



One in Five Challenge: Frequently Asked Questions

How can my business join the One in Five Challenge?

Please read and agree to the online terms and conditions, then complete the online application form, and sign and post it to WWF-UK. We will review your application and notify you by email if you have been approved as a member of the scheme. Once we've received your £5,000 joining fee, you'll be sent your password to access the One in Five Challenge website, which contains your membership pack and all other materials you'll need to take part in the Challenge.

What are the benefits of joining?

As a member of the One in Five Challenge, you'll be entitled to a range of services to help you achieve a 20% cut in business flying within five years. WWF-UK will provide:

- a membership pack including supporting information and instructions for taking part in the One in Five Challenge;
- a toolkit which includes a champion pack to support you in reducing your business flights in your company, to help you plan a greener business travel policy and put it into practice with staff;
- a measuring, monitoring and reporting online system, which is externally audited. It includes an annual report for each participant to track their progress and compare performance against other participants in the scheme;
- a quarterly e-newsletter to provide information and updates to One in Five Challenge members;
- an annual workshop where members of the One in Five Challenge community can get together to share tips and ideas;
- invitations to seminars, videoconferencing demonstrations and other relevant events;
- a One in Five Challenge pledge badge, which you can use straight away to promote your involvement in the scheme. Upon achieving the One in Five Challenge, award winners will also receive a specially-designed award badge with the WWF Panda logo (see below for guidelines on the use of this logo);
- public recognition of all participants and award winners on the WWF-UK website and other communications, and the opportunity to be included in a case study, to be prepared by WWF-UK.

How much might my company save in avoided air travel and associated costs by joining the One in Five Challenge?

As a rule of thumb, if you cut one in five flights you could be able to cut 20% of your travel budget, depending on your flight profile. So if this is currently £1million, achieving a 20% flight reduction could save your organisation around £200,000.

But what if my company is already making big cuts in flying due to the recession? Is there still value in joining the One in Five Challenge?

Absolutely! If you've made big cuts already in your flying, you'll achieve the One in Five Challenge award (with Panda logo) even faster. And if you continue to follow the One in Five programme, you'll be able to make further cuts if you wish, or simply ensure that company flights don't start creeping up again—thus enabling you to renew your award on an annual basis. The One in Five Challenge will therefore help you to turn temporary cuts due to the recession into permanent cost and carbon savings.

Can any business join the Challenge?

The One in Five Challenge is only open to UK offices of private and public sector organisations. WWF-UK reserves the right to refuse membership to any organisation that it believes will compromise the integrity of the scheme and/or the WWF brand. The One in Five Challenge must be taken at the company or organisational level, rather than by individual departments.

Can other parts of my global company join the One in Five Challenge in other countries?

The One in Five Challenge has been designed as a locally supported and audited scheme. Initially, the One in Five Challenge will be open to global companies' UK offices only. However, in future we hope that other WWF offices will offer the One in Five Challenge in their countries.

What is the cost of joining?

The cost of joining the One in Five Challenge is £5,000 in the first year and £750 for each subsequent year. These prices exclude VAT.

This mainly covers the cost of the external auditor and the management of the scheme.

What do we need to do to complete the Challenge?

Your company or organisation must cut one in five business flights within five years. At the same time, you must also reduce your CO₂ emissions from flying, although there is no fixed target. These reductions must be achieved on a total rather than a per capita basis.

As a member of the One in Five Challenge, you are expected to try and reduce your flying and CO₂ from flying every year, although this may not always be possible. You will need to provide evidence of this, which will be externally audited. Companies and organisations that fail to meet these criteria for two successive years may be asked to restart the Challenge.

When does the One in Five Challenge begin – and end?

The One in Five Challenge begins in July 2009 and runs until December 2014. You can enter at any time to suit you. Obviously, the earlier you join, the more time you have to complete the Challenge!

How quickly can my company achieve the award?

Companies are allowed to achieve the award as quickly or as slowly as they like. In the baseline survey, we will ask you how long you think you need to achieve a 20% reduction. Your progress will then be measured against that trajectory.

Is there a deadline for completion?

Yes. We expect you to achieve a 20% reduction within five years, and no later than 31 December 2014, when the scheme will close.

Can I backdate my entry to the One in Five Challenge?

Yes. We will accept entries backdated up to three years from companies who have already achieved a substantial cut in their business flying. You will need to provide evidence of your business flights and the reductions for each year you submit.

Our company has already achieved a 20% reduction – do we qualify?

Companies and organisations who have already achieved a 20% reduction in flying within the last three years are also eligible for the One in Five Challenge award. You will need to submit evidence for validation by WWF-UK's external auditors.

Are there terms and conditions for the One in Five Challenge?

Yes: these can be downloaded from WWF-UK's website
http://assets.wwf.org.uk/downloads/wwf_uk_one_in_five_tcs_2010_final_1.pdf

You need to read and agree to the conditions before applying for the One in Five Challenge.

