

A Masterclass on Reducing your Firm's Emissions



REED & MACKAY
A Navan Company



Clarasight

TODAY'S SPEAKERS



Adam Braun
CEO and Co-Founder
Clarasight



Chris Truss
Global Sustainability Director
Reed & Mackay



Jennifer Achim
SVP, Sales &
Marketing
Reed & Mackay

AGENDA

1. CO₂, business travel and law firms
2. Getting started: key phases & strategies
3. Reducing business travel emissions
4. Questions



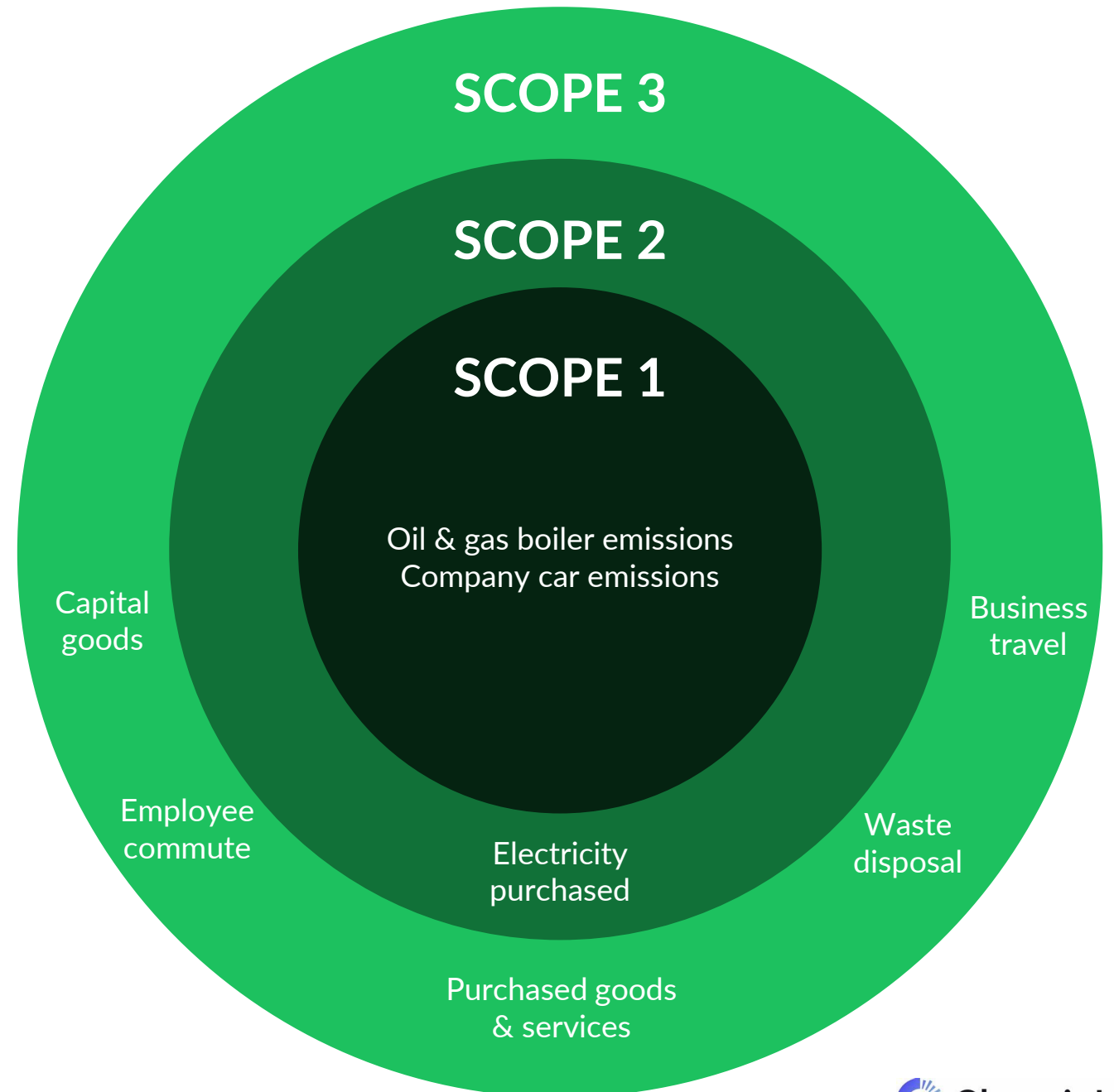


CO₂, business travel and law firms

SCOPES 1, 2, & 3

For most law firms, business travel is a major source of CO2 emissions, often accounting for **10–40% of their footprint.**

Air travel alone can contribute **85–95% of these emissions,** making it the key focus for impactful reductions.



