



Sustainable Travel Policy

23 November 2023

Introduction

To help Reuben Digital meet its environmental goals, this Policy has been formulated and covers business travel, company vehicles and commuting by employees.

Although carbon emissions from company-related travel have historically had a small contribution to our overall annual total Co2e, the opening of our first overseas office in Jakarta, Indonesia in 2022 has necessitated overseas travel for the first time. Consequently, our carbon emissions due to international flights is now a significant contributor to our overall emissions.

The formation of this Policy therefore will help to examine ways in which we can negate the overseas travel and minimise the resulting environmental impact.

Employee Commuting

Commuting is responsible for 5% of the UK's total carbon emissions (18 million tonnes a year).¹ Reuben employees in the UK live between 5 and 55 miles from the Highworth office, with the exception of one employee who lives within walking distance. The rest are dependent on commuting by car to the office, in part due to poor public transport options to Highworth. A data gathering exercise concluded that 4.56 tCO₂e had been emitted as a result of all of Reuben Digital's UK employees' commuting journeys in 2022. This is likely about 25% of the pre-pandemic emissions, since working at home (WAH) practices were already well established by 2022.

Post-pandemic company policy is to allow WAH practice 3 times a week with 2 days in the office. Employees are encouraged to travel to the office on the same days of the week to increase social interaction and collaboration between colleagues.

This has allowed our carbon emissions from commuting to remain at broadly 2022 levels, rather than return to pre-Covid heights.

Domestic travel in the UK

In 2017, Reuben Digital invested in a new VoIP telephone and video conferencing system by 8x8. This meant that we were able to adopt a "business as usual" service to our customers during the Covid-19 lockdowns. The pandemic certainly expedited our adoption of the 8x8 video conferencing platform, as a means to conduct productive inter-colleague meetings, as well as using the platform for virtual meetings with new and existing clients. We have invested in robust and fast internet connectivity in the Highworth office so that quality screen-share meetings and IT training sessions can be offered to clients instead of the need for travelling.

When travelling for work purposes is necessary, travel by public transport is the preferred mode of transport. Travelling by train produces nearly 5 times fewer emissions per passenger than travelling

¹ [Better Transport for Better Business Toolkit for greener business travel, June 2023](#)

in an average petrol car by oneself, and rail produces just 1.5% of domestic transport emissions.² Unfortunately, there is a significant lack of convenient train services in the North Wiltshire/South Oxfordshire/West Berkshire areas in which our employees are located (and even fewer long distance bus route options). Hence for journeys into London in particular, it is likely that the car will remain the fastest, most convenient and cheapest mode of transport, particularly when more than one employee is travelling at the same time.

Reuben Digital will therefore calculate the annual carbon emissions generated by all business travel by car and offset it by purchasing carbon credits.

We ask employees to consider the following when making travel plans:

- Employees should consider travelling by train if the distance to a mainline station from home is acceptable and if the end destination can be conveniently reached by rail.
- In London, travelling by taxi, particularly when only one person is attending the business meeting, is to be avoided. Alternatives include walking, using buses or the London Underground, or hiring a TfL Santander bicycle.
- Car sharing – when more than one member of the team is travelling to a client/meeting – is strongly encouraged, again when public transport is not an option.

Company-leased vehicles

Reuben Digital current leases several fuel-efficient petrol cars but is considering switching to electric vehicles when the lease is due for renewal. Electric vehicles produce zero tailpipe emissions, and between 15-40% less CO2 emissions over the vehicle's lifetime compared to a petrol car. EV running costs are also considerably lower than for petrol and diesel vehicles. As energy and fuel costs fluctuate, it is difficult to present a specific price comparison, but in general running an EV can be half the price per mile compared to a petrol or diesel vehicle. This means EVs make long-term financial and environmental sense.

International travel to our Jakarta office in Indonesia

Travel to meet our Jakarta colleagues is important to us – socially and strategically. It helps us build a close-knit Reuben team, ensuring that working relationships are nurtured and respected.

This Policy limits our travel to our Jakarta office (or Jakarta colleagues to the UK) to the equivalent to two single-person return trips per calendar year. We will endeavour to lower the carbon impact of these trips by:

- Flying economy (a business-class seat produces two to three times more CO2 than an economy seat).
- Taking direct flights where possible, even if this leads to higher costs. During a flight, landing and taking off produce the most emissions.
- Choosing the flight option with the smallest carbon footprint. Not every flight is the same. By choosing carefully, the carbon footprint of the flight can be reduced (e.g., direct flights, economy class, technologically advanced air planes). The [atmosfair Airline Index](#) compares and ranks the carbon efficiency of the 200 largest airlines of the world.
- Offsetting flight emissions through the purchase of carbon credits issued to projects that remove GHG emissions from the atmosphere (e.g. afforestation, carbon farming, ...) or avoid generating the emissions (e.g. renewable energy, forest conservation, cookstoves...) in the

² [Better Transport for Better Business Toolkit for greener business travel, June 2023](#)

first place. Since 2023, Reuben Digital has purchased carbon credits from Ecologi, a B-corp certified environmental organisation that facilitates the funding of Gold Standard/Verified Carbon Standard carbon offset projects around the world. The quality mark offered by Ecologi ensures that the projects are independently assessed and remain on track.

- Combining meetings and training etc that result in less frequent but longer stays with greater benefit to the employee and the business.
- Carefully choosing accommodation with a low carbon rating by using a booking app like [Staze.com](https://www.staze.com), that compiles data on the carbon footprint of hotels across the world. Data shows that more sustainable hotels can have a carbon footprint over 80 times smaller than other hotels in the same city.³ [Staze.com](https://www.staze.com) will also offset the carbon emissions for the stay.

A Climate Perks accredited employer

Reuben Digital is proud to be a Climate Perks accredited employer. This means that we will give paid travel time where employees elect to travel via land or sea rather than via air to their holiday destination. The paid travel time can be claimed for additional hours spent travelling. [Find out more about Climate Perks.](#)

Research indicates that converting one or more return flights to train, coach or boat is likely to be one of the most powerful actions regular travellers can take to reduce lifestyle carbon emissions, in turn helping to inspire further behaviour change amongst peers. To help staff make sustainable travel choices, we offer paid travel time, subject to certain criteria.

³ [Why does staying in a hotel have a carbon footprint?](#)