



GBTA Sustainability Acceleration Challenge

Advancing the Global Business Travel Journey to Net Zero

In collaboration with  **accenture**



Acceleration Challenge Overview

What is the Sustainability Acceleration Challenge?

An initiative aimed at mobilizing **organizations of all sizes and in all geographies**, to start, advance, and accelerate **the integration of practices that materially reduce their business travel emissions**.

It empowers corporate travel managers and buyers, together with their value chain, to take climate action and progress on the journey to Net Zero by 2050.

It includes three phases:

- Phase I: Maturity Assessment
- Phase II: Launch of Industry Results
- Phase III: Challenge Uptake



Why participate?

- 1. Benchmark Your Travel Program's Progress on Sustainability:** Receive expert insights into your organization's sustainability maturity level, with scores specific to different facets of your program.
- 2. Accelerate Your Sustainability Strategy:** Stay ahead of corporate sustainability regulations and enhance your strategic planning.
- 3. Contribute to the Industry-Wide Movement to Advance Sustainable Business Travel Practices:** Your responses to the Maturity Assessment will support the largest effort to-date to measure and accelerate the sustainability of the global business travel industry.



Who should participate?

Corporate travel managers from organizations who need to track and accelerate progress towards climate-conscious business travel

Organizational Benefit

Enhance sustainable practices, foster innovation, and work towards your sustainability targets. Organizations will receive an individualized report which benchmarks against their peers.

Individual Benefit

Gain insights into the sustainability maturity of your business travel program and how to improve, compare with industry peers, and contribute to industry-wide progress.

- Completely free to participate
- Don't have to be a GBTA member
- Designed for business travel programs of **any** size in **any** geography

Acceleration Challenge Milestones

PHASE I: MATURITY ASSESSMENT

Maturity Assessment live to the public

Maturity Assessment
Launch (Sept 4)



Maturity Assessment
Close (Oct 15)



PHASE II: LAUNCH OF INDUSTRY RESULTS

*Release of global Dashboard and criteria for the
Challenge (Sustainability Summit, Nov 4)
Company report dissemination*

Sustainability
Summit, Copenhagen (Nov 4)



Company Report
Dissemination (Nov)



PHASE III: CHALLENGE UPTAKE

*Announcement of
Challenge participants*

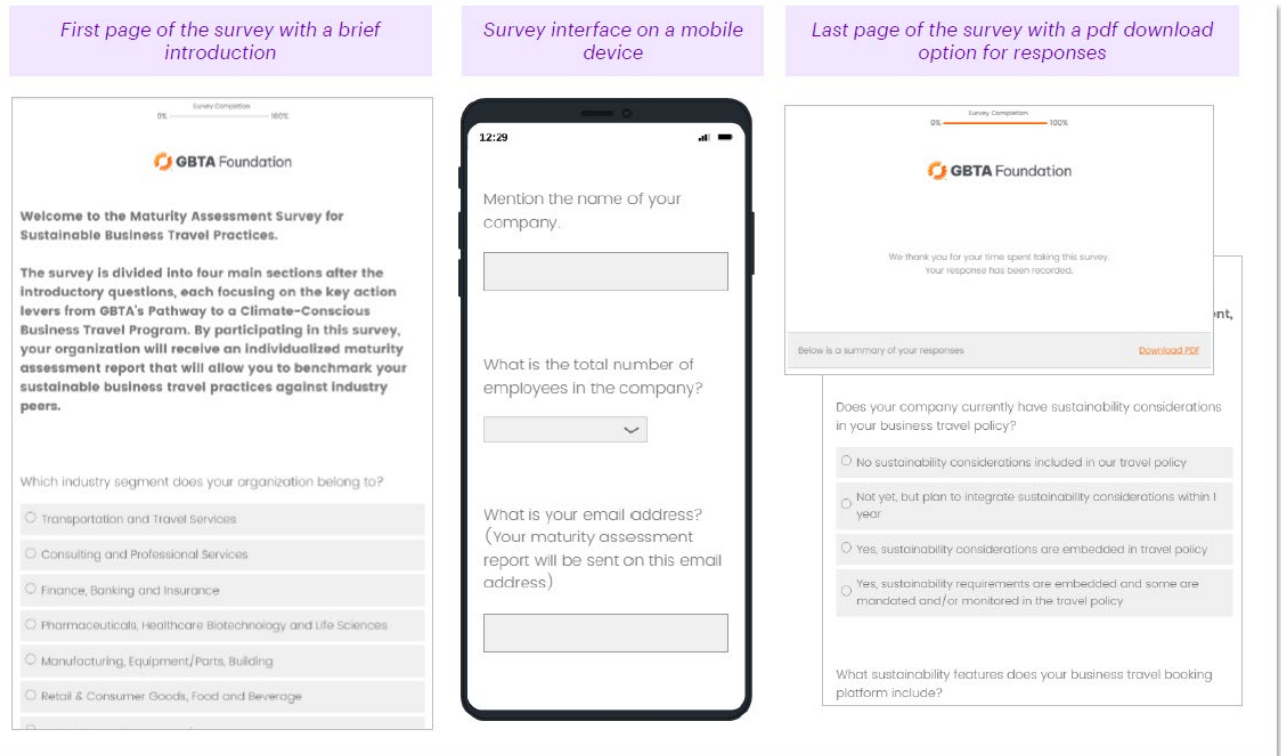
GBTA Sustainability
Summit, DC (June 2025)