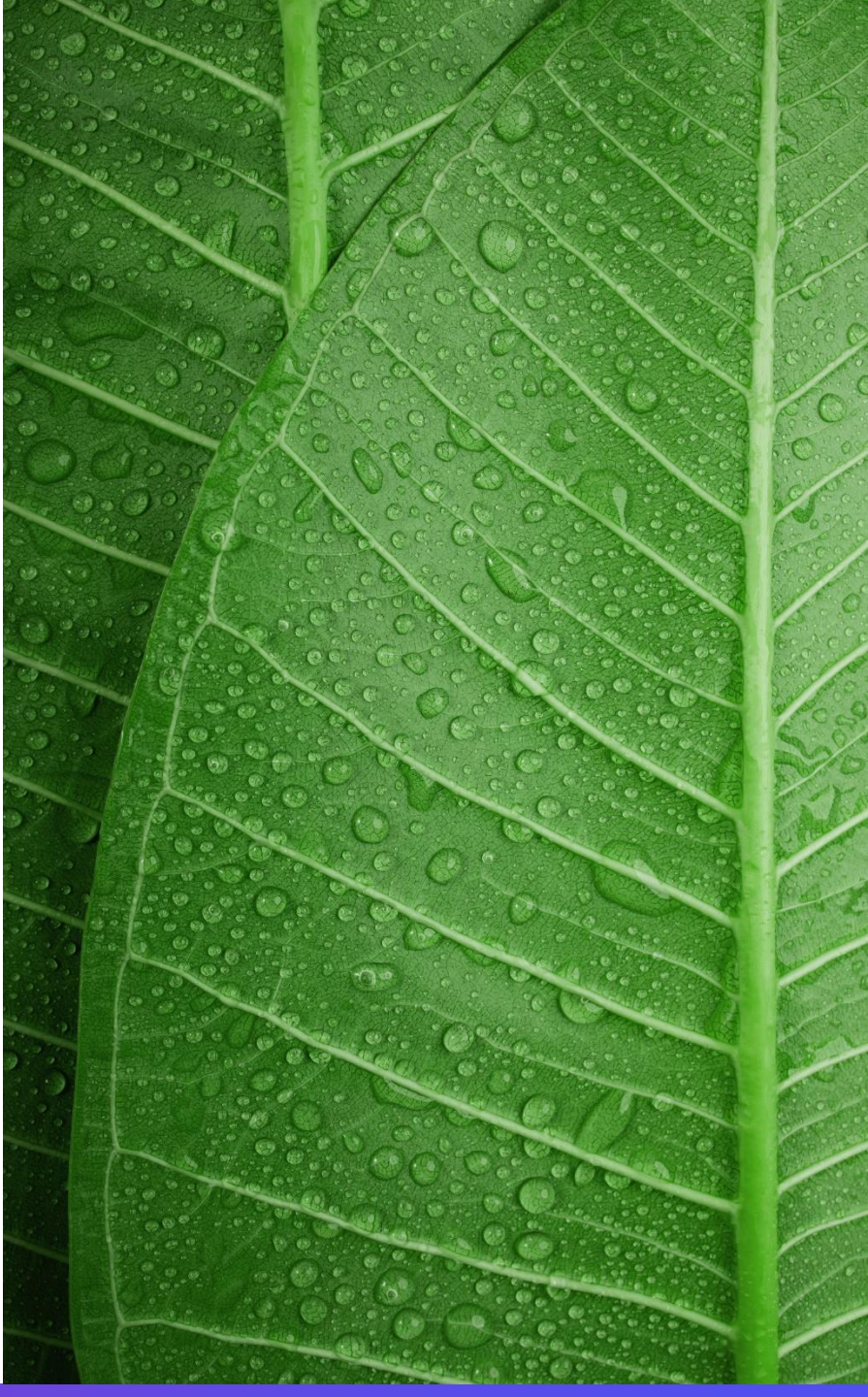
PUBLIC COMMITMENT & SCRUTINY



net zero
lawyers
alliance



Corporate Sustainability
Reporting Directive (CSRD)



THE URGENCY FOR EMISSIONS REDUCTION

CATALYST #1 → REGULATIONS

CSRD requires 50,000+ companies generating \$20T+ in revenue to set carbon targets and have credible transition plans to achieve these goals.

CATALYST #2 → CLIENT REQUESTS

Companies are pressuring suppliers to set targets with confident plans, and asking their providers to show real year-over-year progress.

There is a **regulatory and business imperative** to get this right.

