

# Clarity's Approach to Sustainability

Carbon Reduction Plan and UN Sustainable Development Goals



# Clarity's Approach to Sustainability

Clarity takes sustainability seriously, internally, and externally with our customers and suppliers. So much so, we engaged the services of a 3rd party specialist to deliver, in partnership, a Carbon Reduction Plan that will enable us to be carbon net zero by 2030. We have also adopted 5 of the 17 UN's Sustainable Development Goals, also contained within this document.

## Who was that partner and what did we do?

[Greengage Solutions](#) is a specialist consultancy providing strategic and practical advice to organisations committed to a sustainable business approach. The Travel & Events sector represents a key area of expertise.

Greengage was engaged by Portman Travel Group to provide an independent audit of sustainable processes and practices along with annual carbon footprint benchmarking of Clarity and other companies within the Group. The audit process was supported by extensive data collection and interviews.

This exercise provided a platform from which Greengage could advise on CO2 targets and a programme to reduce emissions. In addition to the important CO2 element, Portman Travel Group is embracing the UN Sustainable Development Goals framework. Greengage has assisted in a holistic planning approach to sustainability which also incorporates areas such as wellbeing, diversity, equal opportunities, and responsible consumption. An important principle is working with both clients and supply chain to enable a true partnership approach to sustainability.

This is an ongoing process but aligned to achieving net zero carbon emissions by 2030.

# Clarity's Carbon Reduction Plan

## Baseline Emissions Footprint

Baseline emissions are a record of the greenhouse gases that have been produced in the past and were produced prior to the introduction of any strategies to reduce emissions. Baseline emissions are the reference point against which emissions reduction can be measured

<b>Baseline Year: 2019</b>	
<b>Additional Details relating to the Baseline Emissions calculations.</b>	
This was the first year of reporting	
<b>Baseline year emissions:</b>	
<b>EMISSIONS</b>	<b>TOTAL (tCO<sub>2</sub>e)</b>
<b>Scope 1</b>	122
<b>Scope 2</b>	66
<b>Scope 3</b> (Included Sources)	80
<b>Total Emissions</b>	268

## Current Emissions Reporting

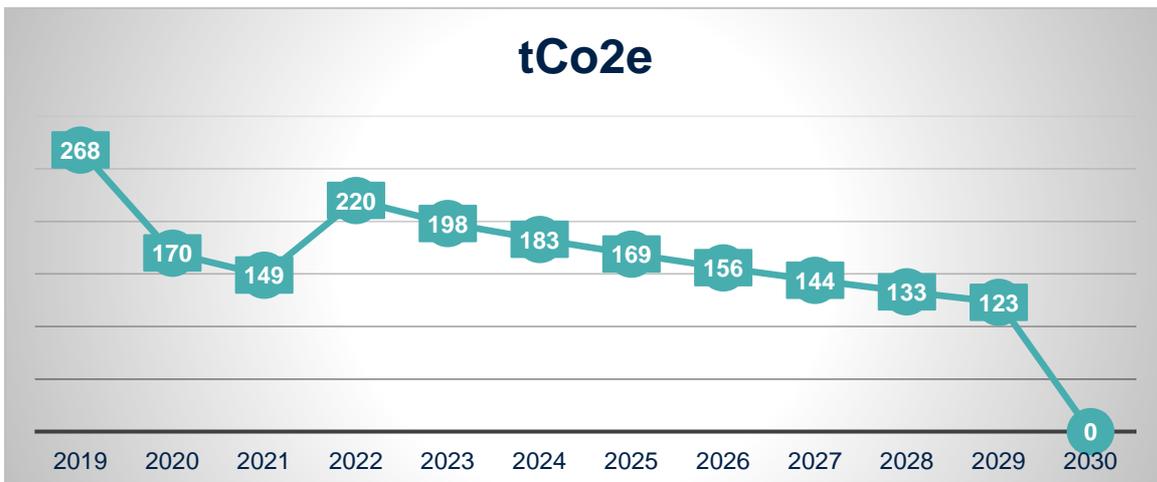
Reporting Year: 2021	
EMISSIONS	TOTAL (tCO <sub>2</sub> e)
Scope 1	112
Scope 2	26
Scope 3 (Included Sources)	11
<b>Total Emissions</b>	<b>149</b>

## Emissions Reduction Targets

We have had no previous emissions reduction commitment.

