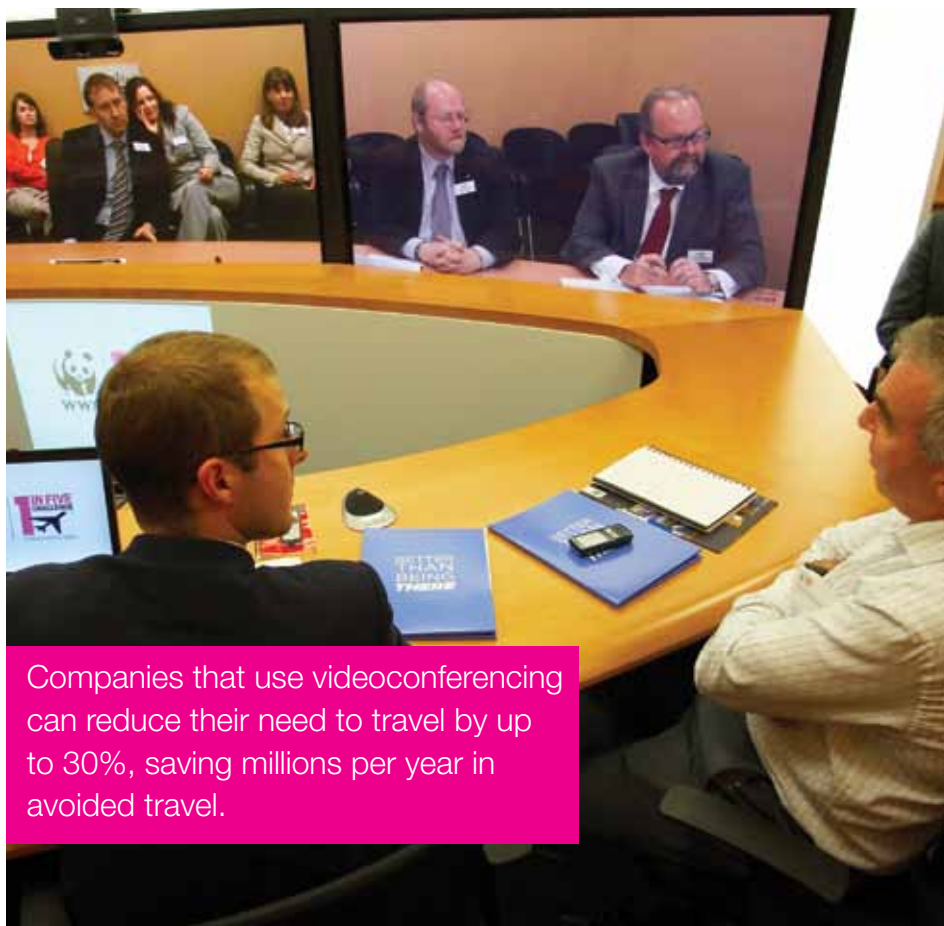




One in Five Challenge

WWF's One in Five Challenge helps companies and government cut their costs as well as their carbon emissions from business travel. Participants commit to cutting 20% of their business flights within five years.



Companies that use videoconferencing can reduce their need to travel by up to 30%, saving millions per year in avoided travel.

Financial pressures and carbon reduction targets are already forcing many companies to cut their business travel. But to continue making these cost and carbon savings, companies will need to reduce their reliance on business flying. They can do this by increasing the use of audio, web and videoconferencing. And rail travel offers a lower carbon alternative to flying.

The One in Five Challenge is WWF's guided programme and award scheme which suggests practical ways to cut flying and use lower-carbon ways of staying connected. It also encourages a culture of virtual meetings in preference to flying, which improves the productivity and well-being of staff. Companies that successfully meet the Challenge receive a specially-designed Panda logo and WWF's public recognition.

The business case for flying less:

- Financial savings from avoided flights and accommodation
- Lower emissions to meet carbon reduction targets
- Increased productivity due to more time in the office
- Better global collaboration and faster decision making
- Better work-life balance for staff, which can boost staff retention
- Improved ability to operate in a carbon-constrained future

Membership of the One in Five Challenge entitles you to:

- A toolkit to help you develop and implement a greener travel policy
- An online system to report and submit data for the Challenge
- Consultancy support from travel planning experts to meet the Challenge
- Annual reports to record progress
- One in Five Challenge branding to communicate your participation and success
- Ideas for improved engagement and buy-in from staff
- An annual workshop and a quarterly e-newsletter
- Audited data you can report to government and investors
- Publicity opportunities with WWF

Business travel can account for 50% or more of a (non-manufacturing) company's carbon footprint.



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The One in Five Challenge has attracted a number of leading companies including Arkadin, BT, Capgemini, Marks & Spencer, Premiere Global Solutions, Scottish Environment Protection Agency (SEPA), Skanska, Vodafone and WWF-UK.

“We are delighted to be the first company to meet the One in Five Challenge and to be recognised for the proactive steps we are taking to reduce our business travel and minimise our impact on the environment.”

Gabrielle Ginér, sustainability and climate change programme manager, BT.

“Meeting the Challenge is about how we can be more selective about the travel we really need to do, and thinking about innovative ways we can continue to deliver for clients, enabled by videoconferencing and other collaborative technologies – where appropriate.”

Andrew Roberts, UK travel manager, Capgemini.

Why WWF is helping companies to fight climate change:

WWF strives for a future in which business, the economy and society thrive within the world's ecological limits. We believe the private sector can play a key role through environmental stewardship.

Aviation is one of the fastest-growing sources of emissions in the UK. It's already responsible for 13% of the damage that the UK does to the climate, and could use up more than half the UK's carbon budget by 2050. As a priority, emissions from aviation need to be addressed.

Get involved:

Businesses require innovative support to become sustainable. We have the environmental expertise and experience, the brand, the political clout and the campaigning power to help companies pursue their sustainability agenda.

Show your business partners, regulators or investors that you're taking your environmental impact seriously, by flying less.

To find out more, or apply for membership:

t: 01483 412506

e: oneinfive@wwf.org.uk

If all European companies cut their business travel by 20% it would save 22 million tonnes of CO₂, equivalent to taking one third of the UK's cars off the road.

The mission of WWF is to stop the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature, by

- conserving the world's biological diversity
- ensuring that the use of renewable natural resources is sustainable
- reducing pollution and wasteful consumption



wwwf.org.uk/oneinfive

for a living planet®

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