

Applying & Publishing GRI framework in Transport Companies

Rethink. Redesign. Rebuild. CSR Reporting and Climate Change.

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RESUMO

Empresas ligadas ao turismo atuam e publicam informações na área de Responsabilidade Social das Empresas por meio de relatórios institucionais usando como base orientações da Global Reporting Initiative (GRI, 2009). A estimativa do impacto do setor nas mudanças climáticas varia entre 5% e 12% e até 2050 atividades do setor consumirão toda a quantidade de carbono que poderia vir a evitar catástrofe ao meio ambiente (Scott et al. 2009, UNWTO-UNEP-WMO 2008). O presente estudo analisa relatórios de oito empresas de transporte em turismo – TC-8 – respondendo: até que ponto aspectos relacionados a mudanças climáticas são mencionados nos relatórios empresariais da TC-8? A expressão mudanças climáticas é mencionada em todos os oito relatórios, embora análise aprofundada registre que as abordagens são menos detalhadas do que em relatórios corporativos de outros setores (GRI/KPMG, 2007). Os relatórios cobrem apenas emissões diretamente relacionadas à atividade-fim empresarial ou explicitam também impactos causados pelo uso de produtos/serviços? Quatro empresas detalham as emissões, algumas explicitando emissões diretas e indiretas. Ações relevantes incluem empresas que participam de fóruns que discutem soluções para a problemática ambiental, admitindo co-responsabilidade, e adotando medidas de redução do consumo de energia ou mesmo buscando neutralizar emissões de carbono até 2012.

Palavras-chave: Responsabilidade Social das Empresas, Mudança Climática, Relatórios Corporativos, Sustentabilidade em Turismo, Empresas de transporte.

Artigo recebido em 14/09/2010, aprovado em 03/12/2010

Previous version of this text was presented in the EBEN/UK – European Business Ethics Network Conference 2010 in London, 7th to 9th April 2010.

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ABSTRACT

Corporations with systematic relationships to tourism are developing activities and publishing CSR reports applying the GRI framework (GRI, 2009). The contribution of tourism to climate change is estimated at between 5% and 12% and by 2050 the amount spent on the tourism sector will consume the entire carbon budget required to avoid dangerous climate change (Scott et al. 2009, UNWTO-UNEP-WMO 2008). This study defines the TC-8 group, a group of transport in tourism related companies, in order to answer the main questions: **To what extent is climate change addressed in the CSR reports of transport companies?** Climate change is mentioned and receives attention in all of the company reports analysed, however, overall the transport sector shows that in comparison to the GRI/KPMG (2007) survey, it under-performs. **Are the companies just reporting direct emissions from production or also broader emissions from the use of the products?** Half of these companies report emissions; some include direct and indirect emissions. Further actions can be mentioned such as, companies participating in forums discussing solutions to climate change, assuming shared responsibilities and employing measures such as reducing energy consumption by running their own photovoltaic power unit or planning for a CO2 neutral operation by 2012.

Keywords: Corporate Social Responsibility, Climate Change, Corporate Reporting, Sustainability in Tourism, Transport Companies.

Applying & Publishing GRI framework in Transport Companies Rethink. Redesign. Rebuild. CSR Reporting and Climate Change.

1. Introduction

Multi-national corporations with systematic relationships to tourism are developing activities and publishing CSR reports applying the GRI framework (GRI, 2009). In this analysis we will use climate change as the test case. Tourism's contribution to climate change is now between 5% and 12% and is growing at a rate of 3-4% per year. By 2050 the amount spent on the tourism sector will eat up the entire carbon budget required to avoid dangerous climate change (Scott et al. 2009, UNWTO-UNEP-WMO 2008). For this research we defined the TC-8 group, a group of transport in tourism related companies that have been most active within the GRI.

