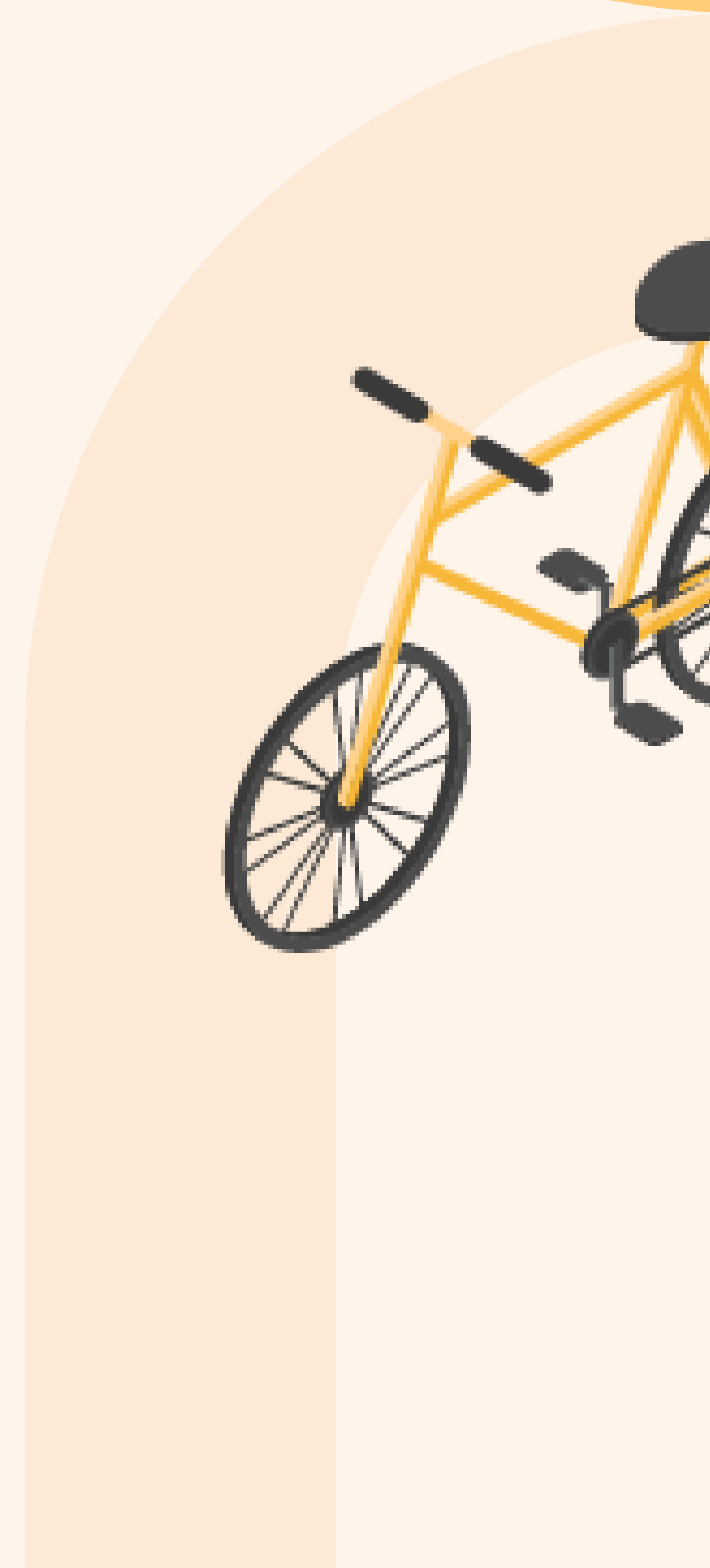


Promoting sustainable travel & commuting

Practical ways to reduce your employee travel footprint



HubSpot  in partnership with  Sustainabl.co



Introduction

At HubSpot, employee travel and commuting contribute to our carbon footprint and we're on a mission to reduce it. Whether you're a small business owner, a sustainability champion at your company, or an individual interested in learning more about how to reduce your own footprint, **we hope this resource inspires you to make a difference.**

We've aligned our efforts to the Science Based Targets initiative (SBTi), which provides a pathway for companies to understand how much and how fast they need to reduce their emissions. Learn more about our [Science Based Targets here](#).