Phase I: Maturity Assessment

How does the Maturity Assessment work?



- The Maturity Assessment includes 32 questions on your organization’s practices around emissions tracking, supplier engagement, decarbonization, and travel behaviors, and is available to take in [English](#), [Spanish](#), [French](#), [Italian](#), [Portuguese](#), and [Simplified Chinese](#).
- You must submit one response per company or region. Completing the assessment will require collaboration with your organization’s colleagues in travel, sustainability, procurement, and other departments.
- Following the closure of the global survey, you will receive an Organization Report which provides you with a score and compares your progress against aggregated industry results. Your information, assessment responses, and Organization Report will be kept confidential.



Maturity Assessment Components

Action Levers	Components	Definition
 Travel Decisions	Sustainable Travel Policy	Aims at minimizing emissions from business travel; includes measures such as promoting the use of public transportation, promoting direct flights and economy class, choosing rail for inter city travels or for travel duration of less than 6 hours, selecting eco-friendly accommodations, reducing carbon emissions through efficient travel planning, encouraging teleconferencing and virtual meetings.
	Carbon Pricing	A carbon pricing model is a comprehensive model that intends to deliver and enable sustainable value by pricing a company's carbon emissions related to business travel activities and different business functions through various carbon pricing approaches such as shadow price, internal fee, implicit price etc.
	Carbon Budget	Cap on the total amount of CO2 emissions that can be emitted from business trips within a given period (usually a year).
	Employee Engagement	Undertaking measures such as mailing employees' individual monthly carbon emissions, providing financial incentives for making sustainable travel choices and distributing awards for best performing business unit in company (e.g.: sustainability and revenue results combined) to promote responsible employee behavior.
	Online Booking Tool Features	Use of digital platforms and features that enable users to plan and book travel arrangements in a manner that minimizes environmental impact. Such tools offer capabilities to calculate, compare, and analyze the environmental footprint of business travel activities.
 Emission Tracking	Emissions tracking	Collecting data on various aspects of business travel (Scope 3.6), such as modes of transportation, distances traveled, accommodation options and fuel consumption through use of carbon calculators for monitoring and tracking GHG emissions.
	Target setting	Setting targets based on criteria such as carbon emissions, energy consumption, or waste generation associated with business travel. Setting targets in line with the company's net zero targets for scope 3 emissions reduction. Internal targets may include setting targets for goals such as reducing carbon emissions per employee trip, increasing the use of low-carbon transportation modes, or achieving a certain percentage of carbon offsetting for business travel activities.
	Emissions reporting	Reporting Scope 3 emissions including business travel (scope 3.6 and where applicable other emissions related to moving employees or their commute) through external partners/ rating agencies and internal sustainability teams to handle emissions data.

