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# **Corporate Social Responsibility 101**

# Agenda

**Objectives**

**What is CSR?**

**How does it relate to you?**

**Next Steps**

**CSR Resources &  
NBTA CSR Toolkit**



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# CSR Framework

## Corporate Responsibility

### Economic Accountability

Invest in projects that have positive, long-term effects and are profitable for the firm and its stakeholders. Ensure transparency in reporting and accounting.

### Environmental Sustainability

Mitigate the damaging effects of company facilities and production processes – including sourcing, production, marketing, transportation, product use and disposal – to protect the environment

### Social Responsibility

Protect and improve communities through philanthropy, volunteerism, workforce, financial investments, etc. Mitigate risks and ensure policies are in place to recognize the importance of a company's duty of care for general employee well-being.

## Corporate Culture and Practices



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## Audience Questions

**How many of you have had inquiries about how travel-related CO2 emissions can be reduced or eliminated?**

**Does your company have a formal CSR or environmental program?**

**Of those who have not, are you planning to integrate CSR within the next 12 months?**

Source: CCTE Session Poll Results



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# How is Travel Demand Managed?

- **Not at all?**
- **Pre-trip approval process based on trip purpose?**
- **Travel budgets set on number of trips required rather than historical spend?**
- **Does the travel policy clearly outline demand management expectations and processes?**





# Questions You Can Ask

- **Do we have a policy on trip qualification?**
- **Can we reduce the number of trips?**
- **Who are the stakeholders?**
- **How can we promote, enforce and audit the success?**
- **What are our alternatives to physical meetings?**



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# Physical Meeting Alternatives

- **Audio conferencing: Conference Calls**
- **Online and Web-meetings**
- **Web-meetings with integrated video transmission**
- **Videoconferencing and tele-presence systems**



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# Action Steps

1. Include sustainability in RFP process
2. Ask key questions to major suppliers

Does your company have an environmental program?

Do you have an ISO 14001 certification, EMS  
or local environmental certificate?

Can you provide reports on a regular basis that show the CO2 emissions directly  
linked to our company's business travel?



# Metrics

## 1. Travel Intensity:

$$\frac{\text{Business Travel Miles}}{\text{Sales Revenue}}$$

## 2. Travel Expense Productivity:

$$\frac{\text{Travel Expenses}}{\text{Sales Revenue}}$$

## 3. Virtual Meeting Index:

$$\frac{\text{Total Meetings}}{\text{Meeting Trips + Virtual Meetings}}$$





# Questions You Can Ask

- Do we have an inventory of our preferred supplier's sustainability performance?
- How much do we spend with preferred suppliers that adhere to our CSR principles?
- What is the impact of shifting business to more sustainable suppliers?



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# Audience Questions

**Does your company measure its business travel related carbon footprint for transient travel?**

**Does your company measure its business travel related carbon footprint for Meetings?**

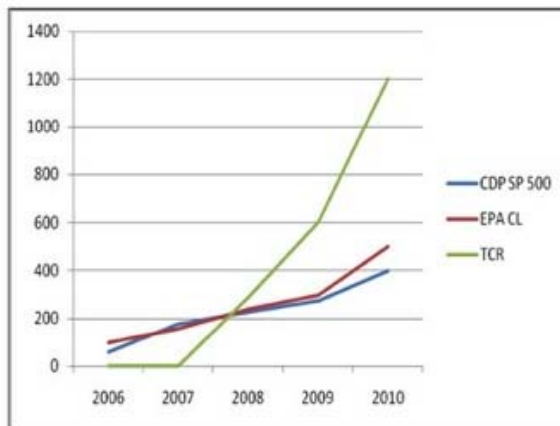
Source: CCTE Session Poll Results



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# Travel ~ Sustainability ~ Reporting

Number of Reporting Organizations Expected to Triple



- **Over 3,000 companies track and report greenhouse gas (GHG) emissions to measure their sustainability performance**
  - Enterprise Carbon Accounting (ECA)
- **Expected to triple in the next two years**
- **Travel is part of indirect emissions reporting**
  - Can be 20-40% of a company's Carbon Footprint



