

# Whitepaper

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## Carbon Neutrality -

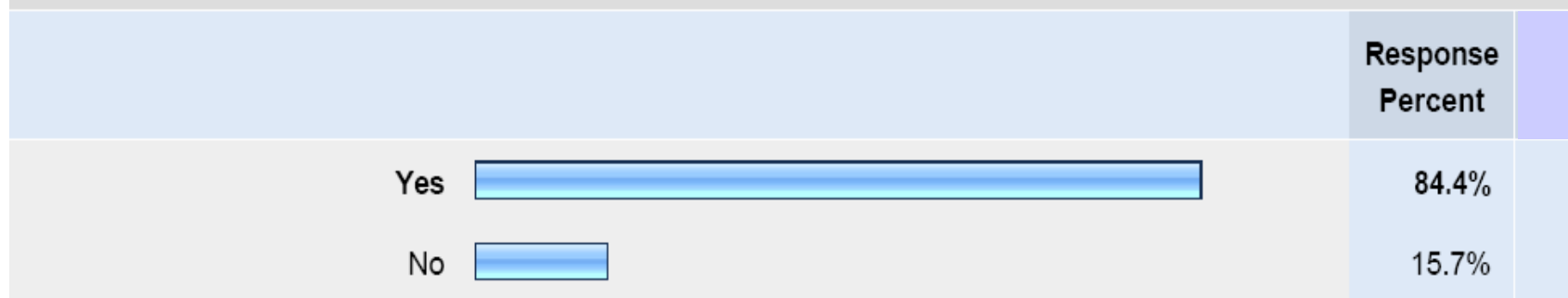
### An integral part of the Corporate Travel Supply-Chain

- Objective: provide best practices/solutions for corporations on how to integrate carbon neutrality into the corporate travel supply chain
- Developed in collaboration with the Corporate Social Responsibility Committee of ACTE
- Baseline: Global Survey of ACTE membership base and personal interviews with stakeholders along the business travel supply- chain

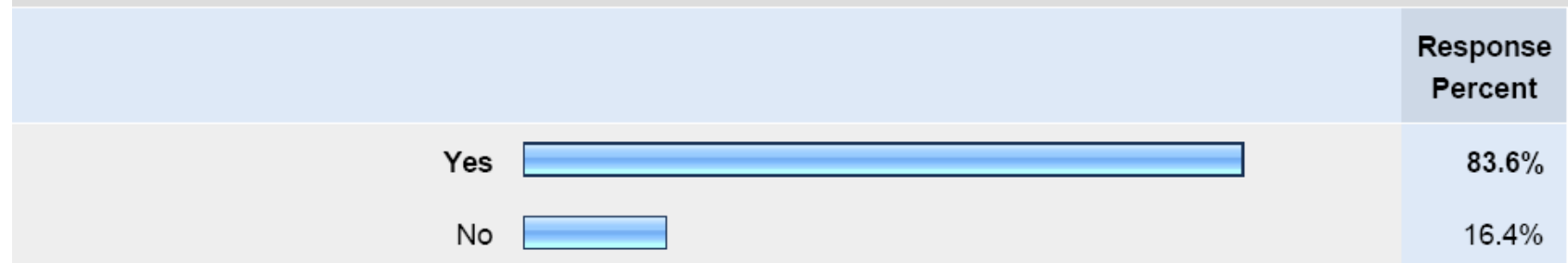
## Key interview and survey findings

### Sustainability = Top Management Priority

Do you think sustainable travel will become an important management goal for the travel industry in the near future?

