

# Travel



PlanetMark

Introductory toolkit

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

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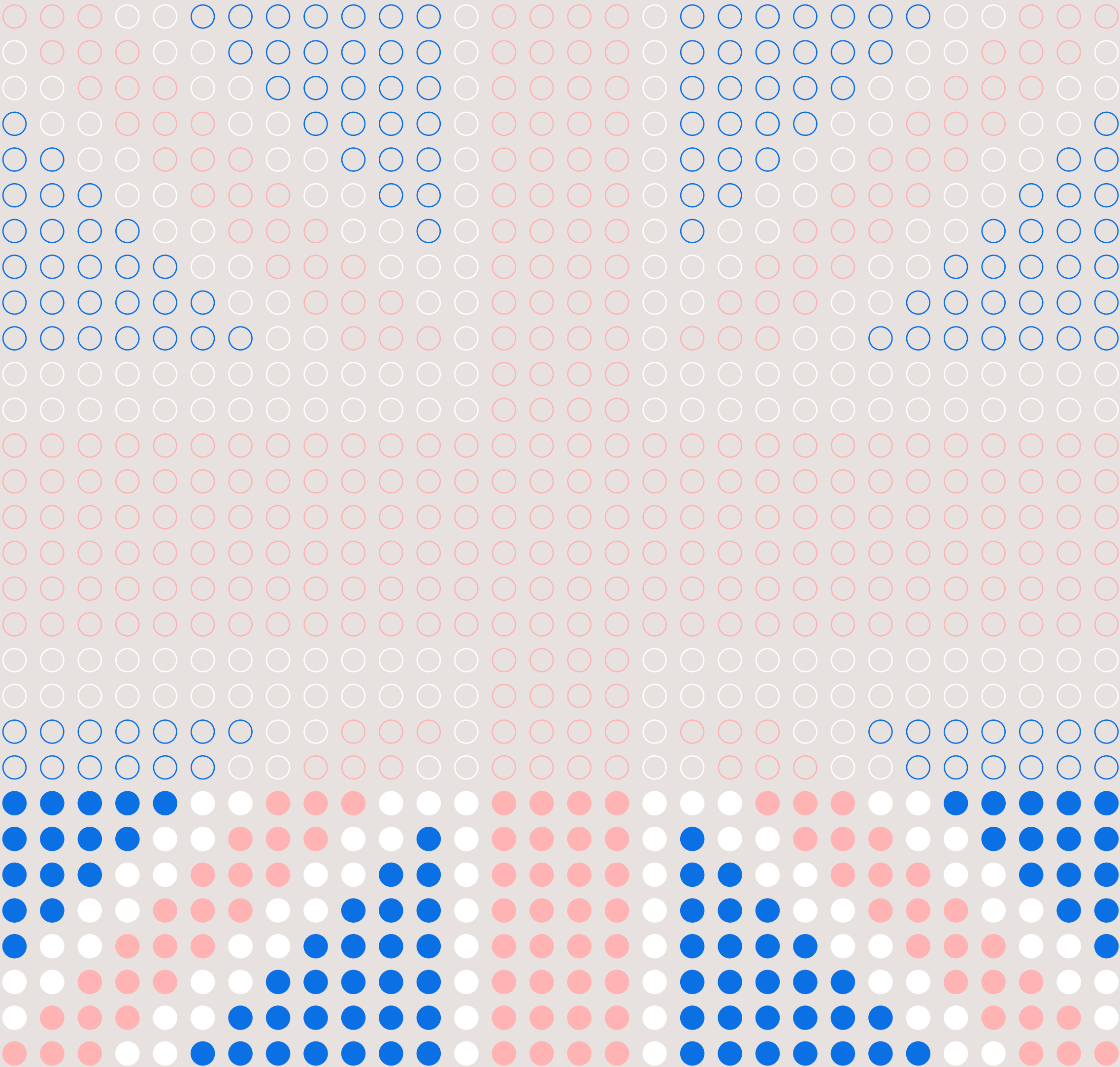
# The importance of **good travel** **management**

**The greenhouse gas emissions from travel are a huge global issue.** The aviation industry alone contributes around 2.4% of global CO2 emissions. 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 produced 27% of the UK's total emissions in 2019, and in total, business travellers from the UK took approximately 8.98 million business trips abroad in 2019.