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# Varying Methodologies in Calculating Emissions

Examples	Simple		Comprehensive		
	DEFRA	Greenhouse Gas Protocol	atmosfair	Sabre	TRX
Who is behind this?	U.K. Government Department for Environment, Food and Rural Affairs	Joint venture project of World Resources Institute and World Business Council for Sustainable Development	German not-for-profit organization that provides carbon off-set services	Global distribution and technology solutions provider for the travel industry	Global data processing company with special focus on travel data
How are emissions calculated?	Distance * Multiplier (differentiates short- and long-haul)	Distance * Multiplier (differentiates short-, medium-, and long-haul) Distance * Algorithm	Distance * Algorithm (includes various parameters, e.g., route, type of aircraft, typical load factor, cargo)	Distance * Algorithm (includes various parameters, e.g., route, type of aircraft, seating configuration, cargo)	Distance * Algorithm (includes various parameters, e.g., route, type of aircraft, typical load factor, cargo)
More information	<a href="http://www.defra.gov.uk">www.defra.gov.uk</a>	<a href="http://www.ghgprotocol.org">www.ghgprotocol.org</a>	<a href="http://www.atmosfair.de">www.atmosfair.de</a>	<a href="http://www.sabre-holdings.com">www.sabre-holdings.com</a>	<a href="http://www.trx.com">www.trx.com</a>

Source: NBTA CSR Toolkit 2009, powered by Advito



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# Carbon Reports Require Data

Airline	Hotel	Car Rental	Rail
<ul style="list-style-type: none"><li>• Number of trips per route</li><li>• Miles or kilometers flown</li><li>• Cabin class of service</li></ul>	<ul style="list-style-type: none"><li>• Country of occupancy</li><li>• Number of nights</li><li>• Hotel tiers</li><li>• Economy/moderate</li><li>• Upper class</li><li>• Luxury</li><li>• Meetings</li></ul>	<ul style="list-style-type: none"><li>• Number of rental days</li><li>• Miles / kilometers driven</li><li>• Selection of car type<ul style="list-style-type: none"><li>– Subcompact &amp; Mini</li><li>– Hybrid</li><li>– Compact &amp; Standard</li><li>– Full, Intermediate, Midsize</li><li>– Luxury, Premium</li></ul></li></ul>	<ul style="list-style-type: none"><li>• Distance</li><li>• Number of trips</li><li>• Type of train (e.g., high speed, commuter)</li></ul>