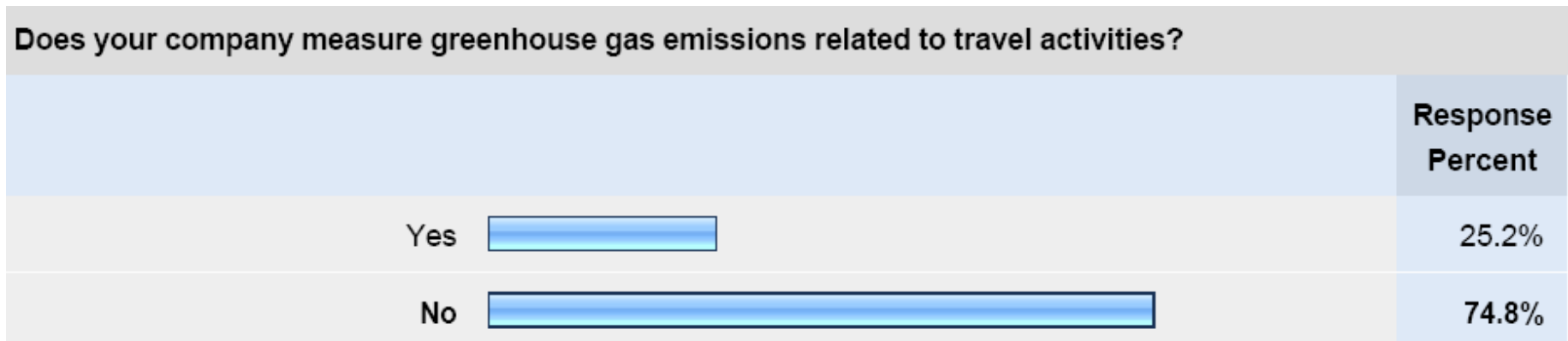


Do you think that the ability to offer "low carbon services" will become a supplier selection criteria of increasing importance?



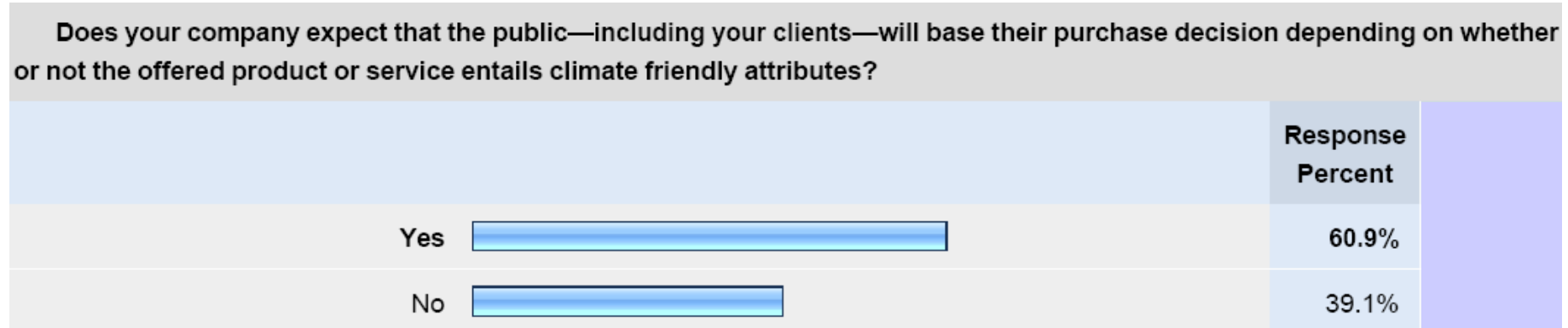
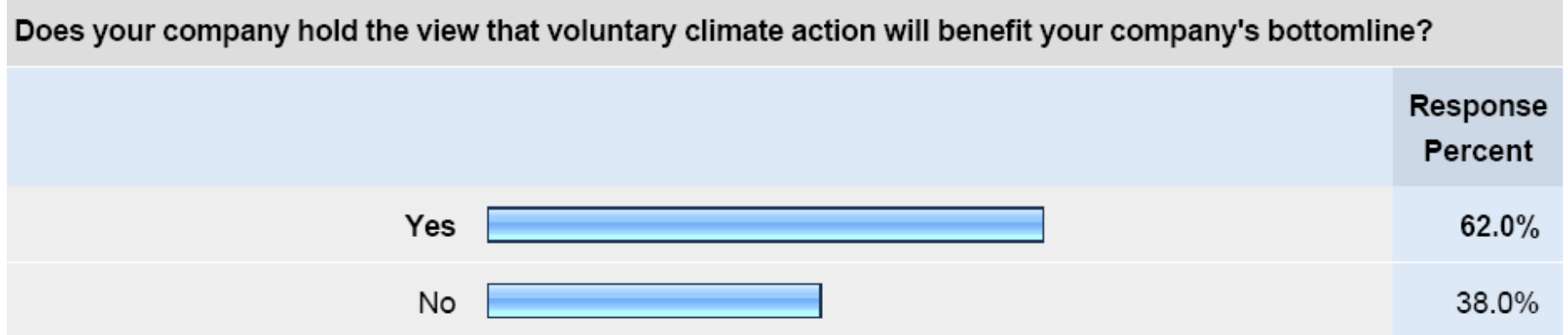
## Key interview and survey findings

