

GBTA | Michigan Chapter

June 14, 2022

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Diamond



Platinum



Gold



Silver



Bronze



Copper



Welcome!

Today's Meeting is worth 1 credit for GTP certification



Agenda

- | | |
|-----------------|--|
| 9:00 AM | Registration and Networking |
| 9:45 AM | Welcome Announcement |
| 10:00 AM | <i>Sustainability 101 – Courtney Ring</i> |
| 11:30 AM | MBTA Business Meeting |
| 12:00 PM | Lunch & Networking |
| 12:45 PM | 2022 Charity of Focus Presentation – Hope Against Trafficking |
| 1:00 PM | Diamond Sponsor Presentation – United |
| 1:15 PM | Zoo Activity |
| 2:30 PM | Zoo Activity Report |
| 3:30 PM | Conclusion & Drawing |

Thank you to today's Event Sponsor!



Sustainability 101

Presented by

Courtney Ring

Vice President of Business Development

American Express



Implementing Sustainability in your Travel Program – Where to Start

Michigan BTA - Detroit Zoo

June 14, 2022

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Courtney Ring - GBTA Sustainability Committee
Vice President of Business Development
American Express

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Session Objectives

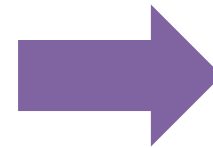
1. Bring clarity to all the buzzwords around sustainability as well as the definitions, terminology, and acronyms utilized when talking about business travel sustainability.
2. Connect with the latest industry survey results around business travel and sustainability.
3. Learn about the Sustainable Development Goals and how the Paris Agreement spurred climate action around the globe.
4. Discover how and where to start when it comes to building a sustainable travel program.

Mission

GBTA's Sustainability Committee leads, guides, and mobilizes the GBTA membership to collaborate on advancing standards and solutions to improve the sustainability performance of business travel across all three ESG pillars (Environment, Social, Governance).

Vision

A future with no trade-offs between connecting businesspeople via travel and protecting the planet and communities where we live and work.



Alignment with:

- 2030 global SDGs
- 2050 carbon neutrality goals

Sustainability Committee: New taskforce structure

**Taskforce #1:
Data and carbon footprint**

Key topics:
Comparable, accurate data
Emissions tracking and reporting
Role of OBTs

**Taskforce #2:
Sustainable travel management
and education**

Key topics:
Demand management
Influencing travel behaviors
Carbon budgets and offsetting

Taskforce #3:
Sustainable procurement and
green innovation**

Key topics:
Green procurement metrics (scorecard)
Green offers and innovation

Cross-cutting angles – all taskforces will look at:
How to drive harmonization and standardization
The role of technology
Best practices and case studies

**Taskforce #3 could be further split into verticals: aviation, accommodation, road transport, meetings & events, etc.

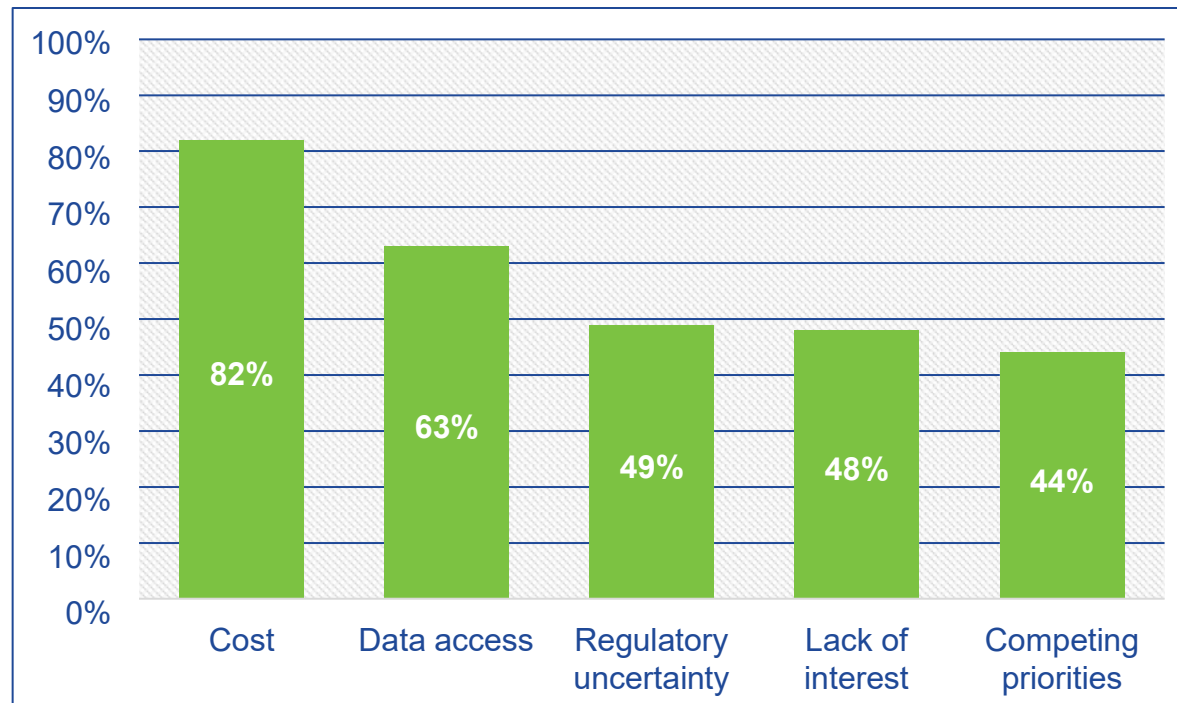
All taskforces will create content for the revamped Toolkit 2.0 (Project managed by Grayling)