The main question leading this research report is: **To what extent is climate change addressed in the CSR reports from transport companies?**

The TC-8 –Transport Companies - Based on data from the GRI database (2009) we identified 48 companies that are considered part of the 'tourism industry'. The tourism industry consists of companies from the sub-sectors Accommodation, Aircraft Maintenance, Aircraft Manufacture, Airline, Airport, Coach Transport, Destination, Leisure Park, Rail

Infrastructure, Railway, Restaurant, and Tour Operator. These 48 companies issued a total of 107 reports between 1999 and 2008, however, a large body of these, at least 40 reports, was issued by just 8 companies, the TC-8. These 8 companies have used the GRI framework regularly for at least five years and consist of 3 airports, 2 airlines and 3 railways. In alphabetical order:

1. Aeroports de Paris - France;
2. Air France/KLM - France;
3. Athens International Airport - Greece;
4. Iberia, Lineas Aereas de Espana - Spain;
5. MTR Corporation – China, Hong Kong;
6. Renfe - Spain;
7. Schiphol Airport – The Netherlands; and
8. The GoAheadGroup – United Kingdom

Observation reveals that the key tourism sub-sectors (accommodations, tour operators, destinations) are not represented within the TC-8, though all sub-sectors were part of GRI in 2008 or 2009 except coach transport and rail infrastructure. From the period under analysis, 1999 to 2008, only 17 GRI reports were made available from these sub-sectors while another 90 were related to transportation, as in the TC-8 companies - Aircraft maintenance, Aircraft Manufacture, Airline, Airport, Coach Transport, Rail Infrastructure and Railway. Seven companies are European as their headquarters are located in: France (2), Spain (2), Greece (1), the Netherlands (1), and the United Kingdom (1). MTR, is from China. Air France/KLM, Iberia and the MTR Corporation are also present in the Dow Jones Sustainability Index 2009 as leading companies in their sectors (DJSI, 2009).

To find answers to the main research question we conducted a qualitative content analysis of the most recent reports of the TC-8 available. For this we used climate change as a key sustainability issue within the tourism industry. For climate change it is important to analyze what exactly is reported. Subsidiary questions became: 1) Are the companies just reporting direct emissions from production or also broader emissions from the use of the products? 2) What is mentioned about development of emissions, measures to reduce emissions, future goals, recommended policies?

2. Rethink. Redesign. Rebuild. CSR Reporting in the TC-8

In January 2010, during the World Economic Forum in Davos, it could be heard that: "Rethink. Redesign. Rebuild.' applies more to banking and financial services than to many other sectors. (...) We need a better regulated financial system. We need to make changes to the way the financial system interacts with the world economy." (WEF, 2010).

As a sector under attack, given the alleged data manipulation and the lack of public trust as a result, the financial industry is the largest group of companies reporting on CSR, applying and publishing the GRI framework with 156 out of 1,057 in the total database, representing more than 14% of companies in 2008 (Wanderley, Sousa Filho and Farache, 2010). In the Financial Sector there are the Equator Principles - or EP - as "a financial benchmark for determining, assessing and managing social & environmental risk in project financing." (EP, 2006). It defines ten conditions, named Principles, which must be followed in order to allow access to financial resources from the EP's subscribers.

But if it is all about banking and the financial industry, what has this got to do with the Transport Companies or the TC-8? Let's go back to the WEF meeting in Davos: "We are seeing a very clear intersection between trade, climate change and transportation, and we need to find the right governance model and regulation, the systems and safeguarding, that at the moment, from a trade perspective, are not very clear." (WEF, 2010).

The objective of this paper is to provide an answer to the following main question: **To what extent is climate change addressed in the CSR reports from transport companies?** This main inquiry can be divided into two: 1) Are the companies just reporting direct emissions from production or also broader emissions from the use of the products?; and 2) What is mentioned regarding development of emissions, measures to reduce emissions, future goals and recommended policies?

Climate Change "refers to any change in climate over time, whether due to natural variability or as a result of human activity." (IPCC, 2007: 2). In 2006 the International Transport Forum (ITF) was created from the older intergovernmental organization, the European Conference of Ministers of Transport, of 1953. The OECD/International Transport Forum's "objective is to serve political leaders and a larger public in developing a better understanding of the role of transport in economic growth and the role of transport policy in addressing the social and environmental dimensions of sustainable development."

(OECD/ITF, 2009: 3). The yearly meetings are usually held in Leipzig, every May, with the first held in 2008, on Climate Change, or more specifically 'Transport and Energy: the Challenge of Climate Change'. The second forum addressed Globalization and in 2010 it was about Innovation (OECD/ITF, 2010).

