

The Importance of Sustainability Technology in Corporate Travel



Deem®

Wherever You're Going, Go Green

Now more than ever, corporations are looking for ways to keep carbon footprints in check. By adding the right sustainability technology to their travel programs, travel managers have a chance to lead the way. The benefits are clear:

Health of the Planet

Climate change is long acknowledged by the scientific community as a pressing issue for us all. Widespread adoption of climate-conscious efforts and technology for sustainability helps to curb extreme weather events we're already experiencing today.

Talent Attraction and Retention

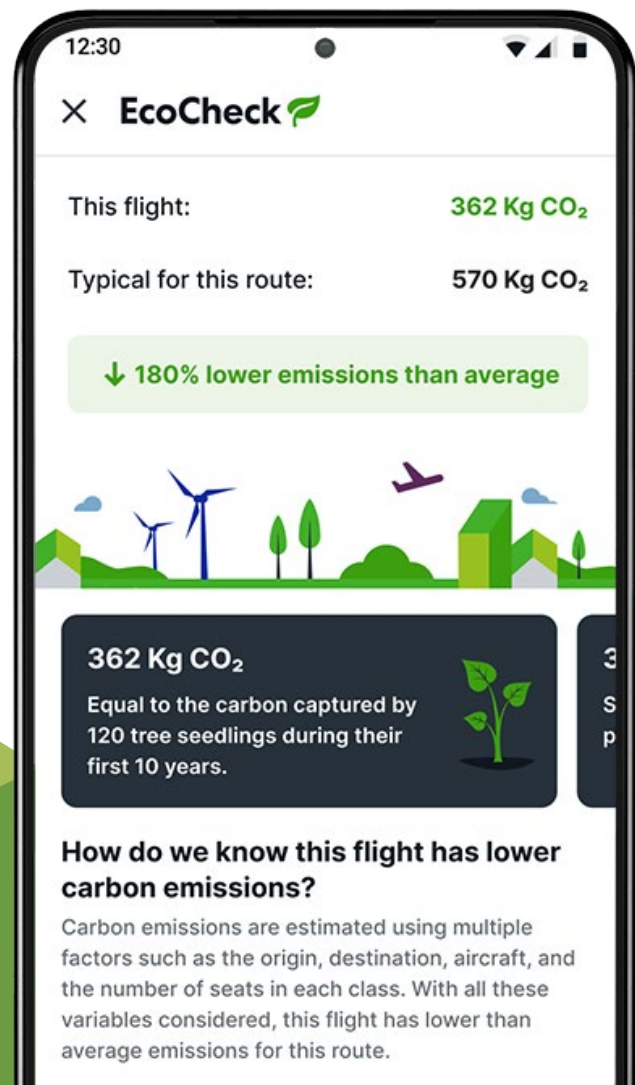
Today's rising talent is seeking out workplaces committed to values that align with their own. Companies are attracting superstar employees by owning their responsibility to the environment and creating policies around sustainability.

"What we've seen in our interviews is that everyone cares about this," said Alexa Buffum, Deem's director of product management. "Especially for younger employees, this is really important."

Green Policies are Good for Business

Corporate travel is one area where companies can have a real impact on carbon emissions; travel managers have a unique opportunity to create visibility and drive progress around those efforts.

