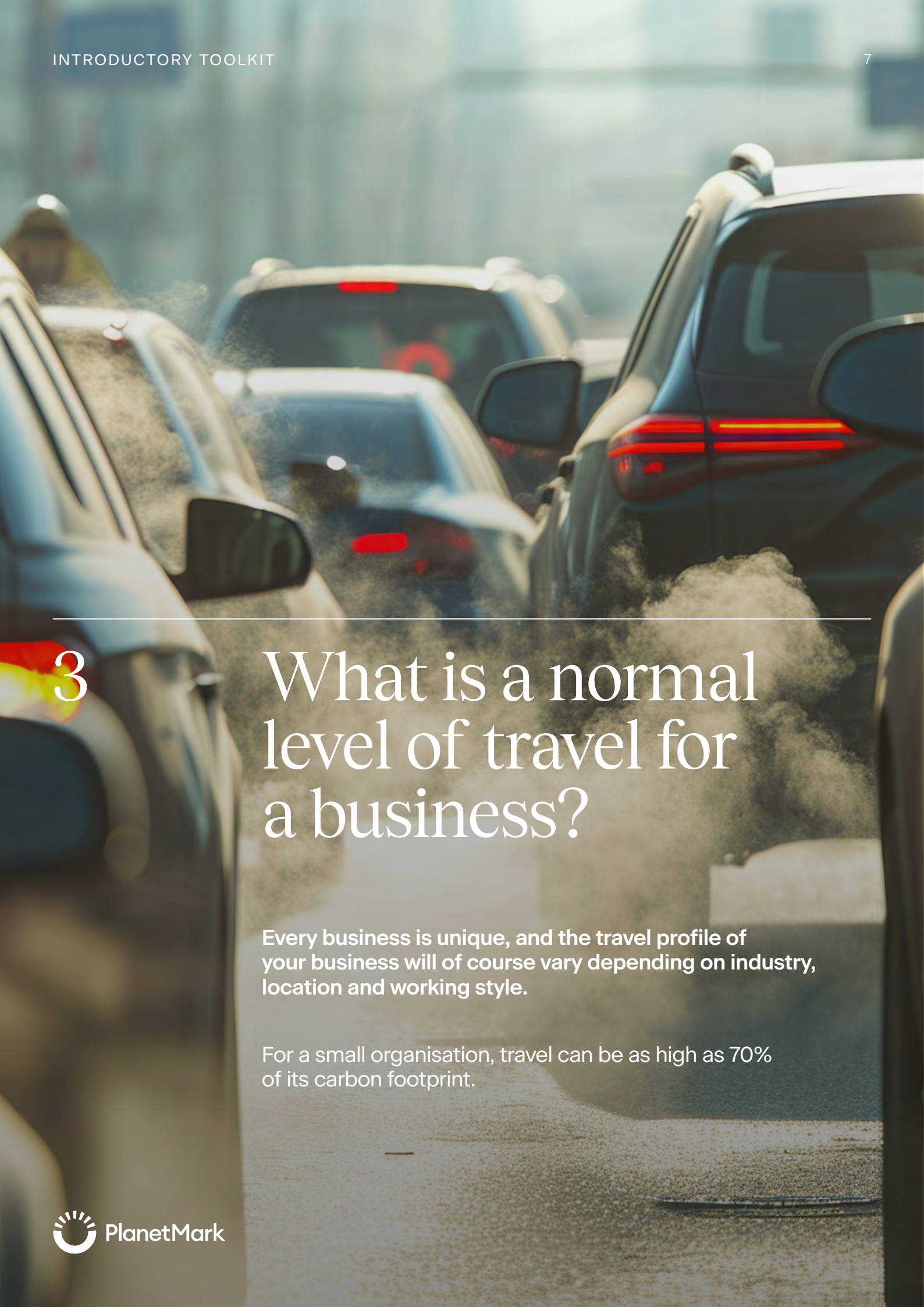
A business can benefit financially from reducing or eradicating unnecessary travel, finding efficiencies and alternative options. For example, switching to an electric fleet could reap some long-term financial benefits due to reduced tax liabilities and general cost effectiveness to run.