From the discussions in the first ITF which addressed Climate Change it was made clear that

"Transport is a key driver of the economy: it supports economic development and growth, and facilitates exchange among countries. The transport sector is also, however, a significant and growing contributor to greenhouse gas emissions. Transport activity is responsible for 13% of all anthropogenic emissions of greenhouse gases and 23% of world CO₂ emissions from fossil fuel combustion – 30% in OECD countries. The sector is 95% dependent on oil, accounts for 60% of all oil consumption, and is therefore increasingly exposed to oil price instability and supply shocks. In most countries, transport CO₂ emissions are growing faster than total CO₂ emissions: CO₂ emissions from fuel combustion in International Transport Forum countries grew by 18% from 1990 to 2005, while transport CO₂ emissions grew by 23% over the same period. For OECD countries, these figures are 17% and 30%, respectively." (Crass, 2008: 125)

Starting from the point of corporate reporting on climate change one could question how much of the relevant information is clearly disclosed in CSR or Sustainability reports from transport companies. Similar questions were answered recently regarding a variety of industry sectors, but not regarding the transport sector, specifically (GRI/KPMG, 2007). This paper has as a main objective the replication of the survey analysing the latest corporate reports in eight transport companies.

2 GRI and KPMG on Climate Change Reporting

A recent survey analysing 50 CSR reports from five continents in six large sectors, being 1. Energy; 2. Financial Services; 3. Telecommunications and IT; 4. Consumer Goods and Pharmaceuticals; 5. Industrial and Mining; and 6. Others - including Transport, Real Estate and Support Services; found that the Energy and Financial Services sectors are the ones which disclosed the most detailed information regarding climate change in their sustainability reports in 2006 (GRI/KPMG, 2007).

The expression climate change or global warming was used in 45 out of the 50 reports analysed. 33 of them had a dedicated section on climate change. 44 disclosed information about gas emission (GHG or CO₂) and approximately 30 reported a target to reduce their emissions.

Regarding energy use, 44 companies out of 50 disclosed their figures and 29 reported a target to reduce energy consumption. Five companies reported the financial implications of targets as savings or investment returns and 17 companies had in their CSR reports a statement addressing climate change. In this case none of them were from the USA. European company reports contained such statements more often than did the CSR reports from the other four regions.

Japan had the highest rate of climate change reporting, followed closely by Europe. The three other regions had lower rates. The criteria for choosing those companies were inclusion in the FT500 list together with GRI reporting.

Regarding opportunities and risks related to climate change,

"The overall finding that very few companies report on weather related risks of climate change is consistent with similar findings in other studies. In the publication *Business Responses to Global Climate Change* (Pinkston, 2006: 85), based on company responses to the Carbon Disclosure Project (CDP), it was concluded that many companies do not mention weather related events resulting from climate change as a potential risk or opportunity, because these are expected to occur only in the long run, not within their current business horizon." (GRI/KPMG, 2007: 28).

The survey used data from some years ago, 2006, and climate change became an important part of the corporate agenda in the following years, particularly when regarding the expectations for the UN Framework Convention on Climate Change (UNFCCC) in Copenhagen in December 2009.

3 The Eight Transport Companies (TC-8)

Using data available from the GRI database (2009) it can be seen that there are 48 companies directly related to Travel and Tourism publishing CSR reports and having their names in the GRI database. Of these 48, eight of them have used the GRI framework regularly for at least five years. Table 1 shows the details available from the GRI database in

company alphabetical order.

Company	Country	Year - Level	Monitoring	Industry Sector
Aeroports de Paris	France	2009 – C	Self-Declared	Aviation
Air France/KLM	France	2009		Aviation
Athens International Airport	Greece	2009 – C+	GRI Checked	Aviation
Iberia	Spain	2009 – A+	Third-party Checked	Aviation
MTR Corporation	China	2009 – A+	Self-declared	Railroad
Renfe	Spain	2009 – A+	GRI Checked	Railroad
Schiphol Airport	Netherlands	2009 – B	GRI Checked	Aviation
The GoAheadGroup ⁽¹⁾	United Kingdom	2007		Railroad

Table 1 - GRI Reporting of TC-8

Source: GRI (2009). Includes - Company Name, Country of Origin, Year of last GRI report published in the database, Level of GRI guidelines compliance - from C to A+, type of monitoring if any, and the industry sector as quoted in the database.