Company Name	Scope 1 Target (Near Term)	Scope 2 Target (Near Term)	Scope 3 Target (Near Term)
Arthur Cox	50% reduction by 2026	50% reduction by 2026	50% reduction by 2026
Ashurst	No published target	No published target	No published target
Baker McKenzie	92% reduction by 2030	92% reduction by 2030	No published target
Clifford Chance	80% reduction by 2030	80% reduction by 2030	47% reduction by 2030
Clyde & Co	80% reduction by 2030	80% reduction by 2030	50% reduction by 2030
DLA Piper	50% reduction by 2030	50% reduction by 2030	50% reduction by 2030
DWF	50% reduction by 2030	50% reduction by 2030	50% reduction by 2030
Eversheds Sutherland	80% reduction by 2030	80% reduction by 2030	50% reduction by 2030
Herbert Smith Freehill	46% reduction by 2030	46% reduction by 2030	46% reduction by 2030
Hill Dickinson	50% reduction by 2030	50% reduction by 2030	50% reduction by 2030
Hogan Lovells	90% reduction by 2030	90% reduction by 2030	75% of its suppliers will have SBTs by 2027
Mishcon de Reya	42% reduction by 2030	42% reduction by 2030	42% reduction by 2030
Ogier	50% reduction by 2030	50% reduction by 2030	46.2% reduction by 2030
Pinsent Masons	50.4% reduction by 2030	50.4% reduction by 2030	50.4% reduction by 2030
Reed Smith	No published target	No published target	No published target
Shearman & Sterling	No published target	No published target	No published target
Slaughter and May	50% reduction by 2030	50% reduction by 2030	50% reduction by 2030
Bates Wells	46% reduction by 2030	46% reduction by 2030	No published target
BTG Advaya	No published target	No published target	No published target
Burges Salmon	50% reduction by 2030	50% reduction by 2030	50% reduction by 2030
Castrén & Snellman	50% reduction by 2030	50% reduction by 2030	No published target
Chapman Tripp	No published target	No published target	No published target
Cleary Gottlieb	No published target	No published target	No published target
Foley Hoag	No published target	No published target	No published target
Macfarlanes	No published target	No published target	No published target
Mannheimer Swartling	54% reduction by 2030	54% reduction by 2030	50% reduction by 2030
Mattos Filho	63% reduction by 2030	63% reduction by 2030	46.2% reduction by 2030
Pollination	No published target	No published target	No published target
Setterwalls	No published target	No published target	No published target
Taylor Wessing	No published target	No published target	No published target



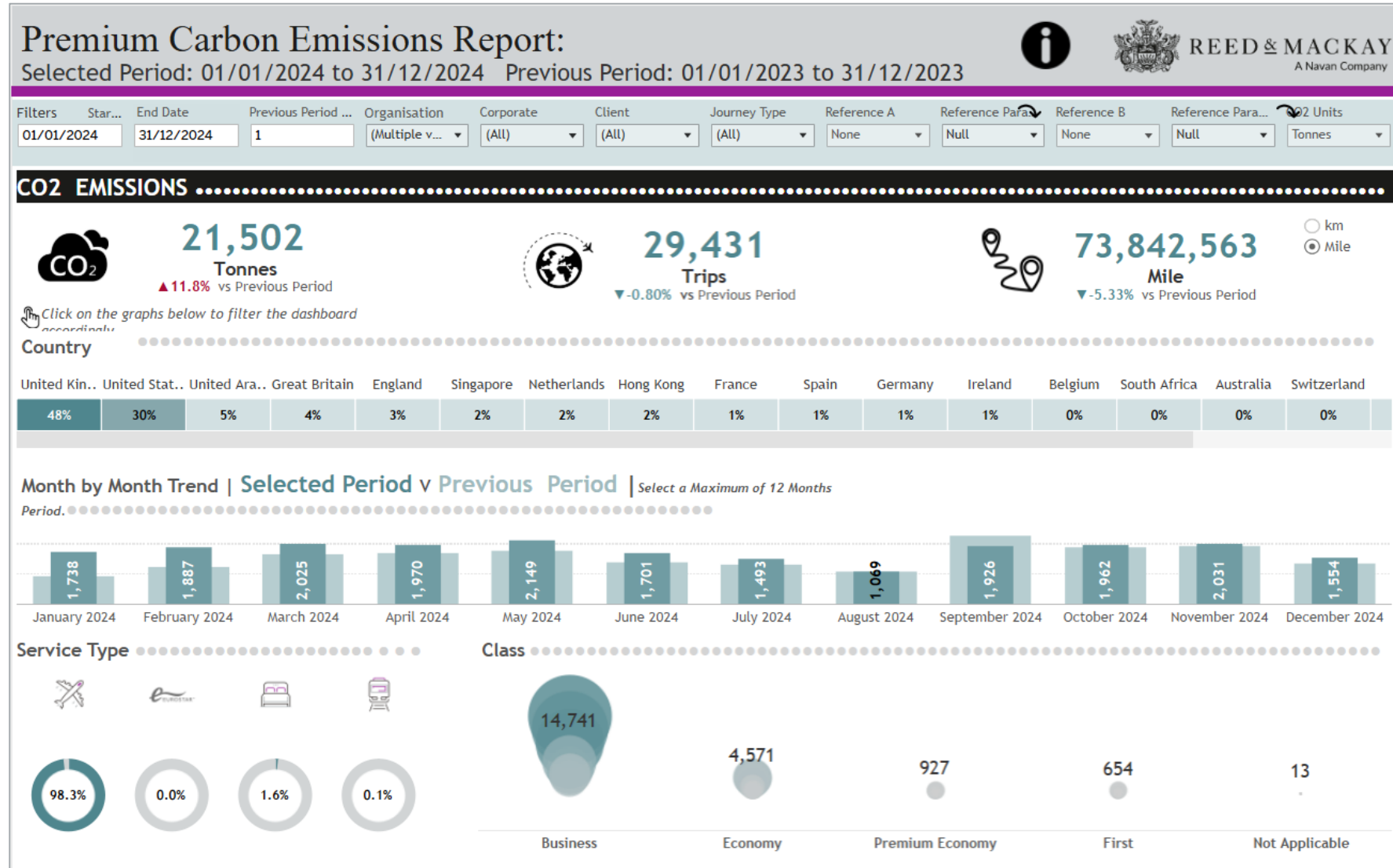
Getting started: key phases & strategies

