

GSTC Sustainable Business Travel Course

December 11th & 12th, 2022, Sevilla, Spain

DAY 1: December 11th (9:00 – 17:00)

08:30 Registration Opens

09:00 Course Start

Morning Sessions:

- The importance of sustainability in the business travel world – in a post-pandemic world.
- The impact of the pandemic on people behavior, needs and wants.
- The changing face of Business Travel and how it is impacting the traveler behavior, health and well-being of travelers and corporations.

Learning Goals:

- Learn about the actions that can be taken around the growing list of people issues in business travel
 - Safety and Security
 - Well-being
 - Diversity, equality, cultural inclusion and more

Lunch Break

Afternoon Session:

- Climate Change and the impact from business travel.
- The impact of carbon emissions and other pollutants by mode of transport and accommodation
- Sourcing data, available tools and methodologies, and reporting on emissions

Learning Goals:

- Understand the role of sustainability officers, suppliers, travel managers, and travelers in protecting the planet.
- Learn initial steps on how to create a carbon footprint
- Learn how corporations report on scope 3 category 6: business travel

Day 1 summary Wrap Up

DAY 2: December 12th (9:00 – 17:00)

Morning Sessions:

- The role of profit; investment vs. profit; budgets and targets in business travel
- How to maintain a healthy balance between the environment, employees, and an economic viability.
- Treating travel as an investment

Learning Goals:

- Understand the financial impact of sustainability
- Learn how to measure the financial impact of sustainability
- Understand how to maintain a healthy balance between the environment, travelers, and a company's business goal

Lunch Break

Afternoon Sessions:

- Managing Sustainable Business Travel Strategies
- Ways to communicate sustainable business travel best practices
- Setting the stage for a sustainable and responsible Corporate Travel Program

Learning Goals:

- Understand how companies can create and manage a Sustainable Business Travel Program
- Learn ways to communicate sustainable business travel practices
- First steps of educating and training corporate stakeholders

Day 2 Review & Course Wrap-up