With the data from 107 reports from 48 companies related to Travel and Tourism during a decade (1999-2008), when 8 companies ($x 5 = 40$) provide more than 1/3 of the data, it becomes relevant to perform a qualitative analysis of those eight companies as the 'best examples' in the industry when applying the GRI framework. For CSR benchmarking purposes, these companies are called the TC-8. It is relevant to notice that they are all Transport related companies - three airports, two airlines, and three railways. Seven companies are European: from France (2), Spain (2), Greece (1), the Netherlands (1), and the United Kingdom (1). The eighth company is from China (Hong Kong) and it also chairs the Best Practice Committee of the Climate Change Business Forum in Hong Kong (MTR, 2009).

4 Methodology — Qualitative Content Analysis

Qualitative content analysis was applied when reading the latest CSR reports of the eight companies, in alphabetical order:

- Aeroports de Paris - France;
- Air France/KLM - France;
- Athens International Airport - Greece;
- Iberia, Lineas Aereas de Espana - Spain;

- MTR Corporation – China, Hong Kong;
- Renfe - Spain;
- Schiphol Airport – The Netherlands;
- The GoAheadGroup – United Kingdom

The CSR or Sustainability reports were published in 2009 and presented data from 2008. Most of them were available in the English language. The exception was the Spanish report from Renfe in 2008 which, at the time, had no other language option easily available. The choice was to include in the study the previous year report of 2007. The analysis was performed in February and March 2010 and covered nine specific aspects drawn from the GRI/KPMG (2007) survey.

The analysis had two phases.

Phase 1 - 'Yes' or 'no' answers to the following questions checked in each report. Does the report include 1. the words climate change or global warming (CC)?; 2. a dedicated section to CC?; 3. greenhouse gas (GHG) or carbon dioxide (CO₂) emissions from the company with quantities in units such as kg or tonnes?; 4. a target to reduce GHG emissions?; 5. energy use (eg: reported as electricity use and fuel use - Coal, Diesel, Petrol, Gas, etc) with quantities in units such as litres, tonnes, KWh, MWh?; 6. a target to reduce energy use or improve energy efficiency?; 7. management responsibility specifically for climate change?; 8. a statement that covers greenhouse emissions and/or a statements on climate change?

These eight apparently simple questions were chosen as the basic disclosed information regarding climate change to be made available for public access. Such statements addressing climate change might sometimes provide more detailed information which could assist analysis. Conversely, when there is a lack of clear information it becomes more difficult to gather accurate and reliable data when attempting to investigate the commitment to 'walk the talk' as stated in the CSR mission and activities of the corporate report.

Phase 2 — More attention was given to the CC statements and to the quality of data regarding GHG and CO₂ emissions, targets and future perspectives. The two specific questions that drove the focus were - 1) Are the companies just reporting direct emissions from production or also broader emissions from the use of the products? 2) What is mentioned regarding development of emissions, measures to reduce emissions, future goals, and recommended policies?

5 Data Analysis — Climate Change Reporting in TC-8

A positive aspect to start with is that all companies analyzed did mention the expression ‘climate change’, as can be seen in Table 2 which illustrates the findings company by company. However, only half of these companies presented a dedicated section on climate change in their CSR reports.

Statements addressing the commitment to reduce GHG emissions or the relevance of climate change are also found in all eight reports. Defined targets to reduce energy use and to reduce GHG emissions are found in five and six, respectively, of the eight reports. Accurate disclosures of GHG total emission by the company are available in five of the corporate reports and the same number of reports describe Energy use. It is surprising that sometimes the corporate reports mention targets to be met in the near future without showing actual figures.

	Aeroports de Paris (2)	Air France /KLM	Athens I. Airport	Iberia	MTR Corp.	Renfe	Schiphol (3)	The Go-Ahead Group
Climate Change (CC)	yes	yes	yes	yes	yes	yes	yes	yes
Dedicated Section	yes	yes	yes	no	no	no	yes	no
GHG or CO2 emissions	yes	yes	no	no	yes	yes	yes	no
Target to Reduce (GHG or CO2)	yes	yes	yes	yes	no	no	yes	yes
Energy Use	yes	yes	yes	no	yes	yes	yes	no
Target to Reduce EU or Improve Efficiency	yes	yes	yes	no	no	no	yes	yes
Climate Change Specific	yes	no	yes	no	yes	no	yes	no

PROPAD / UFPE				ISSN 1679-1827				
Management								
CC Statement	yes	yes	yes	yes	yes	yes	yes	yes

Table 2 - TC-8 and Climate Change Reporting

Source: Authors, adapted from corporate reports listed in the references.

