

| CWT UK &amp; IRELAND

# CORPORATE SOCIAL RESPONSIBILITY

IN ALL AREAS OF OUR BUSINESS, CARLSON WAGONLIT TRAVEL UK & IRELAND SEEKS TO LEAD THE WAY. WE ARE A GLOBAL COMPANY WITH A LOCAL FOCUS AND THIS IS REFLECTED IN OUR SERVICE AS WELL AS COMMITMENT TO BEING RESPONSIBLE CORPORATE CITIZENS. AS THE UK'S LARGEST TRAVEL MANAGEMENT COMPANY\* WE SHARE A COMMON SENSE OF RESPONSIBILITY, FROM OUR MANAGEMENT THROUGH TO EACH OF OUR EMPLOYEES.

We hope that this information will help shed light on just a few of the actions that CWT UK & Ireland is taking in our aim to be good neighbours.

CWT's corporate social responsibility (CSR) policy is built on the three principles: protection of the environment, working with the community and care for employees. In the following pages, we invite you learn to more about our actions for today and how we are looking to the future.

*\*Buying Business Travel, May/June Top TMC Listing*



## OUR VISION

AS A SERVICE PROVIDER TO ORGANISATIONS WORLDWIDE, CWT IS ADDRESSING ISSUES OF CSR BOTH INTERNALLY AND ON BEHALF OF ITS CLIENTS AND PARTNERS.

We see it as part of our responsibility to foster the development and well-being of our employees, ensure productive relationships with all of our stakeholders, help reduce environmental impact, and be good corporate citizens in the communities in which we operate.

In May 2009, CWT UK & Ireland created a new role to head its sustainability strategy. With so much focus on the economy during the downturn, it is easy to temporarily forget the bigger picture all around us. We believe the issues around climate change and sustainability are still at the top of the global agenda – for CWT and our clients.

Sandy Moring was promoted to include the sustainability role within her remit, in addition to her UK public sector programme management responsibilities. Sandy works with a dedicated team to set, implement and improve the sustainability strategy and policy. This team represents a cross section of the company, including finance, human resources, sales, account management, supplier relations, marketing, programme development and transaction services.



“My goal is to reflect a growing culture of sustainability in everything we do throughout CWT. All of our actions now will prove helpful in our goal to attain ISO14001 status.”

**Sandy Moring, Head of Sustainability,  
CWT UK & Ireland.**

# SUSTAINABILITY: ACTIONS FOR TODAY AND TOMORROW



CWT HELPS CLIENTS FIND SOLUTIONS FOR THEIR TRAVEL NEEDS. INCREASINGLY WE ARE BEING ASKED TO PROVIDE INFORMATION AND SOLUTIONS TO HELP COMPANIES MANAGE THE IMPACT THEIR TRAVEL HAS ON THE ENVIRONMENT.

We are committed to partnering with clients where possible to measure the carbon impact of their travel activities and we will support measures to encourage 'smart travel'.

At the same time, we are seeking to reduce the environmental impact of our own organisation.

## IN THE OFFICE

As a company, we have a 'Green Manifesto' that allows us to share best practices amongst our offices. This sharing of information leads to a healthy competition between branches to be the best in leading the way in green measures for the company. The following practices are already in place at many of our 40+ locations throughout the UK & Ireland.



### ▶ Travel to and from work

CWT encourages "bike to work" schemes and car sharing amongst colleagues at the same location. Taking public transport is actively encouraged and supported with season ticket loans.



### ▶ Travel on commercial business

Air travel is kept to a minimum but is necessary for some client visits/activities due to the nature of our global network. When possible, public transport is encouraged.



### ▶ Energy conservation

CWT currently charts its energy usage and wherever possible, restrictions are promoted and supported on a local and national basis. Our branches follow sensible recommendations to switch off lights, terminals, etc when they are not in use.



### ▶ Green Fleet

The company has a policy of providing a Green Fleet and over the past year has carried out significant work, with the support of the Energy Savings Trust, to ensure that our company car policy is as green as possible. This has led to a significant reduction in the consumption of fuel used in our company cars. Company cars are also restricted to lower CO2/mpg ratings.



### ▶ Supply chain management

In addition to the internal auditing of CWT offices, we are currently reviewing our supplier contracts to ensure that we use companies that are utilising sustainable practices.



### ▶ Staff education

A training programme has been developed for new staff on CWT's sustainability practices and how they can make a difference individually. Further training for current employees is being developed to build a stronger green culture amongst staff and management.



### ▶ Recycling and waste disposal

Every attempt is made to reduce our waste and to recycle. There is active encouragement to re-use resources such as paper, envelopes and mobile phones, and reduce packaging, plastics, aluminium, etc. CWT also contracts with registered waste removal companies to ensure that the waste is disposed of in a responsible manner. We now chart our waste so that we are able to identify future areas for minimisation and recycling.