EcoCheck

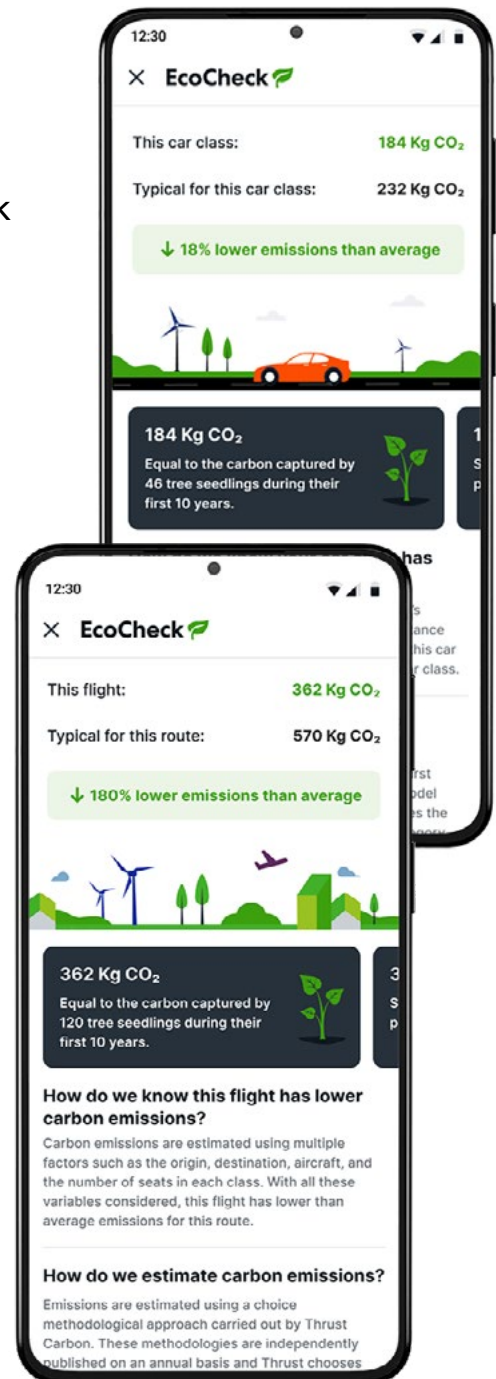


How EcoCheck Works for Travelers

When it comes to technology for sustainability, Etta can help. Etta offers a feature called EcoCheck that makes climate-conscious travel a breeze.

Etta streamlines the business traveler's decisions and processes. Not only do users get an effortless and intuitive experience as they book flights, hotels, rental cars, and more, the EcoCheck feature in Etta makes it possible to answer, "what is the most sustainable way to travel?" It empowers travelers to make more sustainable choices as they go by including sustainability information right in the booking flow.

EcoCheck assigns hotels sustainability scores by aggregating a variety of factors. The scores include hard information like Hotel Carbon Measurement Initiative (HCMI) numbers, which calculate the carbon footprint of hotel properties. The scores also include soft information like a hotel's net-zero plans and sustainability initiatives.



EcoCheck gathers data that used to be scattered throughout dozens of sources, communicates the data in a digestible way, and allows travelers to prioritize sustainability in the booking process like never before.

 18% less CO₂ emissions

80

ECO-CERTIFIED

Better sustainability score than the average for this location

[Learn more](#)

SafetyCheck

Composite neighbourhood safety scores powered by GeoSure

GeoSafeScores



Union Square, San Francisco
Nearest score found • 0.2 miles away

EcoCheck Displays Impact in Context

While most eco-conscious travelers have contemplated the question, “what is sustainable traveling?” The answer is not usually clear. Sure, travelers understand that a large carbon footprint is bad and that emissions are a thing we ought to be lowering. But when choosing between booking travel option A and travel option B with the environment in mind, the facts around sustainability are not often evident. Until now.

During the flight and car rental booking process in Etta, EcoCheck shows travelers CO₂ emissions data as a percentage of the average. Using these percentages rather than raw numbers ensures that travelers don’t need expert knowledge to understand the climate impacts of their trips. They’re easily empowered to make a more sustainable choice.

EcoCheck then takes this one step further by presenting the sustainability data contextually.

34 Kg CO₂

Same as producing 739 plastic bags.



34 Kg CO₂

Equal to the carbon captured by 4 tree seedlings during their first 10 years.



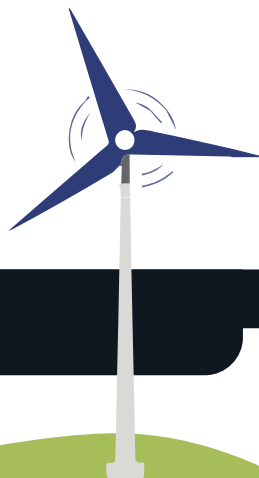
“For most people, it’s hard to know what a kilo of CO2 is; that doesn’t mean anything,” Buffum said. “So in the app, we have equivalencies that say, ‘This flight is equal to producing 10,000 plastic bags,’ or, ‘equivalent to planting this amount of trees.’ This allows users to get an idea of what impact their travel has in a way they can relate to.”

How EcoCheck Works for Travel Managers

Sustainability has never been more important. Transportation is one of the top contributors to CO2 emissions overall. With Etta, not only do travel managers get to give employees a travel management platform they love to use (which improves policy compliance and controls spending), but with EcoCheck, there is an actionable, and accessible opportunity for travel managers to lower the environmental impact of their corporate travel program.



Deem.



Business travel is better
(and greener)
with Etta.

Get started today.



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