

eu travel tech

PRESS RELEASE - Travel your way: Transparency on CO2 emissions as the key to unlock sustainable air travel'

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**EU TRAVEL TECH PRESENTS 'TRAVEL YOUR WAY', A FORUM ON SUSTAINABLE TRAVEL
2nd Webinar, 22 April – 9:15 (CET)**

'Transparency on CO2 emissions as the key to unlock sustainable air travel'

On 22 April from 9:15 to 10:45 (CET), eu travel tech hosts the second event of its 'Travel your way: The sustainable travel forum' series, with a webinar on CO2 emissions transparency. Moderated by Dave Keating (France 24) and with the participation of Kai Bauer (EASA), Jo Dardenne (T&E), Magnus Gislev (DG MOVE), Sam Edwards (Skyscanner), and Anders Fagernæs (Norwegian), speakers will discuss increasing transparency around CO2 emissions, the role of consumers' choices in greening the aviation industry and the next steps for EU lawmakers.

As the European Commission targets a 90% reduction of CO2 emissions in the transport sector by 2050, lowering the emission in air travel has become a clear priority. Among the main drivers that will allow the aviation industry to become greener, consumers' choices will play a central role.

For this to happen and for consumers to be adequately informed, there is a need for greater transparency on CO2 emissions as well as the introduction of a standardised calculation for route-based CO2 emissions. With adequate information on the environmental footprint and the opportunity to make an effective comparison between environmental performances of their travel options, travellers will be empowered to make more sustainable transport choices. For example, by purchasing flights with lower CO2 emissions or selecting less polluting transport solutions.

"Travelers deserve to be given the opportunity to make an informed choice before booking their tickets: without having the full picture, consumers cannot drive change" declared Emmanuel Mounier, Secretary General of eu travel tech.

The event will bring together all parts of the ecosystem to have their say about possible solutions to address this challenge, also discussing some of the existing industry initiatives and projects. This webinar aims to bring a commercial element to the debate by addressing the current gap between the theory and the business reality. To attend this exciting discussion on the challenges and opportunities of increasing transparency around CO2 emissions and paving the way for better informed travellers, please follow this [link](#) for the registration.

The event is the second in a four-part series entitled **'Travel your way: The sustainable travel forum'**, which will serve as a space for key institutional and industrial players to consider how to make travel and tourism greener and smoother for European citizens. Last month's webinar focused on multimodal ticketing, and future ones will address new ways of sustainable tourism accommodations (May 25), and using better rail distribution to make travelling by rail more attractive (June).

What is eu travel tech?

[eu travel tech](#) represents the interests of travel technology companies, using its position at the centre of the travel and tourism sector to promote a consumer-driven, innovative and competitive industry that is transparent and sustainable. Our members from Global Distribution Systems (GDSs), Online Travel Agencies (OTA), Travel Management Companies in business travel (TMCs) and metasearch sites provide the technology helping to power Europe's travel sector, adding value not just for travel services providers but also for consumers. At the core of the travel and tourism industries, eut members are central to achieving sustainable, efficient, seamless, and smart mobility across the transport sector.

For more information:

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