

## The Judges –Biographies

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### Hugo Kimber

Hugo graduated from the School of Oriental & African Studies, before commencing his career in the travel industry, which has included senior management positions in Cox and Kings, Banyan Tours and latterly as managing director of the Western & Oriental group of companies. In the course of his travel industry career, Hugo was closely linked with early sustainability initiatives in the industry and the relationship between sustainability and commercial activity.

The Carbon Consultancy was founded to support the industry to achieve carbon reduction and sustainability, through the deployment of measurement tools and education. The company developed the UK's first advanced aviation emissions calculator and combined this with rail, power, and car data to support consumer and corporate travel activity, for which it was awarded the 2007/8 Icarus Award for Technology. Hugo has an in-depth understanding of emissions methodology and is the author of the 2007 report on aviation emissions commissioned by the International Institute of Environment & Development. In 2008 he delivered the Hotel Carbon Index for hotel measurement and in 2009 delivered the Green Globe Index for supply chain management in the global travel and tourism industry.

His specialist knowledge, coupled with a thorough understanding of the commercial dynamics of corporate engagement, has established him as a thought leader and expert on measurement, process and strategy in carbon reduction and sustainability. He has been an appointed adviser to the Institute of Travel Management's Icarus programme, the Eventia One Future Programme, Meeting Planners International and is an Associate of the International Centre for Responsible Tourism. He is regularly invited to speak at industry events and seminars in the UK and Europe, including international events such as World Travel Market, EIBTM and Summer Eventia. He has also reviewed National Audit Office reports for the London School of Economics, and provides advice and support to a number of commercial and voluntary sustainability initiatives.

Hugo has worked for a wide variety of clients from within the travel industry and the wider service sector, including VISA Europe, Agresso, Johnson Controls, Faberge, Travelport. The data output from the software tools designed by Hugo are used by UK Government departments, including the Environment Agency, large companies and over 250,000 individuals each month, to support carbon management and reduction.

Hugo lives in Savernake Forest, Wiltshire with his wife and three children. He has travelled extensively throughout the world, working in both India and Russia during his career. He is motivated by the desire to meet the combined challenges posed by finite global resources, climate change and carbon emissions, through the development and acceleration of corporate programmes that will successfully deliver commercial and sustainability objectives.