CALCULATE YOUR FIRM'S CO2 FOOTPRINT

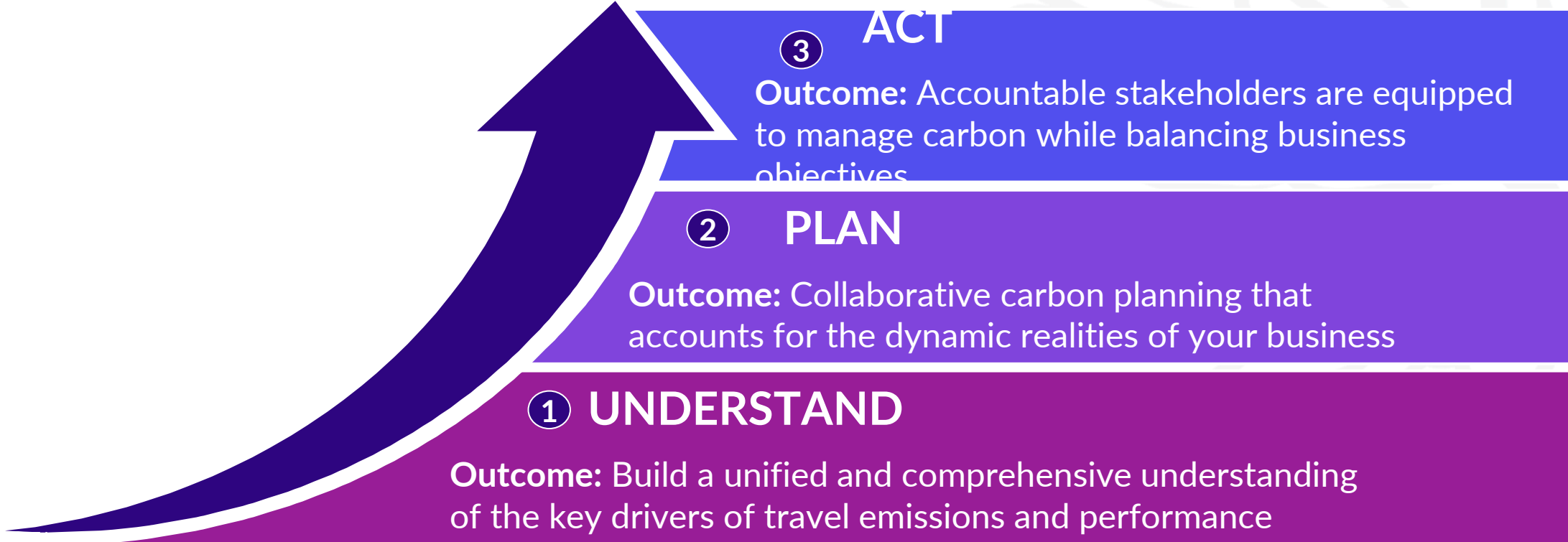
Assess your CO2 footprint by geography, time trends, cabin class, and service type.

Analyze drivers:

- office/matter codes
- billable vs. non-billable
- partner conferences
- client acquisition
- trade events