Internal

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Sustainability is on everyone's mind!
89% of the industry respondents see sustainability
as a moderate or high priority

Top 5 barriers for sustainable business travel



Key takeaways

- ✓ **Higher costs** clearly the main barrier to action across all respondent categories – also with the external respondents
- ✓ **These five** form the top barriers identified by buyers, suppliers, and respondents from North America – in *Europe*, competing priorities is replaced with longer travel times

Travelers decisions and behaviors

73% of buyers believe that **reducing the frequency of travel is powerful lever**

Prioritising **certified green suppliers and flights with SAF** rank in the top 3 most impactful activities

Carbon offsets are seen as the least useful measure by external stakeholders

Buyers are significantly more likely to support **multimodal travel** than suppliers

Tackling Sustainability

United Nations | In September 2015, UN member states adopt 17 Sustainable Development Goals

Paris Agreement | International treaty on climate change established in December 2015

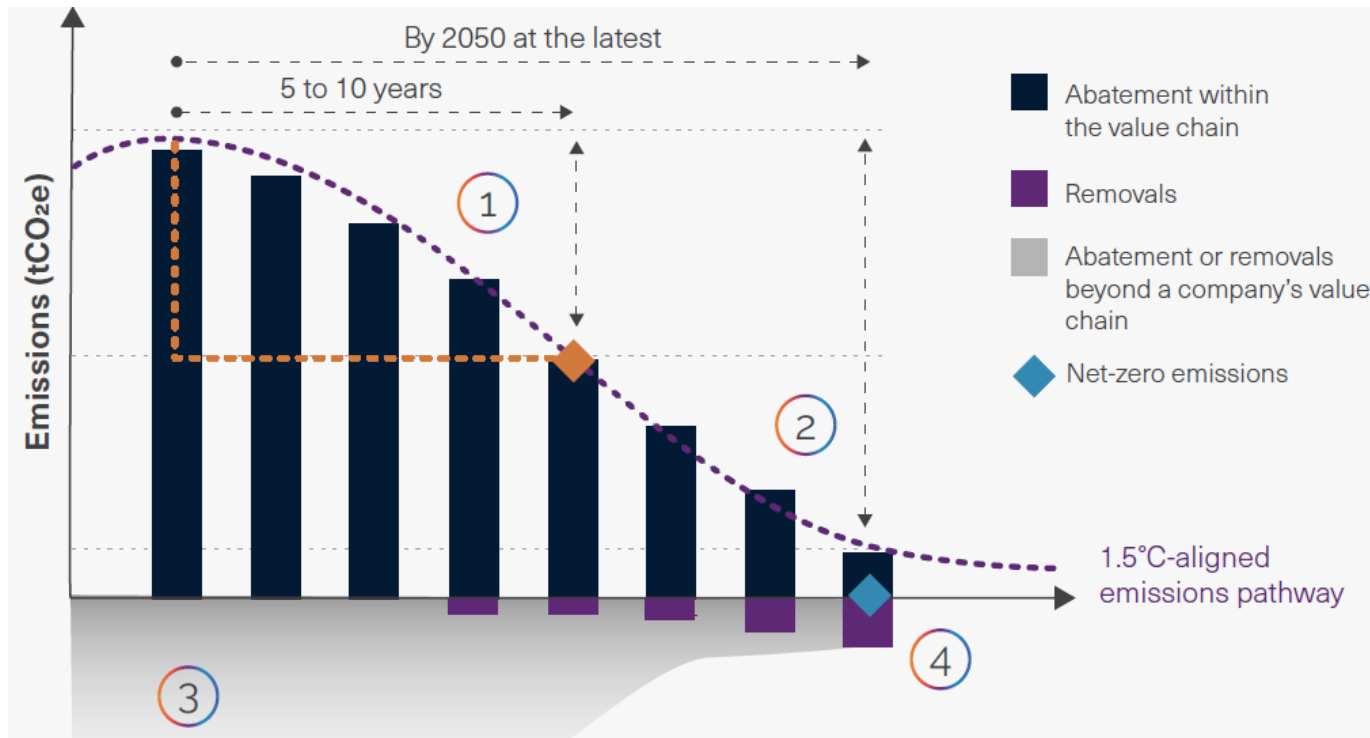
- Limit temperature increases to well below 2° C but pursue limiting to 1.5°
- Achieve net zero by 2050