What we did

4 practical ways to inspire change



Below you will find some of the methods we used to create awareness and promote sustainable travel across HubSpot. We hope you'll find them useful for your organization:

1. Measure your employee carbon emissions

The starting point for any journey to reduction is understanding and measuring where you are currently. Our partner Sustainabl, created a HubSpot version of their TeamFootprint carbon calculator. As we pursue a net-zero future, we're committed to sharing our learnings along the way. That's why we've made the calculator available for businesses, individuals, and the wider industry to use. [Try it out here.](#)

Every employee was given the opportunity to take a short quiz about their home working and commuting, and then receive a handy report with their carbon score and ways to reduce their impact.

As a business, it helped us gather all the data we needed to report our Scope 3.7 employee commuting and home working carbon emissions and underlined our commitment to carbon reduction at all levels of the business.



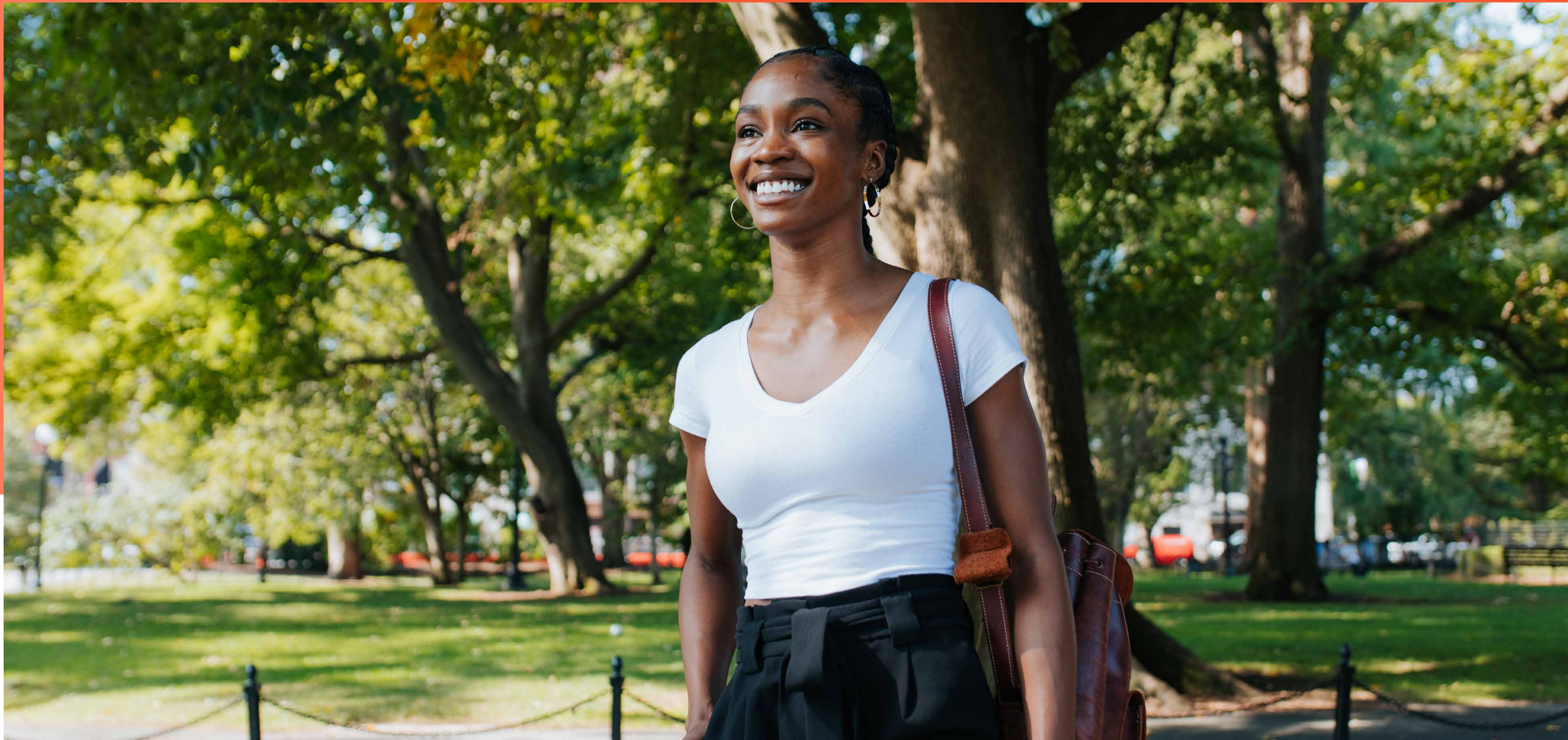


2. Create a Sustainable Travel Playbook

Following the launch of the carbon calculator we provided HubSpotters with a number of great resources, including a [Travel Playbook](#). A really simple guide that summarizes the impact of different travel modes and highlights realistic alternatives that staff could use to commute.