To continue our progress to achieving Net Zero since the base year (2019) we have adopted annual carbon reduction targets.

We project that carbon emissions will decrease over the next five years to 156 tCO<sub>2</sub>e by 2026. This is a reduction of 42% from (2019) the base year and the projection is to reach net zero carbon by 2030. Carbon offsetting will be deployed in the final year (2030) to achieve the difference between actual and zero carbon.



The above represents actual carbon emissions 2019 to 2021 and target emissions from 2022 to 2030.

## Carbon Reduction Projects

### Completed Carbon Reduction Initiatives

The following environmental management measures and projects have been completed or implemented since the 2019 baseline. The carbon emission reduction achieved by these schemes equate to 119 tCO<sub>2</sub>e, a 44% reduction against the 2019 baseline and the measures will be in effect when performing the contract. It should be noted that the steep reductions in CO<sub>2</sub> (2020 and 2021) are attributed especially to the trading period during which COVID severely affected the travel industry. 2022 is forecast to be a more typical trading year, more in line with 2019.

Carbon reduction projects have included:

- ISO14001 implementation
- Changes to policy that resulted in a reduction in company travel and flights
- Building management systems to reduce energy usage
- Installation of LED lighting

In the future we hope to implement further measures such as:

- Switching to 100% renewable electricity tariff
- Optimising processes and employee behaviours to use less energy in the business
- Capex investment in newer, more efficient energy saving measures in equipment and buildings
- Install solar panels on company buildings where possible
- Achieve zero waste to landfill
- Quicker adoption of fossil-fuel free vehicles and provision of electric vehicle charging points
- Further measures to reduce staff travel and flights emissions
- Implement carbon offset to compensate for our emissions to support carbon reduction projects around the globe

Clarity Business Travel has selected five of the 17 UN Sustainable Development Goals as a framework from which to implement a corporate sustainability strategy. An approach that includes environmental, social, and economic pillars of activity. Carbon reduction is an important element. From 2022 a "Sustainable Management System" will allocate clear and measurable objectives and key performance indicators. Performance will be tracked and reported on a quarterly basis.

# UN Sustainable Development Goals

**Clarity Business Travel has selected five of the 17 UN Sustainable Development Goals as a framework from which to implement a corporate sustainability strategy; an approach that includes environmental, social and economic pillars of activity, and for which Carbon reduction is an important element.**

The selected UN goals are:

1. Good Health and Wellbeing (Goal 3)
2. Gender Equality (Goal 5)
3. Consumption and Production (Goal 12)
4. Climate Action (Goal 13)
5. Partnerships for the goals (Goal 17)

The following examples are just some of the activities underway / in planning to help achieve each goal. A “Sustainable Management System” will allocate clear and measurable objectives and key performance indicators. Performance will be tracked and reported on a quarterly basis.

## 1. Good Health and Wellbeing

- A “Green” team selected from across the business who champion eco-innovation and best practice initiatives both within the business and to help clients.
- Work-life balance helped by a move toward flexible home working
- Incentives to support travel to work via public transport
- A plan to phase in EV chargers to encourage staff to switch to electric vehicles
- A full set of documented HR policies to help and protect staff such as Dignity at Work, Mental Health and Wellbeing, Health and Safety, Anti-bribery & Corruption and Modern Slavery Act
- Clarity is a Disability Confident committed employer (working towards level 2), helping us make the most of the talents disabled people can bring to the workplace.
- There is an emphasis on supporting good mental health with the business signed up to the Mindful Employer Charter and the MIND Mental Health at Work Commitment
- Investment in employee learning and professional development, including an in-house team of trainers
- A staff engagement survey tool to help identify required areas of focus