SBTi | Science-Based Target initiative supporting corporations to align to the goals of the Paris Agreement



Climate Goals & Science Based Targets – What they mean

“No net-zero claims until long-term targets are met”



- 1. Reduce emissions** in line with 1.5°C pathways (near-term targets → 5-10 years)
- 2. Continue to reduce emissions** in line with 1.5°C pathways (long-term targets → by no later than 2050)
- 3. Mitigate further emissions** by investing/supporting sustainable solutions and technologies: SAF, high quality offsets e.g.
- 4.** Once you have achieved your long-term targets, **neutralize your residual emissions** by investing in solutions to remove and permanently store carbon from the atmosphere (direct air capture, geologic storage e.g.)

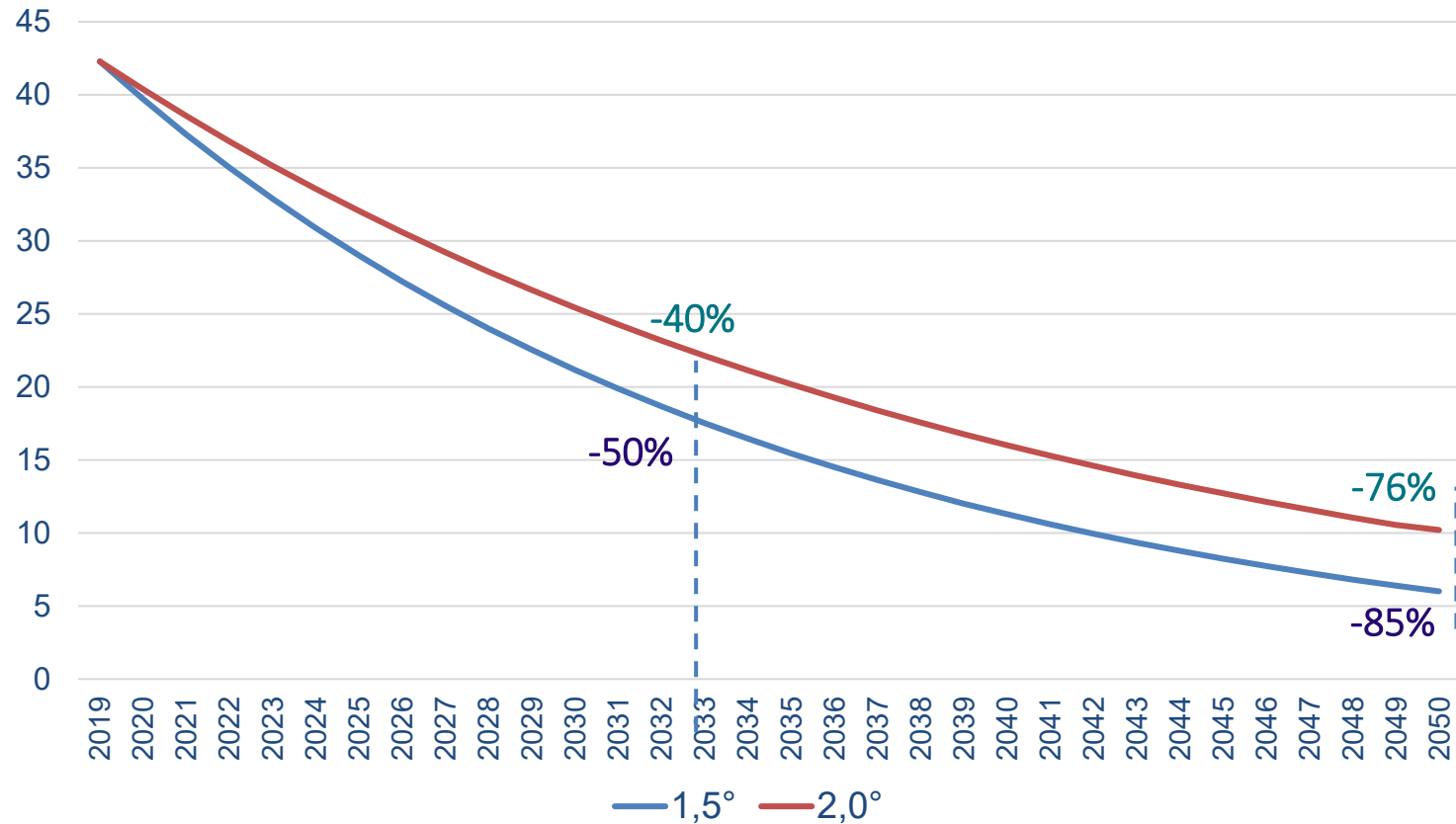
Source: Science-Based Targets

Climate Goals & Science Based Targets – How to achieve them

What is the carbon emissions path to meet Paris agreement targets?

