

Effective CSR for Corporate Air Travel

Funding climate change adaptation for the poorest and most vulnerable

Many businesses are already supporting efforts to combat climate change as a part of their corporate social responsibility portfolio, often through the purchase of emission offsets for air travel. As the aviation industry is now implementing its own [emissions reductions programme](#), individual corporate offsets are overlapping with airlines' own efforts. Facing a diminished impact, corporations may wish to look elsewhere for the most effective way to demonstrate leadership as a socially responsible and climate-smart business.

Enter: the [Adaptation Fund](#)

The Adaptation Fund is a specialized international retail fund connecting global funding with local difference-makers. It provides funding for projects that protect the livelihoods of the world's poorest and most vulnerable communities against the adverse impacts of climate change.

Funding community projects allows businesses to demonstrate their social responsibility by fostering entrepreneurship and building climate change resilience where it counts: on the ground in the poorest and most vulnerable communities. The Fund is

- **Effective.** Having allocated over US\$358 million to projects with 3.67 million beneficiaries, it has been independently evaluated as “an effective institution capable of achieving its ambitious objective ... good value for money.”
- **Efficient.** Having its own [online crowdfunding engine](#) and tried and tested selection processes for quality projects to be funded, the Adaptation Fund provides a very simple 'one-click' solution for proven CSR climate action.

Proven Local Impact: Building Senegalese Flood Resilience

Encroaching floodwaters were salting rice fields on the coast of Senegal, destroying agricultural livelihoods. Using \$8.6 million in funding, local implementers constructed anti-salt dikes, an urban seawall, and underwater berms, reclaiming 1,500 ha of land and protecting 12,000 livelihoods.

What could be achieved?

A contribution of one per cent of corporate air travel expenses – which corresponds roughly to the cost of an offsetting scheme – by one per cent of corporate travellers would amount to over US\$100 million per year – more than double doubling the Adaptation Fund's current annual income.

As we build a community of first movers for an innovative finance model, let us know how we can help you share your success with other businesses and with the public. Together we can support adaptation projects that are protecting livelihoods and fostering community solutions to otherwise devastating local climate risks.