



GBTA Global Business
Travel Association

Many Voices. One Purpose.

BUILDING A SUSTAINABLE FUTURE FOR BUSINESS TRAVEL: FROM WORDS TO ACTION

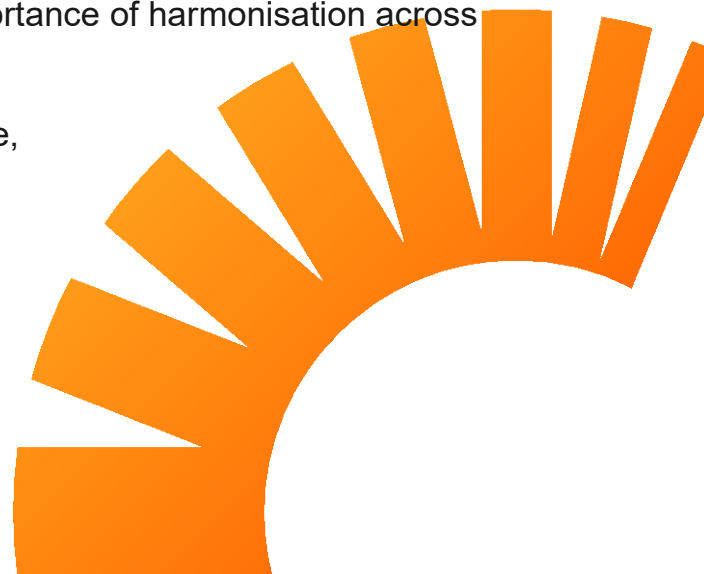
GBTA Sustainability Summit 2024 Highlights



The time is now to empower organisations of all sizes and in all geographies 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.

On 4 November 2024, GBTA hosted its annual Sustainability Summit in Copenhagen, Denmark. This one-day, high-level event brought together industry leaders, practitioners, experts and policy leaders to outline the latest trends in sustainable business travel and offer concrete decarbonisation solutions. This year, the focus was on bold actions, radical collaboration, preparing for regulations, the role of technology, and the importance of harmonisation across the industry.

The Summit facilitated connections and dialogue, offering a platform for open conversations about the challenges and opportunities in advancing climate action within the business travel sector.



5 Things We Learned at GBTA's Largest-Ever Sustainability Summit

There's so much to unpack from GBTA's third annual Sustainability Summit in Copenhagen. Over 800 corporate travel buyers, suppliers, policy leaders, and industry executives came together to chart a more sustainable future for business travel. Occurring in a pivotal year for the global political landscape, there was no better time to reflect on how far we've come on climate action, reinforce our collective voice, and align around a pathway forward.

Here's what we learned:



Reframe the narrative

Keynote speaker Dr. Monica Araya challenged us to consider: what if business travel is the solution, not the problem? Throughout the day, participants reconsidered the status quo - how to reduce business travel emissions without reducing business outcomes, how to turn risks into opportunities, and how to plan for a sustainable future that considers not only climate but nature, economic prosperity, and wellbeing.



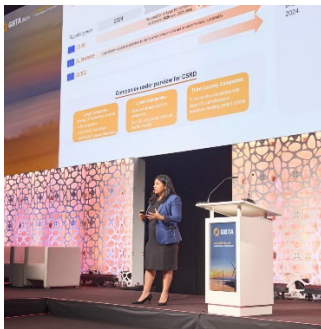
It's time to move from planning to action

Companies have much work to do to accelerate practices that materially reduce their business travel emissions. GBTA Foundation [unveiled the results of its global sustainability benchmark](#), revealing that the global maturity score across all industry sectors stands at 1.3 out of 5 (with 0 denoting “no activity” and 5 denoting “leading practice”). Participants then engaged in an interactive workshop to discover how to turn company commitments into real impact.



We're shifting towards common standards

More and more companies are utilizing common sustainability language in procurement, but there is still a long way to go. Only 13% of companies are either using or planning to use the [GBTA Sustainable Procurement Standards](#) next year, perhaps due to lack of awareness or technological barriers. GBTA Foundation challenged the industry to integrate these industry-vetted and standardized questions into their procurement process – at a pace that meets the urgency of the climate crisis.



Companies are prepping for ESG regulations

Companies are starting to report under the Corporate Sustainability Reporting Directive (CSRD) in the European Union and other ESG rules in the rest of the world – but they often need help with accuracy and implementation. Deloitte's Priti Hoffman walked us through the upcoming changes and how businesses can stay ahead of the curve. Former Member of the European Parliament Jakob Dalunde also stressed that in addition to the reporting rules, the public sector must facilitate a more sustainable landscape for business travel, by reforming ticketing and digital services for rail and multimodal travel.



Technology plays a pivotal role in sustainability strategies

Now more than ever, companies need support compiling, understanding, and developing strategies around their travel emissions data. Travel technology is homing in on increasingly accurate information for air, hotel, and ground emissions, not only at the point-of-sale but after the trip. Travel managers are also using their technology partners to define the cost of CO₂ and set carbon budgets.

What's next for companies and travel managers who need to tackle their business travel emissions?

1

Join the global movement to accelerate climate action

Companies now have a pathway to integrate more sustainable business travel practices, including travel policies, emissions tracking, supplier engagement, and decarbonization investments. Those who are making meaningful steps towards improving the sustainability of their travel programme are invited to [join the Acceleration Challenge](#) and improve their maturity score.

2

Align around industry procurement standards

As an industry, we need to rally around one common set of sustainable procurement questions and commit to continuous improvement. Buyers should integrate the [Sustainable Procurement Standards](#) for aviation, hotels, and ground transportation companies into their procurement process. Meanwhile, suppliers and technology providers should encourage and facilitate the use of standardized questions.

