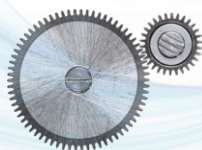




*3SIXTY helps suppliers adopt a sustainable approach that differentiates them in the marketplace and will engage existing customers and attract new ones*

Supplier Services:

## Sustainability & Corporate Responsibility



### Thinking strategically about sustainability: Meet your customers expectations and improve your success rate

Your customers are aware of sustainability. Legislation has focused attention on health and safety and environmental issues, but something more significant is happening. Companies are now beginning to grasp what sustainability really means and they are adopting sustainable practices voluntarily.

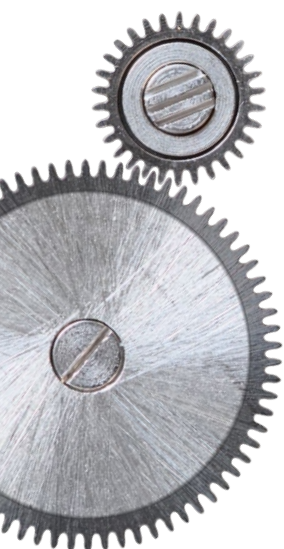
Buyers are asking for more in this area and will no longer settle for simply the best price. Corporate travel buyers now want:

- The best price but with personalised service and attention to detail
- To be assured of the stability and sustainability of their supply chains, and know that suppliers can respond to sudden shocks
- Support to understand and tackle legislative aspects of health and safety and environmental performance
- Advice on how to calculate, report and manage their emissions profile to approved carbon-accounting standards
- Advice on how to improve the traveller experience and demonstrate value to the business
- Help in building a compelling business case that delivers a quantifiable return on investment

Suppliers need to be engaged in sustainability to understand the issues and respond to the opportunities and threats presented. Adopting a sustainable approach enables suppliers to differentiate themselves and signify that they are a company that is creative, innovative and values talent. Equally, being able to confidently communicate sustainability measures and evidence this through corporate reporting will engage existing customers and attract new ones. It is also a fact that companies must now view sustainability from commercial perspective rather than from an altruistic standpoint. It is this thinking that transforms a supplier approach to sustainability and relationships with clients.

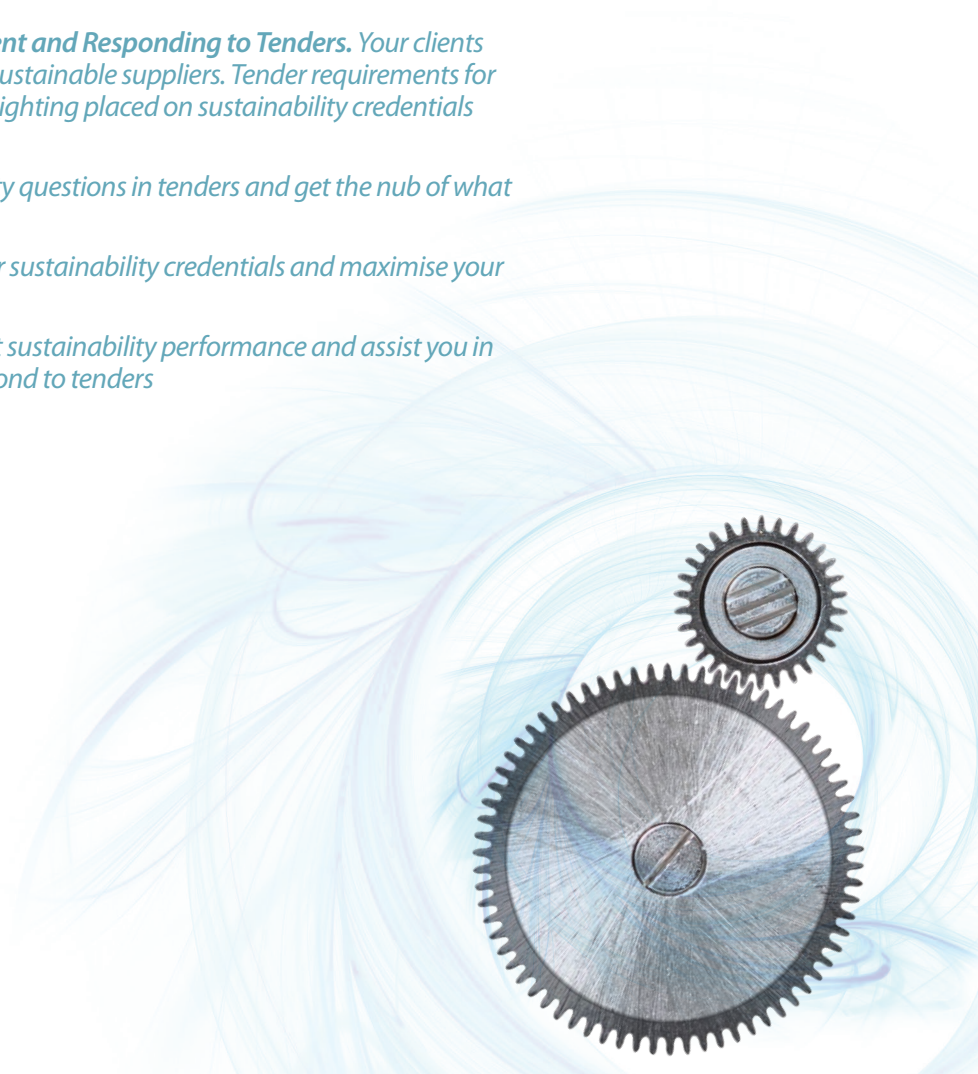
### 3SIXTY helps you in supporting your sustainability strategy

