

# News Release



## **CWT Signs Global Agreement with The CarbonNeutral Company**

*A three-tiered offering now constitutes CWT Sustainable Solutions*

**AMSTERDAM, October 21, 2008** — Carlson Wagonlit Travel (CWT), a global leader in business travel management, has signed a global agreement with The CarbonNeutral Company, the leading carbon offset and climate consulting firm, to provide emissions management services to CWT clients. As a result of this agreement, CWT has enhanced its *CWT Sustainable Solutions* offering, which now consists of a pre-trip carbon calculator, post-trip emissions management reporting, and a range of services designed to reduce carbon dioxide (CO<sub>2</sub>) emissions.

The emissions management services provided by The CarbonNeutral Company include greenhouse gas assessment, independently verified carbon footprint analysis, internal emissions reduction programs, continuously audited carbon offsetting projects on six continents, and CarbonNeutral certification of corporate travel programs (i.e., CO<sub>2</sub> emissions are reduced to net zero through an offsetting program in accordance with The CarbonNeutral<sup>®</sup> Protocol). Companies that reach this level can use the CarbonNeutral<sup>®</sup> registered trademark in their internal and external communications.

Commenting on the agreement, David Tibbles, CWT global product director-Environment, said, "CO<sub>2</sub> emissions from travel account for 25 percent of a company's carbon footprint on average. Consequently, more and more CWT clients around the world are seeking ways to reduce travel's impact on the environment. The CarbonNeutral Company offers a variety of auditable, world-class programs and services that enable companies to travel more responsibly. Their sustainable practices help mitigate damage to the environment and make good business sense."

Sue Welland, founder and creative director of The CarbonNeutral Company, said, "Reducing corporate travel emissions makes good business sense for the climate, for the balance sheet and for a company's reputation. Carbon management is increasingly part of corporate strategies and companies need to know what their carbon footprint is and how to reduce it internally through business procedures and operations, as well as

externally through carbon offsetting. Scientists are telling us that big cuts in CO<sub>2</sub> are needed. By partnering with CWT, we can help more companies achieve this.”

### **CWT Sustainable Solutions**

CWT is committed to helping companies successfully address environmental concerns related to their corporate travel program. The company’s three-tiered offering *CWT Sustainable Solutions* was designed to enhance decision-making and analysis and optimize emissions management and reduction. At the time of booking, travelers and travel arrangers can consult a carbon calculator that indicates CO<sub>2</sub> emissions for any point-to-point air route. They can also compare emissions for air and rail on pre-defined routes (e.g., Paris-London, New York-Washington, D.C.) to make more informed travel decisions.

Post-trip carbon emissions reporting is available through the *CWT Program Management Center*, a Web-based central gateway that provides travel managers and buyers with the management information they need to optimize their travel program. CO<sub>2</sub> emissions for air and rail travel are measured and reported monthly. Year-over-year trend charts and drill-through reports matching travelers to their individual carbon footprint are also available. Furthermore, performance metrics allow CWT clients to track their progress toward reducing CO<sub>2</sub> emissions.

Emissions management programs and services from The CarbonNeutral Company complete the offering.

### **About Carlson Wagonlit Travel**

Carlson Wagonlit Travel (CWT) is a global leader specializing in business travel management. Present in more than 150 countries, CWT serves companies of all sizes, as well as government institutions and non-governmental organizations. By leveraging both the expertise of its people and leading-edge technology, CWT helps clients derive the greatest value from their travel program in terms of savings, service and security, and provides best-in-class service and assistance to travelers. CWT services and solutions comprise four lines of business: Traveler & Transaction Services, Program Optimization, Safety & Security, and Meetings & Events. CWT has 22,000 employees worldwide. In 2007, sales volume for wholly owned operations and joint ventures totaled US\$25.5 billion. For more information, please visit [www.carlsonwagonlit.com](http://www.carlsonwagonlit.com).

### **About The CarbonNeutral Company**

The CarbonNeutral Company (TCNC) is the leading carbon offset and climate consulting firm, working with over 300 major businesses and more than 60,000 consumer clients. Over the last 10 years, the company has purchased carbon credits from almost 200 projects spread over six continents.

CarbonNeutral® is the registered trademark of The CarbonNeutral Company and is the leading brand mark and quality standard for action on climate change. Permission to display the CarbonNeutral trademark is only given to clients of TCNC when CO<sub>2</sub> emissions have been measured

and reduced to net zero through a program implemented in accordance with The CarbonNeutral Protocol. This Protocol assures quality of offset projects, carbon footprint assessments and communication, and is regularly reviewed by an Independent Advisory Group. The “audit trail” includes an annual independent verification of CarbonNeutral programs, from contracts with carbon offset partners to contracts with clients.

The company has headquarters in London and offices in New York and San Francisco, as well as a network of affiliates in Japan, Canada, France, the United Arab Emirates and Asia Pacific.

TCNC is a founding member of The International Carbon Reduction and Offset Alliance (ICROA), which provides leadership and a unified voice advocating for rigorous industry standards [www.icroa.org](http://www.icroa.org). For more information on TCNC, please visit [www.carbonneutral.com](http://www.carbonneutral.com).

**Media Contact:**

Kim Derderian  
Carlson Wagonlit Travel  
+33 (0)1 41 33 60 44  
[kderderian@carlsonwagonlit.com](mailto:kderderian@carlsonwagonlit.com)

