



3SIXTY leverages industry expertise to help companies manage their economic, social and environmental performance to achieve good corporate citizenship and financial returns

Sustainability & Corporate Responsibility



Boost your travel programme's performance and enhance your company reputation

3SIXTY Global is the business travel sustainability consultancy. We've pioneered sustainability in the business travel sector and with our unique skillset we are able to make sustainability relevant. Our team has been recognised for it and we work with our clients to show them why, where and how it pays to be sustainable.

From designing the UK Government's guidance on reporting emissions to recognised accounting standards through to supporting leading corporate companies design and implement their sustainability strategies, our team has the policy knowledge and practical know-how to make sustainability happen and get tangible commercial results.

3SIXTY is not about green-wash. We implement progressive travel management programmes that effectively align business travel KPIs with sustainability opportunities. We help you and your travel programme:

- Give your travellers access to the services and tools they need to deliver business efficiently and effectively
- Ensure the best price with appropriate service levels, and make sure your supply chain is able to respond to sudden shocks
- Guarantee your travellers' health and wellbeing are not comprised, and absenteeism and presenteeism reduced-
- Recognise and address environmental requirements of stakeholders

Looking beyond Green

Sustainability is often talked about in the same breath as "green issues" and "carbon emissions", but it is a topic that should not be so narrowly defined. Sustainability is about ensuring costs are minimised; that business efficiency is enhanced; and social and environmental opportunities are maximised within a managed framework. If your company, like many others, is thinking about environmental issues in isolation then it's not extracting the value that a sustainable approach can bring.

3SIXTY takes a strategic approach – bringing financial, social and environmental sustainability together – so your company can see the opportunities that sustainability presents and align them with business objectives. Companies taking this approach are increasing the visibility of travel programmes with decision makers, benefitting from a clearer insight of business needs and traveller requirements, engaging proactively with stakeholders and more efficiently servicing the needs of their company.

As importantly, we excel at communicating sustainability. We are skilled at getting stakeholders to not only buy into sustainability, but to start operating *sustainably*.

Corporate Responsibility reporting (sometimes referred to as non-financial reporting) is the process of making stakeholders aware of your company's performance against sustainability targets and measures, over a given time period.



Breaking it down

Business travel is an important area of your company's sustainability profile. The first step is to understand what sustainability means and the second is tying its relationship to the business travel category. Once your company understands its starting point, the risks and opportunities can be identified and an approach agreed that delivers value to the travel programme and the business. An overview of 3SIXTY's view of sustainability in the business travel space is shown in the diagram below.



This diagram does not cover legislation like the Health and Safety at Work Act 1974, Management of Health and Safety at Work Regulations 1999 or Corporate Manslaughter Act 2008. Companies trumpeting their credentials because of their compliance to legislation are not practising sustainability or truly demonstrating their corporate responsibility credentials to stakeholders.

Legislation is something that organisations have to do – it's a licence-to-operate issue. A company that ignores the requirements of legislation risks its reputation by doing so. At 3SIXTY we know about existing and emerging legislation and we are able to advise your company what it needs to do to avoid falling foul of the law.

Benefits for your organisation

When thinking about sustainability within your travel programme, remember to remove your 'green glasses'. Look at the bigger picture. Benefits of adopting a sustainable approach include:

- Cost reduction and travel avoidance
- Improved travel choices realising cost and efficiency savings
- Increased visibility of business travel programmes at board level
- Effective management of financial, social and environmental considerations enabling performance to be optimised and corporate objectives to be met
- Being prepared for emerging legislation and going beyond current requirements when it adds value
- Aligning supplier selection with corporate objectives and ensuring supply chains are resilient to sudden shocks
- Reduced levels of staff absence, presenteeism and turnover
- Improved environmental performance and reduction in emissions
- Enhanced corporate reputation, brand identity and customer recognition



Your travel, our expertise

3SIXTY Global has the experience to improve how your company travels. If you would like to know more about how we can help you on your way to a more responsible travel management programme, please contact us at enquiries@3sixty-global.com.

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