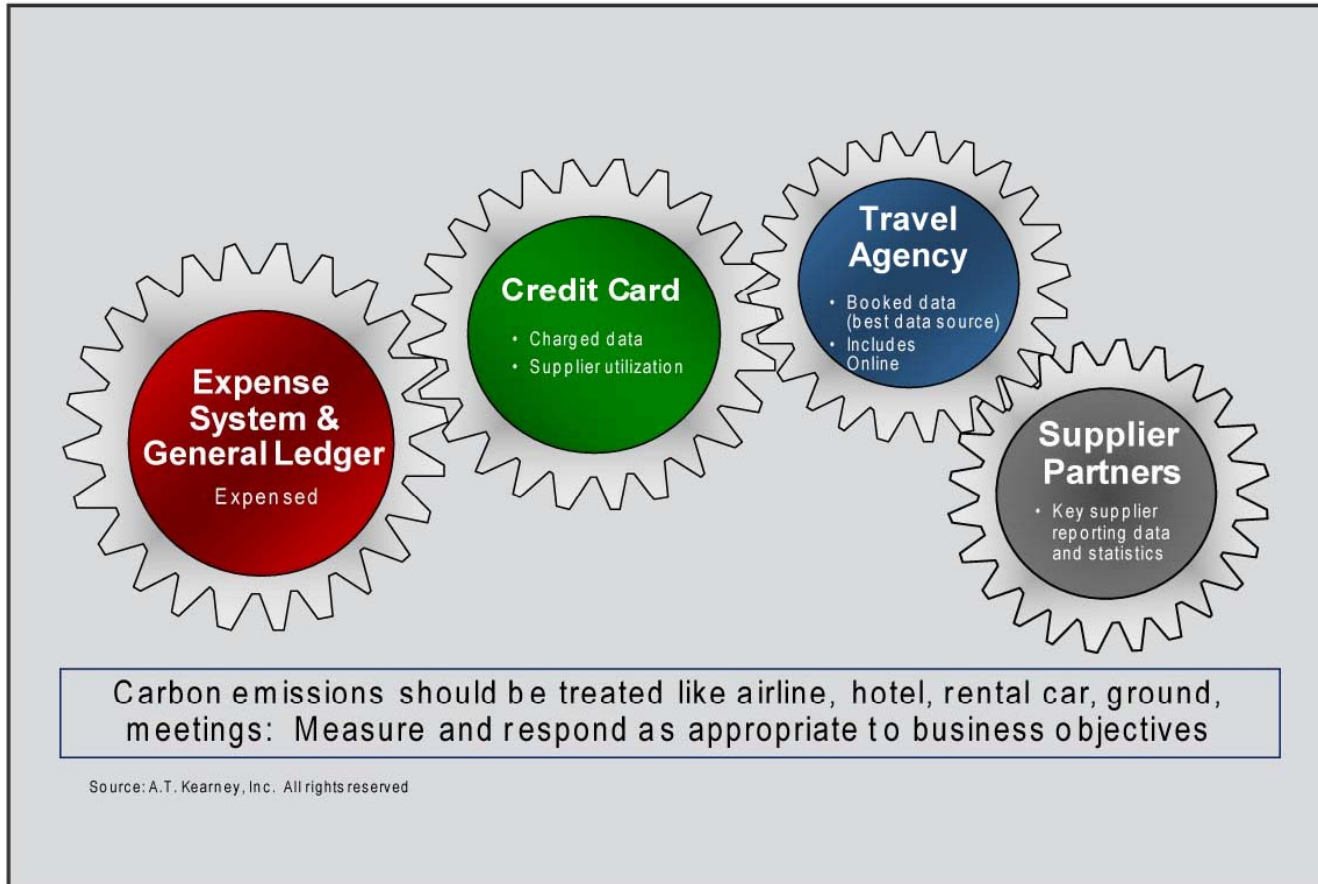
Origination and destination city pairs along with travel dates are valid for all categories

Source: NBTA CSR Toolkit 2009, powered by Advito



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# Key Data Sources for Carbon Footprint Analysis



