

Report by Board of Directors

Presented in Malaga - AGM

November 2022

A solid start!

Report by the Board of Directors

- Building the organization
- Priority Sustainable Business Travel
- Priority for Digital Transformation
- Priority Restart Business Travel
- Priority Facts & Figures
- Advocacy
- Marketing & Sales

A lot of resources and time invested in administrative start

Building the organization

- Foundation in February 2022
- Registration in the official Belgian association register
- Association Executive contracted: Sophie van Haute
- Advocacy agency contracted: LPBrussels
- Bank account opened: ING
- 5 working groups established:
 - Sustainability, Digital Transformation, Restart Business Travel, Facts & Figures, Marketing
- LinkedIn presence established
- Joint file sharing on Google Drive utilized (to be moved to Teams)
- Board held weekly meetings
- Working group held bi-weekly meetings

Supporting greener business travel

Priority Sustainable Business Travel

- Working group established with 11 participants
- Position paper finalized and published in September 2022
- Press presentation virtually, press release with clippings from across Europe
- Speaker invitations e.g. at BTN
- Submitted an opinion to CountEmissionEU, invitation by DG Move to workshop

Progress on many fronts

Priority Facts & Figures

- Working group was established with 4 participants
- RFI conducted
- Methodology and data provider selected
- Awaiting implementation pending budget

Priority Digital Transformation

- Working group was established with 4 participants
- Position paper in preparation
- Publication scheduled for the end of November 2022 (tbc)

Priority Restart Business Travel

- Working group at the start with 5 participants
- Not sure whether enough resources could be allocated to this priority

Winning support on priorities

Advocacy

First funding contacts established with

- EU travel tech (GDS, OBE, TMC)
- ECTAA (Travel agencies)
- European Travel Commission
- European Travel Manifesto Alliance (membership)
- Visa
- MasterCard
- Amadeus
- HotelHub

Meetings

- DG Move / MDMS
- DG Move / CountEmissionEU
- Permanent Representative The Netherlands
- Permanent Representative Spain

Winning support on priorities

Organization

- Press and interested parties distribution list

Marketing & Sales

- Working group established
- Affiliate membership and sponsorship framework decided
- Contact database in development
- First funding meetings with Amadeus, GBT and Hotelhub



BT4Europe