To fully equip and train account managers with the skills required to develop more commercially-viable accounts, 3SIXTY has partnered with a leading training and development company to provide a range of industry-specific courses aimed at improving the value of account management to both the employer and the client.

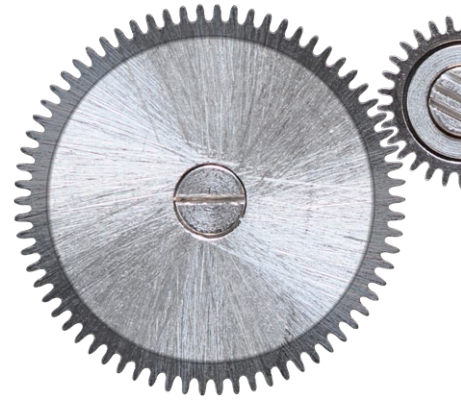


### 3SIXTY services include:

- **Sustainability Health Checks.** Sustainability is a fast-paced agenda and client demands are evolving with improved understanding of sustainability and emergence legislation. Our health check service will:
  - Explain the sustainability issues that are important to your market or client base
  - Review whether existing services meet client expectations, and where your strengths lie and opportunities for improvement exist
  - Recommend how your client offering can be enhanced and effectively communicated to stakeholders
  - Show how a sustainable approach can help your clients achieve return on investment
- **Corporate Responsibility Reporting.** External accreditation and Corporate Responsibility reporting are becoming commonplace, but many travel suppliers have yet to grasp the commercial and marketing opportunities this presents. If you engage us we'll extract real commercial value from your sustainability strategy and help your company achieve appropriate certification:
  - Translate current actions into a sustainability strategy relevant to the markets you are active in
  - Ensure you have the systems, processes and performance measures in place to achieve certification and accreditation
  - Produce reports to recognised standards, ensuring its credibility and value
  - Assist you to effectively communicate your achievements to stakeholders, thereby avoiding greenwash
- **Guidance on Sustainable Procurement and Responding to Tenders.** Your clients want to engage in relationships with sustainable suppliers. Tender requirements for sustainability are evolving as is the weighting placed on sustainability credentials increasing. We will:
  - Help you to understand sustainability questions in tenders and get the nub of what is required
  - Advise you how to demonstrate your sustainability credentials and maximise your scoring
  - Review and benchmark your current sustainability performance and assist you in your capacity and capability to respond to tenders



- **Carbon Accounting and Reporting.** *Members of our team probably designed the carbon accounting standard your client needs to report too; and if not, we know a huge amount about the carbon accounting and reporting. 3SIXTY will:*
  - *Ensure your systems are able to report emissions to standards that your clients require and the market respects*
  - *Advise clients what is required of them and how they need to respond*
  - *Add value by aligning carbon costs to financial costs and wider travel KPIs to ensure the business case for emissions management is robust*
- **Education and Training.** *We are experts at de-mystifying sustainability and making it meaningful to different audiences. We're creative and our training sessions deliver results while being enjoyable. Our training will:*
  - *Help you better engage with your audience, whether it be the C-suite or individual travellers, internal or external stakeholders*
  - *Provide your supply chain with the insight and advice they need to make sustainability happen and improve your products and services*
  - *Host training seminars and workshops to ensure account managers are able to converse with clients knowledgeably and confidently*



## 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 guide you through Sustainability & Corporate Responsibility training, please contact us at [enquiries@3sixty-global.com](mailto:enquiries@3sixty-global.com).

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