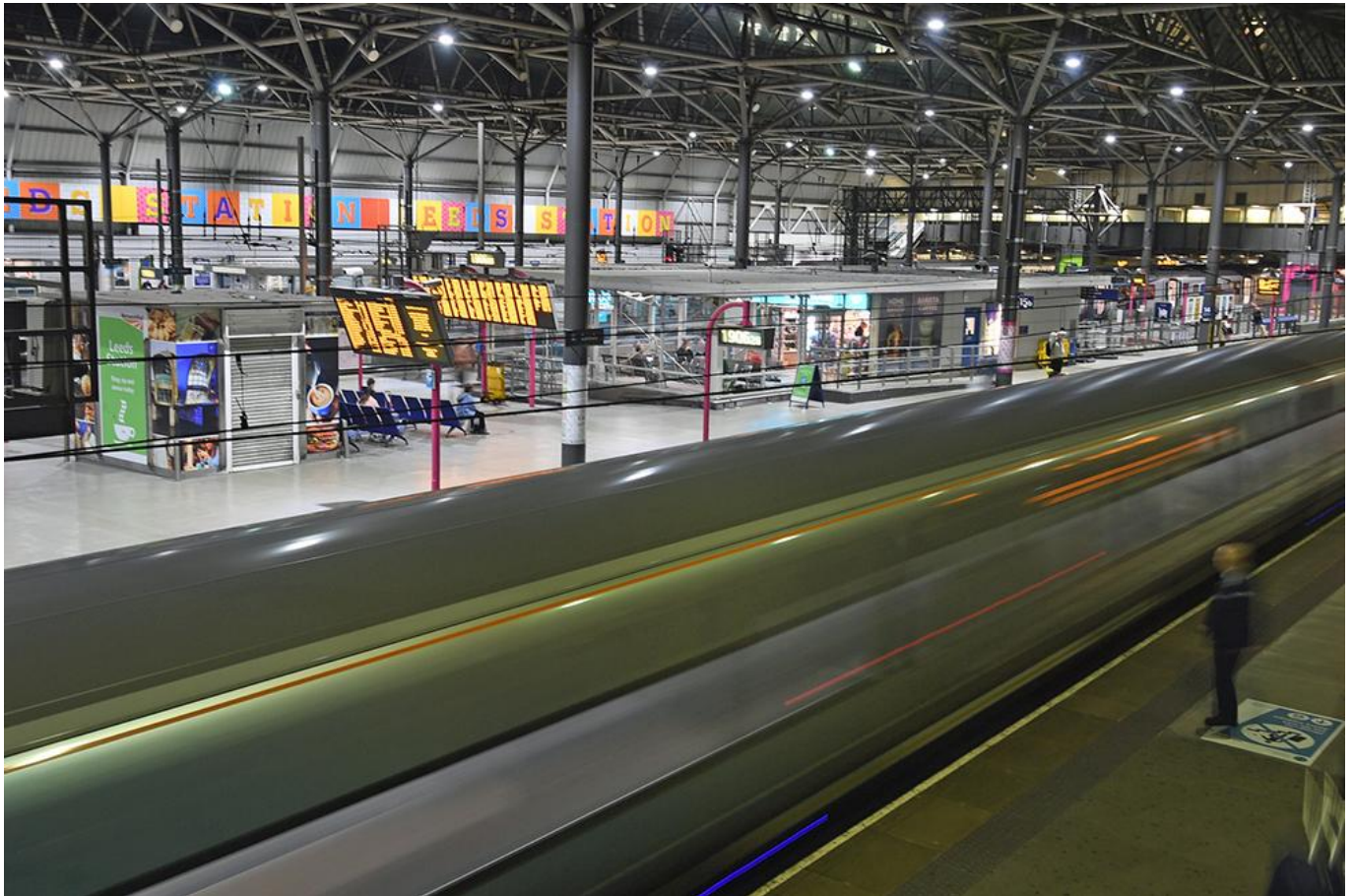


# Rail industry pioneers carbon transparency thanks to landmark partnership with Thrust Carbon and Fabrik

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Business travellers will soon be able to accurately measure the environmental benefits of switching to rail travel thanks to an innovative partnership being led by the rail industry.

Carbon tech giant Thrust Carbon and rail data experts Fabrik have been appointed by the Rail Delivery Group to create a rail carbon calculator that offers detailed, accurate and reliable data on the carbon emissions of a rail journey to business travellers at the point of sale.

This collaboration is the first time that detailed rail data – including engine type, fuel type, exact journey distance, occupancy, and carriage layout – has been combined to assess the environmental impact of rail travel.

The development of this rail carbon calculator is part of the rail industry's Green Travel Pledge – a commitment to encourage more business travellers to take the train instead of more polluting travel alternatives like cars and planes.

The first result from the Green Travel Pledge carbon calculator will be showcased at the Rail Zone within the Business Travel Show Europe 2023 on Wednesday, 28 June.

The Green Travel Pledge carbon calculator will be gradually rolled out to businesses later this year, providing carbon emission figures for rail journeys across Britain.

Jacqueline Starr, chief executive officer at the Rail Delivery Group which is leading the development of the Green Travel Pledge on behalf of the rail industry, said: "I'm delighted we've been able to combine decades of rail data experience from Fabrik with the widely-respected carbon emissions expertise of Thrust Carbon.

"The rail industry has a vital role to play in helping the country achieve carbon net zero. The Green Travel Pledge is being developed in partnership with industry experts and the wider business travel community to allow us to demonstrate the environmental credentials of rail travel.

"Businesses have been eager to have access to such a carbon credible benchmark for rail travel for a long time.

"This tool has been designed by the business travel community, for the business travel community, and we are looking forward to rolling out its full functionality for multiple routes later this year."

Kit Brennan, Founder and Head of Product at Thrust Carbon, said: "We're thrilled to be developing a revolutionary new emissions methodology for the rail industry.

"It'll be capable of generating precise emissions calculations based on the model of train, whether travel is in first or standard class, and much more. To our knowledge, this is a first in the world of rail, and mirrors best practice found in advanced methodologies in the airline industry. Businesses always knew that rail was the greenest way to travel; but for the first time they'll know just how much greener!"

Rachael Woods, Founder of Fabrik Design and Communications Ltd, said: "It's great to be able to use our rail expertise to help businesses to reduce the environmental impact of business travel. The rail industry has a wealth of data available so it makes complete sense that we would use this to help businesses demonstrate the sustainability benefits of travelling by train."

*Photo credit: Rail Delivery Group*