



Travel Smart.

Case Study: Simon-Kucher

The Journey to Travel Smart

The Travel Smart campaign focuses on reducing emissions from corporate air travel by leveraging the innovative practices adopted during the pandemic. Nearly overnight, the way we work transformed, demonstrating that **it's possible to achieve more while flying less.**

This case study series highlights businesses that are setting the standard for cutting travel emissions where possible while continuing to grow and succeed.

How is Simon-Kucher cutting travel emissions?

Simon-Kucher is a global consultancy and among the first German companies to be in the leading categories of the Travel Smart Ranking.

Simon-Kucher is ranked as a 'B' category for having a target - validated by SBTi and aligned with the Paris Agreement, of 25% by 2030 (from a 2022 base year). It is recognised as a Rail Frontrunner for the second consecutive year.

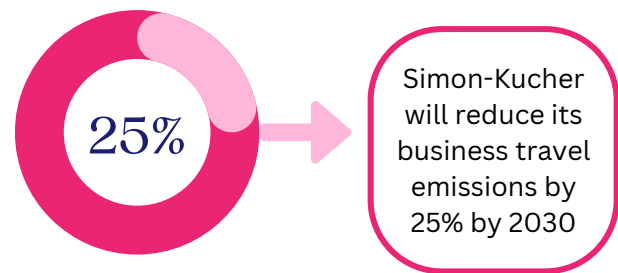
In 2022, business travel accounted for the largest share of their total carbon footprint, highlighting the need for greater mindfulness in travel choices and a shift toward more sustainable transportation options. To tackle this challenge, they introduced global travel guidelines in 2022, aligned with their strategic priorities.

Simon-Kucher's recipe for success includes establishing reduction targets, consistently monitoring emissions, prioritising the train over planes where possible, and transparently reporting and communicating emission data.

Their effective strategy for addressing travel emissions not only involves strong employee engagement but also collaboration with clients to minimise the number of trips taken while maintaining strong business relationships.

For the next years, Simon-Kucher is looking forward to refining their travel guidelines, working with stakeholders to enhance rail accessibility, and engaging employees to advance their journey toward net-zero emissions. As well as continuing the reporting and monitoring of emissions so as to measure their reduction progress and success.

Emission Reduction Target



Base year: 2022

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We believe that rail travel is a practical and efficient way to reduce our travel emissions while maintaining client relationships. Introduction of our Global Travel Guidelines and strong employee engagement have been instrumental in the shift from air to rail travel.

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Anne Rupp, Global Head of ESG, Simon-Kucher