Top Tip: Consider using a travel playbook to promote sustainable modes of travel in your organization, be mindful of the latest carbon emissions figures for your region and research localized travel modes, to make your playbook super relevant to your staff!

Get inspired, check out our example [Travel Playbook here](#).



3. Promote active travel online/on-site

Active travel includes cycling, walking and wheelchairs. It is the ideal mode of transport for zero carbon commuting and we created a number of inspiring events to get people moving.

For those that worked at our office locations, we organized on-site bicycle maintenance workshops, where employees were invited to bring in their bikes and get tips and advice from a bicycle mechanic. For our offices that had less cyclists, we offered a walking tour of the local area, to promote walking as a commuting mode of choice.

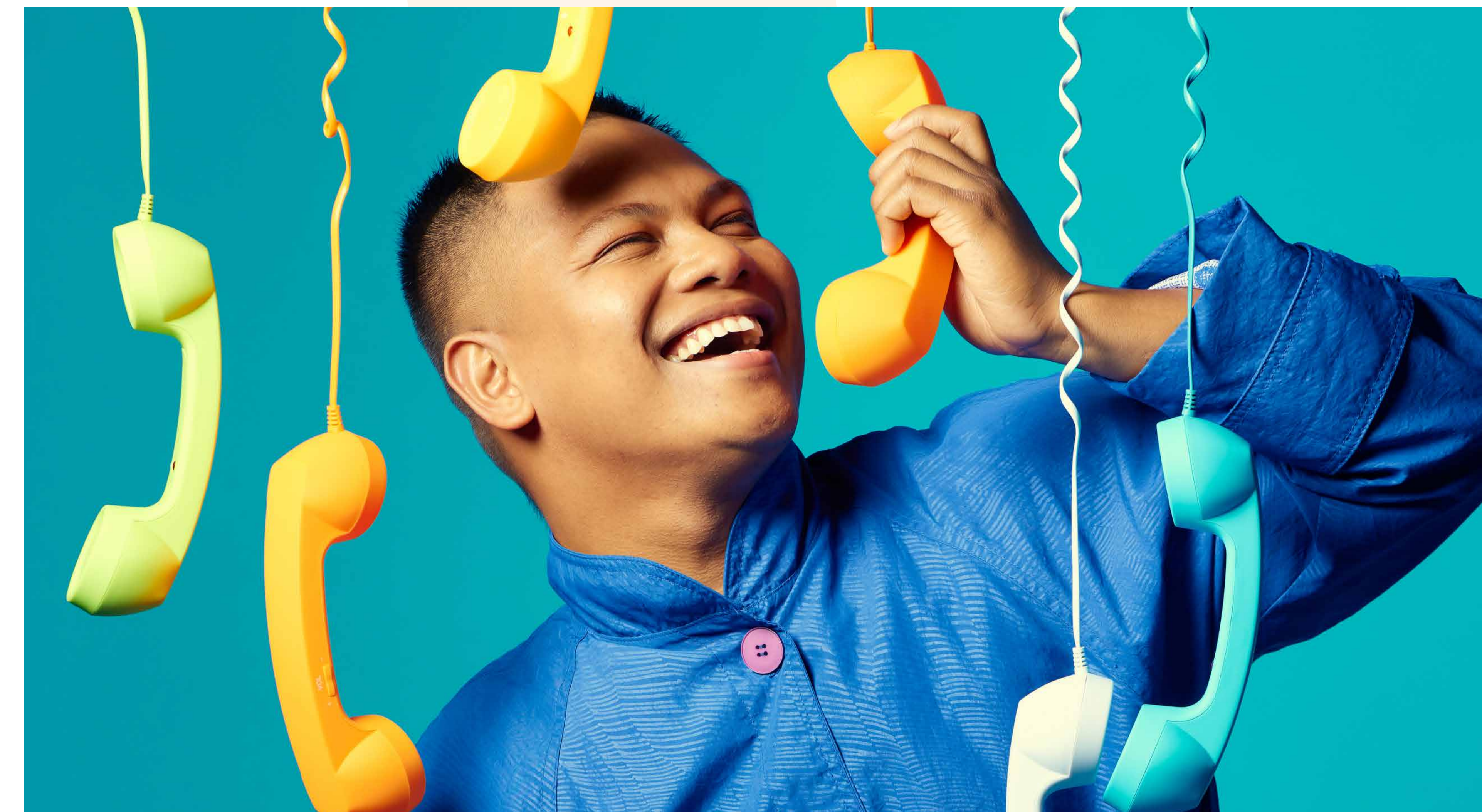
Hybrid and remote staff were treated to an online webinar with a cycling influencer. It was a popular event that drew a broad crowd ranging from first timers to seasoned cyclists. The live webinar offered great advice around cycling for the commute, covering personal experiences, overcoming barriers and answering questions posed by HubSpotters.

