



KEY TRAVEL



Journey to Sustainability: Tackling the Challenges with Key Travel



Your Speaker Panel



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Cool Effect



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About Key Travel

We are the academic sector market-leading international full-service travel management company, exclusively serving the sector since 1980.



Purpose

To enable the spread of good in the world

Mission

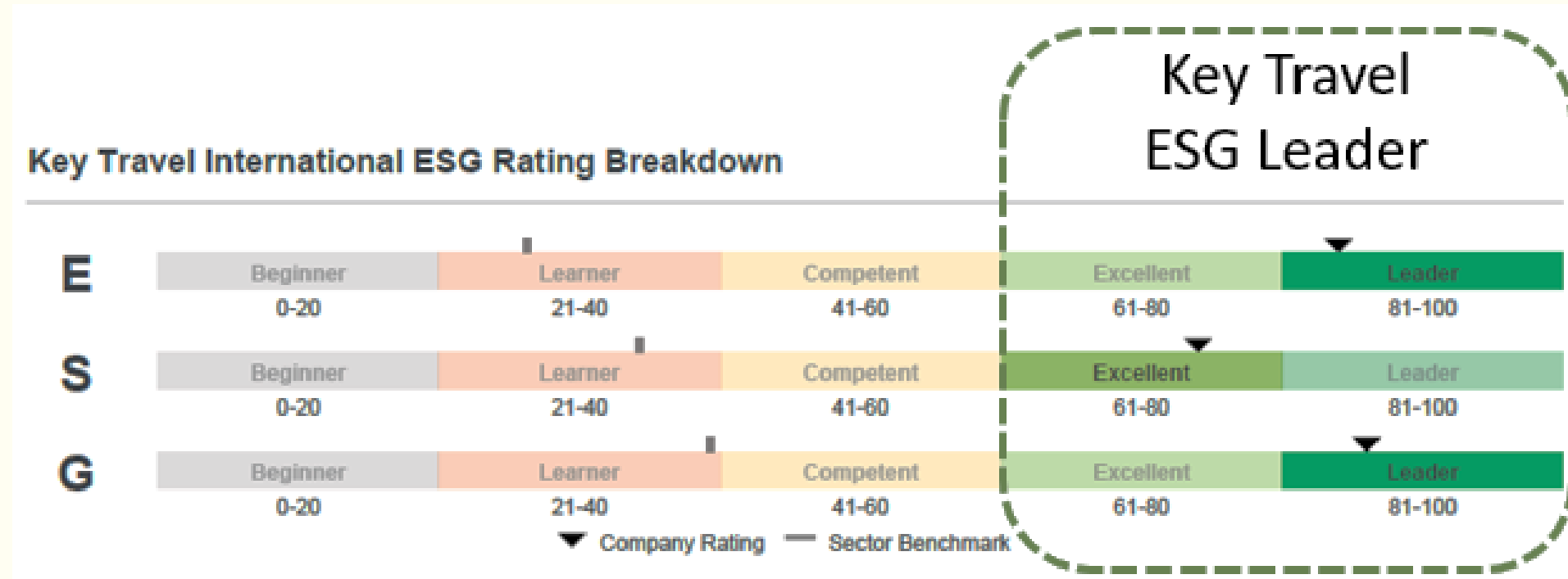
To make travel simple, cost effective, safe and sustainable for people who travel to do good

Values

Compassion, Impact, Simplicity

Sector Leaders in ESG

- Key Travel undergoes an annual external assessment on the Environmental, Social and Governance (ESG) fronts.
- In our latest survey by Apex in Dec 2023, we were rated as ESG Leader.
- Our overall score was 81 out of 100, well ahead of travel management company sector benchmarks which range between 21 and 40.



Strong internal focus on environmental impacts:

- We have an environmental management system which is audited annually
- We retained our ISO14001 certification in 2024, held for 13 years in a row.



Carbon emissions reduced year-on-year by 40% by:

- Align space with occupancy.
- Operating a hybrid workforce, removes CO2
- Optimising energy use temperature control and powering down appliances.

