

Government agency empowers travelers to choose environmentally-friendly travel options

CORPORATE SOCIAL RESPONSIBILITY GLOBAL

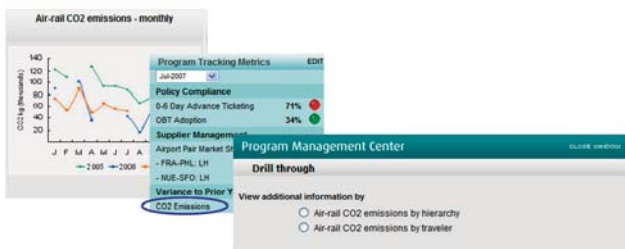
THE CHALLENGE

A government agency with oversight of environmental issues wanted to improve environmental reporting capabilities and traveler decision making within their own travel program. With the appointment of a new "Sustainable Travel Manager," the agency needed a partner who could help them develop and deploy environmental-related travel tools that did not yet exist globally. They booked travel through multiple TMCs and wanted to implement an online booking tool with integrated environmental decision support.

THE SOLUTION

The government agency soon realized that working with multiple TMCs would make it impossible to deliver consolidated environmental reporting and traveler decision support at the point of sale throughout their organization. Only CWT could provide the global coverage needed and the flexibility to develop environmental tools to meet the specific parameters needed by the government agency.

CWT worked in partnership with the government agency to develop comprehensive and detailed environmental reporting to assess the CO2 impact of their travel, including specific parameters critical to the client. The agency consolidated their travel program with CWT globally and implemented an online booking tool across the organization that featured a CWT-created CO2 calculator for travelers to use at the time of booking.



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THE RESULT

The government agency enhanced their travel policy to include specific environmentally-friendly parameters, and CWT provided the tools for their travelers to use when booking and reports for travel management to measure progress towards their goals. Travelers now compare travel options at the time of booking using a CO2 calculator to identify the environmental impact—including comparisons between rail and air options—increasing their control and responsibility for travel choices.

The environmental reporting provided by CWT allows the Sustainable Travel Manager to effectively identify the environmental impact of their travel program and measure the success of environmental initiatives. The government agency significantly increased awareness of the environmental impact of travel choices among their travelers. As a result, rail is now the preferred travel option for trips less than three hours for their travelers. They also decided to expand the scope of their program to include environmental data for hotels and rental cars.

FAST FACTS

Industry: Government agency

Scope: Global

Volume: £1.5m

Results at a glance:

Industry-leading tools improve government agency's environmental awareness and travel initiatives.