

What's your Impact?

BUSINESS TRAVEL VS. NO TRAVEL

How does Within3 support **carbon reduction initiatives**?

Over-time meetings on our virtual engagement platform don't require travel, thereby reducing environmental impact and the cost of planning and executing meetings.

Consider the average virtual meeting based on:



10-15 people

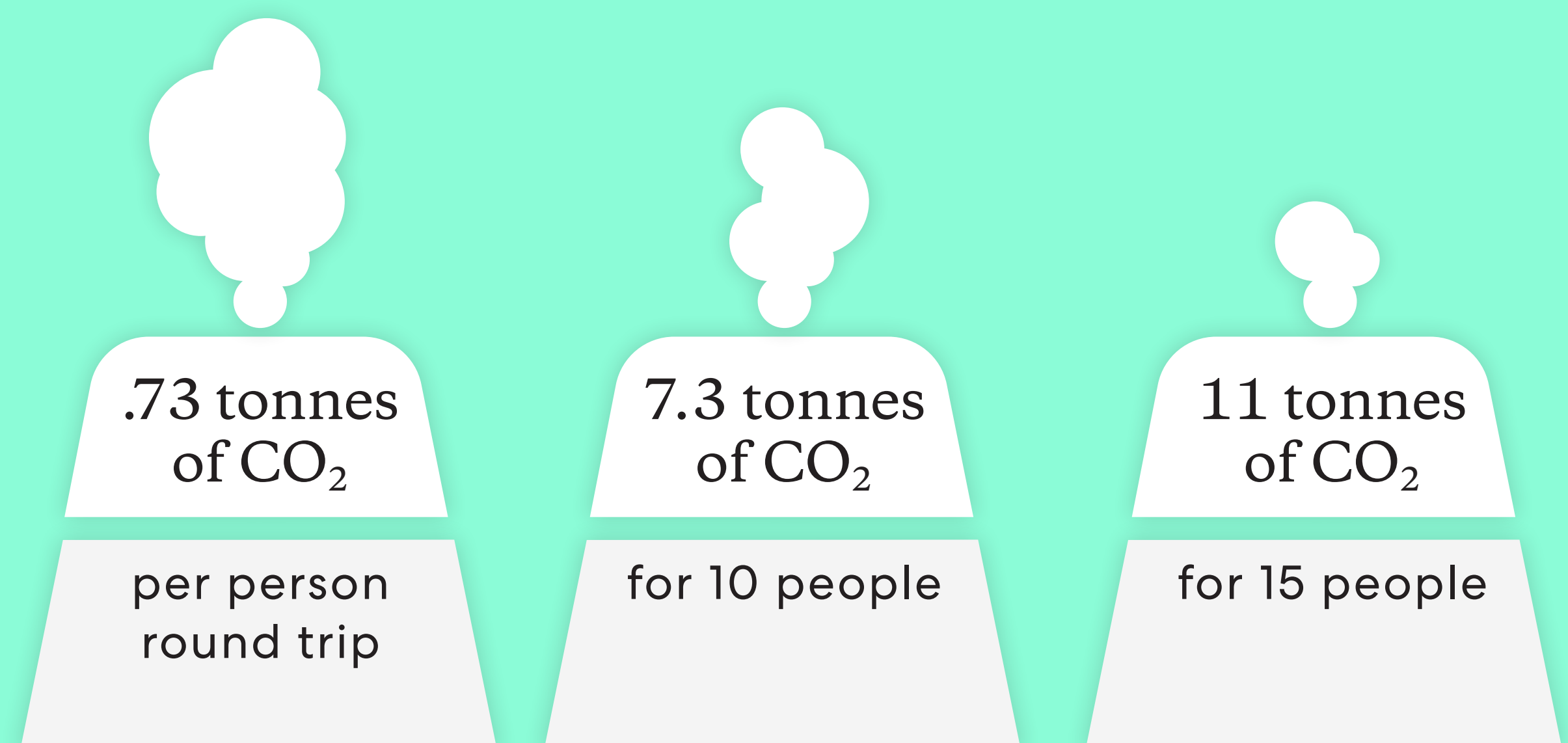


2-hour, 20-minute economy flight



Meeting at a hotel event center

Virtual meetings would result in a total reduction of carbon emissions:



It would take **5,640 trees**¹ to offset 220 tonnes of CO₂. Virtual meetings also reduce environmental impact due to:

- Water use for laundry, catering, and other accommodations
- Ground transportation to airport (personal car, taxi, bus, train)
- Heating and air conditioning at meeting venue



How do virtual meetings lower environmental impact over time?

A team conducting just **20 meetings** in a year would reduce environmental impact by **220 tonnes of CO₂**. A Swedish study² tracking the use of virtual meetings over 4 years found that:



Organizations that didn't increase the number of virtual meetings, **emissions increased by 9%**



Organizations using more virtual meetings **reduced CO₂ emissions by 10% per employee**

¹ Calculations: www.terrappass.com/carbon-footprint-calculator

² "The virtues of meeting virtually in a time of climate crisis," thersa.org, 11 June 2019