Grant making bodies are leading to mandate behaviour change



Recipients include:



Wellcome Trust expectations of grant recipients:

- Minimise the number of journeys
- Lower carbon impact, where practical
- Offset the carbon emissions

Wellcome Trust funds sustainable travel:

- Lower carbon options, even if more expensive
- Alternatives to travel, such as video conferencing
- Costs to offset the carbon

Agenda



- 1. Introductions**
- 2. Recognising the challenge**
- 3. Identify solutions**
- 4. The role of Carbon Offsets**
- 5. Agreed Actions**



Recognising the challenge

Eliminating business travel emissions entirely by stopping travel isn't a viable solution. For many of our customers who travel to do good, travel is essential. **So, how can we decarbonise unavoidable travel?**

The Challenge

The latest COP29 is live now, and ahead of COP29 starting the warnings were clear, not enough progress was being made fast enough to hit +1.5°C, if missed we are locked into 3°C...a terrifying prospect....

Why are we meeting today?

The Earth has just experienced its warmest day in recent history, reaching a global average of 17.16°C on 22 July 2024 according to the Copernicus Climate Change Service (C3S) data. This exceeds the previous record set on 6 July 2023.

“We are on a highway to climate hell with our foot still on the accelerator.”
Greenhouse gas emissions keep growing. Global temperatures keep rising. And our planet is fast approaching tipping points that will make climate chaos irreversible.”

**Antonio Guterres
(COP27)**

Why Aren't Things Changing Faster?



THE "SAY-DO" GAP

40% of travellers globally say they want to do something.... but only

14% of travellers state that they actually paid more for sustainable options when they travel.

THERE IS CLIMATE CHANGE FATIGUE AND INERTIA

28% of travellers report they are tired of hearing about climate change all the time.

45% feel traveling more sustainably is important, but not a primary consideration.

THERE'S SKEPTICISM & A NEED FOR ENHANCED TRAVELLER EDUCATION

33% feel that their travel choices will not change irreversible damage.

25% don't believe climate change is as severe as people make it out to be.

EXISTING BELIEF - GOVERNMENTS & TRAVEL PROVIDERS OWN THE SOLUTIONS

44% think governments hold the most potential for countering the economic effects.

43% believe travel service providers hold the key to addressing environmental factors.

INDEPENDENT CERTIFICATION OF SUSTAINABILITY PRACTICES IS HIGHLY DESIRED

67% agree that travel booking sites should have the same type of sustainable certifications.

What Can We Change Quickly?

1

THE “SAY-DO” GAP

Implement a simple decision ‘Tree’ that asks users to consider the impact of travel choices on the environment. Avoid travel; Reduce travellers; Travel on the lowest CO2” (e.g., Rail vs Air) and when we have to travel find the offset solution that works for your organisation.

2

THERE IS CLIMATE CHANGE FATIGUE AND INERTIA

We can provide resources and a ‘Climate Action Plan’ to help consolidate the thinking around the single challenge of reducing your climate footprint.

3

THERE IS SKEPTICISM AND A NEED FOR ENHANCED TRAVELLER EDUCATION

We will engage users through interactive workshops climate and sustainability focus groups to make change at user level really accessible. (It will help if your leadership teams are behind this!)

4

THERE IS A BELIEF THAT GOVERNMENTS AND TRAVEL PROVIDERS HOLD THE KEY

Nobody is going to help us; it’s on us to make the changes and reduce CO2 from your business travel.

5

THIRD-PARTY CERTIFICATION OF LEGITIMATE SUSTAINABILITY PRACTICES IS HIGHLY DESIRED

We can wait for this or find the best options to implement now, and keep informed of the triple verified, gold standards on how offset and other options that keep risks to a minimum.



Identifying Solutions

Practical solutions on how to **decarbonise unavoidable travel**.

