



Travel Smart.

Case Study: Lloyds Banking Group

The Journey to Travel Smart

The Travel Smart campaign aims to reduce emissions from corporate air travel. It takes advantage of the innovation that took place during the pandemic. Almost overnight, we changed the ways we worked. Simply put, **it's about flying less, while achieving more.**

This case study series will showcase businesses that are leading the way in cutting their travel emissions, while continuing to grow and thrive.

Emissions Reduction Target



Lloyds Banking Group is committed to keeping travel emissions below 50% of their 2019 levels.

How is Lloyds Banking Group cutting its travel emissions?

Lloyds Banking Group has a target to maintain travel related emissions below 50% of a pre-covid 19 levels. Lloyds' sector-beating target has earned it an 'A' grade in the Travel Smart ranking, making it one of the top performing companies in the UK and internationally.

Lloyds Banking Group includes household names Bank of Scotland and Scottish Widows, and travel is a big contributor to Lloyds' carbon emissions from their own operations. Like so many other businesses, this means that Lloyds has to tackle carbon emissions from travel if it wants to meet its net zero target. Which in Lloyds' case, means achieving net zero for its own operations by 2030.

Lloyds' 50% travel emissions target encompasses both business travel and commuting. Rather than giving their employees a hard and fast travel policy, Lloyds has chosen to let colleagues make their own decisions about the best travel for them, based on the 'three Ps of sustainable travel': Purpose, Planet and Planning. This means only travelling when there is a real purpose to connect and collaborate with customers and colleagues, weighing up the carbon impact, and planning ahead to combine meetings and minimise journeys.

With this approach, Lloyds is on track to meet its emissions reduction target and show that businesses can both thrive and travel more sustainably at the same time.

“ We've pledged to halve our travel-related emissions, both business and commuting, as they a big part of our operational carbon footprint. Achieving this target won't be easy but we are fully committed to support our colleagues in making sustainable choices when travelling for business. ”



Matteo Deidda, Senior Sustainability Manager, People and Places
Lloyds Banking Group