MILES to TREES
Sustainability initiative by VDR

Miles to Trees

- **The background:**
  Airlines, corporations, air travelers and the corporate travel industry in general all recognize the importance of caring for the environment.

- **The idea:**
  Airlines and corporations agree to use bonus miles of corporate purchased tickets for sustainability projects.

- **The way:**
  Airlines collect all traveler bonus miles of corporate purchased tickets centrally for sustainability use. Status miles will remain to the traveler.
The initiative creates a win-win situation

**Airlines…**

- get a simple way to help the environment
- have no additional cost impact, because miles already belong to the corporation and its travelers
- can reduce and release accruals for bonus miles
The initiative creates a win-win situation

Corporations and Travelers…

- get a simple way to help the environment
- clarify the conflict, what happens to the miles earned on business trips
- have no cost impact for the corporate or the traveler
- will get a confirmation for its corporate sustainability report
Let’s make it happen, TOGETHER!

Other Categories, like rental car, hotel or rail are more than welcome to take part.

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Join the initiative and contact us: sustainability@vdr-service.de