3

Advocate for a sustainable future

Business travel has an opportunity to use its collective voice to promote the development of technology, alternative fuels, transparent data, infrastructure, and multimodal options. To get involved in the conversation and be at the forefront of industry action, [save the date for the next GBTA Sustainability Summit](#) on June 10, 2025, in Washington, DC.

Programme Overview

*GBTA Climate Leaders

<p>11:00 – 12:15</p>	<p>Main Stage Opening Session (Made possible by Shell)</p> <p>Welcome Address</p> <ul style="list-style-type: none"> - Mark Cuschieri, GBTA President, Global Head of Travel UBS <p>Where the Industry Stands: Acceleration Challenge Reveal</p> <ul style="list-style-type: none"> - Delphine Millot, SVP Sustainability, MD GBTA Foundation <p>Enhancing our competitiveness and advancing climate action through energy transition within the business travel sector</p> <ul style="list-style-type: none"> - Sponsored Speaker – Yong-Yi Chu, Vice President Corporate Travel, Shell <p>From Policy to Practice: The road to sustainable transportation</p> <ul style="list-style-type: none"> - Jakop Dalunde, Former Member of European Parliament - Delphine Millot, SVP Sustainability, MD GBTA Foundation <p>Getting Ahead: How to prepare for CSRD and upcoming ESG rules</p> <ul style="list-style-type: none"> - Priti Hoffmann, Partner, Sustainability and Decarbonisation, Deloitte - Ben Park, Executive Director, Travel and Sustainability, Parexel; Chair GBTA Advisory Board <p>Sustainable Procurement: Mapping the way forward</p> <ul style="list-style-type: none"> - Kelsey Frenkiel, Director, Sustainability Programme, GBTA Foundation
<p>12:30 – 13:15</p>	<p>Breakout Education Sessions</p> <p>Sustainable Procurement in Hospitality: Evaluating Hotel Sustainability for Business Travel</p> <ul style="list-style-type: none"> - Prof. Willy Legrand, Department of Hospitality, Tourism and Event Management, International University of Applied Sciences - Eric Eduardo Ricarte, CEO, Greenview - *Sara Digiesi, CEO, BWH Hotels Italy & Malta - Victor Lim, Global Travel Leader, IKEA (Ingka Group) <p>Navigating Carbon Complexity: Unpacking Aviation Emissions at Point-of-Sale</p> <ul style="list-style-type: none"> - Benjamin Chapman, Director – Aircraft & Sustainability, ICF - Sally Davey, CEO, Travalyst - *Jessica Matthias, Global Sustainability Director, Sabre - Edward Fotheringham, Vice President, Global Sales, SAS – Scandinavian Airlines

	<p>A Siemens Case Study: Leveraging Technology to Reach Sustainability Goals (Made possible by BCD Travel)</p> <ul style="list-style-type: none"> - Olivier Benoit, Senior Vice President, Global, Advito - Lutz Nauert, SVP Global Client Team, BCD Travel - Susanne Steinmann, Head of global Airline Procurement/Payment Solution/Data/Sustainability, Siemens AG - Philipp von Lamezan, CEO at Squake <p>Unlocking the potential of rail and multimodal travel</p> <ul style="list-style-type: none"> - Charles Feld, Director for Energy, Environment, and Transport, Grayling - Jakop Dalunde, Former Member of European Parliament - Jenny Sabineu, Senior Manager, Travel (EMEA/LATAM) & Sustainability, Salesforce - Charlie Baikie, Head of Commercial, Trainline
<p>14:15 – 15:00</p>	<p>Breakout Education Sessions</p> <p>How to reduce business travel emissions without reducing business outcomes?</p> <ul style="list-style-type: none"> - Adam Braun, CEO & Co-Founder, Clarasight - Mia Andersson, Head of Global Travel Management , Scania - Olivier Benoit, Senior Vice President, Global, Advito <p>Enabling Change: Taking Action in Aviation Today to Prepare for Tomorrow (Made possible by easyJet)</p> <ul style="list-style-type: none"> - Bev Fearis Editor, The Business Travel Magazine - Lahiru Ranasinghe, Head of Net Zero, easyJet - Sally Davey, CEO, Travalyst - Gilles Biot, Environment and Sustainability Manager, Airbus SAS <p>Grow or Thrive? The case for donut economics in sustainable travel</p> <ul style="list-style-type: none"> - Julien Etchanchu, Senior Director, Sustainable Collaboration, Advito <p>The new EU landscape for climate policies</p> <ul style="list-style-type: none"> - Shane Downey, Vice President, Government and Community Relations, GBTA - Charles Feld, Director for Energy, Environment, and Transport, Grayling
<p>15:30 – 17:30</p>	<p>Main Stage Closing Session</p> <p>Collaborate to accelerate: peer-to-peer workshop to improve the delivery against corporate climate goals</p> <ul style="list-style-type: none"> - Maarten Dansen, Senior Manager ESG Corporate Sustainability, PwC Netherlands - Yvonne Domeier, Manager, Sustainability Global Sales Consulting, Delta Air Lines - Jesko Neuenburg, Manager Director, Global Travel Aviation & Sustainability Lead, Accenture - *Olivia Ruggles-Brise, Vice President, Sustainability, BCD Travel - Jenny Sabineu, Senior Manager, Travel (EMEA/LATAM) & Sustainability, Salesforce <p>Keynote Address: Business Travel in the Climate Era</p> <ul style="list-style-type: none"> - Monica Araya, Senior Director of the European Climate Foundation - Fanny Everard, Programme Manager, GBTA Foundation

Thank you to our Event Sponsors



Thank you to our GBTA Foundation Sustainability Partners

Platinum



Gold



Silver



Friends of Foundation

