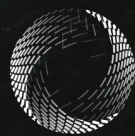


SHOWCASING SUSTAINABILITY



*'SHOWCASING SUSTAINABILITY' IS A SERIES OF CASE STUDIES FROM LOCAL BUSINESSES WHO ARE REDUCING THEIR ENVIRONMENTAL FOOTPRINT.*



**Priority One**  
Tauranga  
Moana



# ORBIT WORLD TRAVEL



## Who They Are

Orbit World Travel is a nationwide travel management company with a local outlet in Tauranga. Orbit's core function is to support businesses manage their business travel. They provide an end-to-end service from booking travel, accommodation, and transfers to providing account management, duty of care solutions, reporting and billing management that streamlines their clients' travel programs and drives savings. Orbit themselves continue to work to keep their footprint small while also assisting their clients to measure and manage their footprints and choose more sustainable travel options.

## Quick Wins

Bay of Plenty and Waikato Managing Director, Paul Forward, said "no one thing allows you to reduce emissions to zero, it's a journey that takes many steps." Orbit is working closely with their customers to implement sustainable considerations in their travel policies, as well as key partners to give increased choice and access to sustainable options.

### To Date They Have:

- Formed a relationship with Toitū Envirocare to connect clients with environmental services.
- Established an offering that provides carbon reporting and facilitates offsetting.
- Added sustainability screening to preferred supplier programmes.
- Adopted mindful workplace habits such as electronic document management to reduce printing and purchasing eco products.
- Encouraged mobile app use for traveller documentation to reduce printing and waste.

## Inspiration

Paul shared that the inspiration for working on their environmental impact is very simple. As a business owner, he believes there is a fundamental responsibility to look after the environment and the community that businesses operate within. Orbit aims to do the right thing, and they know that looking after the environment holds great value for the future.

## Sustainability Scale

This five-stage scale symbolises where the business is on its sustainability journey; from emerging to mature.



## Big Wins

The key to driving long-term change is through adopting new habits and shifting buying motivation, therefore Orbit's large sustainable efforts are concentrated to helping customers quantify their travel emissions. Then, by using this information, work with them to form a strategy to reduce emissions where they can, whilst being realistic of their limitations and requirements as an enterprise.

### How Orbit is Creating Sustainable Change:

Orbit is working with its technology partners to help clients understand the environmental impacts of suppliers at the point of booking. For example, these tools will communicate if accommodation options are carbon neutral or what the estimated carbon footprint is for that portion of their trip. This allows customers to make well-informed decisions as they can preemptively compare options instead of experiencing post-purchase dissonance.

While the impact is currently difficult to measure, Orbit hopes this transparency can motivate other travel and accommodation providers to become more aware of their impact and help drive change.

Orbit sees an opportunity within their internal sustainability journey to influence like-minded suppliers and act as a catalyst for conversations around the environment and emissions. Business travel often makes up to 80% or more of an office-based company's direct emissions which is why as a business travel management company, Orbit aims to be a leader in this space and empower customers to travel more responsibly.

# 60-70%

OF CLIENTS NOW REQUEST ENVIRONMENTAL IMPACT REPORTS

# 50%

GREENHOUSE GAS EMISSION REDUCTION GOAL BY 2025

# Carbonzero

CERTIFIED BY TOITŪ



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