Maturity Assessment Components

Action Levers	Components	Definition
 Supplier Engagement	Procurement	Adding sustainability questions and/or assessing sustainability and implementing sustainability performance vetting for vendors of the corporates.
	Selection	Considerable weightage would be assigned for the scoring basis sustainability performance for the vendors such as their Net Zero targets, sustainable sourcing, 100% TMC compliance etc.
	Contracting	Introduce sustainability clause in client engagement letters and encouraging collaboration to develop sustainable practices.
 Decarbonization	Investment in SAF	Investing in the upliftment of SAF (e.g.: through partner airlines for business travel bookings), purchasing SAF certificates through using mechanisms like book and claim for alternative, low-carbon fuels like SAF for scope 3.6 emissions.
	Investment in EVs	Adopt electric vehicles for business travel needs and to power them using renewable energy sources. Partnering with car rental companies for leasing electric vehicles for business travel purposes, using green ride options of ride share companies, sourcing electricity from renewable sources such as solar or wind power to charge the vehicles used for business travel.
	Carbon Removal - Nature and Technology Based	Process of capturing and permanently storing carbon dioxide (CO2) emissions through various methods such as reforestation, carbon capture and storage (CCS) technology, direct air capture, purchase of carbon credits to offset business travel emissions. Etc. to mitigate business travel emissions.
	Willingness to pay	Refers to the maximum amount of money that organizations are willing to invest or spend to reduce carbon emissions and mitigate the impact of their business travel activities on the environment. E.g.: higher fares for greener accommodation options etc.

Maturity Assessment Components

Action Levers	Components	Decarbonization Impact
TRAVEL DECISIONS	Sustainable Travel Policy	High
	Carbon Fee	High
	Carbon Budget	High
	Employee Engagement	Medium
	Online Booking Tool Features	Indirect
EMISSIONS TRACKING	Emissions Tracking	Indirect
	Set Internal and External Targets	Indirect
	Emissions Reporting	Indirect
SUPPLIER ENGAGEMENT	Procurement: Integration of sustainability questions in RFIs, RFPs	Low
	Selection: Real weight given to sustainability performance in suppliers selection	Medium
	Contracting: Integrating sustainability clauses in contracts	Medium
DECARBONIZATION	Investment in SAF	High
	Use of EVs	Low
	Carbon Compensation - Nature and Technology Based	High
	Willingness to pay	Indirect

Scoring Methodology

The questionnaire aims to assess and evaluate the current level of implementation of sustainability practices within the respondents' travel program. It includes a range of components grouped under four action levers. The responses provide insights into the current practices and future plans for incorporating sustainability into business travel, facilitating a comprehensive analysis of the organization's commitment to reducing its carbon footprint.

Your **Company Maturity Score** is designed to consider the maturity of your responses with the decarbonization impact of each component. In detail:

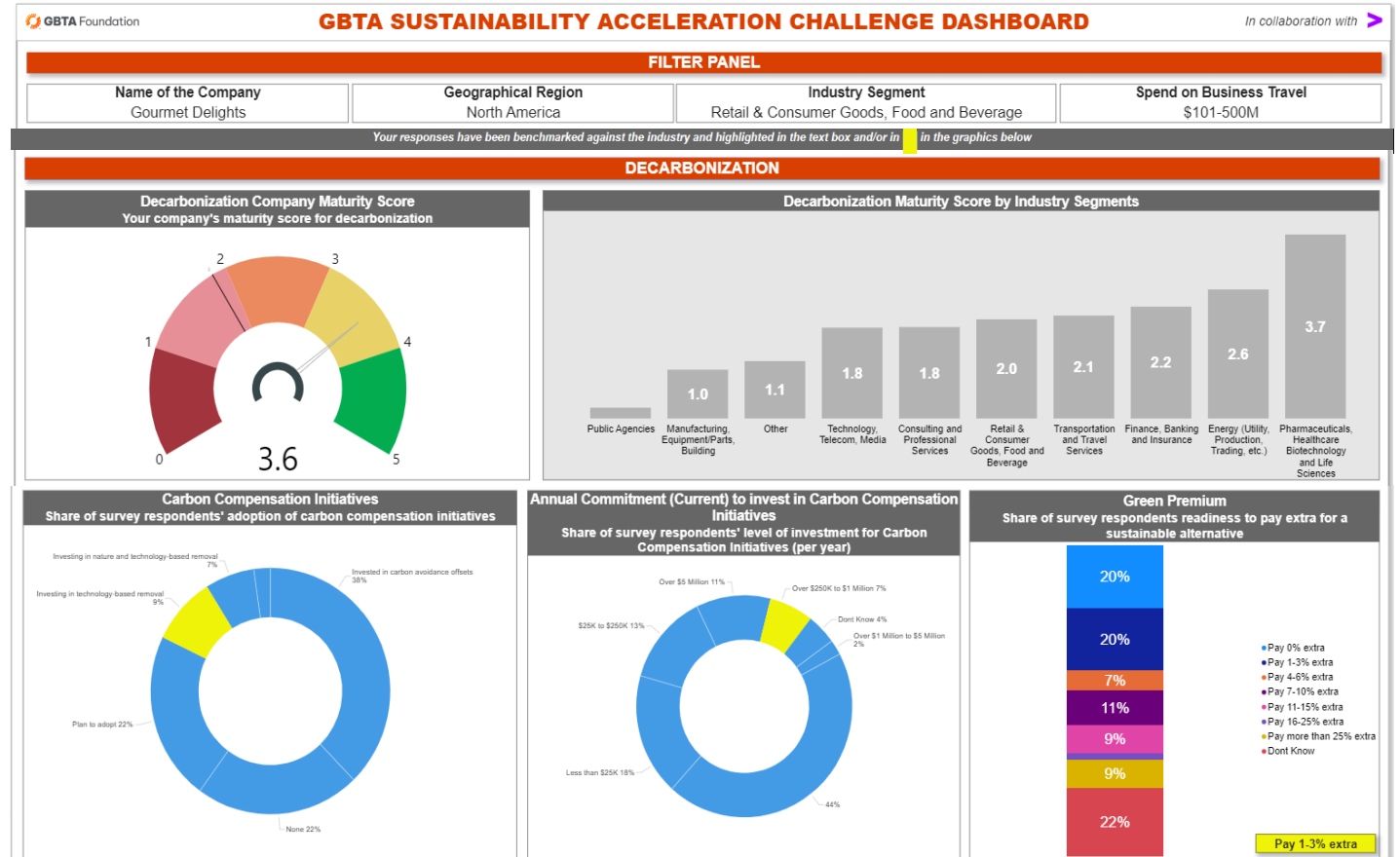
- Each component is associated with a decarbonization impact from 1 (Indirect) to 4 (High).
- Your responses are linked to a maturity scale from 0 (No Activity) to 5 (Industry Leading).
- Your maturity score for each component is multiplied by the decarbonization impact.
- Then, your total score is divided by maximum score for that action lever.
- The four scores for each action lever are then averaged to provide your **Company Maturity Score**.

***Disclaimer:** The methodology for the GBTA Sustainability Acceleration Challenge, while built by leading industry subject matter experts, is not a scientifically validated approach. The results are not intended to be used towards government reporting requirements or to guide investment decisions, but instead is meant to support a company's internal sustainability strategy and planning.*

Phase II: Launch of Industry Results

How will you receive your results?

