

Debunking common excuses for climate inaction: 11 REASONS TO ACT NOW

We know that it's easy to give in to the common excuses holding people back from making sustainable business travel choices. However, it's more important than ever to act now and it's up to each of us in the business travel industry to create a sustainable and thriving future for all.

“

The aviation sector is only responsible for 2-3% of global emissions each year, so I don't need to focus on my travel related emissions.

While 3% may seem small, it is equivalent to the annual emissions of the entire country of Germany. Plus, when taking radiative forcing into account, aviation-related emissions are actually closer to 6% of the global total.

If you look at the bigger picture, every industry is responsible for just a small portion of global emissions, so **it's up to every sector to take action and work together towards real change.**



DID YOU KNOW? Aviation emissions are expected to reach 25% of all emissions worldwide by 2050 if we don't take action now.

“

Technologies like sustainable aviation fuel (SAF) and hydrogen-powered planes are already solving the problem.

While aviation technology is improving, it's not enough to meet the industry's needs. New solutions like SAF are not scalable enough to meet short-term emissions reduction targets.

We know that improving the efficiency of a resource - like fuel - will lead to an increase in consumption in the long-term. This is called the Jevons Paradox. So even though emissions per passenger have decreased over the past 30 years thanks to improvements in aircraft technology, **total emissions have more than doubled because people are flying more.**



“

I should have the freedom to fly when I want, we can't stop everyone from traveling.

There are a lot of things that we can do, but don't. For example, you can drive 100mph on the highway, but you don't because you know it's dangerous for yourself and others. That's the same logic we should apply when thinking about how our individual actions impact global climate goals. **Just because we CAN take a trip doesn't mean we SHOULD.**



90% OF PEOPLE NEVER GET ON AN AIRPLANE IN THEIR LIFE! That means that only 10% of the population is responsible for all aviation-related carbon emissions.

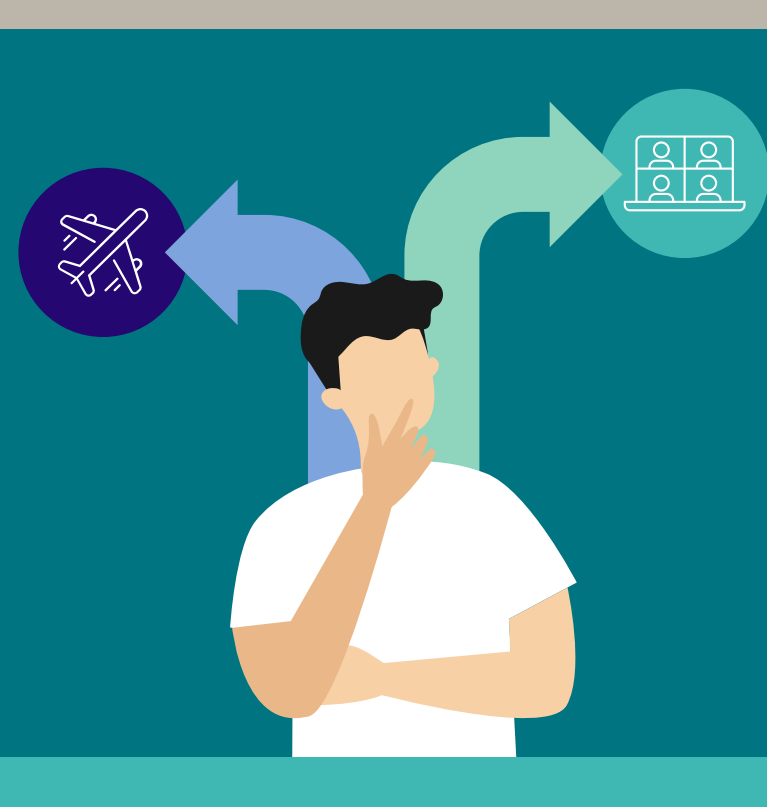


“

Flying is crucial for my business, I can't just stop traveling.