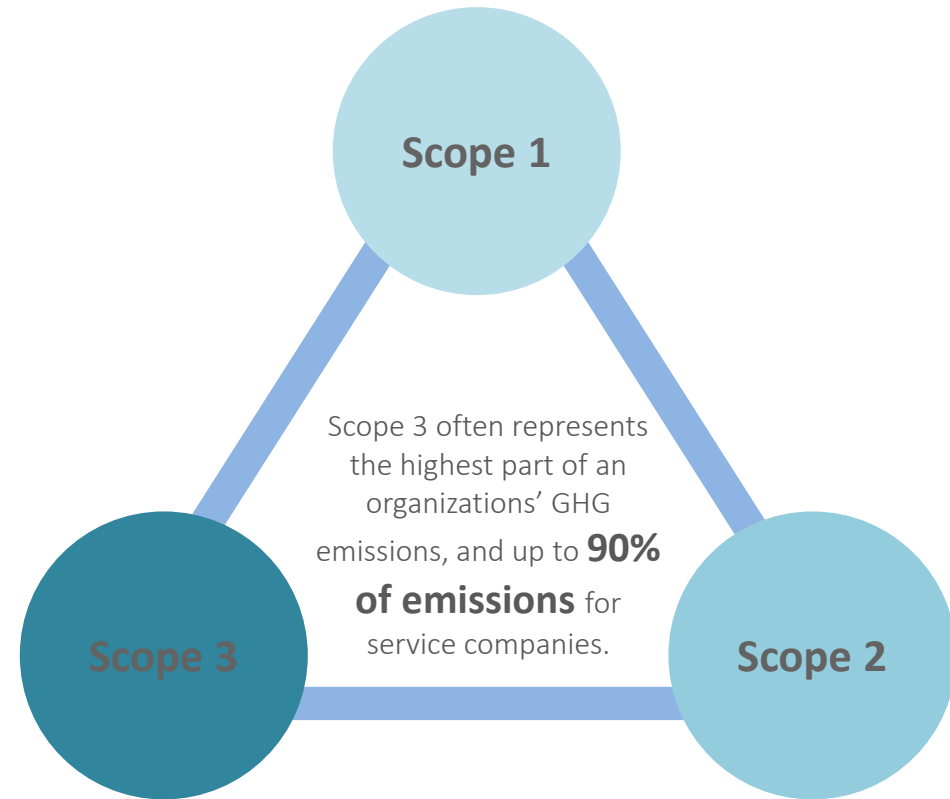
A 50% decrease in emissions by 2030 vs. 2019 and an 85% decrease by 2050 is required to limit global warming to 1.5°C (IPCC S1).

This represents a decrease in emissions by **6,1% per year, every year.**

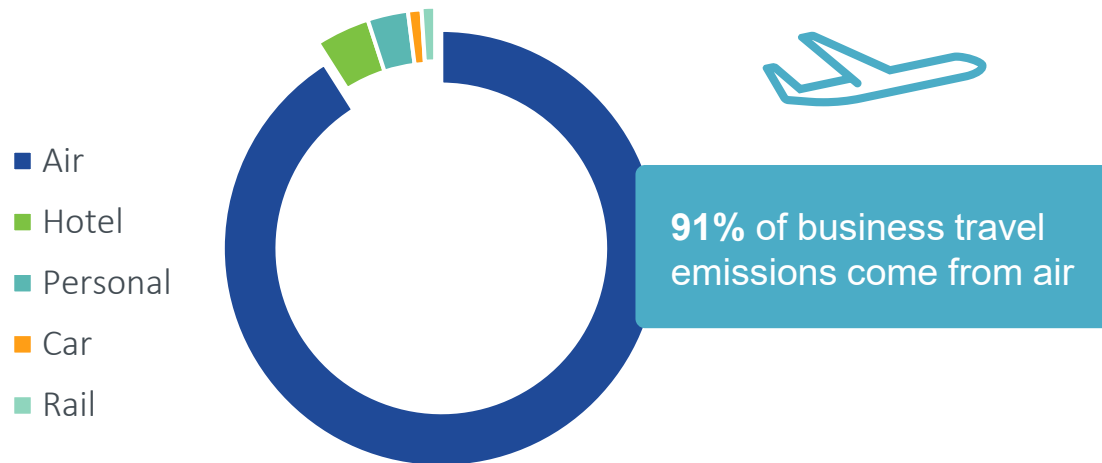


Greenhouse Gas (GHG) protocol

- ✓ Direct GHG Emissions: fuel or gas combustion, company facilities and manufacturing, company-owned fleet.
- ✓ Indirect GHG Emissions: purchased electricity, steam, heating and cooling for own use.
- ✓ Indirect GHG Emissions: product transportation and distribution, employee commutes, **business travel**, end-of-life treatment of sold products, etc...