3 STRATEGIC PHASES

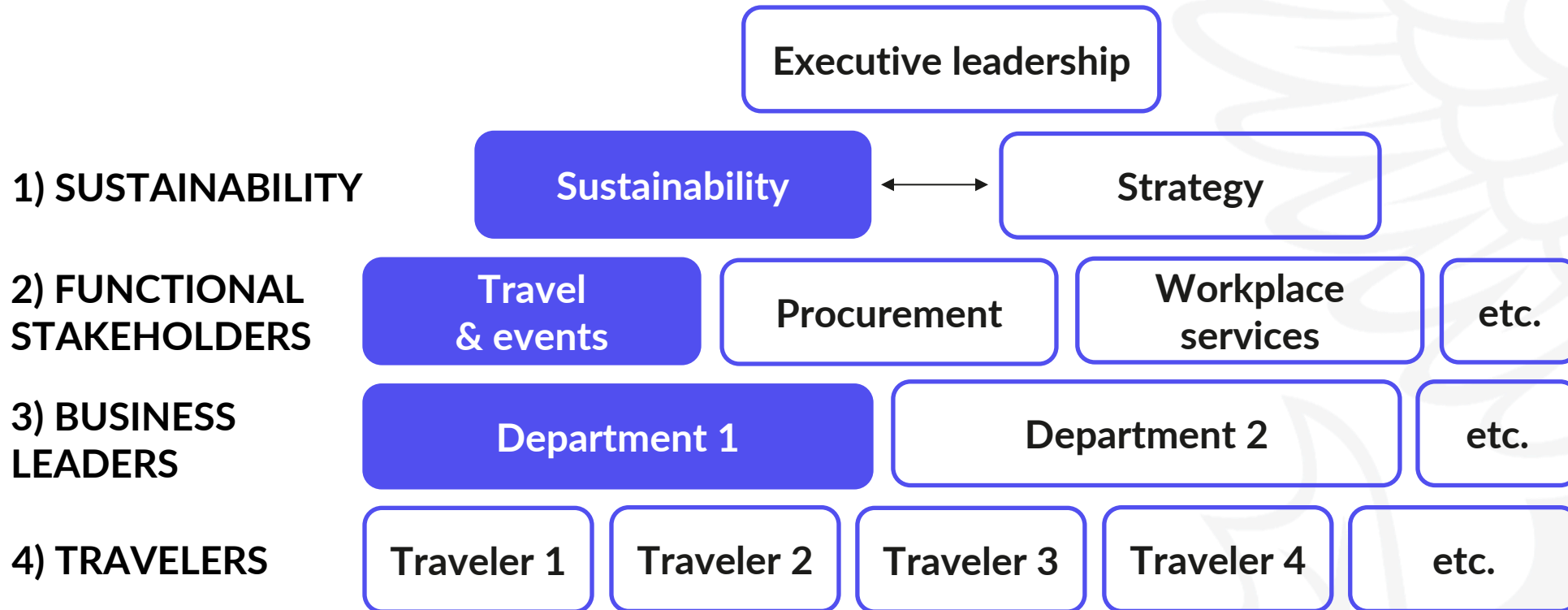


KEY STEPS TO STRATEGIC EXECUTION



FIRMWIDE COLLABORATION

Effective planning and plan execution requires input and collaboration across your organization.