Competitively

Being able to communicate a clear, measured approach to travel management is a core part of any corporate sustainability project. Businesses want to work with sustainable partners and customers want to buy from sustainable businesses. Utlising more sustainable travel options could play a vital role in winning new business and maintaining current contracts.

Internally

Travel reduction initiatives are fantastic for creating a positive culture amoungst a team. Most staff across a company will contribute in some way to travel emissions, whether it's travelling to work, to events or to transport goods and provide services. Encouraging sustainable travel is a fantastic opportunity to empower staff so they feel as if they can make a difference. Companies that successfully engage their workforce in positive initiatives and are perceived as environmentally responsible are more likely to attract and retain the best talent.



3 What is a normal level of travel for a business?

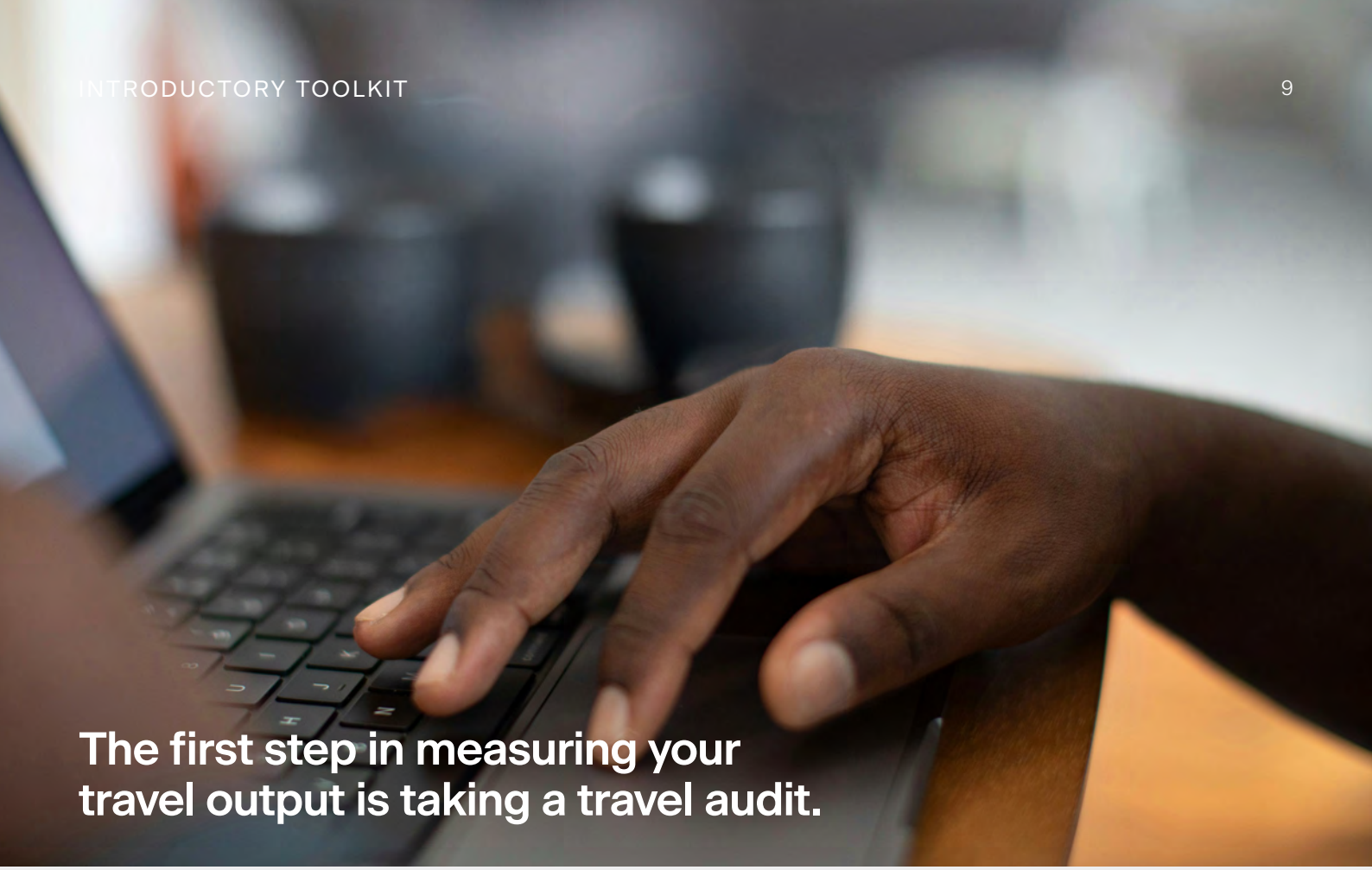
Every business is unique, and the travel profile of your business will of course vary depending on industry, location and working style.

