



BT4Europe
European Network of Business Travel Associations

Press Release

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BT4Europe Launches Transition Pathway Document in Brussels to Foster Sustainable Business Travel

Brussels, Belgium – Today, BT4Europe, the European Network of Business Travel Associations, officially launched its Transition Pathway for Sustainable Business Travel document in Brussels. This pivotal document represents one of several commitments made by BT4Europe to support the European Commission’s Transition Pathway for Tourism, which were [published](#) by the Commission in July of this year. The initiative aims to foster collaboration across the business travel sector to create a more sustainable future.

"Achieving sustainable business travel depends on cross-industry collaboration," stated Angela Lille, the Chair of the Sustainability Working Group of BT4Europe. "Sharing resources and knowledge across sectors fosters solutions that reduce environmental impact while maintaining business efficiency. It is essential that sustainability becomes as measurable as price in the travel sector."

The Transition Pathway for Sustainable Business Travel document underscores the necessity of creating sustainable travel products and services through a lifecycle approach. By engaging stakeholders early in the process, the industry can develop practical solutions that not only address environmental concerns but also enhance the customer journey.

"Transparency on CO2 emissions should be embedded at the point of sale and on every invoice," Lille added. "This practice will encourage competition to reduce carbon footprints and promote eco-friendly practices within the industry."

BT4Europe’s Climate Action Plan is designed to support this transition by encouraging industry-wide cooperation and conducting a materiality analysis to identify the most impactful areas for change. By prioritizing sustainability, businesses can lead in environmental responsibility while meeting regulatory requirements.

"We are here in Brussels to meet with leading representatives of Europe’s airlines, railways, and the European Commission to chart a path forward," said Angela Lille. She concluded "By adopting these strategies, companies and organisations can not only meet regulatory demands but also lead the way in shaping a more sustainable and innovative future for business travel. We invite everyone to explore the full roadmap and join us in reshaping the future of business travel!"

For more information about BT4Europe and the Transition Pathway for Sustainable Business travel document, please visit bt4europe.com or [download](#)

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