



VCD Project Sheet

Green Business Travel

With the support of The Federal Ministry for the Environment, Nature Conservation and Nuclear Safety,
 The Federal Environment Agency

Project duration 06/2007–12/2008

Background

Transport Club Germany is an association for sustainable mobility and a major German transport and environmental organization.

In 2007, more than 166.6 million business trips have been undertaken by German companies with more than ten employees.¹ About 48.7 billion euros were spent on business travel that year².

Business trips thus make up for a substantial segment of passenger transportation. The negative impact of traffic on people, the environment, and the climate demands change.

More and more companies share this insight. Therefore they are incorporating not only economic and quality criteria, but also ecological criteria into their travel management.

Apart from positive effects on employee motivation and on public relations, ecological travel management helps companies

remain sustainable. Green business travel can also save time and money as well as increase the traveler safety.

Goals

Green Business Travel supports small and medium-sized enterprises (SME) in particular in their efforts towards sustainable business travel. The project's goal is to raise awareness on environmentally friendly business travel – in the corporate world and among the general public – and to provide companies with concrete support for green travel management.

Results Toolkit

We have written and published a toolkit "Business Travel – enterprising, efficient, eco-friendly." In it, companies can find tips and information to help them change their travel habits.

If a company wants to make its travel management more sustainable as a whole, it can follow the overall strategy and

will find all encompassing information on:

- Travel avoidance
- The right means of transportation
- Compensation
- Travel execution and organization
- Motivation of employees

and tips for an environmental management.



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A quickfind system makes it easy to find information in the 48 page-toolkit. Shaded boxes throughout the text showcase best practice examples. These demonstrate how green business travel works in other companies.

Furthermore, the CD at the back contains more in-depth information, checklists, service addresses, links and a cost calculator. The cost calculator can be downloaded from the website www.vcd.org/geschaeftsreisen.

An excerpt in English of 18 pages can also be downloaded from this website as well as the toolkit in German, which can be ordered for the cost of shipping and handling.

Contest

The CSR Mobility Award was launched in 2008 in cooperation with B.A.U.M., Europe's first and largest initiative for sustainable business practice and the trade journal Der Mobilitätsmanager. The contest is a platform for companies to present innovative

and green business travel practices. Best practice examples are published in the trade journal Der Mobilitätsmanager and at www.csr-award.de. At this website companies can apply, if they wish to participate in the contest.



CSRMobilitätspreis
Geschäftsreisen – mit Blick auf die Umwelt

Raising awareness

Press releases, trade fair exhibitions, and articles in trade journals demonstrate the importance of the topic to a broader public.

Partner Network

The project acts in close cooperation with stakeholders in business, administration, tourism, and politics.

Partners include:

- ACTE Association of Corporate Business Executives
- B.A.U.M initiative for sustainable business practice
- Business Travel Show
- Der Mobilitätsmanager trade journal
- fairkehr agency
- future e.V.
- VDR Business Travel Association of Germany

The project is supported by



¹ VDR, Geschäftsreiseanalyse 2008:4.

² Ibid.

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