

Corporate Social Responsibility

Responsible Travel Management goes beyond “green”

You’ve heard the hype on the “greening” of corporate travel. But organizations that address travel-related environmental initiatives within a broader Corporate Social Responsibility (CSR) context have a far greater opportunity to make a long-lasting, beneficial impact on the world, their stakeholders and their communities. Advito helps leaders meet the challenge of creating and managing travel programs that are socially and environmentally sustainable, accountable and cost-effective.

Components

An Advito engagement can include one or more of the following elements – but our customer-centric philosophy means that we tailor each engagement to your needs.

- ▶ **Responsible Travel Program Diagnostic.** Advito helps travel and procurement managers evaluate the contribution your program makes to the company’s overall CSR program and ensures the right balance of traditional travel management values and CSR objectives.
- ▶ **CSR Travel Strategy Workshop.** Advito helps you clarify corporate CSR requirements, stakeholder expectations and economical constraints through single or multiple stakeholder workshops.
- ▶ **Travel Avoidance Program.** Advito helps you implement (non-vital) trip-avoidance programs through an integrated approach that considers all key stakeholder requirements.
- ▶ **Sustainable and Accountable Travel Procurement.** Advito designs and manages supplier RFPs that align with your organization’s sustainable and responsible procurement principles.
- ▶ **Meeting Location Optimization.** A centralized approach to meeting management is often an untapped source of reducing both spend and environmental footprint. Advito will help you optimize your meeting location and reduce the environmental impact at destination.
- ▶ **Off-Setting Advisory.** Advito provides the customized advice you need to address the key questions on the selection and implementation of an emission offsetting program.
- ▶ **Travel Risk Management Consulting.** Advito assesses your organization’s ability to identify and manage travel-related safety and security risks to people, data and equipment, and recommends changes to operational programs, travel security initiatives and risk management providers.

Responsible Travel Management

A sound, sustainable and accountable travel program offers rich potential to advance your company’s CSR goals.

Our comprehensive solutions address:

Sustainability

To evaluate and reduce the environmental impact of travel activities

Advito helps companies identify specific areas of critical impact, qualify “green” alternatives to common practices, and implement ongoing measurement tools for travel-related sustainability initiatives.

Accountability

To improve traveler wellbeing and security and promote ethical business standards throughout the travel supply chain and stakeholder network

Advito helps you ensure that your CSR policies related to travel are adequate, measurable and reflective of your organization’s culture as well as the needs of your community.

Key to the successful implementation of a responsible travel program is the recognition that there is no one-size-fits-all solution. Advito helps you explore your options, provides accurate data for good decision-making, and implements solutions that match your needs and respond to your stakeholder requirements.

Benefits for your organization

The challenge for leaders is to create and manage travel programs that are socially and environmentally responsible and sustainable as well as cost-effective.

- ▶ Understand the environmental liabilities linked to your business travel
- ▶ Reduce your carbon footprint
- ▶ Contribute to your overall CSR program objectives
- ▶ Execute duty of care initiatives more effectively
- ▶ Limit financial and operational risks related to travel
- ▶ Avoid off-setting pitfalls (e.g. “green washing”)
- ▶ Achieve greater buy-in to travel program changes
- ▶ Align supplier selections with corporate objectives
- ▶ Sustain year-on-year reduction in comparable travel spend
- ▶ Increase company’s reputation internally and with both local and global communities
- ▶ Raise travelers’ level of satisfaction and productivity

Get started

If you would like to know more about how Advito’s skilled methodology and customized approach to Responsible Travel Management can benefit your organization, please speak with your account manager or contact us at advice@advito.com.

▶ Vision
Value
Voice