For a small organisation, travel can be as high as 70% of its carbon footprint.



4 How to measure your travel emissions

Measuring your travel output is a critical first step in any sustainable travel policy. Without initial measurements in place, it becomes much harder to evaluate the progress made from your travel strategy, and to communicate your successes to stakeholders.



The first step in measuring your travel output is taking a travel audit.

A rudimentary travel audit can be done simply by collating fleet travel data (miles travelled) and business travel data from expenses. We recommend measuring travel over a set period of time (a year to account for seasonal fluctuations), and considering different types of travel.

Different types of travel to consider and define are:

- **Air travel**
- **Ferry travel**
- **Fleet travel**
- **Private vehicles used for business**
- **Rail travel**
- **Taxi, bus, rental car travel**

Once all these sources have been accounted for, you will have a good understanding of your travel data and can effectively target ways it can be reduced.



The travel hierarchy

The sustainable travel hierarchy is a useful tool to help you think about improving the impact of your business travel.

The higher up the hierarchy, the more sustainable and greener the travel option.

Encourage remote working

This can be great for recruitment and retention purposes and will reduce your travel emissions as a business.

1	Digital communication
2	Walking and wheeling
3	Public transport
4	Shared EV Transport
5	Shared Transport



Supplier travel

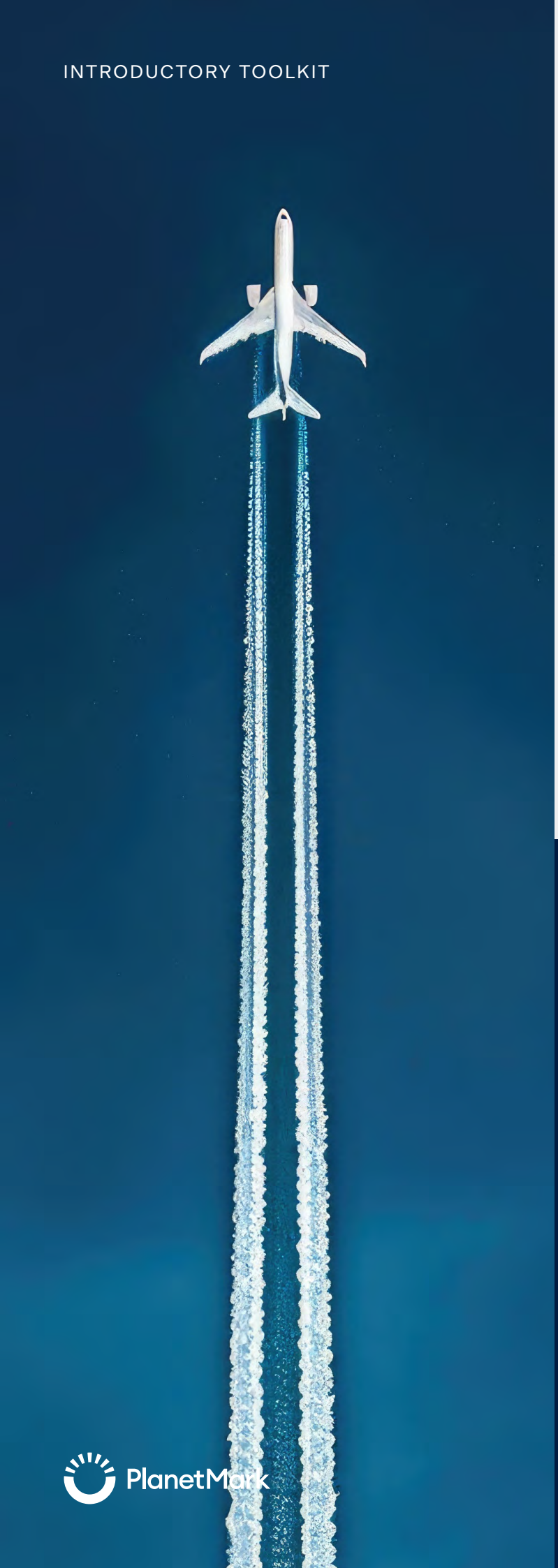
It is also important to account for travel emissions created throughout your supply chain.