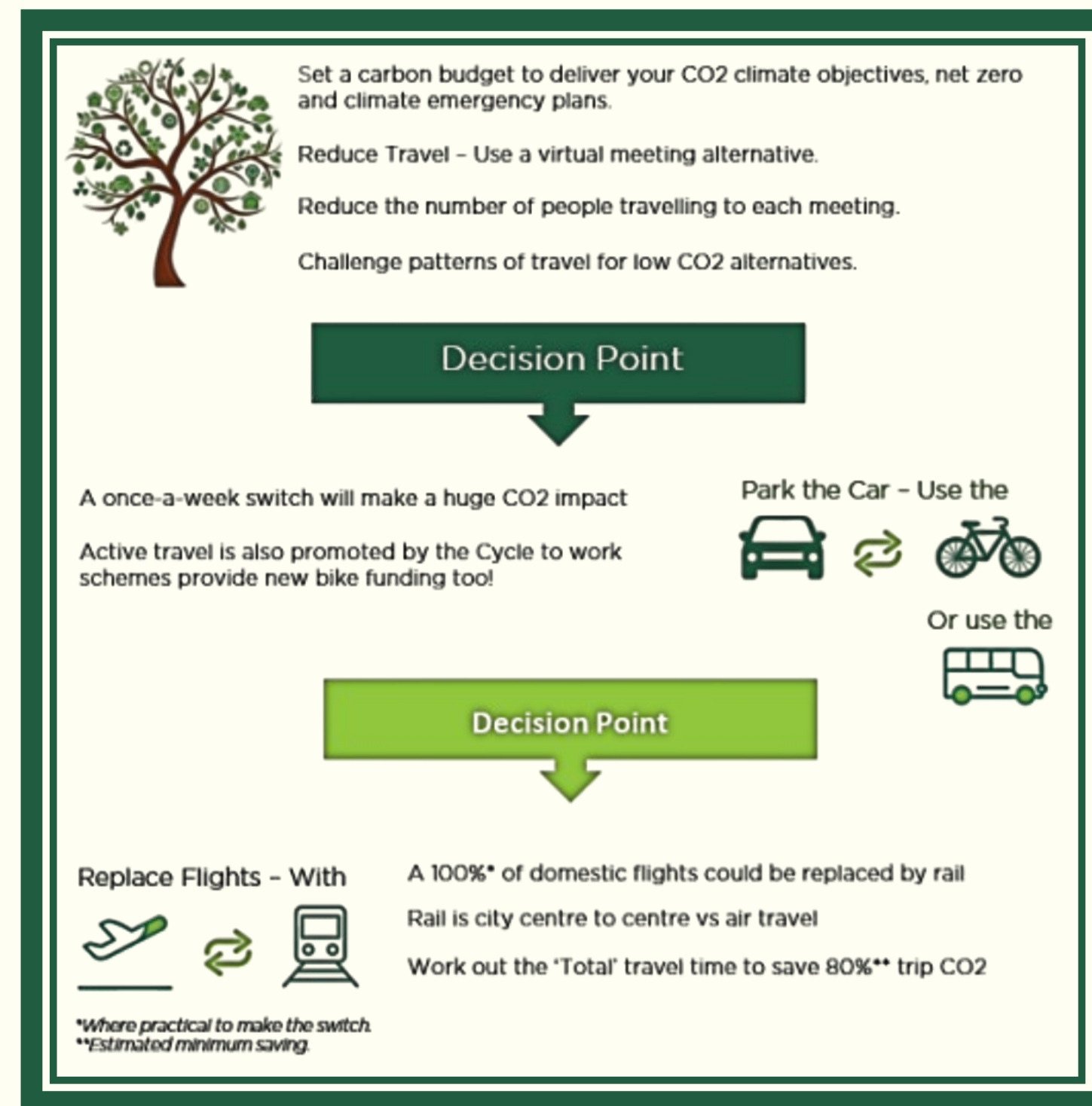
What can we change quickly?

The “say-do” gap

We can implement a simple decision ‘Tree’ that asks users to consider the impact of travel choices on the environment. Avoid travel; Reduce travellers; Travel on the lowest CO₂ (e.g., Rail vs Air) and when we have to travel find the offset solution that works for your organisation.

The top 5 popular actions to get you started (immediate impact / low effort or cost)

- Promote virtual meeting option
- Reduce travellers per trip
- Promote “Green” travel modes
- Switch mode flights to rail where viable
- Track & Report results



What can we change quickly?

There is climate change fatigue and inertia

We can provide resources and a 'Climate Action Plan' to help consolidate the thinking around the single challenge of reducing your climate footprint.

UN Sustainable Development Goal 13 – CLIMATE ACTION

1. Why?

Align to the UN Sustainable Development Goal to limit Global Warming to 1.5°C above Pre-Industrial Level

Scope 3 emissions can be tenfold those of Scope 1 and 2 combined, making up the majority of businesses' carbon footprint.

2. What?

Through Key Travel's Climate Action Plan, we can work in partnership to reduce your Scope 3 emissions from travel.