The goal isn't to eliminate business travel but shift towards purposeful travel. Today, we're able to collaborate virtually from all over the world, so **it's important to focus on whether each business trip is essential or not.**

Reducing travel not only lowers emissions, but it can also lead to **reduced costs and improved employee well-being.**



“

Using the Internet also results in carbon emissions. Videoconferencing or even sending e-mails is increasing my carbon footprint.

A videoconference releases an average of 1g of CO₂ per minute per participant.



10 participants × **2 days of virtual meetings (8 hours per day)** = **10kg of CO₂**

THIS IS 800X LESS than if all participants were flying 2,000km+ to travel and meet in person.

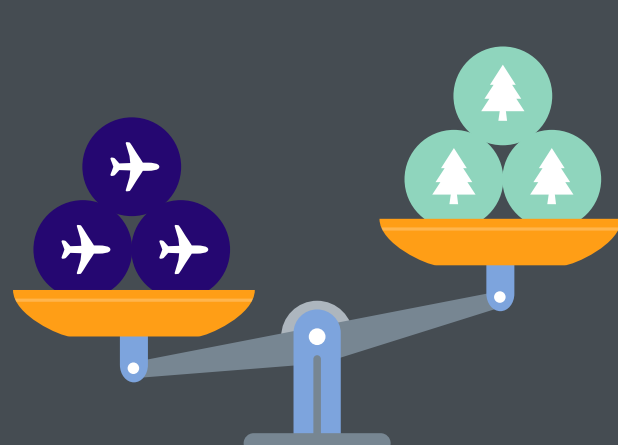
The same applies for e-mails. Their impact is more than minimal, averaging about 1g of CO₂ per e-mail. **In other words, traveling once in Business class on a transatlantic flight results in more emissions than sending 6 million e-mails!**

“

My company is offsetting all my flights, so my trips are carbon neutral.

While offsetting can be part of a holistic approach to sustainability, it has many pitfalls and won't drastically reduce emissions. For example, it will take decades before a tree planted as part of an offsetting project absorbs enough carbon to offset a flight. Other offsetting initiatives, such as financing a wind turbine, are designed to avoid future emissions, but they can't cancel out past emissions.

Research has shown that up to **90%** of offsetting projects do not deliver on their promises.



DON'T FORGET! Carbon neutrality is a global long-term goal and an individual or company can't be carbon neutral. Claiming that a flight is carbon neutral is even against the law in some countries, like France.

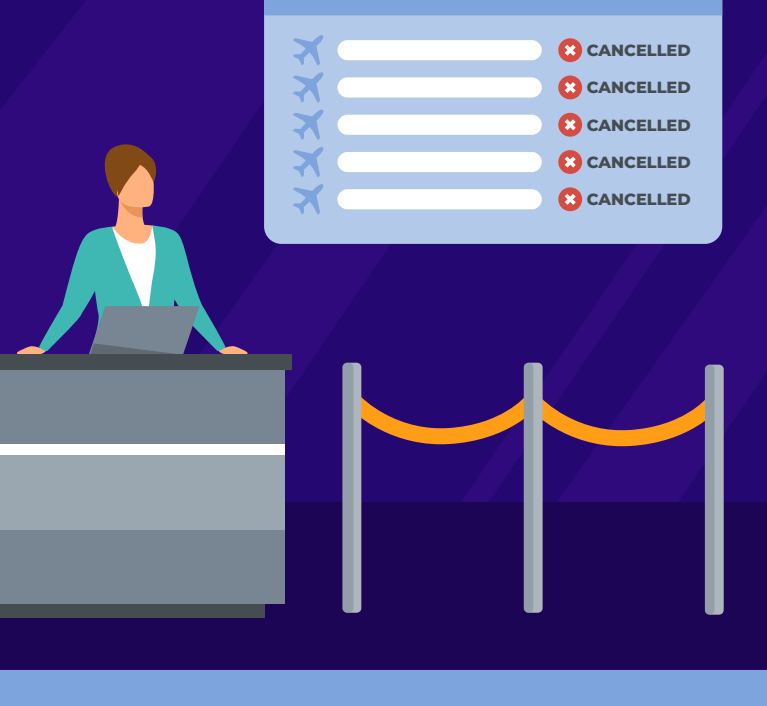


“

The aircraft will fly whether I'm in it or not.