Source: NBTA CSR Toolkit 2009, powered by Advito



# Sample Supplier Metrics

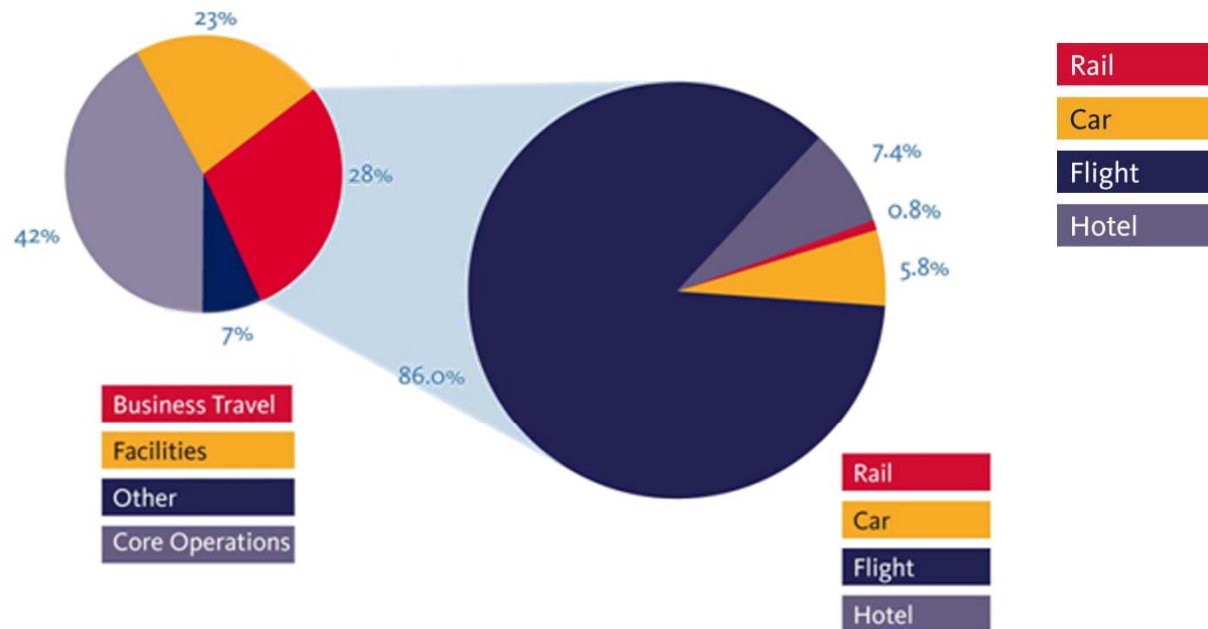
Airline	Hotel	Car Rental
<ul style="list-style-type: none"><li>• Average age of fleet</li><li>• Kerosene consumption in tons per 100 passenger miles</li><li>• CO<sub>2</sub> emissions per 100 passenger miles</li><li>• Waste generated in kilograms per passenger</li><li>• Percentage of waste recycled</li><li>• Energy consumption on the ground</li><li>• Average percentage of energy consumption from renewable energy</li></ul>	<ul style="list-style-type: none"><li>• Water consumption in litres per day per room let</li><li>• Energy consumption in kWh per year per room</li><li>• Carbon emissions in tons CO<sub>2</sub> per year per room</li><li>• Waste generated in kilograms per year per room</li><li>• Percentage of waste recycled</li><li>• Average percentage of energy consumption from renewable energy</li><li>• Percentage of locally sourced products on sale at the property incl. restaurant</li></ul>	<ul style="list-style-type: none"><li>• Average age of fleet</li><li>• CO<sub>2</sub> emissions of the fleet per 100 miles per category and engine type</li></ul>

Source: NBTA CSR Toolkit 2009, powered by Advito



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# Business Travel Carbon Footprint (Example)



Source: Advito 2009, based on atmosfair methodology



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# Metrics

## 1. Business Travel's Share of Carbon Footprint

$$\frac{\text{Business Travel Footprint}}{\text{Total Company Footprint}}$$

## 2. Per Trip Intensity Ratio

$$\frac{\text{Number of Trips}}{\text{Business Travel Footprint}}$$

## 3. CSR Adoption in Travel Supply Chain

$$\frac{\text{Spend with CSR Compliant Travel Suppliers}}{\text{Spend with Preferred Travel Suppliers}}$$



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# The Cost of Offsetting

- **Varies from client to client, based on customer desires and requirements**
- **Standard fee is based on cost per ton of CO<sub>2</sub> produced**
- **Companies can also:**
  - Offset a particular segment of their traveler base
  - Allocate annual lump sum for offsetting
  - Chose other initiative that are available



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# Example for Evaluating a Preferred Off-set Partner

Criteria	Best Option	Comment
Company Profile	<ul style="list-style-type: none"> <li>Not for profit</li> </ul>	<ul style="list-style-type: none"> <li>Better market perception</li> <li>Allows tax efficient “donation”</li> </ul>
Project Investment / Overhead Cost	<ul style="list-style-type: none"> <li>High percentage</li> </ul>	<ul style="list-style-type: none"> <li>Impact on percentage of money that is actually invested in projects (worst case as little as 15%)</li> </ul>
Quality of Offset	<ul style="list-style-type: none"> <li>Avoid sequestration (e.g. planting trees)</li> </ul>	<ul style="list-style-type: none"> <li>Seen as <b>most important</b> criteria</li> <li>Need to avoid “green washing”</li> </ul>
Standards & Verification	<ul style="list-style-type: none"> <li>Gold Standard</li> </ul>	<ul style="list-style-type: none"> <li>Credibility in unregulated market</li> <li>Accreditation increases price but also value</li> </ul>
Emissions Calculator	<ul style="list-style-type: none"> <li>Accurate and well-founded</li> </ul>	<ul style="list-style-type: none"> <li>Adds credibility to your company’s offering</li> </ul>
Price per ton of carbon	<ul style="list-style-type: none"> <li>Value for money</li> </ul>	<ul style="list-style-type: none"> <li>Cheap does not mean best value (see overhead cost &amp; standards)</li> </ul>
Independent Reviews	<ul style="list-style-type: none"> <li>Recommended</li> </ul>	<ul style="list-style-type: none"> <li>Credible and trusted partner</li> </ul>