3. How?

Select activities to reduce your CO2e emissions, ref CAP.

Everyone becomes "Climate Accountable".

Set your target for Scope 3 Business Travel CO2

Pick any of the actions below – use the form link

We'll get started!

Target:

Example, a 20% Reduction in Scope 3 CO2

**Climate
Action Plan
(CAP):**

- Complete a Treadlighter™ Index Audit
- Travel policy commitment to reduce CO2
- Set carbon budgets
- Set target your own reduction target
- Track & Report results
- Promote a viable virtual meeting option
- Promote "Green" travel modes
- Reduce travellers per trip
- Switch mode flights to rail where viable
- Integrated reduction strategy (OBT)
- Offset unavoidable travel emissions

✓ **Recognise Success**

What can we change quickly?

There is skepticism and a need for enhanced traveller education

To address scepticism, you need to put facts, information and data into the hands of travellers and bookers.

Use a change model, for example 'Head, Hands, Heart'



**Intellectual
Harmony**

**Behavioural
Effort**

**Emotional
Investment**

Make it easy:

- Don't travel
- Reduce the number of travellers
- Use rail vs air (domestic)
- Use lowest carbon option for international (direct vs indirect, economy travel)
- Choose lowest carbon direct flights
- Fly less, stay longer (established trend link to the 'work-anywhere' model)
- Offset the residual carbon
- Use the data



We all have a role to play, individual actions add up to large scale changes

What can we change quickly?

There is skepticism and a need for enhanced traveller education

By providing choices at point-of-sale users will recognise the benefit and change behaviour:

The screenshot displays a travel booking interface for a flight from London, GB to Paris, FR, and a hotel stay in Manchester. The flight search results are sorted by 'greenest' (highlighted in a red box). The hotel search results are sorted by 'Distance' and show several options for the Pendulum Hotel, with the first option being 'Refundable', 'Free wifi', and 'Carbon Neutral' (highlighted in a red box). The 'Rates' section (highlighted in a red box) shows the 'Do Good Rate' selected.

Flight Search Results:

Stops	Airline	Class	Price
Non-stop	Air France	Standard	£261.28
1+ Stops	Air France	Standard	£257.00
1+ Stops	KLM-Royal Dutch	Standard	£269.58
1+ Stops	SAS Scandinavian Airlines	Standard	£271.18

Hotel Search Results:

Room type	Guest	Price	Features
Standard Single Room Do Good Rate Pre-paid	1	£105.30	Refundable, Free wifi, Carbon Neutral
Standard Single Room Do Good Rate Pre-paid	1	£117.00	Free wifi, Carbon Neutral
Standard Single Room Do Good Rate Pre-paid	1	£117.00	Refundable, Breakfast Included, Free wifi, Carbon Neutral
Standard Single Room Do Good Rate Pre-paid	1	£126.00	Refundable, Breakfast Included, Free wifi, Carbon Neutral
Classic Twin Room Do Good Rate Pre-paid	2	£129.60	Refundable, Free wifi, Carbon Neutral
Classic Double Room Do Good Rate Pre-paid	2	£129.60	Refundable, Free wifi, Carbon Neutral

Filters and Sorting:

- Sort by: greenest
- Sort Results By: Distance, Star rating, Price: low-high
- Radius: 1 Mile
- Stars: 1 to 5
- Total Price (£): 63.8 - 1363.95
- Hotel: Name or Brand
- Refundable: Non-refundable, Conditions, Refundable
- Amenities: Wi-Fi, Breakfast, Parking
- Payment method: Do Good Rate, Government Rate, KT Negotiated Rate, Package Rate, Standard Rate

What can we change quickly?