International Aviation Emissions



The international aviation produced over 4% of total global CO₂ emissions in 2019 (this includes any non-CO₂ effects, also known as radiative forcing).

The air industry is forecasted to triple by 2050.

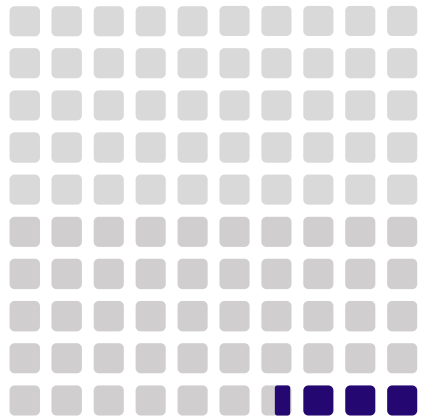
Many components are part of the solution: Sustainable Aviation Fuels, aircraft fuel efficiency, airline operations, technology improvements etc but flying less and with purpose remains the key.



Did you know?

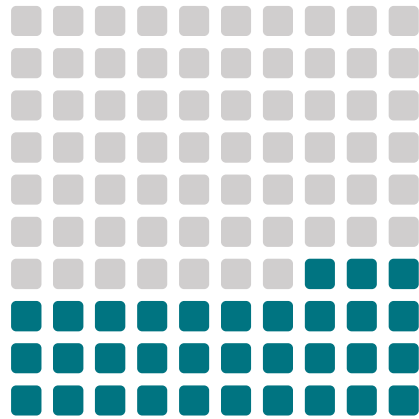
If the global commercial aviation were a country, the industry would rank #6 in the world between Japan and Germany in terms of “national” CO₂ emissions emitted.

What is travel's share in the annual climate budget?



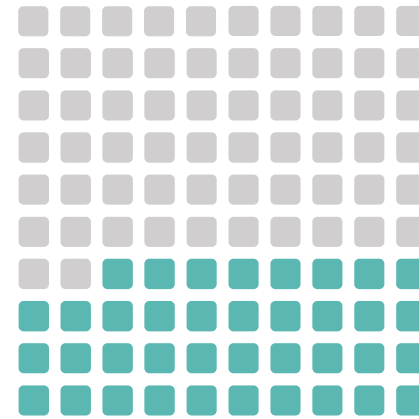
100 kg CO₂

Refrigerator – one year



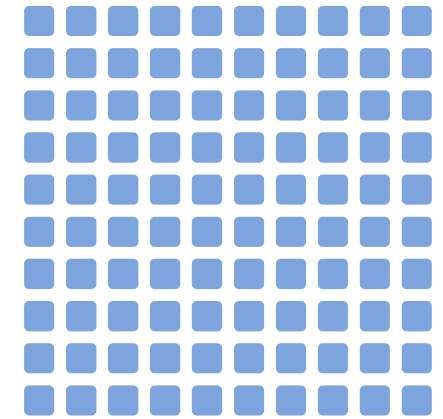
2,000 kg CO₂

Car driving 34 km per day, one
year – one person



2,300 kg CO₂

Maximum allowable climate
budget – Per person, per year



6,000 kg CO₂

Frankfurt – Singapore
1 passenger return flight
(business)

Four Steps to: Building a sustainable travel program



Manage demand

Consider avoiding or reducing some non-essential travel, more purposeful travel



Travel smarter

Analyze data, shift to more sustainable modes of transportation



Use sustainable suppliers

Engage and collaborate with suppliers to promote sustainable attributes



Invest and offset

Offset CO2 emissions, but only as part of a holistic approach

Manage demand, reduce non-essential trips

- Data collection (TMC and Suppliers)
- Leverage your data to create messaging tied to your sustainability goals (e.g., air to rail on specific routes or reducing travel overall)
- Program OBT to communicate on home page, influence travelers at POS and across the booking process.
- Create a “stay or go” framework to help employees evaluate options and reduce non-optimal travel through alternatives.

Travel Smarter

AIR

Choose new generation, more fuel-efficient aircrafts (highlight in OBT) and optimal routing

HOTEL

Always choose company recommended properties (walking distance and consider your impact on local environment)

RAIL

Mode switch, taking a train is on average **20x more carbon efficient** than taking a flight.



Taking a train is on average **20x more carbon efficient** than taking a flight.

Understanding hotel labels and certifications



Explore new, green technology and ‘offset’ emissions

Emerging practices may have significant impact

Carbon sequestration in agricultural soil



Sustainable aviation fuel (SAF)



Carbon direct capture or removal



Priority should be around CO₂ decrease. Carbon offsets need to be a part of a holistic approach.

