

Microsoft's travel team leads the charge to achieve carbon-neutrality by 2030

Global technology giant leverages Advito's Sustainable Collaboration offering to make meaningful changes.

CHALLENGE

Microsoft set an industry-leading initiative to achieve carbon-neutrality by 2030 and needed to align their travel team to these organizational sustainability values. However, they had limited insight into the levers they could apply to reduce their overall carbon footprint and needed a plan in place to inform and influence their travelers.

APPROACH

Our Sustainable Collaboration team came in to do a full, data-driven analysis. We ran “what-if” scenario models to help Microsoft learn where they could shift share from air to rail and determine how many tons of carbon emissions they could save by making the change.

We also developed a robust Traveler Engagement strategy to help their travelers make the most carbon-efficient decisions during the booking process and educate them on the importance of sustainability to the overall organization.

SOLUTION

We helped Microsoft identify their most sustainable airline suppliers and discovered multiple opportunities to reduce emissions by switching aircraft types on top routes or by shifting to rail. Most importantly, we helped bring these recommendations to life with engaging traveler communications, giving Microsoft the knowledge and ability to be ready to travel sustainably when travel returns.



Advito helped us determine where and how Microsoft could make meaningful changes to our travel behaviors to reduce carbon emissions, as well as how to effectively communicate these goals to our travelers.

*Julia Fidler
Senior Sustainability Program Manager
Microsoft*

Reduce the environmental footprint of your travel program.

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Advito is breaking boundaries in corporate travel. With a powerful, intelligence-driven framework that dynamically manages supplier spend and traveler behavior, travel programs can continuously run in balance and at peak performance, keeping the needs of all stakeholders met. With smart analytics, unique supplier strategies and integrated traveler engagement, we'll elevate your program to reach new levels of savings and satisfaction. Contact us today at advice@advito.com, or for more information visit www.advito.com.