Source: Advito



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# Perception of Business Travelers on Safety and Security

- How many of you believe you work for a firm with no clear security policies?
- How many of you believe the majority of your travelers have no idea who to alert in case of an emergency?
- How many of you believe your travelers carry no specific contact phone number for use in a crisis abroad?

Source: Control Risks Group 2007



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# Six Steps to Building a Travel Risk Management Program\*

- 1. Assign management responsibility**
- 2. Determine risk types**
- 3. Assess risk exposure**
- 4. Mitigate or manage**
- 5. Communicate**
- 6. Audit**

Source: Advito



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# Volunteerism and Community

- Company or customer meetings are opportunities for community volunteer efforts
- NBTA Annual Convention in Houston
  - ½ day Volunteer event at Star Of Hope Homeless Family Shelter



**Reduce Reuse  
Recycle Restore**



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# Responsible Travel Management – Your Role

1

## Sustainability

What is the environmental impact of our business travel?

How can we cost-effectively make our program “green”?

How can we apply sustainable procurement principles to travel?

Who can we work with to coordinate travel with broader initiatives?



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# Responsible Travel Management – Your Role

2

Accountability

What are our duty of care liabilities in business travel?

How can we address the broader concerns of our stakeholders?



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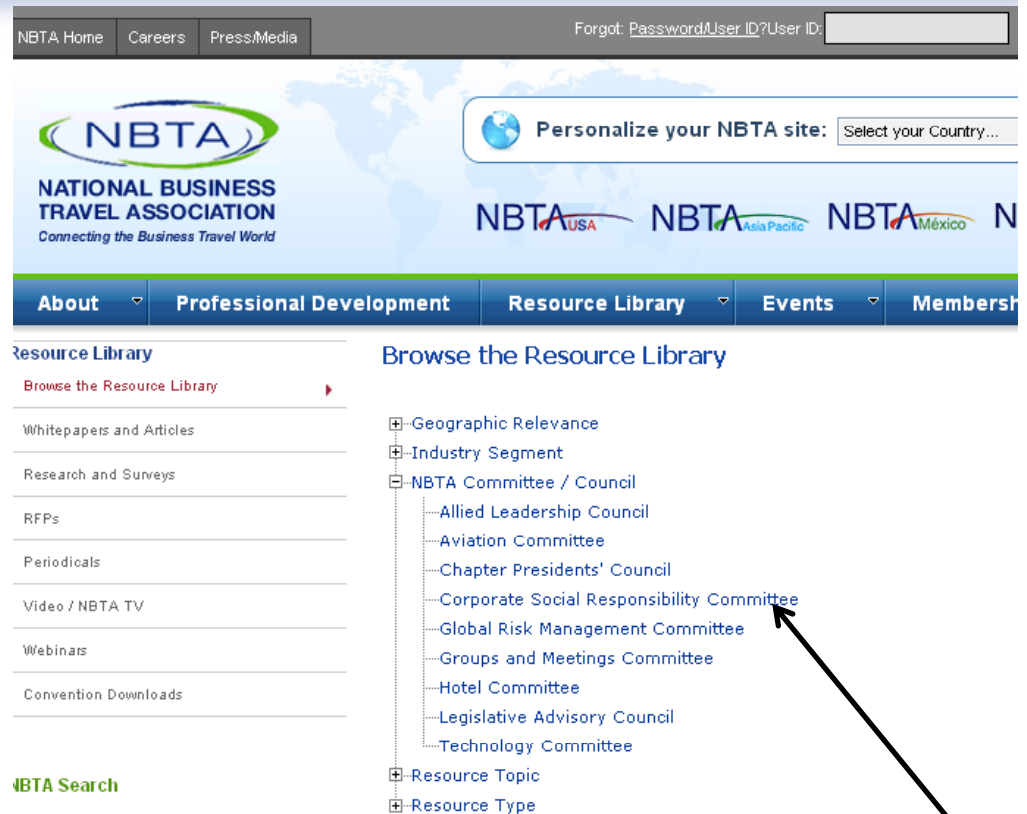
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# Next Steps