## 2. Gender Equality

- Policies have been implemented to ensure women's full and effective participation and equal opportunities for leadership at all levels of decision-making
- Equal pay commitment in place.
- There is a documented Quality and Inclusion policy

## 3. Consumption and Production

- A drive to optimise processes and employee behaviours in the business
- Achieve zero waste to landfill with intelligent recycling in place
- Implement a policy to eliminate the use of single use plastic
- Implement a water conservation programme
- The business has committed that new furniture and refits will always use wood that is FSC certified from sustainable sources
- There is a policy of donating surplus equipment and furniture for upcycling
- Cleaning and hygiene products within the business will be eco-friendly, palm oil-free preparations
- The business is taking steps towards a paperless environment (inc paperless billing)

## 4. Climate Action

- Appointed a senior manager within the business to take ownership of all sustainability activities.
- There is a clear policy to reduce company travel and flights and use the most sustainable alternatives, wherever possible.
- Switching to a 100%-renewable electricity tariff
- Building management systems in place to conserve energy and reduce CO<sup>2</sup>
- LED lights phased in across all locations
- Programme of Capex investment in newer, more efficient energy saving measures in equipment and buildings
- Install solar panels on company buildings where possible
- Quicker adoption of fossil-fuel free vehicles and provision of electric vehicle charging points
- Implement carbon offsetting to compensate for our emissions through supporting carbon reduction projects around the globe

## 5. Partnerships for the goals

As well as taking steps to reduce the carbon emissions generated by business activities towards a net zero carbon target, we also influence and assist both clients and suppliers with their contributions to the **UN's Sustainable Development Goals**.

### Clients

- A client "Green Travel Health Check" that reviews individual travel programmes (data, practices and policy); examining air & ground transport plus accommodation with recommendations on how to minimise their carbon footprint.
- Providing detailed CO<sup>2</sup> data for air, rail and hotels at point of booking to assist client's green decision making.
- Offering online booking tool prompts to highlight more sustainable travel options
- Enabling seamless online carbon offsetting at time of travel booking
- Offering carbon budgeting for clients that need to consider both cost and carbon.
- Providing best practice client travel policy templates
- Flagging eco-accredited hotels to travellers at point of booking
- Ability to offer detailed ICAO sourced CO<sup>2</sup> management information to influence and measure company / traveller behaviour
- Introduction of software to measure the carbon emissions of meetings and events.
- Clarity-facilitated consultancy for clients to provide measurement and review of their carbon emissions and strategy including travel, and using a green audit to offer advice and recommendations
- Clarity-facilitated consultancy for clients to deliver an in-depth sustainability and carbon reduction roadmap incorporating multiple areas of their business such as travel, supply chain, CSR, energy and water conservation
- A focus on multi-media green client communications and advice

### Supply Chain

- Providing objective information to clients that enables fact-based decisions based on green merits of different carriers and suppliers
- To create a benchmarked terms and conditions to ensure that suppliers demonstrate they are aligned with the Clarity green strategic processes and practices
- Planning a Green Supplier Programme that will highlight best practice partners to clients

## Other Partners

- Greengage Solutions (a specialist in sustainable strategy in the travel and events industry) to advise on best practice, innovation and sustainable management systems.
- ClimateCare and Trees for Life to offset client carbon emissions
- Charities, including Macmillan as part of an approach to helping our community
- Intertek who carry out assurance, testing, inspection and certification for our ISO accreditations, including ISO14001 (Environmental Management System) and ISO50001 (Energy Management System)

For further information on the UN's Sustainable Development Goal programme, please visit <https://sdgs.un.org/goals>

# SUSTAINABLE DEVELOPMENT GOALS