

Tread Lightly

Louisa Bell & Elena Terraneau



Tread Lightly

Play the film



Sustainability: The Greatest Challenge

- Overwhelming evidence that climate change is occurring
 - 10 hottest years ever measured have occurred in the last 14 yrs
 - In the last 650,000 years CO₂ levels in the atmosphere have never risen above 300 ppm. Today it is over 360 ppm
- Consumers looking for solutions; looking for ways to minimise their carbon footprint when they travel
- The transport industry has a fundamental duty to reduce its environmental impact
- A time for actions; a time for change



No Place to Hide

- The transport sector must stop hiding behind statistics that claim it makes a minimal contribution to global warming
 - Aviation delivering “13%” of global CO₂ emissions
 - Ignoring radiative forcing
- The growth of short-haul aviation across Europe sees CO₂ emissions continue to climb
 - Aviation could account for 50% of UK's CO₂ emissions in 2050



From Green to Greener Still

- Rail must do more to establish and communicate its green credentials
- Eurostar commissioned research which showed a journey on Eurostar generates x10 less CO² than flying to Paris/Brussels



- However, this is only the beginning – Eurostar intends to become Greener Still



Our Commitment Today: The Tread Lightly Initiative

- Eurostar will cut its CO² emissions by 25% per traveller journey by 2012
- 10-Point plan to reduce the environmental impact of Eurostar operations base on
 - Avoid / Reduce usage
 - Source responsibly
 - Recycle
- From November 14 2007 – Eurostar will become the world's first train operator to make all journeys 'carbon neutral'



Cutting CO² By 25% Per Traveller Journey

- Installing energy meters on trains
- Fitting new controls for train lighting, heating and air-con
- Working with suppliers to source cleaner electricity
- Making even better use of train capacity
- Designing energy efficiency into mid-life re-engineering of our train fleet

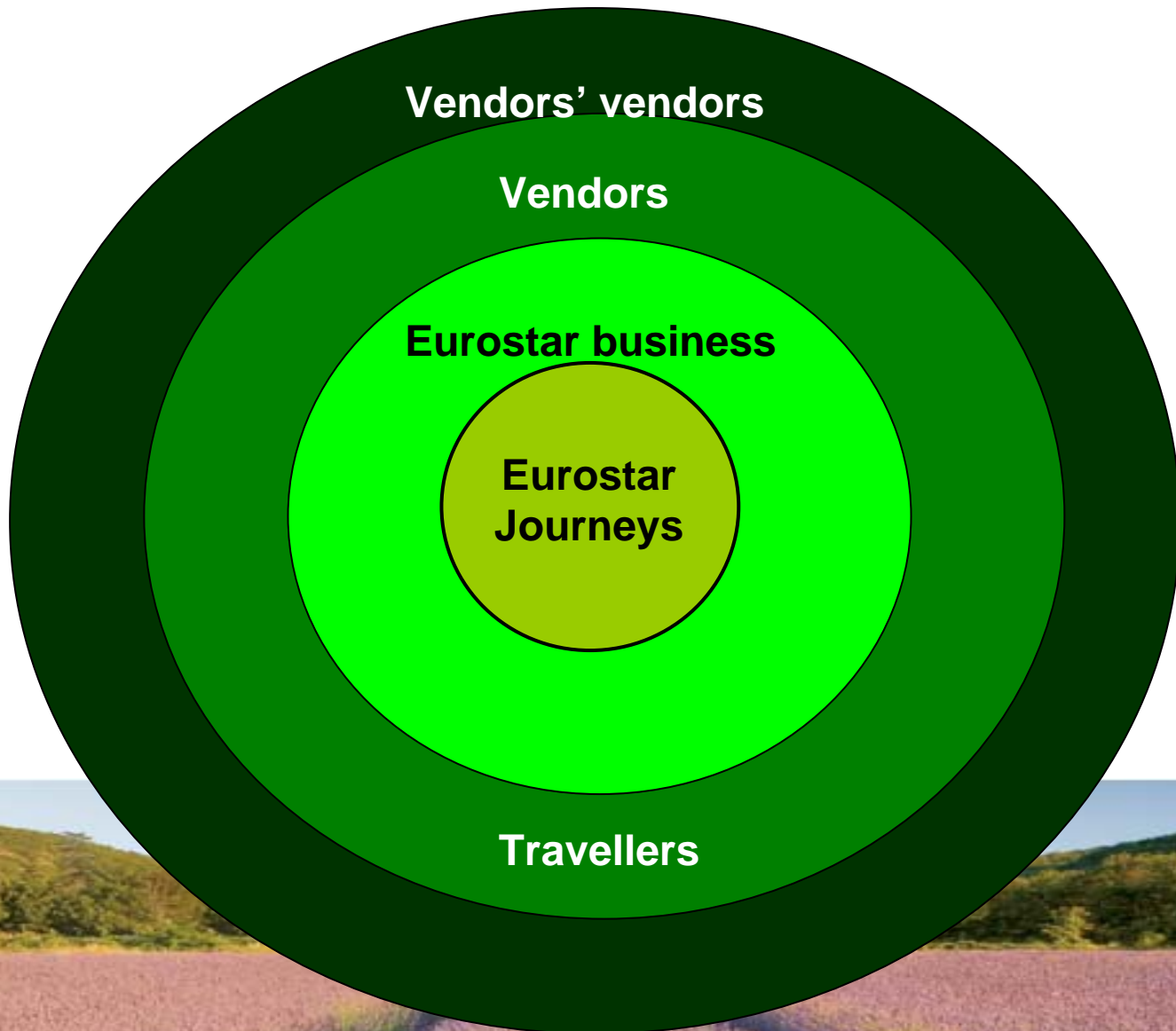


We've Already Started

- No waste to landfill from our North Pole Depot
- Energy Efficient Lightbulbs at Ashford International
- Contact centre has replaced 60,000 plastic cups
- Paper usage down 17%
- All uniforms recycled
- Developments to onboard food and packaging



Our Environmental Impact



Your support

- Working with Eurostar to meet its 10 point plan
- Going beyond Eurostar's needs, making commitments to improve your company's environmental practices
- Continuously improving the way you work on your own sites and on Eurostar sites
- Help us with our innovation and change



Not just the environment

- Positive business impact
 - Cost benefits
 - Increased revenue
 - Innovation

This is just the way we will do business



Conclusion

- Climate change is the greatest challenge facing today's world
- There are business opportunities for transport companies who embrace this challenge
- Eurostar is already a green travel choice and has launched The Tread Lightly Initiative to become greener still



Thank You