4. Use existing comms channels

Intranets, newsletters or even the office noticeboard - make use of your internal comms channels to promote your sustainable travel messaging.

As part of our Travel campaign, we shared helpful information and resources on our internal Wiki, including sustainable travel information like the closest train, bus, tube/tram options, and bicycle facilities on our office pages to help HubSpotters make sustainable travel choices.

Top tip: Periodically check any local travel suggestions and ensure advice remains correct and up to date.



Welcome To
HubSpot United Kingdom

Travel Guide

Address and hours

HubSpot London Office
25 Finsbury Square, London EC2A 3DF, UK

Building and office hours

Cycling facilities

Bike parking
Details here

On-site lockers and showers
Details here

Local travel options

There are many ways to get to and from our London office, so we've compiled a list of options and as we're climate conscious, we've listed them in terms of their impact on the environment. To learn more about the transport modes, read our 'Getting from A to B sustainably guide' and our 'Travel Guardrails' to give you all the information you need to make more mindful travel decisions.

Note: We know it's not always possible to walk or cycle, so where possible choose public transport or electric travel.

Low impact	Useful apps/resources	
Walking/wheelchair	Google Maps	
Cycling	View our facilities , Google Maps , Strava	

Note: For medium and high impact travel, try and opt for electric modes where possible.

Medium impact	Nearest stations/stops	Useful apps/resources
Bus	Location - 1km , Location - 2km	Transport for London , Google Maps
Tram/Tube	Location - 2km , Location - 2km	Transport for London , Google Maps

High impact	Useful apps/resources
Car	TFL , Google Maps , the AA , Just Park
Taxi	Uber , Bolt , Gett , Taxiapp
Flight	London City , Stanstead , Gatwick , Heathrow

So, what next?

We believe climate change is a challenge we have to tackle together. Plus, we're big believers in life-long learning and that includes giving our employees the tools and resources they need to build knowledge and contribute to our goals. By embedding sustainability into our culture and operations, we're building a sense of shared responsibility across the workforce.

As a next step, your organization could consider:

- **Implementing tools like TeamFootprint to support your sustainability reporting and educate employees on how to reduce their hybrid working footprint**
- **Exploring or expanding green commuting incentives**

- **Creating or continuing education and engagement efforts, keeping sustainability as a core consideration for everyone in your business**

For more on how to engage employees on sustainability, check out [this article](#) penned by HubSpot's Senior Director of Sustainability.



Our partner, Sustainabl, helped us create and deliver sustainability initiatives across our business. If you're looking to measure your employee emissions, [why not try the free carbon calculator?](#)