Learning Outcomes

1. Learned about climate goals and science-based targets, what they mean and how to achieve them.
2. Better understanding of the emissions landscape – what they are made of, how they are created, the full scope (1,2,3) and how to reduce or mitigate emissions from business travel.
3. How to gather the right data to analyze travel emissions and areas for improvement.
4. How to navigate the world of hotel labels and certifications.
5. Steps to take action and collaborate internally (within your organization) and externally (with suppliers and industry peers).

Building a Sustainable Travel Program

Resources:

CLICK HERE: [GBTA Hub – Sustainability Group](#)

CLICK HERE: [Greenhouse Gas Equivalencies Calculator](#)

CLICK HERE: [Intergovernmental Panel of Climate Change \(IPCC\) Special Report](#)

CLICK HERE: [United Nations Goals](#)

CLICK HERE: [Net Zero Initiative – Executive Summary Report](#)

CLICK HERE: [MIT Management Sustainability Initiative – Climate Interactive](#)

CLICK HERE: [ESG Today](#)

CLICK HERE: [Global Sustainable Tourism Council](#)

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Q&A

Business Meeting

President's Remarks and Committee Updates

Leslee Fritz, MBTA President 2022/23

- Call to order
- General Updates
- Committee Updates

Charity Committee

Gail Major, Superhost Hospitality
Committee Chair

Committee Members:

LaGenya Bateman, Robert Bosch

Kim Burns, Lear Corporation

Sandy Chwier, Retired

Michael Tole, Assure Travel

BOD Liasion: Amy Hunke, GTP, Adient

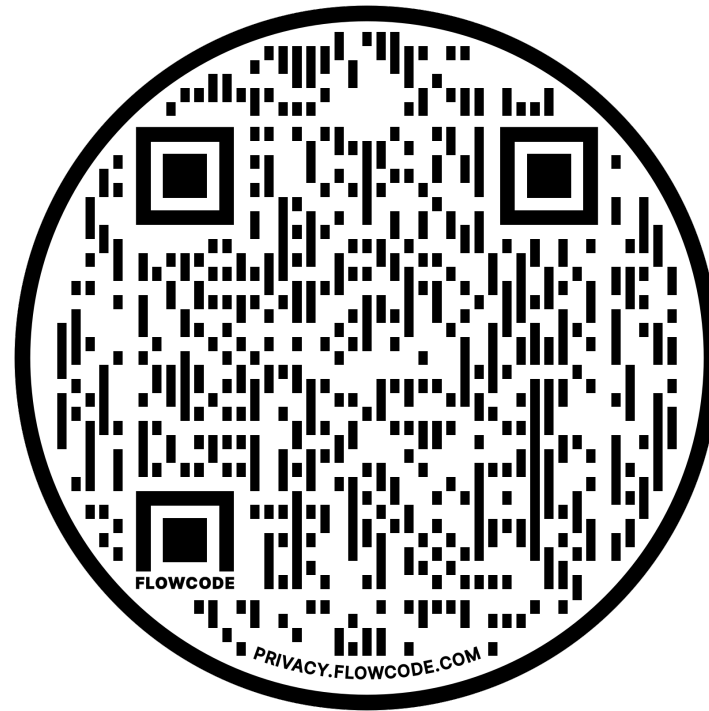
We are looking for ENERGETIC, outgoing individuals to join our team.

Like to have a good time? Laugh a lot? Giving back makes you feel great?

This we are the committee for you!

If you have a passion to help others...see me!!

Hope Against Trafficking



Government Committee

Michael Hoff, GTP, CCTE

Continental Automotive, Inc.

Committee Chair

Legislative Summit 2022

- Meet one-on-one with Senators and Representatives
 - share opinions and advocate for policies that support the business travel industry
- Learn how Congressional debates and outcomes could impact the travel industry
- Connect with other passionate industry professionals who want to make a difference
- Hear perspectives from Administration Officials and Members of Congress
 - *Assistant Secretary of Commerce Department – Grant Harris*
 - Facilitating travel and the importance to US economy ...11.6B business travel
 - Sustainable aviation fuel to travel and tourism
 - *State of Sustainability in the Global Business Travel Sector*
 - Need policy makers to ensure infrastructure, cost, etc. for a path forward.bigger than any single company.
 - Incentivize the production and use of sustainable aviation fuel (SAF)
 - Sustainable Aviation Fuel Presentation
 - Tom Michels, Director Government Affairs, GBTA

Legislative Summit 2022

- *Representative Tom Malinowski, New Jersey*
 - Do something big and fast for economic recovery or permanent depression and jobs will not come back (economists, etc.)
 - Supply side still recovering
- *Senator Jacky Rosen, Nevada*
 - Spoke on the importance of travel and tourism
- *Legislative & Regulatory Policy – SVP Sharon Pinkerton*
 - Working with Govt on International Travel entry
- *Representative John Katko New York*
 - Key in improving passenger experience
 - Precheck, Trusted Traveler, push to get technology to front line quicker, Faster Act (stop diverting TSA money)