Most business travel falls into Scope 3 emissions, which are indirect emissions across the whole value chain. Asking what travel (how much and what form) is associated with your suppliers may uncover hidden emissions that you were unaware of. This is a good way to start an initial dialogue about low-travel solutions with your supply chain.

Staff engagement

Early staff engagement is important for the success of a sustainable travel strategy.

Creating a safe, non-judgmental space for everyone to contribute to a travel audit and ideas for reduction helps to positively reinforce sustainable behaviour in the workplace.



Why is air travel bad?

Air travel is the least sustainable method of transport, hence it's at the bottom of the hierarchy.

In 2021, aviation accounted for 26% of the UK's total emissions, contributing 4% of total emissions already. Therefore, we need to try and minimise our flights as much as possible. A flight from Edinburgh to London, for example, emits around 159kg of CO_2 per passenger, compared to as little as 23.5kg if you made the journey by train.

Why should we switch to electric vehicles?

Sometimes a private vehicle is necessary, especially where businesses have more remote locations and reliance on public transport isn't possible. Fortunately, the grid is getting greener as we source more of our energy from renewable sources. Fortunately, the grid is getting greener as we source more of our energy from renewable sources.

Electric cars produce far fewer carbon emissions than their petrol and diesel equivalents — and there are zero tailpipe emissions. The UK Government has set a target to phase out the sale of new fossil fuel vehicles by 2035, with all new cars being fully zero emission at the tailpipe by 2035.



5 The Planet Mark methodology

At Planet Mark, we convert your travel into a carbon emission equivalent, to help you easily measure and understand your travel emissions. We also ensure to apply the correct *emissions factors appropriate to traveling in the US vs UK, for example.

* Emission factors (EF's) are values that can be applied to anything that uses fuels or raw materials as a result of consumption or usage by an individual or organisation that results in the emission of Greenhouse Gases (GHG's)



To calculate your travel related emissions, we have produced a data hierarchy helping you to understand your travel emissions.

Fleet travel

- Fuel reports with actual litres of fuel used or distance travelled
- Travel reports with distances for each fleet vehicle as well as the vehicle type
- Expenses report with cost spent on fuel/ mileage

Business travel

- Travel reports with distances for each mode of travel (including classes where applicable)
- Travel reports with to's and from's for each mode of transport
- Expenses report with cost spent on each mode of transport (cost cannot be used for air travel)



6 Get in touch

What to know more?

Get in touch with our team

GET IN TOUCH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