# Transport produced **27%** of the UK's total emissions in 2019



**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 environmentally friendly decisions – whether it's cycling or rail rather than driving, or video calling rather than flying. All these decisions will add up. And if you have a fleet of vehicles, longer term solutions such as an electric vehicle fleet, can lead to dramatic carbon reductions.



The solutions to a low-travel culture are not only kinder to our planet, but can **benefit businesses and organisations in a number of ways**, such as:

### Environmentally

All travel has a carbon footprint that has significant consequences on our climate – transport has the highest reliance on fossil fuels of any sector. Although emissions from travel reduced globally due to the Covid-19 pandemic, emissions are likely to resume rising with demand and accessibility.



### Financially

A business can benefit financially from reducing or eradicating unnecessary travel, finding efficiencies and alternative options. Switching to an electric fleet for example, not only is a marketing tool, but 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. As businesses and customers seek sustainable organisations to deal with, travel reduction could have a role in winning and maintaining contracts, customers and suppliers.

### Internally

Travel reduction initiatives are fantastic for creating a positive culture among 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.

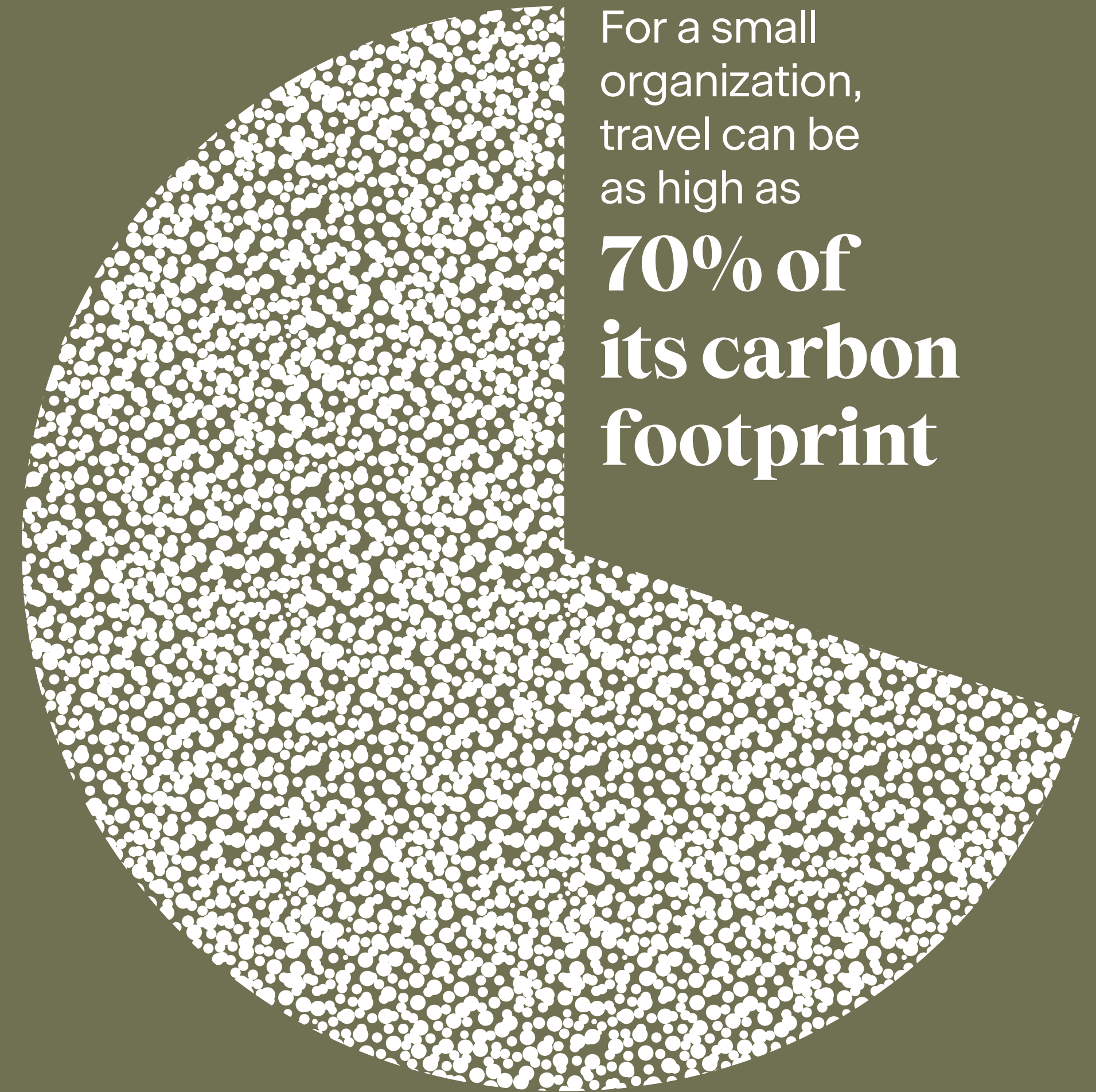
# Who is **this** **toolkit for?**

This toolkit is designed for:

**Facilities Managers**  
**Office Managers**  
**Decision Makers**  
**Sustainability Champions**

# 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 dependent on industry, location, and working style.



# 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:

Fleet Travel

Private vehicles used for business

Air Travel

Rail Travel

Ferry 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 some ideas of ways it can be reduced.**

## Supplier travel

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

