



# Take the One in Five Challenge!

WWF-UK's new One in Five Challenge helps companies and government agencies to reduce the environmental impact of their business travel and gives public recognition for their achievements.

**The challenge is to cut one in five business flights within five years.**

## Why reducing your company flying makes good business sense

Cutting back on unnecessary flying can be a quick and easy way to make a big impact on your company's carbon footprint. But what's good for the planet can also be good for business. Here are just a few of the reasons why companies are increasing their use of alternatives such as videoconferencing and rail:

- ✈ cost savings – from avoided flights and accommodation
- ✈ time savings – with fewer hours out of the office travelling
- ✈ productivity gains – it's more efficient to work on a train or in the office than on a plane
- ✈ better work-life balance for staff – fewer early starts and late nights to and from airports, with less family disruption
- ✈ higher staff retention – by showing that a company is committed to the well-being of its staff and the natural environment.

Courtesy of Cisco



**“The benefits of videoconferencing are clear to us. Man Group has saved \$1m per year, and has cut about 600 tonnes of CO<sub>2</sub> from our footprint.”**

Kevin Hayes, Executive Director, Man Group

Companies who hold more ‘virtual’ meetings also report that they achieve better global collaboration and faster decision making, reducing time-to-market or speeding up project completion.

## What your company will receive by joining the One in Five Challenge

Becoming a member of the One in Five Challenge entitles your company to:

- ✈ a toolkit to help you plan and implement a greener business travel policy
- ✈ support from travel planning experts to understand and control the extent of your business flying and track progress in achieving the One in Five Challenge
- ✈ help with quantifying cost and carbon savings to communicate to investors and others
- ✈ information to help your company choose appropriate alternatives
- ✈ help to improve staff compliance with business travel policy
- ✈ opportunities to attend videoconferencing demonstrations
- ✈ an annual workshop to help companies implement the One in Five Challenge
- ✈ One in Five Challenge branding for internal and external communications associated with CSR and business travel, including a specially designed WWF badge for award winners
- ✈ acknowledgement of your company's membership in WWF-UK communications plus extra recognition for those achieving the One in Five Challenge

## WWF's role in helping companies to fight climate change

WWF has a vision for a One Planet Future – a world in which people and nature thrive within their fair share of the Earth's natural resources. Climate change is the greatest threat to our planet and the species that inhabit it.

Aviation is one of the fastest-growing sources of emissions in the UK, responsible for 13% of the damage that the UK does to the climate, once you account for the additional warming impact of jet emissions at high altitude.

WWF engages the private sector to drive environmentally sound business models and to accelerate moves towards a low carbon economy. WWF also works in partnership with companies to find credible solutions to environmental problems. In the case of air travel, this means the use of practical alternatives such as rail or reducing the need to travel by using audio, web or videoconferencing.

## The business case for flying less

- ✈ Business travel can account for 50% or more of a (non-manufacturing) company's carbon footprint
- ✈ According to YouGov research, UK employees think 37% of face-to-face meetings are unnecessary
- ✈ Extensive use of videoconferencing can save large companies millions per year in avoided travel costs, with new systems paying for themselves within months
- ✈ According to Morgan Stanley, the cost of business flying is set to rise by 40% in 2008
- ✈ If all European companies cut their business travel by 20% it would save 22 million tonnes of CO<sub>2</sub>, equivalent to taking one third of UK cars off the road

## Get involved

All UK companies and other organisations can apply to join the One in Five Challenge.



The challenge is an easy way to let your business partners, regulators or investors know that you are taking your environmental impact seriously, by flying less.

If you would like to apply for membership to the One in Five Challenge, or would like more information, please go to [wwf.org.uk/oneinfive](http://wwf.org.uk/oneinfive), email [oneinfive@wwf.org.uk](mailto:oneinfive@wwf.org.uk) or phone 01483 412506.



[wwf.org.uk](http://wwf.org.uk)

**for a living planet**

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