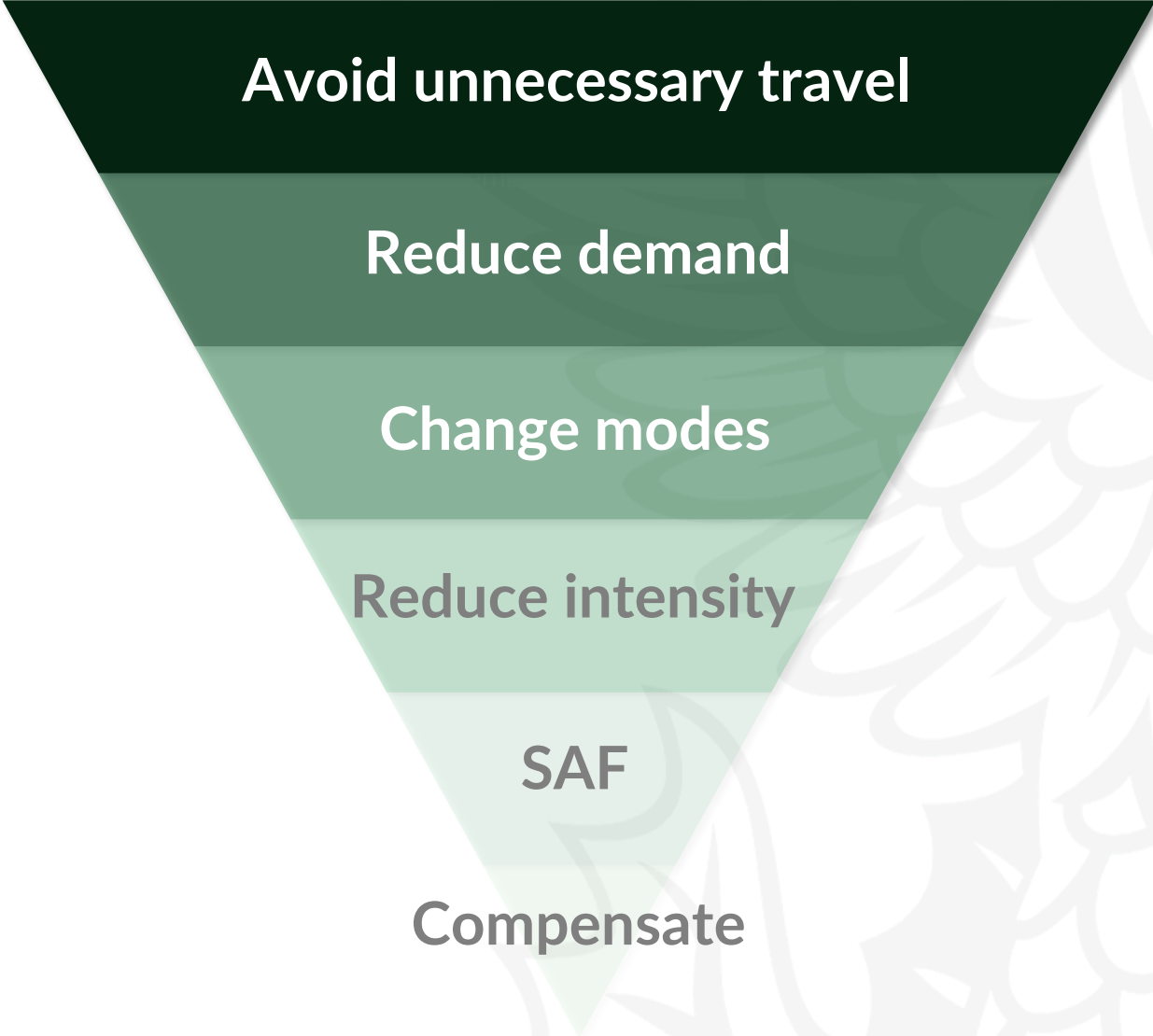




How to reduce business travel emissions

BEST PRACTICE: TOOLS, LEVERS & CAPABILITIES

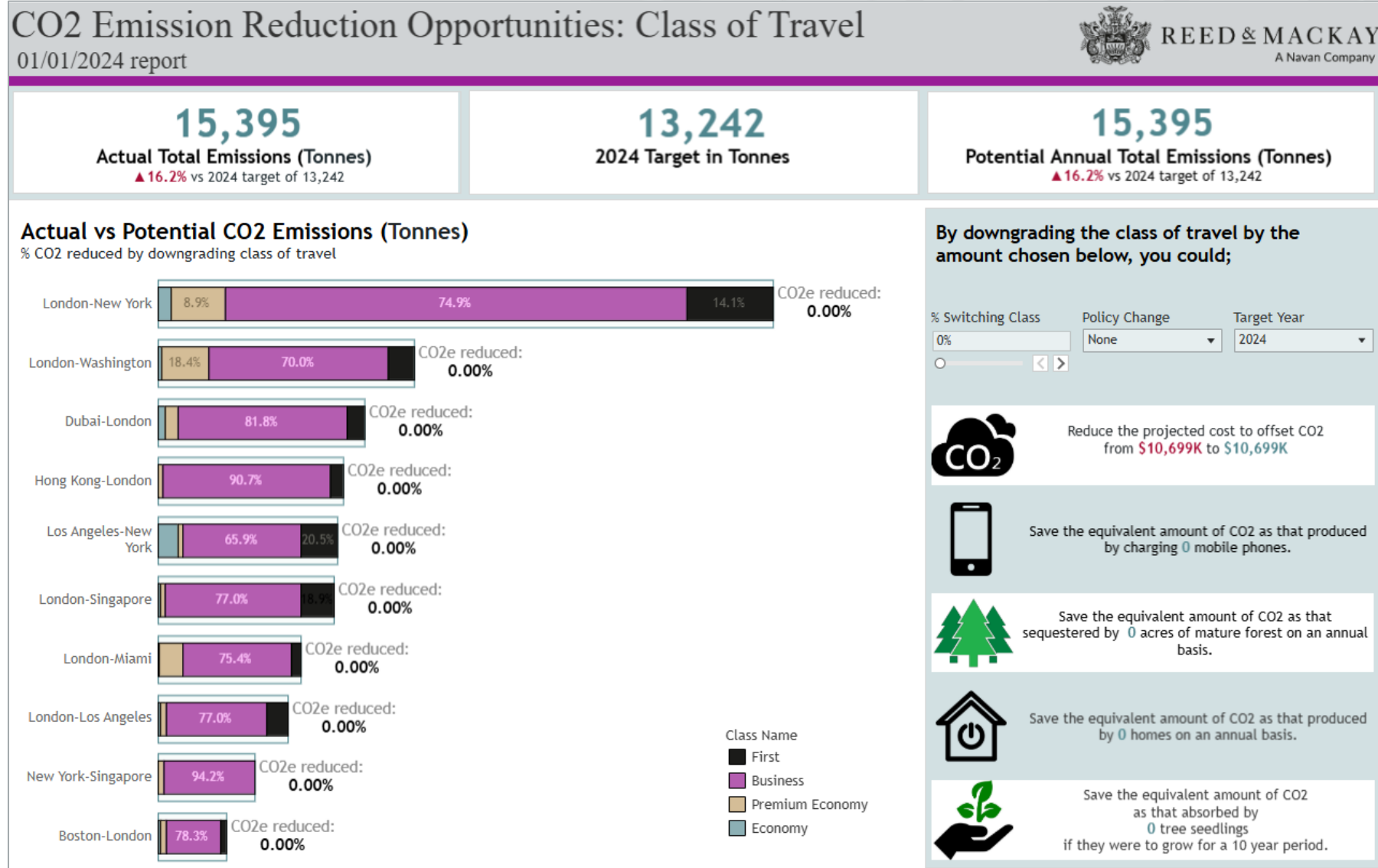
Create awareness of corporate goals & CO2 reduction targets



