



CASE STUDY

2011



Sustainability

MEETING THE ONE IN FIVE CHALLENGE

SEPA has successfully cut 48% of its business flights 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.



Methods to achieve the One in Five Challenge

SEPA implemented a range of actions to reduce the number of flights taken and maintain its challenge targets between Financial Year 2006/07 and Financial Year 2009/10. In just three years of the challenge, SEPA achieved significant flight reductions of 48% from the baseline year. This was credited to target setting, including flights in corporate carbon reporting, targeting particular travel routes and replacing flights with alternatives such as rail travel and the use of audio and videoconferencing.

The key benefits of improving conferencing facilities reported by SEPA have been: a 50% reduction in travel expenditure; reduced accommodation costs; decreased CO₂ emissions; less time out of the office; and improved safety and work-life balance for employees.

SEPA has also seen advantages in relation to its image and reputation and through increased collaboration with colleagues, clients and suppliers.

In Just three years, SEPA has:

- Cut business flights from 2,121 to 1,101, a reduction of 1,020 flights
- Slashed distances flown by 550,000 km
- Reduced CO₂ emissions by more than 90 tonnes in avoided flights
- Saved over £100,000 in travel costs

"By ensuring all SEPA offices have videoconferencing facilities we have reduced our dependence on travelling between offices, saving time, money and resources and improving efficiency. It is essential that SEPA continues to find new and innovative ways to harness technology and find low-carbon travel and communication solutions."

Campbell Gemmell, SEPA chief executive

Maintaining flight reductions through employee engagement

SEPA recognises the value of employee involvement in reducing carbon emissions from travel. It is therefore embedding a culture of questioning the need to travel by providing a Travel Decision Tree, which helps identify travel solutions for employees' business needs. SEPA's achievements are being maintained in part through the development of a strategy to support more flexible and remote working – equipping employees with alternatives to travel, such as videoconferencing, in all offices.

About SEPA

SEPA is Scotland's environment watchdog, charged with protecting the environment and human health. On a day to day basis this means regulating activities that can cause pollution and monitoring the quality of Scotland's air, land and water.

SEPA occupies a unique position in respect of care for the environment and is committed to integrating high standards of environmental responsibility into all of its operations. WWF's One in Five Challenge provided an opportunity to target crucial areas where the whole organisation could make a difference.

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, Vodafone, Skanska, BT, BSKyB, Scottish Government, Microsoft and WWF-UK.

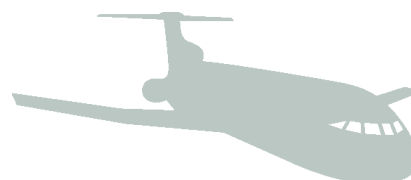
GET INVOLVED

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

"Many meetings are now done either by video or by telephone conference, which saves time, money and inconvenience. Time spent travelling is time away from the office, so initiatives aimed at minimising the disruption to my working week are invaluable, personally and professionally."

**Dr. Clare Scanlan,
Senior Marine
Ecologist**



Why we are here

To stop the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature.
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