This year's event focused on the following initiatives

- Testing requirements hinder business travel
 - [\(Testing Requirements Hinder Business Travel.pdf \(gbta.org\)\)](#)
- April 11 House of Representatives End Testing Requirement
 - [\(Microsoft Word - Congressional Sign On Ltr re Inbound Testing Order April 2022 v1 \(gbta.org\)\)](#)
- Decarbonizing Air Travel – SAFS
 - [\(Decarbonizing Air Travel-SAFS.pdf \(gbta.org\)\)](#)
- Faster Act 2022 Issue Brief – Keep the 9/11 Fees for Security
 - [\(FASTER Act 2022 Issue Brief.pdf \(gbta.org\)\)](#)
- GBTA Sustainability Study – Policymaker Summary
 - [\(GBTA Sustainability Study - Policymaker Summary.pdf\)](#)

Discussion with Congress

- Keep 9/11 Security Fee for Security
 - \$19B will be diverted by FY 2027.
 - \$0.60 of \$5.60
- Testing Requirements Hinder U.S. Business Travel
 - International in bound testing mandate, most countries have stopped travel testing
 - US is falling behind other countries as a travel destination
- Need to De-Carbonize Air Travel
 - Commercial Aviation (all) accounts for roughly 3% of global greenhouse emissions – nearly all of which come from the combustion of fossil jet fuel.

GBTA Makes a Difference

GBTA's CEO Suzanne Neufang will be testifying at the Senate Commerce hearing "Reviving Conventions & Tourism Through International Travel"

You can [tune in and stream the Senate hearing live](#) on Tuesday, June 7, starting at 3:00pm ET.

Scholarship Committee

Jamie Cotter, Avis Budget Group

Committee Chair

Additional Scholarships were offered this year.

And the recipients are...

CONGRATULATIONS...

Cheryl Keyes, Options Travel/Keller NA

Jill Partaka, dluxSuites

Shirley Randall, GTP, National Airlines

All won 2022 GBTA Convention Registrations Valued at \$1,700!!

Thank you 2022 MBTA Sponsors!

Diamond



Platinum



Gold



Silver



Bronze



Copper



Thank you to today's Event Sponsor!



Join us on the journey towards a more sustainable aviation future

Introducing partnership ideas towards a greener future

June 2022

A STAR ALLIANCE MEMBER 

UNITED 
eco-skies 

Did you know ... ?

Addressing Carbon Emissions

- 98% of United's scope 1 (direct) emissions come from the burning of jet fuel used to power our aircraft. That's why we are focused on ways to quickly reduce the carbon emissions we put into the atmosphere

SAF Powered Flights at LAX

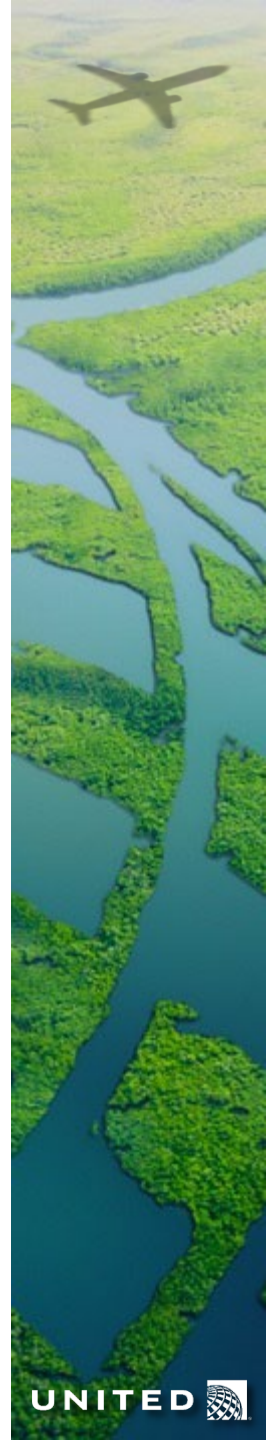
- Every United Airlines' flight departing LAX is powered, in part, by Sustainable Aviation Fuel (SAF). United is the only airline at LAX to use SAF on every departure

Flying 100% Green

- In 2021, United operated the world's first flight powered by 100% SAF. The same year, United also operated the world's first passenger flight powered by 100% SAF, with corporate and government partners onboard

Eco-Airline of the Year

- United Airlines has won the prestigious ATW Eco-Airline of the Year award three times since the award inception in 2013, the most of any airline.



United not only has aggressive goals, but is taking meaningful action

Our 100% green pledge

- 100% reduction in GHGs by 2050
- Interim goal of 50% intensity reduction by 2035¹
- Decarbonize without the use of offsets

CEO Scott Kirby

As an airline, we see our environment from a unique perspective every day and we know we must do our part to protect our planet and our skies.