BEST PRACTICE: POLICY CHOICES

Drive significant CO2 reductions with key travel policy measures:

- stricter travel approvals
- prioritizing low-carbon options
- optimizing transport & accommodation choices



BEST PRACTICE: GRANULAR DATA – BEHAVIOR CHANGE

Select your first flight		Economy: Value Saver	Economy: Classic	Economy: Comfort	Premium	Business	First
<p>Sun, 5 Oct JFK (Non-stop) 7hrs 10mins — LHR 11:00 PM 11:10 AM Delta DL5988 (VS)</p>	Basic Economy	Main Cabin	Delta Comfort Plus	Delta Premium Select	Delta One Or Biz	Refundable Delta One Or Biz	
	From \$288.86 1035.2 Kg CO2	From \$388.86 1035.2 Kg CO2	From \$488.86 1035.2 Kg CO2	From \$982.21 1552.8 Kg CO2	From \$1,640.21 4217.9 Kg CO2	From \$1,965.21 4217.9 Kg CO2	
<p>Sun, 5 Oct JFK (Non-stop) 7hrs 36mins — LHR 11:59 PM 12:35 PM Delta DL5943 (VS)</p>	Basic Economy	Main Cabin	Delta Comfort Plus	Delta Premium Select	Delta One Or Biz	Refundable Delta One Or Biz	
	From \$288.86 972.2 Kg CO2	From \$388.86 972.2 Kg CO2	From \$488.86 972.2 Kg CO2	From \$982.21 1458.4 Kg CO2	From \$1,640.21 3889.1 Kg CO2	From \$1,965.21 3889.1 Kg CO2	
<p>Sun, 5 Oct JFK (Non-stop) 6hrs 55mins — LHR 9:45 AM 9:40 PM American Airlines AA142</p>	Basic Economy	Main Cabin	Main Cabin Flexible	Premium Economy	No Fares Available	No Fares Available	
	From \$322.51 1134.3 Kg CO2	From \$422.85 1134.3 Kg CO2	From \$535.43 1134.3 Kg CO2	From \$1,497.63 1753.4 Kg CO2			

BEST PRACTICE: INDIVIDUAL VISIBILITY

Context helps travelers understand their individual impact.



CASE STUDY: GLOBAL FIRM



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CASE STUDY: A 70% REDUCTION IN PROGRAM CARBON EMISSIONS

A global professional services firm faced the **challenge of transforming its business travel practices** while developing its SBTi roadmap.

To reduce Scope 3 emissions from travel, the firm needed to **drive behavioral change** and encourage colleagues to make more sustainable travel decisions.



CASE STUDY: A 70% REDUCTION IN PROGRAM CARBON EMISSIONS

WHAT WE DID

Created bespoke dashboards: including traffic light systems on carbon emissions for each trip.

Clarified travel policy: emphasizing alternative meeting methods and sustainable choices.

Introduced sustainable reporting into travel program, reducing team trips taken in 2024 by **52%**.

THE RESULT

“It wasn’t about stopping people’s business travel altogether. It was about shifting to travelling with purpose. The guidelines provided for our travel policy were part of that change in behavior.”

- VP ESG



BEST PRACTICES

1

Understand & forecast emissions

Develop a business-as-usual emissions forecast based on historical travel data and expected business growth

Understand the variance between the forecast and targets

Determine KPIs, drivers and initiatives to achieve objectives

Automate Internal & External Historical Reporting needs

2

Plan & optimize *internal* travel

Prioritize important internal travel and develop a granular plan based on key drivers

Develop best practices, recommendations & policies

Optimize meeting & event locations and attendees

Track key performance indicators and success metrics

3

Plan & optimize *client* travel

Develop granular plans based on client requirements, engagement models and growth expectations

Identify the actionable drivers of client-facing travel

Minimize business disruption by prioritizing high impact, low friction opportunities

Optimize client-facing meetings and events

4

Engage key stakeholders

Timely reporting, insights and recommendations based on real travel patterns

Deliver client-specific emissions reporting and opportunities

Monitor the performance of role and market specific initiatives

5

Drive accountability

Implement carbon budgets reports and recommendations based on real travel patterns

Equip stakeholders with travel planning tools to incorporate decisions as part of business planning

