



PRESS RELEASE - FOR IMMEDIATE PUBLICATION

BT4Europe Unveils Manifesto: Paving the Way for Sustainable and Digitally Transformed Business Travel Across Europe

Brussels – 15 May 2024 - BT4Europe, the European Network of Business Travel Associations, has released its anticipated manifesto, outlining a bold vision for the future of business travel in Europe. As the leading voice of the business travel industry, BT4Europe brings together prominent national business travel associations from across Europe to advocate for the interests of business travel buyers and users, with a strong emphasis on enhancing the customer journey and promoting sustainability.

In response to the pressing need for sustainable business travel practices, BT4Europe's manifesto highlights **the industry's commitment to reducing greenhouse gas emissions** (GHG). With the European Union targeting a net reduction of GHG emissions by at least 55% by 2030, BT4Europe emphasizes the urgent need for improved access to streamlined, accurate, and comparable data on travel services' CO2 emissions.

Moreover, BT4Europe underscores **the crucial role of digital transformation** in unlocking sustainability and efficiency gains within the business travel sector. Transitioning from a partially digitalized landscape to a comprehensive digital transformation is imperative for eliminating excessive paperwork and unnecessary administrative burdens.

Central to BT4Europe's vision is the assurance of resilient **and reliable mobility within and across borders**. Recognizing the importance of investment in physical traffic routes, such as rail systems, BT4Europe advocates for strategic infrastructure investments to support sustainable business travel practices.

As Europe enters an election year, BT4Europe seizes the opportunity to reflect on past achievements and set the stage for the future. The organization has launched a series of workshops aimed at engaging Members of the European Parliament (MEPs) to discuss critical legislative files and shape the agenda for the next mandate. By fostering dialogue and collaboration with EU officials and policymakers, BT4Europe aims to advocate for measures that support responsible and resilient business travel practices.

"With promoting business travel sustainability and digital transformation as our goals for the next mandate, we anticipate devoting our efforts, starting in the second half of 2024, to working alongside new EU officials and politicians," said Patrick Diemer, Chair of BT4Europe. "Together, we will advocate for policies and initiatives that drive positive change and propel the business travel industry towards a more sustainable and digitally transformed future."

About BT4Europe:

BT4Europe, the European Network of Business Travel Associations, unites leading National Business Travel Associations across Europe. As the voice of the business travel industry, BT4Europe represents the interests of business travel buyers and users, with a focus on enhancing the customer journey and fostering sustainability.

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For more information about BT4Europe and its Manifesto please visit: www.bt4europe.com