There is skepticism and a need for enhanced traveller education

By providing choices at point-of-sale users will recognise the benefit and change behaviour:

- IATA Connect data e.g. an Airline running more efficient planes is reflected here, shows 60% lower CO2

Trip details

Trip ID: 2541362 Department: KT Demo University Total cost: £116.90

LTN ↔ AMS 1 traveller

LTN London - AMS Amsterdam - LTN London £116.90

easyJet

16 Jul 18:55 LTN London → 16 Jul 21:05 AMS Amsterdam
18 Jul 12:25 AMS Amsterdam → 18 Jul 12:40 LTN London

Additional options

Add additional baggage From: £55.98 +

Carbon neutral £3.13

Showing 4 ticket packages

Total travel emission: 1070.8 Kg CO₂ - 60% less than others

Humanitarian £370.00	Light £670.00	Standard £730.00	Flex £810.00
Ticket features <ul style="list-style-type: none">Carry-on baggage Additional carry-on bag from £12.50Checked in baggage Additional checked bag from £50.50Changes availableCancellations availableSeat selection available	Ticket features <ul style="list-style-type: none">Carry-on baggageChecked in baggageChanges not availableCancellations not availableMillage accrued points: 136	Ticket features <ul style="list-style-type: none">Carry-on baggage Additional carry-on bag from £12.50Checked in baggage Additional checked bag from £50.50Changes not availableCancellations not availableMillage accrued points: 136	Ticket features <ul style="list-style-type: none">Carry-on baggage Additional carry-on bag from £12.50Checked in baggage Additional checked bag from £50.50Changes availableCancellations availableMillage accrued points: 136
Airport experience <ul style="list-style-type: none">Lounge accessPriority check-inPriority boarding	Airport experience <ul style="list-style-type: none">Lounge accessPriority check-inPriority boarding	Airport experience <ul style="list-style-type: none">Priority check-inPriority boarding	Airport experience <ul style="list-style-type: none">Priority check-inPriority boarding
Hold until Mon, 5 Apr See conditions Add to the basket	Hold until Mon, 5 Apr See conditions Add to the basket	See conditions Add to the basket	Hold until Mon, 5 Apr See conditions Add to the basket



Total trip thinking “rail vs air”

Switching half of domestic and near-Europe flight journeys to rail would save 409,598t/Co2e/year, the equivalent of taking 283,000 cars off the road.

- 57% of rail costs are lower
- 70% of rail routes are faster
- £41/hour productivity gain



Key Travel is working with rail distribution partners collaborating to build network distribution with a CO2 reduction focus: e.g., Increasing EU Rail access.

- Split Save, 25% of tickets, saving to £130
- New “Do good” fares on Chiltern Railways



Total trip thinking “rail vs air”

London, GB ⇄ Manchester, GB
Mon, 18 Dec — Thu, 21 Dec 1 traveller(s) edit 430 Flights

Filters
Reset to Default

Stops
 Non Stop
 1 Stop

Price
£179.46 — £1535.14

Airlines
 Aer Lingus
 British Airways

Flight Number
Search

Duration
1h 0m — 16h 0m

Times
Departure from London
06:00 — 21:00

	British Airways		Aer Lingus	
	Negot.	Stand.	Standard	
Non-stop	£209.45	£179.46	—	
1+ Stops	£366.17	£301.80	—	

Group by Price Sort by: greenest

Rail Fares Available From £202.00 >

223 Flights edit

	British Airways		AF Air France		Eurostar	
	Negot.	Stand.	Standard		Standard	
Non-stop	£132.98	£111.79	£166.09		£143.00	
1+ Stops	—	—	£137.39		—	

British Airways Economy	<input type="checkbox"/>	13:50	LHR	direct 1h 00m	MAN	14:50	Alternatives	Details
British Airways Economy	<input type="checkbox"/>	17:10	MAN	direct 1h 00m	LHR	18:10	Alternatives	Details
Negotiated	hold until: Fri, 15 Dec		Rules	⚠️ £209.45	add to basket			
Standard	hold until: Fri, 15 Dec		Rules	⚠️ £179.46	add to basket			