"It is the simple things that can make a big difference. For example, we worked with our vending machine supplier to use Fairtrade products and remove plastic cups from the machines. By doing this, we have reduced our plastic cup usage by more than three million cups over the past two years."

**Elaine Francois, Director of Human Resources, CWT UK**

## RESPONSIBLE TRAVEL MANAGEMENT FOR OUR CLIENTS

Travel accounts for 25 per cent of a company's carbon footprint on average. Consequently, more and more CWT clients are seeking ways to reduce travel's impact on the environment without eliminating essential travel.

CWT enables travel management professionals and travellers to make well-informed decisions that may reduce their company's carbon footprint and environmental impact by providing a suite of environmental tools.

CWT Sustainable Solutions includes a pre-trip carbon calculator, post-trip emissions report and a range of services designed to reduce carbon levels. CWT's work with the UK Department for Environment, Food and Rural Affairs (Defra) starting in 2006 trail-blazed measurement and reduction of travel-related emissions. Working closely with Defra, CWT developed a carbon calculator, which was the first to be released within the travel industry.

- ▶ **Carbon calculator** - CWT's carbon calculator offers a standard CO2 calculation on any point-to-point air travel route and also compares a rail option versus air travel, offering decision support and education as travellers consider the best approach to their journey.
- ▶ **Reporting** - CWT also has developed environmental reporting capabilities that enable companies to track their carbon emissions via the CWT Programme Management Centre. Travel managers are able to easily understand the decisions their travellers are making in relation to carbon emissions as well as the related environmental impact of those choices.
- ▶ **Emissions management** - Based on the reporting, travel managers are able to benchmark their travel programme's environmental impact, create a baseline and focus on reducing emissions accordingly via further traveller education and policy adjustments. Additionally, many travel managers choose to take further advantage of this knowledge by actually offsetting their emissions.

Additional sustainable and CSR practices taken by CWT to benefit our clients include:

- ▶ **Paper reduction** - Many travel suppliers have introduced electronic ticketing and check-in. This has allowed travel management companies to reduce the amount of paper previously printed, collated, posted and delivered by courier to clients. CWT took this a stage further and introduced its 3S Strategy to promote Savings, Service and Sustainability with the introduction of electronic billing, enhanced e-itineraries and EDI billing. As a result, 98% of the client base have adopted these procedures with the remaining 2% given access to our online invoice look-up service should paper copies still be required by the client.
- ▶ **Traveller tracking** - CWT supports many organisations with the management of their travel programme to ensure that those who are travelling are correctly prepared and advised, tracked and supported should they need help en route. With our Traveller Tracking Service we are able to locate and assist companies identify if their people have been involved in any incidents around the world, as long as they have booked via CWT. With the introduction of the Corporate Manslaughter Act, CWT has worked with many clients to revise its travel policy to ensure the policy meets their new requirements.

*There is strength in partnership and CWT believes in working together with organisations to further environmental protection and leadership. Globally, CWT is a partner with The CarbonNeutral Company to help with emissions monitoring.*

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## COMMUNITY INVOLVEMENT

**CWT STRIVES TO BE A RESPONSIBLE CORPORATE CITIZEN AND SUPPORTS NON-PROFIT ORGANISATIONS THROUGH CHARITABLE GIVING BOTH ON THE CORPORATE AND EMPLOYEE LEVEL THROUGH VARIOUS ACTIVITIES.**

Each year, CWT UK & Ireland allows staff to nominate and choose the charity that the company will support through an online election. We choose one primary cause so that our collections throughout the year have a greater impact. For 2009-2010, Cancer Research UK has been chosen.

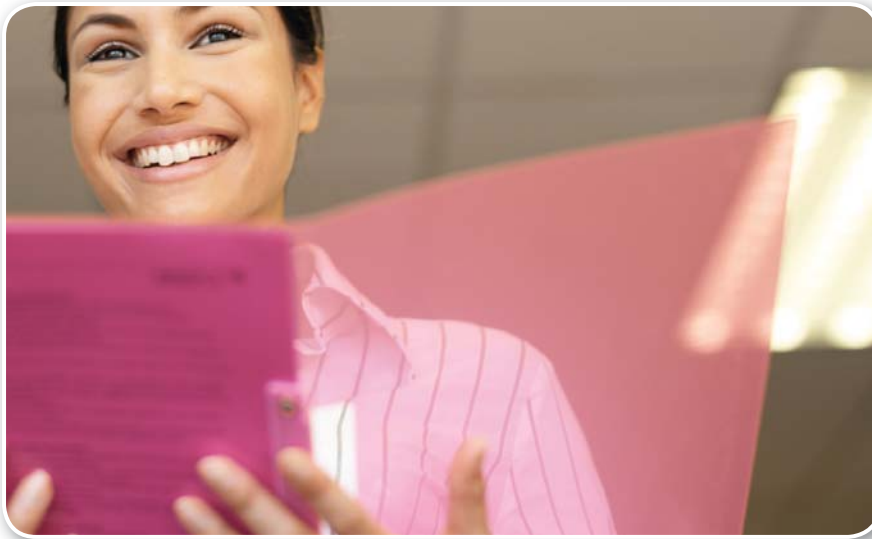
There are a variety of ways for employees to contribute, through donations to participate in monthly dress-down days and simply completing staff surveys. Recently, CWT UK & Ireland donated £5 for each employee that completed the annual staff survey. More than 90 per cent of employees participated, resulting in a £6,500 donation to Cancer Research UK.