We are all influenced by those around us. If you choose to travel less or shift to more sustainable travel options, it can impact the decisions of those around you. **If people start booking fewer flights, the airlines will have to adjust their routes to match the reduced need.**

Plus, at a corporate level, when individual companies with many business travelers on certain routes make the choice to reduce travel, it can have a direct impact on airlines' overall schedules.

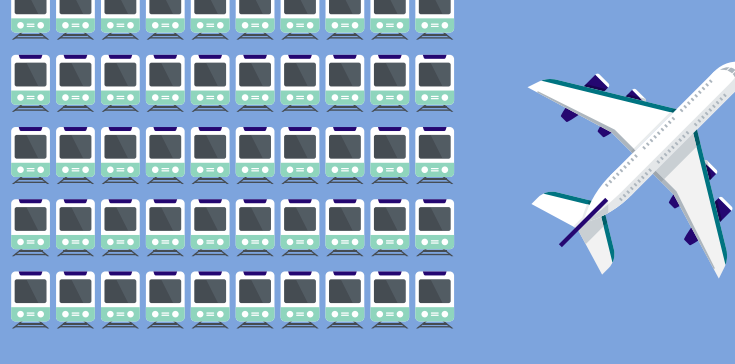


“

I shouldn't take a train because it could be even worse for the environment than flying.

Taking the train will still result in emissions, but it will be significantly less than flying. On average, taking the train is 20X more efficient than flying, and can be up to 50X more carbon efficient, specifically in locations using clean electricity.

DID YOU KNOW? It would take 50 trips by train from Paris to Marseille to produce the same emissions as a single one-way flight on the same route.



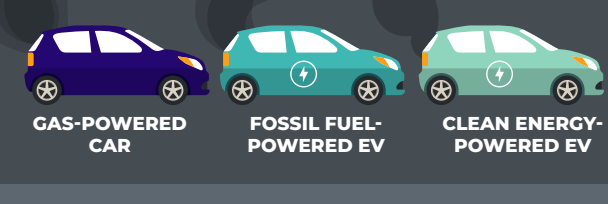
50 ONE-WAY TRIPS BY TRAIN = **1 ONE-WAY FLIGHT**

“

I won't buy or rent an electric car because they are worse for the environment than gas-powered cars.

It's true, electric vehicles (EVs) aren't completely emissions-free; however, they still emit significantly less carbon than gas or diesel-powered vehicles over the full lifetime of the car.

Your location also matters. For example, driving an EV in countries **using clean or renewable energy can reduce emissions by 80%**, but even in a country with fossil fuel-powered electricity, **EVs emit 28% less emissions than gas-powered cars.**



DON'T FORGET! It's crucial to consider vehicle size, even with electric cars. An electric SUV is going to result in more emissions than a small gas-powered sedan.



“

Countries with the highest emissions should be responsible for taking climate action first.

Think about which countries produce the majority of goods we consume today. For example, many consumer goods are manufactured in Asia, but then exported to countries in Europe or North America. So, that's why it's so important that we share responsibility and take collective action to reduce emissions.

In fact, the average carbon footprint per 8 billion in China and India is much lower than in the US. The planet would benefit from 8 billion people living like the average Indian citizen, compared to how many people around the world currently live today.



“

It's too late. Catastrophic climate change is already locked in, so I don't need to focus on sustainability.

While we may not be able to avoid some consequences of climate change, based on scientific research, any action we take now will help reduce further negative effects. Think of it like driving toward an obstacle. While you may not avoid colliding, you can significantly lessen the impact by slowing down.

50% ↓

According to the Intergovernmental Panel on Climate change, we must reduce our emissions by 50% of 2019 levels to keep global warming below 1.5°C. We've reached an increase of 1.2°C, **so we still have time to take action.**

