

## GBTA’s Submission to the Glasgow Declaration: Climate Action Plan December 2023

The Global Business Travel Association (GBTA) re-launched its **Foundation** in July 2022 to drive positive change for people and the planet through business travel. Serving as the 501c3 cause-focused arm of GBTA, the Foundation works collaboratively with industry partners, governments, experts, and other like-minded, non-profit organizations to advance a common agenda around sustainable global business travel.

In October 2022, the GBTA Foundation became a signatory of the Glasgow Declaration on Climate Action in Tourism. As a supporting partner, our commitment is to champion climate action in business travel, through capacity building, industry alignment, and advocacy.

This plan outlines GBTA’s commitment to climate action in Business Travel, based on the 5 pillars of the Glasgow Declaration: Measure, Decarbonize, Regenerate, Collaborate, and Finance.

### Championing Climate Action in Business Travel

GBTA Foundation’s Sustainability Initiative aims to accelerate the integration of travel practices that materially reduce emissions, on a joint journey with the travel value chain to reach Net Zero by 2050.



## MEASURE

**CONTEXT in Business Travel** – In the business travel landscape, measuring and tracking carbon emissions is becoming the norm, with [64% of travel buyers tracking emissions from their business travel programs](#), and an additional 15% planning to do so over the next year. The lack of widely available accurate, and comparable emissions data however remains a barrier for many corporate travel professionals.

**OBJECTIVE** – Encourage and incentivize the tracking and reporting of Scope 3.6 (business travel) emissions and advocate for easier access to accurate and comparable emissions data.

**ACTION to drive the industry forward** – GBTA is tracking the industry's progress and uptake of sustainable practices and emissions tracking via an annual barometer. We are also working closely with policymakers and industry partners to advocate for open-source, transparent data calculated based on harmonized methodologies for transport and accommodation.

**ACHIEVEMENTS to date** –

- **Published** the [2022 State of Sustainability](#) and [2023 State of Climate Action in Business Travel](#) reports, which measures progress towards the integration of sustainable practices.
- **Launched** a new Course on [Sustainable Travel Management](#) under the GBTA Academy to advance climate-conscious business travel programs including a Module on Emissions Tracking and Reporting.
- **Engaged policymakers** in Europe to push for the adoption of [CountEmissionsEU](#), an initiative by the European Commission aimed at proposing a unified framework for computing and disclosing greenhouse gas emissions from the transportation sector.

## DECARBONIZE

**CONTEXT in Business Travel** – Sustainability is top of mind in the business travel industry, with 81% of buyers and 86% of suppliers integrating sustainability into their programs and objectives. Decarbonizing business travel means practicing a wide range of strategies such as better travel decisions, partnering with responsible transport and accommodations providers, and investing in decarbonization solutions.

**OBJECTIVE** – Promote the integration of best practices to decarbonize travel programs.

**ACTION to drive the industry forward** – GBTA is incentivizing the business travel community to materially reduce emissions from travel programs. In 2024, GBTA will announce the launch of its Acceleration Challenge, aimed at driving concrete actions and engagement to reduce business travel emissions, accelerating momentum, and celebrating progress, not perfection.

**ACHIEVEMENTS to date** –

- **Developed** a [Sustainability Toolkit](#) to guide travel managers in their sustainability journey and outline the basics of managing, reducing, and tracking carbon emissions from business travel.

- Published a [Best Practice Report](#) on ‘Managing Emissions from Business Travel Programs’ to highlight starting, advancing, and leading practices implemented by companies.

## REGENERATE

**CONTEXT in Business Travel** – The topic of regeneration, or creating a net positive impact on the planet, is new to the business travel community.

**OBJECTIVE** – Bridge the gap between the business travel industry and regenerative practices on destinations, communities, and the planet. Encourage travelers to think about destinations and how to positively impact natural and cultural heritage during business trips.

**ACTION to drive the industry forward** – Educate and engage our community on regeneration through education at events and online resources, such as a Resource Library. We will highlight the importance of investing in projects that regenerate both people and planet and promote the importance of utilizing meetings and events as a giveback opportunity for communities and destinations.

**ACHIEVEMENTS to date** –

- **Collaborated** on the creation of an education session on regeneration in business travel at our [Sustainability Summit in Washington D.C.](#) (see pg. 7) with industry professionals and subject matter experts.

## COLLABORATE

**CONTEXT in Business Travel** – Collaboration is the heart and ethos of GBTA’s work and transversal through the four other pillars of the Glasgow Declaration (Measure, Decarbonize, Regenerate, and Finance).

**OBJECTIVE** – Build strong collaboration between the public and private sectors to continue advancing on the GBTA Foundation’s pillars (Capacity building, Harmonization, and Advocacy).

**ACTION to drive the industry forward** – GBTA commits to fostering collaboration by maintaining or establishing partnerships with key industry stakeholders and organizations to jointly develop and implement tangible initiatives. GBTA is uniquely placed to have dialogue at the industry level (through our events, webinars, etc.), but also at the advocacy level with NGOs and governments.

**ACHIEVEMENTS to date** –

- **Relaunched** the GBTA Foundation to stimulate collaboration to collaboratively work with industry partners, governments, experts, and other like-minded, non-profit organizations to drive positive change for People and the Planet.
- **Opened doors** to collaboration and mutual amplification of efforts with other organizations working towards the same goals: Sustainable Hospitality Alliance (SHA), Net Zero Carbon Events (NZCE), Global Sustainable Tourism Council (GSTC), Travalyst, Corporate Housing Providers Association (CHPA), etc.

- **Organized** two global Sustainability Summits in [2022](#) and [2023](#), serving as high-level multi-stakeholder forums to outline key challenges and common solutions to accelerate the green transition for business travel.

## FINANCE

**CONTEXT in Business Travel** – According to GBTA’s [State of Climate Action in Business Travel](#), high costs are the number one barrier to achieving a greener future.

**OBJECTIVE** – Mobilize the global business travel industry to use its \$1.3 trillion of annual purchasing power to send a strong demand signal towards greener suppliers. Advocate for public incentives that help finance the transition towards cleaner travel options, keeping climate policies high on the agenda.

**ACTION to drive the industry forward** – GBTA has been spearheading the harmonizing of sustainability criteria used for the procurement of travel services; and is building capacity to encourage and facilitate investments in decarbonization solutions such as Sustainable Aviation Fuels (SAF).

**ACHIEVEMENTS to date** –

- [Engaged policymakers](#) in Europe, the U.S. and globally at the UNFCCC COP28 to adopt policy frameworks that help send a demand signal for low-carbon travel options, including incentivizing investment in clean energy and de-risking investments.
- **Worked collaboratively** across the industry to launch standardized sustainable procurement criteria for accommodation (release in Q1 of 2024), air, ground, and rail – to pave the way for responsible travel procurement practices, providing the tools necessary for corporate travel buyers to send a strong demand signal to their suppliers.

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