- Download the 2009 NBTA CSR Toolkit ([www.nbta.org](http://www.nbta.org))
- Understand your company's CSR policies and internal resources to further define your role
- Complete the CSR Module of NBTA's MTI Benchmarking Tool



The screenshot shows the NBTA website interface. At the top, there are navigation links for "NBTA Home", "Careers", and "Press/Media", along with a login field for "Forgot: Password/User ID? User ID:". Below the navigation is the NBTA logo and the text "NATIONAL BUSINESS TRAVEL ASSOCIATION Connecting the Business Travel World". A "Personalize your NBTA site:" section allows users to "Select your Country...". The main navigation bar includes "About", "Professional Development", "Resource Library", "Events", and "Members". The "Resource Library" section is expanded, showing a list of categories: "Whitepapers and Articles", "Research and Surveys", "RFPs", "Periodicals", "Video / NBTA TV", "Webinars", and "Convention Downloads". To the right, the "Browse the Resource Library" section lists various filters: "Geographic Relevance", "Industry Segment", "NBTA Committee / Council", "Resource Topic", and "Resource Type". Under "NBTA Committee / Council", a list of committees is shown, including "Allied Leadership Council", "Aviation Committee", "Chapter Presidents' Council", "Corporate Social Responsibility Committee", "Global Risk Management Committee", "Groups and Meetings Committee", "Hotel Committee", "Legislative Advisory Council", and "Technology Committee". An arrow points to the "Corporate Social Responsibility Committee" in this list.



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# NBTA CSR Toolkit

## Powered by Advito



2009 NBTA Corporate Social Responsibility Toolkit  
A Primer on Responsible Travel Management

Produced under the direction of the NBTA Corporate Social Responsibility Committee  
Based on the 2008 NBTA CSR Toolkit powered by Advito

An Introduction to Responsible Travel Management

Detailed Reference 1: Guide to Calculating the Carbon Footprint

Detailed Reference 2: Guide to Supporting Demand Management and the Use of Virtual Meetings

Detailed Reference 3: Guide to Responsible Procurement

Detailed Reference 4: Guide to Offsetting Emissions

Detailed Reference 5: Guide to Travel Risk Management and Duty of Care

Detailed Reference 6: NBTA CSR Awards

Detailed Reference 7: Company Profiles

Glossary of Terms

Contact us

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# CSR Resource – Managed Travel Index® (MTI)

Four Ways to Benchmark Online



**Managed Travel  
Index® (MTI)  
Measures  
effectiveness  
of corporate  
travel program**

**Industry  
Benchmarking**

**NBTA  
Peer  
Benchmarking**

**Air  
Lodging  
Car**

**Travel Risk  
Management  
(TRM) –  
Evaluates  
maturity  
of program  
and identifies  
areas for  
improvement**

**Since July of '08!  
Corporate  
Social  
Responsibility  
(CSR)**

Source: NBTA Foundation, 2008



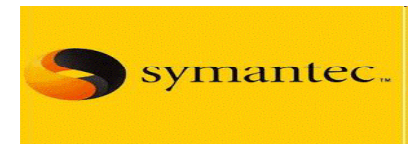
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# 2010 NBTA CSR AWARD



Established to recognize significant and innovative solutions implemented by NBTA members as a part of their commitment to **Corporate Social and Environmental Responsibility** in travel and meeting management.

**2009 Direct Member Winner**



**2009 Allied Member Winner**



For more information or to apply please go to [www.NBTA.org](http://www.NBTA.org) or contact [shannon@ecoairjets.com](mailto:shannon@ecoairjets.com)



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# THANK YOU!

- Questions?



International Convention & Exposition  
August 8-11, 2010



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