It is beyond the scope of this paper to analyse differences between country of origin and the items disclosed in CC reporting, however, it is impossible not to mention the divide between the four French, Dutch and Greek companies and the second group of Spanish, British and Chinese companies — or the four companies Aeroports de Paris, Air France/KLM, Athens I. Airport and Schiphol Group on one 'side' and on the other Iberia, MTR Corporation, Renfe and The Go-Ahead Group.

Guiding the second phase of analysis, the aim was to answer the questions:

- 1) Are the companies just reporting direct emissions from production or also broader emissions from the use of the products?
- 2) What is mentioned regarding development of emissions, measures to reduce emissions, future goals, and recommended policies?

In order to cover these questions each company is briefly presented and its statements from the CSR reports inserted.

Aeroports de Paris (2009: 5) is a group with 120,400 direct employees which manages, amongst other businesses, the three main airports in Paris: Charles de Gaulle, Orly and Le Bourget. In its CSR report the first page of the document presents, numerically, the water and energy consumption and gas emissions. The following statement is made just after presenting the figures:

On 28 January 2008, Aéroports de Paris reaffirmed its commitment on the climate issue by signing the air transport sector agreement at the 'Grenelle' meetings. The company adopted its Environment Plan in 2007, with 10 main actions:

- Development of geothermal energy at Paris - Orly.
- Control of energy consumption in the three facilities.
- Adoption of a High Environmental Quality approach to the projects for Satellite 4 (Paris - Charles de Gaulle) and *Coeur d'Orly business district (Paris - Orly)*.
- Clean vehicle fleet.
- Sesar consortium and AIRE operations.

- Agreement with Airparif.
- Increasing air/rail transport intermodality (Carex, CDG Express).
- temps de roulage, limitation des émissions des APU ;
- Taxiing time, reducing APU emissions.
- Development of a Company Travel Plan (CTP).

These actions are coordinated by the Monitoring Committee created expressly for the purpose in 2008 (2009: 23).

As early as 2007 we set ourselves the goal of reducing our energy consumption per passenger by 20 per cent by 2020. This ambitious target was repeated, on 28 January 2008, in the air transport players' charter. At the end of 2008, the European Union approved and generalised a 20 per cent reduction in energy consumption and greenhouse gas emissions with the same horizon of 2020. All of this adds up to a demanding challenge for the implementation of the agreements made under the Kyoto Protocol, pre-figuring those expected from Copenhagen at the end of 2009 (2009: 3).

While expectations for the UNFCCC in Copenhagen were high, the company did not wait and adopted ten main actions as detailed to the side of this paragraph. The management for the Environment Plan has its own coordination, a specific Monitoring Committee. In the Aeroports de Paris's (2009: 23) report not only are the direct emissions mentioned but also indirect emission from service providers and from services generated by use of the services provided.

Addressing future impact, the report covers the GDG Express, the rail service between the airport Charles de Gaulle and Gare de l'Est as a 20-minute journey to be developed by a concession holding and expected to be in place in 2015-2016. Therefore 'Once up and running it will transport 10 million people per year (...), reducing the carbon emissions related to airport activities around Paris.' (Aeroports de Paris, 2009: 25)

Air France/KLM

Merged in 2004, Air France and KLM are now under one group, Air France/KLM, but each has its own CSR department and sustainable development committee (Air France/KLM, 2009: 12 and 46). Its report mentions its support for sustainable tourism:

"Sustainable tourism is an industry committed to having a low impact on the environment and local cultures, while helping to generate income and employment for local people. Air transportation plays an essential role in the supply chain of agencies offering sustainable holidays." (...)

"Air France-KLM is committed to investing in environmental protection

beyond regulatory regulation, taking measures both to reduce ecological impact and enhance social and local economic impact. With the branch organization IDUT (Initiative Group Sustainable Outgoing Tourism) and several tour operators, KLM is actively working on concepts of sustainable tourism and supports Wageningen University in setting up a Chair of Sustainable Tourism”.