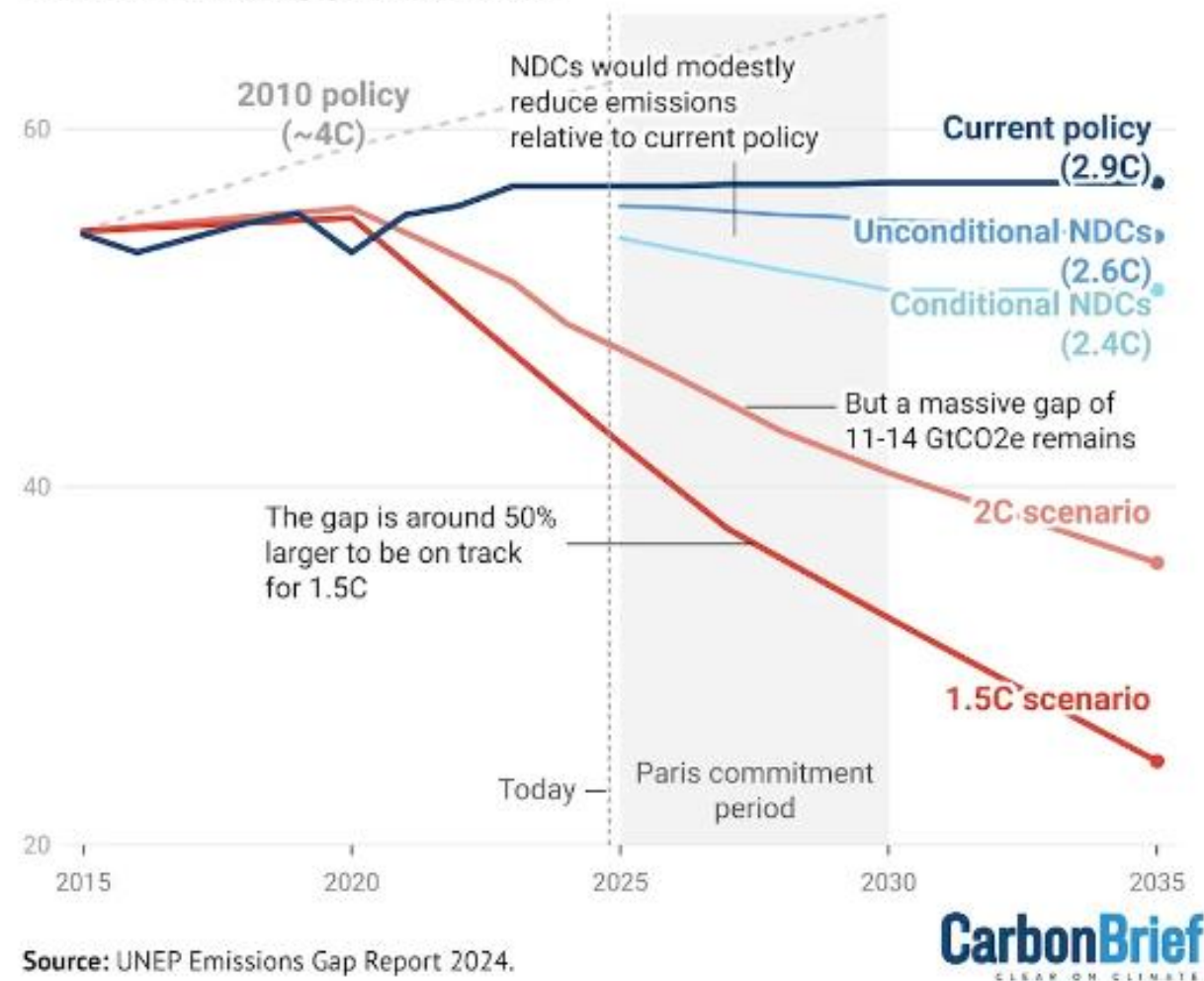
What can we change quickly?

There is a belief that governments and travel providers hold the key

Nobody is going to help us, its on us to make the changes and reduce CO2 from your business travel.

UNEP: New climate pledges need 'quantum leap' in ambition to deliver Paris goals

Global emissions, gigatonnes CO₂e



Under Sunak's "new approach", a 2030 ban on the sale of new petrol and diesel cars has been delayed by five years, the 2035 phaseout of gas boiler sales has been loosened and landlords will not be obliged to insulate their rental properties to higher standards.

Labour slashes green spending in major U-turn.

Pledge to spend £28 billion a year on a cleaner economy ditched after months of dithering.

What can we change quickly?

Third-party certification of legitimate sustainability practices is highly desired

We can wait for this or find the best options to implement now, and keep informed of the triple verified, gold standards on how offset and other options that keep risks to a minimum.

Why we chose Cool Effect?