I recognize our responsibility in contributing to fight climate change, as well as our responsibility to solve it.

¹ As compared to 2019

What else is United Airlines doing to support a more sustainable future? The answer is investing, innovating and leading

Introducing



UNITED AIRLINES VENTURES



SUPPORTING NEW TECHNOLOGIES FOCUSED ON SUSTAINABILITY



INVESTING IN THE GREEN FUTURE OF AVIATION –INNOVATIVE ELECTRIC AIRCRAFT AND SAF-POWERED, 100% GREEN SUPERSONIC AIRCRAFT



The largest aircraft order

270

in United's history

THE MOST FUEL-EFFICIENT FLEET.

EACH NEW AIRCRAFT IS UP TO 20% MORE FUEL EFFICIENT THAN THE AIRCRAFT IT IS REPLACING

THIS WILL REDUCE CARBON EMISSIONS BY APPROXIMATELY 6 MILLION METRIC TONS (equal to planting 36 million trees)



United is the only airline globally to commit to **net-zero** without offsets—here's our path to decarbonization

Reduce
CO₂ via low-carbon,
sustainable fuel



Reducing fuel use isn't enough—sustainable aviation fuel (SAF) offers ~80% CO₂ reductions today

Innovate
new aircraft / engine
technology



We must find alternative ways of powering aircraft beyond petroleum

Remove
CO₂ directly from
the atmosphere



We must act quickly—removing carbon capture addresses the remainder

Appeal
to eco-conscious
customers



We can't do it on our own—join us and help empower travelers to make more sustainable travel choices

Sustainability Dashboard

Measure your carbon footprint on United

As a three-time Eco-Airline of the Year winner, it's no secret United has prioritized working towards the future of sustainable aviation. As part of this journey, we're bringing this eco-data directly to you. United Jetstream users* now have access to our new Sustainability Dashboard to help you navigate your environmental impact and help make more informed decisions. The new report features:

- Calculated carbon footprint on United Airlines
- Filters by route, departure month, equipment type, cabin, and more!
- Jet fuel gallons used, and how sustainable aviation fuel (SAF) can decarbonize your corporate travel

Log in to [United Jetstream](#) and click **More Reports > Sustainability** from the Dashboard to view your custom report.

DID YOU KNOW?

- United is the only airline globally to commit to net-zero without traditional carbon offsets.
- In 2021, United operated the world's first flight with passengers powered by 100% SAF.
- Every United flight departing LAX is partially powered by SAF.

Endangered Species Activity

Your Mission

You've been given your assigned endangered species located here at the zoo, and the industry your team is part of.

Our guide has provided you with information about your assigned species, the region they are located in, and what caused them to become endangered.

1. Locate your endangered species:
2. As a team, you must determine what your assigned industry can do to help protect these species, and create an environment to help them thrive.
3. Take a picture of your team in front of the habitat.
4. Prepare your report out to the attendees, to include:
 - a. Your endangered species and where they are located
 - b. The industry you represent and the activities you conduct (or plan to) in the region
 - c. What you plan to do to protect your assigned species?
 - d. Do you feel your plan is sustainable for the long term?

Email your photo ASAP to contact@gbtamichigan.org

Group Assignments

- Grevy's zebra (Africa) **assigned industry: established hotel in the area (Group 1)**
- Amur tiger (Asia) **Assigned industry: car rental/ground transportation company (Group 2)**
- Puerto Rican crested toad (North America) **Assigned industry: airline (Group 3)**
- Red panda (Asia) **Assigned industry: corporation (Group 4)**
- Panamanian golden frog (North America) **Assigned industry: hotel company wanting to build the region (Group 5)**
- McCord's box turtle (Asia) : **Assigned industry: Meeting/incentive company who conducts corporate trips (Group 6)**
- Western lowland gorilla (Africa): **Assigned industry: corporation planning on opening an office in the region (Group 7)**
- Macaroni penguin (Antarctica) **Assigned Industry: corporation doing exploration in the region (Group 8)**
- Aruba Island rattlesnake (South America) **Assigned industry: TMC expanding operations in the region (Group 9)**
- Southern cassowary (Australia) **Assigned industry: car rental/ground transportation company (Group 10)**

Endangered Species Reports

contact@gbtamichigan.org

Subject: GROUP1

Group 1



Group 2



Group 3



Group 4



After a long day in a workshop, we ate some bamboo, climbed a tree and took a rest.

Group 5



Group 6



Group 7



Group 8



Group 9



Group 10



***Thank you once again to today's
Event Sponsor!***



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Twitter: <https://twitter.com/MBTAMichigan>

LinkedIn: <https://www.linkedin.com/groups/3178147/>

Please complete the survey!



Meeting Adjourned

Next Events:

August 14 - 17 – GBTA Convention 2022

- Location: San Diego, CA

September 22 – Annual Meeting & Tradeshow

- Location: Metro Detroit Area