CASE STUDY:

GLOBAL LAW FIRM



THE CLIENT CATALYST

A Tipping Point for Action

- Top **client demanded** insertion of decarbonization goals into our legal services agreement
- 30-year timeline was drastically reduced to a **3-year window for reduction**
- Failure to achieve goals would preclude us from contract renewal

BUILDING BUSINESS CASE

Shifting the Focus

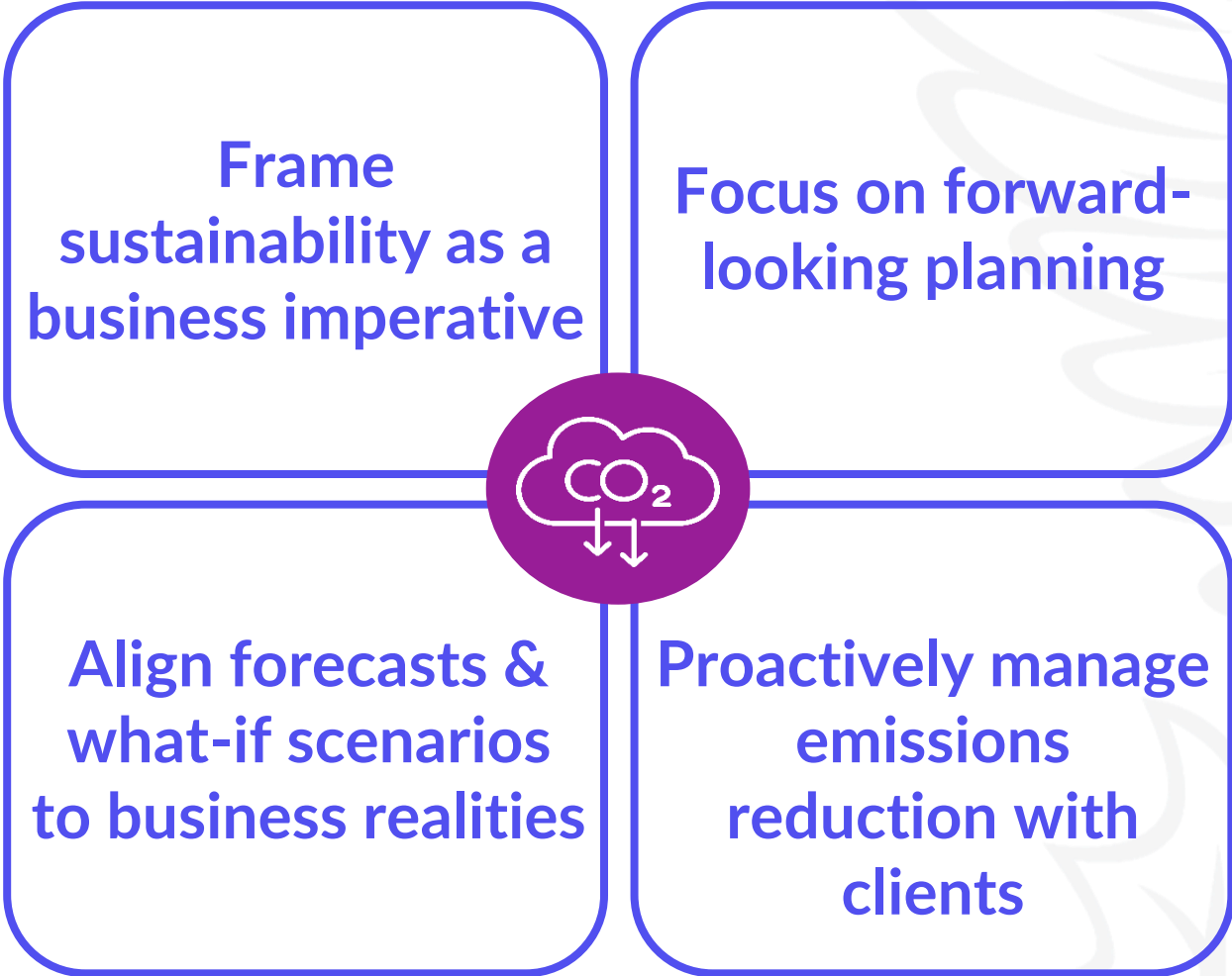
- Shifted the focus from the **cost of action** to the **cost of inaction**
- **Risk of revenue loss** was \$30MM
- 84% of Top 25 clients have carbon reduction strategies – **\$366MM of revenue**

BOLD TARGETS

Forward- Looking Strategies

- Built confident reduction targets of 50% by 2030 and 90% by 2038 from 2019 baseline
- Balance emission reduction with business growth
- Data-driven approaches including *what-if* analyses, aligning forecasts and potential scenarios to business realities

KEY DEPENDENCIES TO REDUCE BUSINESS TRAVEL EMISSIONS



DOWNLOAD





Any questions?



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Thank you

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