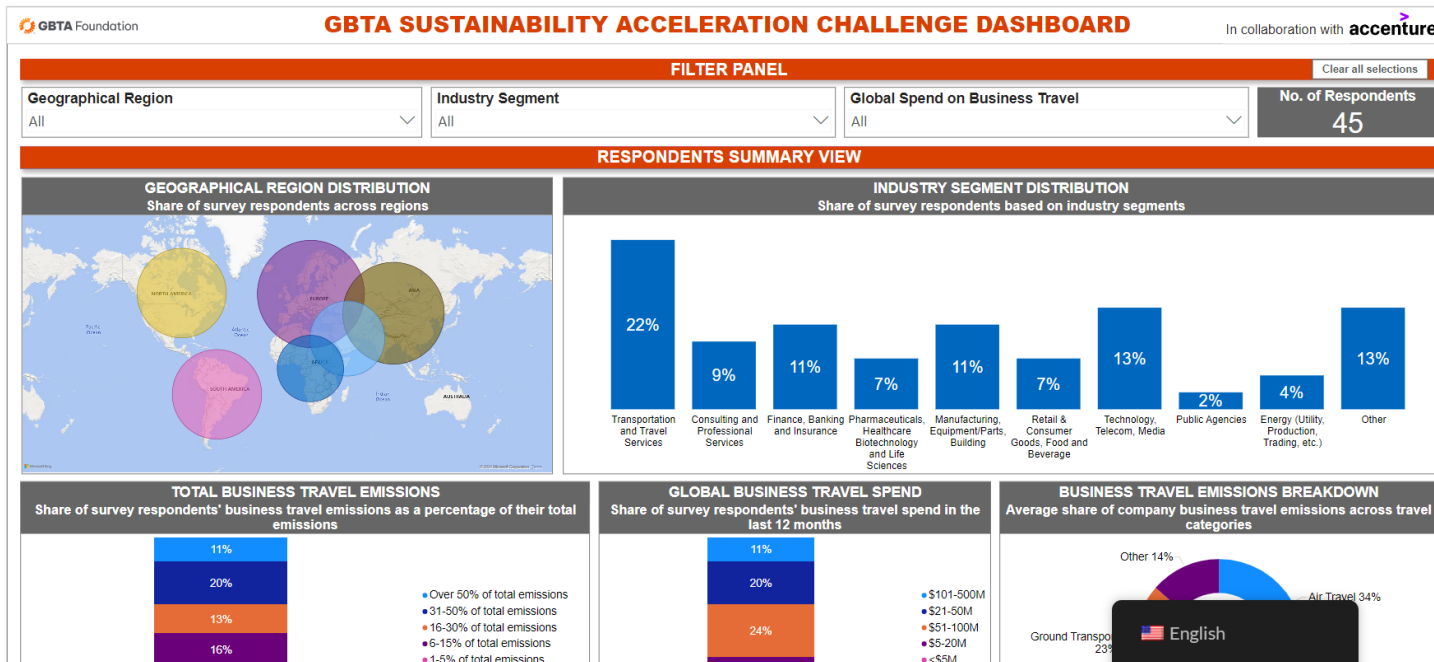
- Upon the close of the global survey, you will receive a report containing your company or region's score for each of the four action levers, and a comparison of your deep-dive results benchmarked against the industry results.
- The report can be used internally to track progress against sustainability goals, to aid in strategic planning, and to help make the business case for more sustainable travel practices.
- Your score is based on self-disclosed data and does not indicate a GBTA certification or seal of approval.



Individual Company Report Showcase: The report shown contains fictional data and is intended for illustrative purposes only.

Sustainability Summit, Copenhagen, November 4

Your responses will feed into a global dashboard with industry-wide results, which will be unveiled on November 4.



Dashboard Showcase: The dashboard shown contains fictional data and is intended for illustrative purposes only.



Phase III: Challenge Uptake

What's next?

In November 2024, companies will be invited to accelerate progress by publicly joining the Challenge, and improving their Company Maturity Score year on year.

Companies who participate in the Challenge will be directed to the following resources to make progress on their business travel sustainability efforts and improve their maturity score:

Type	Name	Description
General	<u>Managing Emissions from Business Travel Programs</u>	GBTA Foundation Report: A Snapshot of How Companies are Currently Reducing Emissions from their Corporate Travel Programs.
General	<u>Sustainable Business Travel Course</u>	This training course will address the challenges and opportunities as forward-thinking organizations look to launch or advance their sustainable travel management program.
General	<u>GBTA Sustainability Toolkit</u>	Guide travel managers in their own sustainability journey and empower them to partner with their colleagues, employees, and suppliers to reduce the climate impact of business travel.
Supplier Engagement	<u>Sustainable Procurement Standards</u>	The GBTA Sustainable Procurement Standards is a consolidated bank of sustainability questions for procurement that aligns with international sustainability standards. It enables corporate travel buyers to assess the sustainability efforts of suppliers in a consistent and harmonized manner.

Thank you for participating in the Challenge!

Please reach out to accelerationchallenge@gbta.org
with any questions.



Data Privacy Notice

The Maturity Assessment only collects self-reported ranges and approximations of a company's business travel sustainability practices. This exercise is voluntary and intended for the benefit of a company's internal sustainability planning. Your information, responses, and Organization Report will be kept confidential and only aggregated, industry data will be shared publicly.

Participants' responses will be captured through Qualtrics. You can learn more about Qualtrics' data privacy and storage measures [on their website](#).