



WWF®

CASE STUDY

2010



## Sustainability

# MEETING THE ONE IN FIVE CHALLENGE

In 2010, BT became the first company to successfully cut 23 per cent of its business flights between FY 2007/08 and FY 2008/09, as part of WWF's One in Five Challenge, a programme that helps companies to reduce their reliance on flying, in favour of lower carbon alternatives.



### In a single year, BT has:

- Cut their business flights from 85,130 to 65,510, a reduction of nearly 20,000 flights
- Slashed distances flown by 12 million kms
- Reduced their CO2 emissions by more than 1,700 tonnes in avoided flights

### Using conferencing services to reduce the need to travel

Not only has BT reduced its business flying, it has also reduced the need to travel. Increasingly for BT, conferencing services are the preferred way to manage day-to-day meetings. Employees are encouraged to use voice, video and web conferencing rather than meeting face-to-face.

The key benefits of reduced travel have been a reduction in BT's travel expenditure, reduced CO2 emissions as well as increased productivity and improved work-life balance for employees.

BT Conferencing Services has helped BT introduce flexible working conditions across its workforce and revolutionised the way that employees work. Home and remote working is now standard business practice for many BT employees.

Out of its 100,000 plus global workforce BT has 14,500 permanent home workers and further 64,000 employees equipped for home working.

### Engaging employees in sustainable business

BT encourages its employees to use low carbon travel and to use BT's conferencing facilities wherever possible to avoid travel altogether. All business flights are booked via one travel management company and all air travel is pre-authorised.

In 2010, BT piloted tools to raise awareness of the cost and

carbon implications associated with business travel to enable employees to make more informed choices about their modes of travel.

### About BT

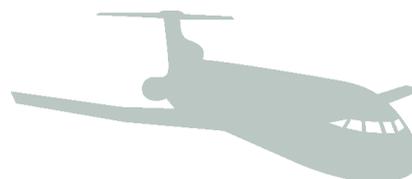
BT is one of the world's leading providers of communications solutions and services operating in 170 countries. BT's target is to reduce its group worldwide CO2 emissions by 80 per cent - from 1997 levels – by 2020.

To find out more about BT's corporate responsibility and sustainability activities go to: [bt.com/betterworld](http://bt.com/betterworld)

### About the One in Five Challenge

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.

Other Challenge members include Arkadin, Capgemini, Marks & Spencer, Premiere Global Solutions, SEPA, Skanska, Vodafone, BSkyB, Scottish Government, Microsoft and WWF-UK.



#### GET INVOLVED

SHOW YOUR BUSINESS PARTNERS, REGULATORS OR INVESTORS THAT YOU'RE TAKING YOUR ENVIRONMENTAL IMPACT SERIOUSLY, BY FLYING LESS.

Please feel free to contact us: [oneinfive@wwf.org.uk](mailto:oneinfive@wwf.org.uk)

|  |   |
|--|---|
|  | <p><b>Why we are here</b><br/>                 To stop the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature.<br/> <a href="http://wwf.org.uk">wwf.org.uk</a></p> |
|--|---|