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## Key interview and survey findings

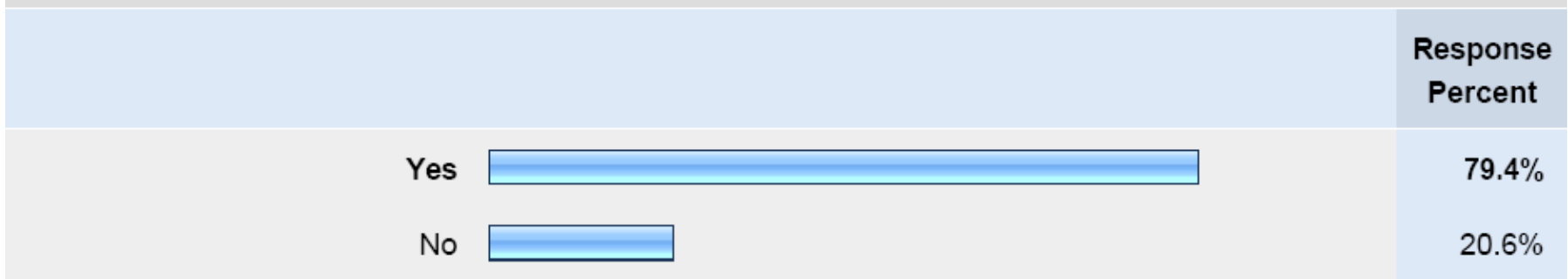
### Eco-logical thinking means “eco-nomical” thinking



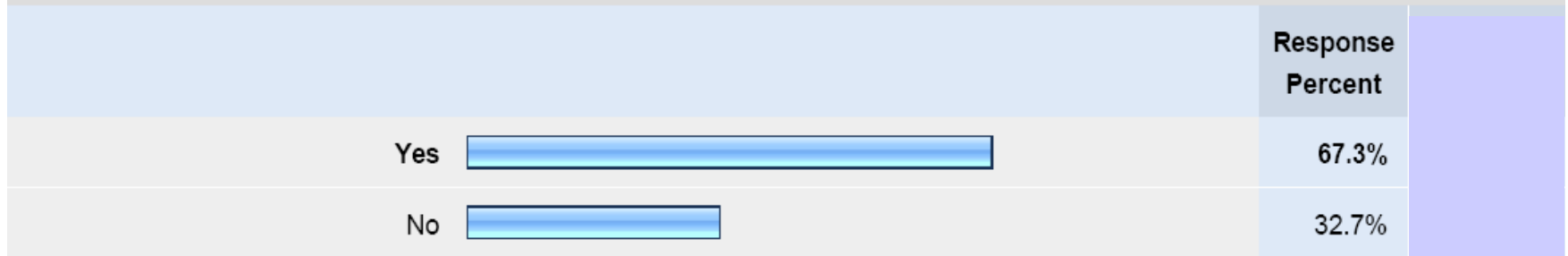
## Key interview and survey findings

### Sustainable business practices = Key to profitability

Do you think that sustainable travel will evolve into an important management goal (e.g. such as reducing costs)?



Does your company expect that the public—including your clients—will increasingly base their purchase decision whether or not the offered product or service are climate friendly?



## **Key interview and survey findings**

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### **Holistic approach and strong role of top leaders**

- Carbon neutrality must be implemented as an
  - Integrated
  - Holistic
  - Long-term planning process which
  - Involves all management levels
  
- Success depends entirely on the
  - Commitment and role model of a corporations management

## Whitepaper = Global Guideline

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- Corporate Travel – Supply Chain approach
- Total Value of Service
  - Cost, Quality, Compliance, CSR
- The Roadmap to Carbon Neutrality
  - Creating the Strategy and Travel Policy
  - The 6 STEPS
- The Benefits and The Don'ts