- **Non-Profit Organization** – US-based 501(c)(3) focused on carbon offsetting and environmental impact.
- **High-Quality Carbon Credits** – Offers carbon credits from top registries: ACR, CAR, Gold Standard, Verra (VCS).
- **Proven Track Record** – Over 1.6 million tonnes of greenhouse gases reduced since 2015.
- **Trusted by Global Brands** – Customers include Salesforce, Twitter, MIT, UCSF, The New York Times.
- **Rigorous Oversight** – Triple verification: scientific audits, financial reviews, and site visits.
- **Transparent & Competitive Pricing** – No hidden fees with multiple offsetting options at competitive rates.
- **Technologically Capable** – Full end-to-end transparency, including traveller-level tracking.



KEY TRAVEL

The role of Carbon Offset Introducing – Cool Effect

COOL EFFECT WELCOME TO CARBON DONE CORRECTLY



501(c)3 Bay-Area Nonprofit

- Dedicated to helping businesses and individuals reduce as much harmful greenhouse gas as possible then offset what is unavoidable with high-quality carbon credits
- Community of 500,000+ and partner to Salesforce, American Airlines, 3M and The New York Times among other businesses large and small
- Over 8 million tonnes of greenhouse gas reduced since launch December 2015
- Shining a light on the highest-quality carbon projects around the globe that meet *The Cool Effect Model*
- Complete price transparency



Cool Effect launched our mission
December 2015 at COP21

THE COOL EFFECT MODEL

The basis for project selection and *Carbon Done Correctly*

- **Project Selection**
 - Issued by Standard under specific methodology
 - Additionality
 - Permanence/Durability
 - Co benefits/endorsed by the local community
 - Long duration
- **Comprehensive Scientific Analysis:**
 - Third Verification by Cool Effect
 - Detailed Project Intake Form
 - Comprehensive Site Visit
- **The Seller's Pledge:**
 - Transparent pricing to buyer and developer
 - No hidden fees
 - No proprietary trading



Cool Effect
conducting
project site visits
around the globe



SEA OF CHANGE

BLUE CARBON

- **Project Type: Nature Based Removal**

Blue Carbon projects plant mangroves that save the shorelines and remove carbon while improving local livelihoods with jobs, businesses and increased community benefits.

- **Carbon Standard:** Verra VCS 1764

- **Vintage:** 2023

- **Additionality:** Carbon finance provides seedlings and labor for project expansion.

- **Permanence:** 30 Year contracts are in place to ensure the project continues and the restoration is done.





THE GIVING TREES

KENYA AND UGANDA

Project Type: Nature Based Removal

This project helps small communities plant trees to create a nature-based carbon removal system that helps train leaders and pull families out of poverty.

- **Carbon Standard:** Verra, CCBA VCS899 (other projects available at different pricing)
- **Vintage:** 2023
- **Additionality:** Without the sale of carbon offsets, the communities would not have the capital for tree planting or the organizational programs for implementation.
- **Permanence:** The buffer pool, which the project the project contributes to, guarantees permanence





BAVARIAN BIOCHAR

GERMANY

- **Project Type: Engineered Carbon Removal**

Carbon in the wood chips is stabilized through pyrolysis creating biochar. This safely captures CO₂ that would otherwise be released into the atmosphere. The biochar is then used as fertilizer which sequesters CO₂ for decades while improving the health and water retention of soil.

- **Carbon Standard: Puro.Earth**

- **Vintage: 2024**

- **Additionality:** Without income from carbon there is no incentive to manufacture this product.

- **Permanence:** At least 100 years





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Thank You



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Resource Appendices

Key Travel offer a comprehensive travel sustainability programme which includes our proprietary Tread Lighter™ audit

1. Integrate carbon reduction fully into travel policies
2. Embed emissions reduction in travel planning e.g. prompts to consider alternatives to travel such as video-conferencing
3. Point of sale green option creation. Enable bookers to see or even choose the 'greenest' option at point of sale
4. Embed policy decisions in booking process substituting rail for air where journeys can be switched (c90% reduction in CO²/journey)
5. Integrated carbon offsetting at the point of sale via Cool Effect or other partner
6. Active measurement and live reporting of carbon emissions from travel, from KT Insights
7. Use travel carbon budgets by department/location to target carbon reduction when booking travel
8. Implementation at no extra cost of our proprietary "Tread Lighter™" audit to drive travel carbon reduction best practices
9. Maximise employee engagement via co-developed communication and awareness-raising programme
10. Marketing support for greening initiatives e.g., joint case study