How will you know that my company has reduced its flying?

Participants start by filling in a baseline survey, and we will measure your progress from this point. You will need to provide annual data about your company or organisation's flights: where you have flown to and from, distances, costs and an estimate of CO₂ emissions from flying.

If this sounds daunting, don't worry. WWF-UK and our partners will suggest where to find this information, and provide you with an online system for recording the data.

We will also ask you for information about your business travel policy and practices, and what, if any, alternatives you are using to replace business flying.

Each year you participate in the Challenge, you will receive an annual progress report showing how far you have come towards achieving a one in five reduction in business flying. It will also show how much money you are saving from your business travel budget, and how much CO₂ you have removed from your corporate footprint.

Do I have to change the methodology I use to calculate CO₂ from flying?

No. The One in Five Challenge will allow you to use your existing methodology for calculating emissions from flying. However, you must use this methodology consistently and notify us if you make any changes.

We will apply a Challenge control carbon metric, based on Defra guidance, to aggregate all Challengers CO₂ emissions. We will also use this control measure to verify Challengers' reductions.

Will you ever visit us?

Shortly after you complete the baseline survey you will be contacted by JMP Consultants Ltd, WWF-UK's appointed auditors and administrators of the scheme, to arrange a site visit. They will be checking that the data provided in your baseline survey matches company records. JMP will also explain the next steps to completing the Challenge and the annual reporting process.

Could you ask us to leave the Challenge?

Any organisations that intentionally supply misleading, incomplete or inaccurate data, or are found to be using dishonest means to achieve the One in Five Challenge, will be asked to leave the scheme. Companies whose flying or CO₂ from flying increases in two or more successive years while participating in the One in Five Challenge may also be asked to leave or restart the scheme.

What happens if we fail to cut our flights by 20%?

WWF views this as an internal matter and we will not divulge this information. The One in Five Challenge is all about encouraging action, celebrating success and inspiring others. It is not about criticising those who are unable to achieve the award.

Our company currently offsets its flying – does this count?

No: offsetting does not mean CO₂ reductions or fewer flights. The One in Five Challenge must be based on actual reductions.

What if we employ more people, or our business is restructured? Will you take this into account?

The Challenge is based on the company's overall flying, not on the number of flights per employee. If there are major changes within your organisation's headcount, you should report this to WWF-UK immediately. In such circumstances it may be necessary to restart the One in Five Challenge using a different baseline. Smaller changes in headcount will not require a change to your original baseline.

If you suspect that your organisation may face major changes in the short term, you may wish to delay entry until after this occurs. Alternatively, you may wish to enter a particular subsidiary or company within your group that is less likely to change.

What if I don't have 100% complete travel data for my organisation?

As long as you are able to account for the majority of your organisation's flights, and can submit records which substantiate this, you are welcome to join. We will use your available data to help us fill in any small gaps. If your organisation's travel records are very weak, however, it may be advisable to get these in better order before joining the One in Five Challenge.

What kind of information will the Challenge provide to help me demonstrate my green credentials to government and investors?

The One in Five Challenge will calculate how much carbon you have saved by reducing your business flights, and help you to understand how important flying is to your overall carbon footprint. This will be useful in reporting carbon savings, not only to your investors, but also to government as pressure grows on companies to report on their emissions. For example, the new UK Climate Change Act will require more companies to report their emissions as from 2012.

The One in Five Challenge branding will also help to show investors that you are taking your environmental impact seriously as an organisation. As well as being able to display the special branding with the Panda logo, award winners will receive substantial recognition by WWF-UK, further enhancing your company's reputation.

When do we qualify for the One in Five Challenge branding?

There are two logos associated with the Challenge. When you join the Challenge you are free to use the One in Five Challenge participants badge to communicate your involvement with the scheme. You will be expected to follow a code of practice for using the badge.

When you achieve a 20% cut in your flights, the pledge badge is upgraded to the award logo, which includes WWF's Panda symbol and the year of the award.

For how long can we use the award logo?

You can use the award logo for a year. To extend your award, and the use of the award badge, you will need to apply to WWF-UK in writing. You must provide evidence that, for subsequent years, you have stabilised or reduced the number of business flights and CO₂ emissions from flying. This claim will need to be independently verified, and there will be an extra charge of £450 plus VAT for this work, as it is not included in the existing terms of One in Five Challenge membership. WWF-UK also reserves the right to refuse to extend the award badge beyond 2014 if the One in Five Challenge campaign has concluded at this time.

Does the award logo come with a code of practice?

Yes. When you achieve the One in Five Challenge award, you will be entitled to use the award badge, which includes the Panda logo and the year in which the award was achieved. To display this award, you will need to sign a licensing agreement allowing its use for one calendar year only from when the award was achieved. This licensing agreement will clearly stipulate the circumstances under which the Panda logo, which is part of the One in Five Challenge award badge, can be used. Members do not have the right to use the WWF Panda logo or any other WWF copyrighted or trademarked material without the permission of WWF-UK.