The two companies offer a CO₂ emissions calculator on their websites for passengers who wants to know about this and the choice of offsetting the emissions. Similar option will be extended to the cargo services (Air France/KLM, 2009: 24).

At the end of the report, page 51 shows the total GHG emissions of the group, which increased throughout the years 2006-2008. The total energy consumption figure is available on the same page and this decreased between 2007-2008. Both mention direct emissions from air operations and at least 95% of the ground operations.

Athens International Airport

The public-private partnership operates under the corporate name Athens International Airport S.A. (AIA) and was established in 1996 to bring the largest Greek airport under international standards and national regulations. With operations starting in 2001, AIA issued its first CSR report in 2004 under GRI guidelines for the sector.

(AIA, 2009: 39) "According to the UN IPCC, the aviation sector currently contributes just 2% of the world's CO₂ emissions. However, this percentage is expected to increase as the industry continues to grow, unless measures are taken. We are committed to reducing our impact on climate change and we support the EU proposal to include airlines in its existing Emission Trading Scheme. During 2007, we successfully implemented several measures (...). The new measures are expected to further limit CO₂ emissions by approximately 3,000 tonnes in 2008. The Action Plan will be reviewed and revised annually."

It is relevant to note that despite all the information available and targets defined for reducing CO₂ emissions, there is no data regarding total emissions. The energy consumption is clearer and found on page 38, illustration 7.2, when explaining the energy produced by the photovoltaic power unit of 5kWp which currently produces 8% of the total airport consumption.

Iberia

The largest Spanish air transport group, "Iberia's main goal for dealing with climate change is to reduce its emissions, achieving sustained, efficient growth." (Iberia, 2009: 20). This includes fleet renewal, which reduces fuel consumption and thus its greenhouse gas emissions and operating measures, such as managing to reduce the weight of aircrafts by renovating their interiors and adjusting cruise speeds. Its statement regarding climate change is that "Air transport is an integral part of the XXI-century society, permitting both passengers and goods to cover large distances at unprecedented speeds. However, aviation also contributes to climate change." (Iberia, 2009: 20)

The only target found regarding reducing CO2 emission is that "Iberia will continue its fleet renewal in the coming years. This measure will reduce CO2 emissions by 1.2% per unit carried up until 2012." The report needs to be studied very carefully in order to find such information. Curiously the expression 'climate change' itself appears only seven times in the complete 92 pages report. It includes once mentioned in the name of the Spanish Climate Change Office and one in the mention of the IPCC. It is true that the CO2 emissions to all Iberia flights are cited on page 80 of the report, but not the total emissions, as Iberia has three main operations: the passenger and cargo air transports; MRO - maintenance, repair and overhaul; and ground assistance (passengers and aircrafts).

MTR Corporation

Started in 1975 as a governmental company, MTR Corporation had part of its capital opened to private investors in 2000 and, in 2007, merged with another Chinese governmental railway, having the rail public transport as its main, but not exclusive, business, carrying about 3.7 million passengers per week. Other businesses are real state, advertising, telecommunications and consultancy. For MTR (2009: 44):

"The Climate Change Policy guides environmental strategy. Established in 2006, the Policy commits the Company to a series of key actions driven by risk assessment and mitigation. It requires a reduction in our carbon footprint in a targeted and continuous manner. It also encourages efforts to influence our energy providers to address the broader scope of climate change impacts.(...) The Corporation takes a leadership role in promoting industry and community climate change initiatives".

Initiatives include a project to improve energy usage in MTR stations, with the Clinton Climate Initiative, the task with UITP's Greenhouse Gas Policy when defining key performance indicators. MTR's report had its assurance provided by PricewaterhouseCoopers

(MTR, 2009).

At the end of 2006 MTR (2009: 45) defined its Climate Change Policy: "Under this policy we are committed to adapting and mitigating risks presented by climate change and to becoming one of the most resource-efficient and ecologically sustainable railways and property-service providers in the world."

Renfe

The Spanish rail company based in Madrid provides transport services for passengers and cargo. First established in 1941, the company as it is known today was overhauled in 2005 and employs 32,000 people.

The 2007 corporate report cites on page 38 the total emissions estimated by passengers and freight. Energy use is shown on page 30. The 90-page environmental report is one from a series of four corporate reports addressing CSR.

