



HBOS

“Green Miles” – A campaign to reduce business travel

The Challenge:

Business travel is the biggest cause of carbon emissions for HBOS in the UK. The aim is to halve the rate of travel growth and achieve projected savings for the business of £2.5m. If these savings are achieved, up to £500,000, including matched funding from the HBOS Foundation, will go to charity.

The Process:

Extensive communication to all HBOS colleagues through a comprehensive internal marketing campaign. Using many techniques including a carbon calculator, special editions of our electronic newsletter, interactive intranet articles, posters, payslip inserts, banner ads and a message on our telephone conferencing system. Colleagues have been encouraged not to travel at all, or to use the greenest method if essential.

The Impact:

Colleagues had already saved over 4m Green Miles by the end of September – ahead of target. We are on track to deliver £500,000 including matching to our charities.