Participants may not promote their involvement in the One in Five Challenge through claims on any of their products. A company's participation may only be communicated through their travel

policy, corporate responsibility documents or business travel plan. Any communications about the One in Five Challenge to an external audience need to be approved by WWF-UK.

WWF-UK One in Five Challenge participants must not make misleading environmental claims either on or off products and must adhere to the Green Claims Code, which can be downloaded at: <http://www.defra.gov.uk/environment/business/marketing/glc/code.htm>

I'm not in a position to commit my company to the Challenge. Do you have any advice on how I can champion it internally?

Participating in the One in Five Challenge is likely to require the agreement of some or all of the following people in your organisation:

- Chief Executive;
- Chief Financial Officer;
- Head of Corporate Social Responsibility;
- Head of Procurement;
- Environmental Manager;
- Business Travel Manager.
- Head of Human Resources

In our experience, commitment to taking the Challenge and changing business travel behaviour is more likely to be successful if it comes from the top.

WWF-UK is happy to meet your organisation in person to explain more about the scheme and to answer any questions you may have.

Will achieving the One in Five Challenge help my organisation to qualify for other green award schemes?

Yes. The Carbon Trust Standard (www.carbontruststandard.com) will accept results from the One in Five Challenge when assessing organisations' carbon management and reduction performance.

Project Icarus (<http://icarus.itm.org.uk>), an accreditation and award scheme run by the Institute of Travel Management and Meetings (ITM) to promote carbon reduction in business travel, will also accept participation in the One in Five Challenge as evidence to apply for its Bronze Award. Award winners will also be eligible to apply for its Silver Award if travel sectors in addition to air are also targeted for reduction.

Taking part in the One in Five Challenge is recognised by a number of other carbon reduction programmes such as the Mayor of London's Green500 award scheme (www.green500.co.uk), the Prince's May Day Network convened by Business in the Community (www.maydaynetwork.com), and the Carbon Disclosure Project (www.cdproject.net). Carbon savings made by the One in Five Challenge will go towards the overall carbon saving goals set by these programmes.

Will the data provided by my company be kept confidential?

Yes. We appreciate that business travel information must remain confidential. WWF-UK and our appointed auditor are happy to sign a confidentiality agreement before we view your travel data.

However, we would expect you to allow WWF-UK to release the identity of all participants in the One in Five Challenge and award winners into the public domain.

Will you report this information in any way?

Yes. We would like to publish the total number of flights, carbon and costs saved among all participants in the One in Five Challenge in an annual report which would be open for anyone to download from our website or pick up from events we attend. All such data will be aggregated and anonymised.

Why is WWF-UK running this scheme?

WWF is committed to working with businesses to move towards a lower carbon economy. The One in Five Challenge supports this aim, providing a win-win for business and the environment. Business flights often represent a large share of a company's operational carbon footprint – more than half, in many cases. By flying less, companies can bring down their emissions very significantly.

Is WWF-UK also participating in the One in Five Challenge?

Yes, we are committed to reducing our flights by 20% within five years. Our UK office manages projects all around the world so this will not be easy. Through the One in Five Challenge we will be trying to introduce new working practices and increase our use of alternatives, including video and web conferencing. We are also extending our 'No Fly' zones within Europe to encourage more train travel.

Will WWF-UK be using the information from the One in Five Challenge for any political lobbying purposes? And, if so, do we have to support your position?

WWF-UK intends to use the results of the One in Five Challenge to demonstrate to Government and other opinion formers that it is possible for companies to fly less, achieve substantial cost and carbon savings, and remain competitive.

Any views that WWF-UK may express about Government aviation policy will be kept entirely separate from those of One in Five Challenge participants.

WWF-UK believes UK aviation emissions should stabilise at around 2010 levels and, until this occurs, no further airport expansion should take place. Participants do not have to support this view in order to join the One in Five Challenge nor will they be associated with this position.

WWF-UK will also be calling on Government to introduce tax incentives to encourage investment in conferencing technologies and greener business travel behaviour. Participants are welcome to support us in this work, but only if they so wish.

What if flying less means I travel more in other ways? Won't that increase my CO₂ emissions?

This is extremely unlikely. This is because air travel produces far higher CO₂ emissions than other forms of transport. For example, on average, domestic air travel currently emits four times the amount of CO₂ per passenger kilometre of passenger rail and double that of cars, as shown below:

| Mode | Emissions gCo2/pkm |
|---------------------------|---------------------------|
| Passenger rail - diesel | 69 |
| Passenger rail - electric | 51 |
| Passenger rail - overall | 58 |
| Car and taxi | 104 |
| Domestic air | 227 |

Source: ATOC, October 2007

The aim of the One in Five Challenge is to encourage a shift to more sustainable travel methods and more 'virtual meetings'. The development of a lower carbon infrastructure will also benefit from a shift in business travel methods.