Most business travel falls into the Scope 3 category of emissions, which are indirect emissions across the whole supply chain. Only emissions from company owned fleet vehicles fall into scope 1, the rest fall into Scope 3. Asking what travel (how much and what form) is associated with your suppliers may uncover hidden travel 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 to 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 positively reinforce sustainable behaviour in the workplace.



Digital communication

Walking and wheeling

Cycling

Public and shared transport

Public and shared  
Electric vehicles and  
car sharing

ICE vehicles and  
car sharing

Air

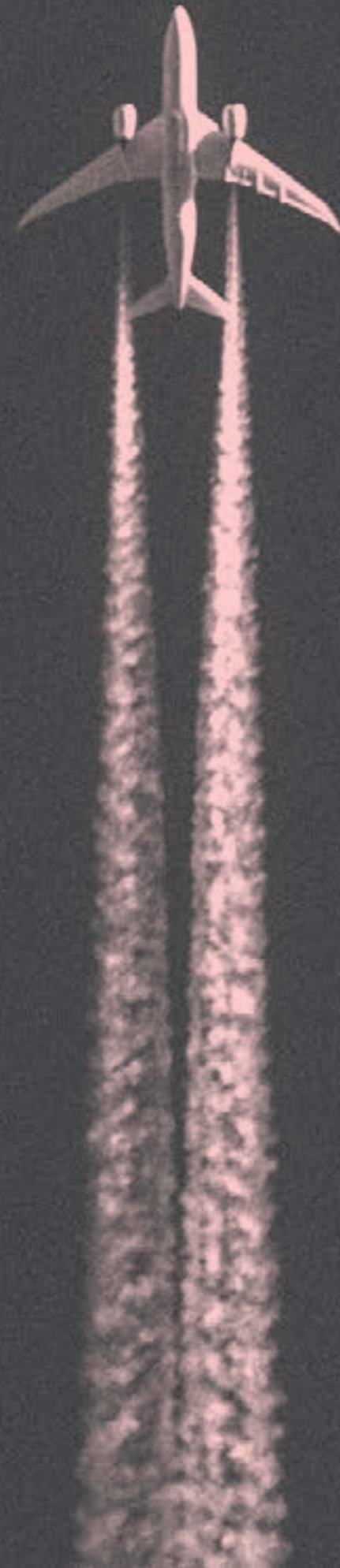
## The travel hierarchy

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.

## Why is air travel bad?

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

In 2019, domestic and international aviation accounted for around 8% of the UK's total CO2 emissions. 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 CO2 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 business have more remote locations where reliance on public transport isn't possible. Fortunately, electricity 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 petrol and diesel cars and vans by 2030, with all new cars being fully zero emission at the tailpipe by 2035.



# The Planet Mark methodology

At Planet Mark, we convert your travel into a carbon dioxide 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 for our members, split into fleet and business travel, to help us calculate their travel emissions:

## **Fleet travel**

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Fuel reports with actual litres of fuel used or distance travelled

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Travel reports with distances for each fleet vehicle as well as the vehicle type

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Expenses report with cost spent on fuel/mileage

## **Business travel**

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Travel reports with distances for each mode of travel (including classes where applicable)

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Travel reports with to's and from's for each mode of transport

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Expenses report with cost spent on each mode of transport (cost cannot be used for air travel)

Want to know more?

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