CWT also operates a Payroll Giving Scheme allowing staff to donate a proportion of their salary tax-free to charity. In recognition of our employees' participation, CWT was recently given a Payroll Giving Quality Mark Bronze Award for commitment to good causes and the local community.

Individuals who choose to participate in charitable activities outside work are also supported by the company through donations, be it for marathons, bike rides, walks, etc for various causes. In the past two years, CWT has sponsored and supported many of their staff on fundraising activities with donations totalling more than £4,000.

Employees are also encouraged to think 'green' through a 'Green Week' campaign. Employees at the head office bring in goods to be recycled such as spectacles and mobile phones, participate in quizzes to test their environmental knowledge and receive 'bags for life' to reduce the number of plastic bags in the office.





## CARE FOR EMPLOYEES

CWT'S GROWTH AND QUALITY OF SERVICE IS POSSIBLE BECAUSE OF THE EXPERIENCE AND PASSION OF OUR PEOPLE AT ALL LEVELS OF OUR ORGANISATION AND THE INVESTMENT WE PLACE IN THEM. CWT WORKS TO ENSURE THAT EMPLOYEES ARE SUPPORTED IN THEIR WORK AND, TO A GREAT DEGREE, THEIR PERSONAL LIVES.

### BENEFITS AND TRAINING

CWT has a staff benefits programme, giving employees discounts off various products. As part of this initiative, there is a 'Green' section allowing discounts off environmentally-friendly products such as bicycles for the 'Bike to Work' scheme. Discounts are also available for environmentally-friendly holidays, solar panels, suppliers of organic products and finance companies offering ethical investment products and mortgages.

Continuous training and development is core to CWT's culture. CWT's central training team runs a programme of courses from basic skills to management courses and will produce more than 80 courses throughout the year. Each employee has received an average of two days of training in the past year.

As a result of this commitment to training, CWT was proud to promote more than 150 UK staff to new positions within the company in 2008.

### COMMUNICATION AND RECOGNITION

As a large company, we strive to help staff feel connected with each other, producing regular communications featuring news from our branches and holding staff events. Staff are actively encouraged to participate in feedback sessions such as CWT Talkback where representatives from each department are encouraged to share ideas, concerns, best practices, etc for the good of their colleagues and the company.

An employee recognition scheme called HighFlyers is also in place to honour those who go above and beyond the call of duty in their roles. Employees are able to nominate each other and then vote on the winners quarterly. Last year, more than 400 employees were nominated and 100 staff awarded HighFlyer status.

## CONTINUOUS IMPROVEMENT

CWT UK & IRELAND HAS A COMMITMENT TO BEING THE BEST IN THE INDUSTRY IN EVERYTHING WE DO. WE LOOK FORWARD TO CONTINUING TO 'LEAD THE WAY' IN CORPORATE SOCIAL RESPONSIBILITY. THE GOOD NEWS IS THAT THIS IS JUST THE BEGINNING AND WE LOOK FORWARD TO CONTINUALLY IMPROVE OUR BEST PRACTICES.

## ACCREDITATION AND AWARDS

We are proud of our achievements internally, but it's always nice to be recognised by other organisations as well. CWT is pleased to have won the following accolades:

- ▶ Winner for the past two consecutive years of the Institute of Travel & Meetings (ITM) Icarus Award for Environmental Commitment



- ▶ Awarded Defra's inaugural Efficiency Award



- ▶ Winner of Eurostar's 2009 Tread Lightly Award



- ▶ Accredited by Achilles for the Verify Category A Audit. This certification is valid for all energy companies and confirms that we meet or exceed their requirements.

- ▶ Nominated for the Energy Savings Trust Award for their newly implemented reduced CO2 emissions Car Policy.



For more information, please contact us at [sustainable@carlsonwagonlit.co.uk](mailto:sustainable@carlsonwagonlit.co.uk) or visit [www.carlsonwagonlit.com](http://www.carlsonwagonlit.com)