

# Bosses Dragging Their Feet On Green Travel Behaviour, ACTE-KDS Poll Finds

Submitted by: 80:20 Communications Limited

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Business Travel Show, London, February 9, 2010 – According to a new global study, organisations are sticking with their commitment to greener travel, despite the recession, but bosses are felt to be setting a poor example in their own travel choices.

For the fifth consecutive year, the Association of Corporate Travel Executives (ACTE) and KDS, the European leader in online Travel & Expense management systems, have undertaken an international survey of attitudes towards business travel and the environment. In December 2009 and January 2010, the opinions of 317 business travellers and procurement and travel executives were gauged via an online poll.

Unsurprisingly, cost-cutting is said to be the top business travel priority for organisations, but it is striking that Corporate Social Responsibility (CSR) programmes have not been ditched in the recession. The majority of respondents (57%) disagree that their company would care less about CSR because of the financial crisis. Supporting environmental sustainability is also still a mid-tier corporate concern, also according to a majority (46%) of those expressing a view.

However, most respondents (45%) say top managers set a bad example in the 'greenness' of their travel choices. The worst offenders are in France and United States: 44% of respondents in France say their managers set a poor example (good example: 36%); bosses in the US are also slammed by 44% of respondents (supported by 39%). The UK has the most virtuous bosses, whose travel choices are approved of by 51% of UK respondents (although criticised by 41%).

Other findings include:

- The majority of respondents (61%) saw employers cut the amount of business travel undertaken in 2009.
- Frustrating hopes for quick economic recovery, almost three-quarters expect to travel only the same amount this year, or even less (51%: travel unchanged; 21%: fewer trips). This is partly offset by the 27% who expect to travel more.
- Around 19% say travel reductions resulted from CSR goals as well as cost-cutting objectives.
- A growing number of travel departments are believed to report to senior management on business travel carbon emissions: in this survey, only 55% said this was not the case, versus 61% the previous year.

Respondents were asked what might help them travel in a more ecologically-conscious way. Most would like greater information about the carbon emissions of a travel option before booking – 66% say this is something they would welcome. Some 59% of respondents say they would like more guidance on their employers' CSR and travel policies.

ACTE President Richard Crum says: "It is a great relief to see that Corporate Social Responsibility

remains a strong priority for many corporations, and an equally strong concern for travellers, who are making an effort to reduce their impact on the planet. It is understandable that the last year has seen corporate leadership focus on the financial health of their companies. However, it is important to recognize that truly sustainable businesses balance the demands of shareholders with respect for the environment and the people and communities they impact every day.”

Yves Weisselberger, CEO of KDS, adds: “It is great to see that CSR has been taken to heart by so many organisations. However, the survey reveals that employees would like more help in making green travel choices. Online travel booking tools can be powerful in this regard, helping with policy enforcement, carbon calculators and highlighting low-carbon options. However, there is still much more to be done through employee communications, and here – as in their individual travel choices – top managers must take the lead.

The full report on the 2010 ACTE-KDS survey is available upon request.

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FOR FURTHER INFORMATION:

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NOTES TO EDITORS:

Respondents from the following companies have agreed to talk to the press. Contact KDS for more information.

BCD Travel

AirPlus International

Sidecore AB

MDDUS

AG2R LA MONDIALE

Safran USA  
Radiospares  
Comitê de Viagens Corporativas  
Sika Services AG  
LEONI AG

#### About ACTE

The Association of Corporate Travel Executives (ACTE) represents the global business travel industry through its international advocacy efforts, executive level educational programs, and independent industry research. ACTE's membership consists of senior travel industry executives from 82 countries representing the €463 billion business travel industry. With the support of sponsors from every major segment of the business travel industry, ACTE develops and delivers educational programs in key business centers throughout the world. ACTE has representation in Africa, Asia-Pacific, Canada, Europe, Latin America, Middle East and the United States. For more information on ACTE, please go to [www.acte.org](http://www.acte.org).

#### About KDS

KDS ([www.kds.com](http://www.kds.com)) is a leading international provider of Travel & Expense (T&E) management systems for private and public sector organizations. KDS's unified Software-as-a-Service (SaaS)-based technology addresses the full range of T&E requirements, from travel policy definition and enforcement, and the online self-booking of travel, through to automated travel expense processing and invoice reconciliation. With each stage handled seamlessly by KDS's fully-integrated technology, clients achieve significant efficiencies and cost-savings. KDS offers the industry's most extensive back-end connectivity to financial service and travel providers (airline, car, rail and hotel), ensuring optimized pricing and up-to-the-minute inventory control.