

# GUIDELINES FOR DEVELOPING CORPORATE SUSTAINABLE BUSINESS TRAVEL STRATEGIES IN CHINA

A collaboration between GSTC, Colorful Earth and BCD Travel

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# Special Challenges Confronting Enterprises in China



Inadequate Sustainable Business Management Systems: Only 33% of companies have allocated relevant budgets



Insufficient Data Collection and Disclosure Transparency



Employee Sustainability Awareness Requires Enhancement



Limited Sustainable Options with Higher Costs: Only 1% of enterprises are willing to pay premium prices

# Market Context in China

**2/3**

of the  
companies feel  
that sustainable  
corporate travel  
is very  
important

**45%**

Established  
formalized  
objectives to  
enhance  
sustainable  
corporate travel



## Current State of Sustainable Business Travel in China



**Varying Levels of Implementation**



**Sustainable Procurement**



**Need for Localized Solution**



**Unique SAF Environment**



**Meaningful Business Travel**

# GSTC, Colorful Earth and BCD Travel jointly released "Guidelines for Developing Corporate Sustainable Business Travel Strategies in China"



# Guidebook Components




**Assessment  
Framework**



**Target  
Setting**



**Policy  
Development**



**Management  
Systems**



**Stakeholder  
Engagement**

## Future Vision

- ✔ Training Programs
- ✔ Corporate Client Support
- ✔ Industry Collaboration
- ✔ Continuous Improvement



**THANK YOU**