Renfe (2008: 9) addresses climate change at the beginning of its report with the following statement:

"Of the main impacts caused by transport, climatic change is the most important accounting for 30% of the total, while air pollution and the costs of accidents are responsible for 27% and 24%, respectively. Rail is the most efficient means of transport. It causes a more limited greenhouse effect and only slight air pollution given the preferential use of electrical energy. It is a safe means of transport having few accidents. Indeed, it is only bettered by civil aviation in the safety ranking. Moreover, it is a means of transport that generates less noise than planes or road traffic, making extremely effective use of the ground, not to mention its high transport capacity and reduced environmental impact."

As part of Renfe's environmental policy, the Environmental Decalogo has an educational impact. It lists ten items which can reduce climate change. They are (Renfe, 2008: 70):

1. Save energy
2. Avoid wasting water
3. Zero waste: reduce, reuse, recycle
4. Consume environment-friendly products
5. Opt for renewable energies
6. Enjoy nature and respect the vegetation
7. Inform yourself and inform others

8. Integrate with your environment
9. Create your own code of conduct
10. Use the train when you travel.

Unfortunately, the report does not cover in detail the ways in which the company plans to reduce its GHG emissions and Energy consumption, neither does it present targets for the near future. What draws attention is the comparison of such emissions and usage against other modes of transport, diverting attention from what should be the content of the corporate report, i.e. information regarding the company and its activities.

Schiphol Group

The Schiphol Group operates the four airports in the Netherlands — Schiphol, Rotterdam, Eindhoven and Lelystad — and is also active in Aruba, Australia, Italy, Indonesia, Sweden and the USA. In France, Schiphol Group owns 8% of Aeroports de Paris.

Regarding climate change, "Schiphol Group wishes to take on a leading role in tackling climate change. In 2007, we drew up a Climate Plan setting out our targets with regard to improving air quality and reducing CO₂ emissions. We went into this in greater depth in 2008 in the areas of sustainable energy management and sustainable mobility. We also revised our environmental policy." (Schiphol Group, 2008: 37).

The detailed information given makes clear the target for the near future, Schiphol Group's commitment is to become CO₂ neutral by 2012 by reducing emissions by 170,000 tonnes. The framework behind it is detailed in Schiphol's Energy Blueprint (Schiphol Group, 2008: 40).

"The Blueprint provides a framework for the targets of ensuring that our own activities are CO₂ neutral by 2012 and meeting at least 20% of our own energy demand by 2020 by means of generating sustainable energy (see table 4.3). We will be tackling the measures and opportunities described over the next few years via the Energy Strategy 2020 implementation programme. All processes in the field of energy management, energy efficiency, the generation of sustainable energy and raising awareness will be brought together in this programme."

Regarding direct and indirect emissions, Schiphol Group discloses its operational emissions on page 42 and mentions emission from airplanes during landing and take-off on page 43.

The Go-Ahead Group

The major British transport provider across the United Kingdom, The Go-Ahead Group operates bus, rail, parking and aviation services. Unfortunately, the report does not include the total GHG emissions from the corporation, but provides partial information on page 10 as CO2 emissions per passenger per journey.

This is unfortunate because the corporate website shows the total emissions in the years 2007, 2008 and 2009, showing some decrease, particularly in rail electricity. Overall, the company presents its financial and environmental argument when explaining the problem of climate change (The Go-Ahead Group, 2009: 10).

"It is now widely accepted that climate change and global warming is one of the biggest challenges facing our society. It is imperative that everyone works together to tackle this issue and find effective solutions. Transport now accounts for one third of UK greenhouse gas (GHG) emissions from the private car close to 60%. In contrast, buses and trains together account for only 5%. The math is clear — switching people out of cars to other modes of transport delivers real carbon savings today. We recognize that as a transport provider, we contribute to GHG emissions. As our passenger numbers grow, we are putting more vehicles on the road and rails. Despite this, we also help to alleviate environmental impacts, because trains and buses are much more environmentally efficient per passenger journey than private car. We remain committed to improving the energy efficiency of our operations. Not only does this have important environmental benefits but it helps to reduce operating costs."

Having covered all eight companies studied, the variety of answers to climate change reporting and approaches is clear when aiming at reducing GHG emissions from their transport companies.

6 Final Remarks

Climate change is indeed included in all the corporate reports analysed, as all eight present the term and a statement regarding the theme. From the checklist with nine points to be addressed there are two already covered — 1 and 8. The questions are repeated below.

