

GBTA's feedback to the European Commission's Call for evidence for an impact assessment on the CountEmissions EU initiative

GBTA welcomes the opportunity to contribute to the European Commission's call for evidence through its feedback consultation on a potential **CountEmissions EU Regulation** that would establish a single GHG emissions measuring mechanism to account for the greenhouse gases produced by the different stakeholders involved in the transportation sector.

Business travel is fundamental to the world economy and brings many benefits in terms of international connections and value creation. However, climate change is a global threat and responsible governments, industries, and corporations must continue to work together to reduce carbon emissions and operate in a more sustainable manner.

GBTA calls on the EU institutions to consider the most cost-efficient policies to help towards the 2030 and 2050 decarbonization goals.

The Paris Agreement has set a goal of limiting global warming to 1.5C and countries across the globe are working to reach net zero by 2050. To achieve this and balance the demand for travel, future European transport system must provide consumers with sustainable alternatives and enable them to make sound environmental decisions when choosing transport modes for any part of their itinerary.

However, the industry must also do its part. GBTA's membership representing both buyers and suppliers is striving to support environmentally sustainable travel. GBTA believes in the importance and contribution of every transport mode for a well-functioning, connected, and seamless transport system.

To that end, GBTA would like to emphasize two points:

1) Importance of providing fit-for-purpose emissions data

GBTA believes that enhanced availability of standardized information on the carbon footprint of travel options is needed to significantly reduce the GHG emissions caused by mobility. Indeed, travel sector buyers and suppliers are not able to accurately determine their own transition pathways without credible data. To realize this, the Commission must ensure that the standardized reporting is fit for purpose and takes into account also the reporting needs of the business travel sector, which depends on transport mode decarbonization to achieve its own climate targets. While real-time emissions data reports, available at the end of trips, are critical to the ongoing reduction of GHG emissions, GBTA members need emissions data reports prior to travel to influence the behavior of business travelers when booking travel.

Furthermore, greater transparency on the emissions of transport could support the adoption of multimodality in the European Union. By coupling this initiative with other proposals currently under



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consideration, such as the revision of the air services regulation and the initiative on multimodal digital mobility services, the European Union could benefit from greater transparency in terms of the carbon footprint of transport providers. With credible data, business travel buyers and travelers in general will be able to make informed and sustainable choices. For example, when flying, a more direct route has the potential to significantly reduce emissions compared to a flight with a stopover.

2) Importance of a global standard

With respect to standardization, GBTA believes that the counting tool should be based on a common methodology that is widely used or can be scaled up to worldwide use, and which reflect an unbiased net-based calculation. Doing so would help avoid the creation of a patchwork of regional measures and ensure that the standardization is fit for the business travel sector's purposes and internationally recognized. It is important the legislation ensures that transport providers publish usable data for buyers to make sustainable choices.

In addition, promoting the use of a widely used international standard could encourage other regions of the world to follow the EU's lead and adopt a similar tool, thereby further reducing emissions from the transport sector.

Conclusion:

As a conclusion, the introduction of an CountEmissions EU initiative has the potential to increase sustainability transparency for travelers and therefore to foster climate-friendly consumer behavior. While GBTA supports the development of such a calculator at the European level, it stresses the importance of adopting globally recognized standards.

GBTA stands ready to engage in constructive discussions with both decision-makers and the stakeholders to ensure that the calculating and reporting standards meet also the needs of the business travel value chain.

About us: The Global Business Travel Association (GBTA) represents over 9,000 business travel professionals from every continent and is considered the world's largest professional association representing the \$1.4 trillion business travel industry. Collectively, our members directly control more than \$345 billion of global business travel and meetings expenditures annually, and also represent every facet of the global travel industry marketplace.