Does the report include 1. the words climate change or global warming (CC)?; 2. a dedicated section to CC?; 3. greenhouse gas (GHG) or carbon dioxide (CO2) emissions from the company with quantities in units such as kg or tonnes?; 4. a target to reduce GHG emissions?; 5. energy use (eg: reported as electricity use and fuel use - Coal, Diesel, Petrol,

Gas, etc) with quantities in units such as litres, tonnes, KWh, MWh?; 6. a target to reduce energy use or improve energy efficiency?; 7. management responsibility for climate change specifically?; 8. a statement that covers greenhouse emissions and/or statements on climate change?

For item 2 the group divides in half and this seems to be one of the aspects separating the four companies which cover all items or almost all of them, lacking only one item, from the other four companies which leave three or more items uncovered in their CSR reports. Item 2 relates to having a dedicated section in the report. Item 7 also has four companies positive and the other four negative for a specific management responsibility for climate change.

Items 3, 4, 5 and 6 address whether the CSR report discloses CO₂ or GHG emissions and/or energy use, with a defined target for reductions. The aspect which causes concern here is that the company which provides information about its GHG emission is not necessarily the same as the one stating the defined target for reduction. Again, the same divide seems to take place as Aeroports de Paris, Air France/KLM, Athens International Airport and Schiphol Group show more consistency when providing data about their corporate GHG emissions and Energy Use together with targets aiming at achieving reductions.

From the second phase of analysis, the answers seem to be clear. **Are the companies just reporting direct emissions from production or also broader emissions from the use of the products?** In fact, only half of these companies are reporting emissions, but some include direct and indirect emissions, as suggested by the question. There seems to be a growing concern over the big picture which takes companies beyond their limited field of activities, as at least two of them, Aeroports de Paris and Schiphol Group, mention indirect emissions.

For the final question, **What is mentioned about the development of emissions, measures to reduce emissions, future goals, recommended policies?**, the answer varies from not mentioning anything at all, through providing partial information, to taking part in forums discussing solutions to climate change, assuming shared responsibilities and employing measures such as reducing energy consumption by running their own photovoltaic power unit or planning for a CO₂ neutral operation by 2012.

In order to finalize, the main and more general question which guided this study, **To**

what extent is climate change addressed in the CSR reports from transport companies?

It can be said that this is over 50%, but there is still room for improvement. The point is that climate change is indeed on the agenda of the day, the doubt is if it will continue to be included in the next CSR reports to be published, considering that there were some high expectations for the UNFCCC, which were frustrated by the lack of a global agreement.

The problem is posed, climate change is mentioned and receives attention in all the companies analysed, but overall the answers obtained from the transport sector show that if analysed against the results obtained in the GRI/KPMG (2007) survey, the eight companies under-perform in relation to other sectors included in the previous study with incorporated reports from 2006.

The suggestion for further investigation is to really focus on the Transport sector, from a longitudinal perspective. This is highlighted when it is seen that financial companies lead the field when the theme is climate change reporting. For instance, MTR follows the World Economic Forum Framework for Corporate Citizenship Initiative and it should be feasible to create, for the transport industry, something equivalent to what the Equator Principles achieve in the financial sector.

'Rethink. Rebuild. Report.', as in the title of the GRI Conference 2010, must actually become part of the motto for companies operating in the Transport sector. The reported activities regarding the environmental, social and economic impact of climate change in some of these companies could be applied as benchmarking for those from the same industry which are just starting the reporting process. The result of such achievements could be translated as 'Rethink. Redesign. Rebuild. Report.'

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End Notes:

(1) The Go-Ahead Group has its company name in the GRI list from 2003 to 2007. The table shows information regarding the last year made available for public access in the GRI database. The CSR report analyzed is the latest made available in the corporate website, in this case, the CSR Report 2009.

(2) For consumption the report refers to 'internal energy consumption', see report's fact sheet. For GHG emissions, these are emission from 'generation plants'.

(3) Regarding energy use and gas emission, the information provided is of Schiphol Airport's energy consumption (Schiphol Group, 2009: 43), not of the total Schiphol Group. The volume of gas emission related to 2008 was not available in time for the report, but the emissions in 2007 and 2006 are mentioned.