CHANGE COURSE

towards fair and sustainable travel for all

The results of a youth-led sailing think tank – crossing the Atlantic Ocean towards COP25

sail to the COP

Sail to the COP

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Executive summary

To sum up

Sail to the COP summarized: our journey, thinktank and results.

Sailing think tank

Sail to the COP was born out of a collective worry for the future of our planet. Efforts to curb greenhouse gas emissions are far from what is required to address the severity of the climate crisis. The project was initiated with the mission to bring young people to places where their future is decided, namely the 25th UN Climate Conference (COP) in Santiago, Chile. We recognize that the travel sector must urgently transition in order to limit the disastrous effects to our planet and its people.

By means of a two-month sailing think tank, our group of 36 young changemakers set sail toward COP25. This annual climate conference hosted by the United Nations Framework Convention on Climate Change (UNFCCC) is an effort to address global greenhouse gas emissions. It intends to bring together world leaders to discuss how to adapt and mitigate climate change. On our way we heard that the conference was moved to Madrid, Spain, due to political unrest and social uprising in Chile. Our ship was unable to return to Europe in time to attend the conference. We continued our journey to Martinique to attend COP25 virtually while recruiting a group of 20 representatives to carry our message further. From the 2nd to the 13th of December 2019, the Sail to the COP team worked on bringing our demands and calls for action to COP25 both online and on the ground.

Two months earlier, on the 2nd of October 2019, we stepped on board the sailing ship Regina Maris and commenced the think tank shortly after adjusting to life at sea. Neatly structured to fit within the sailing legs, we went through the various phases of the think tank over the course of 8 weeks.

Problems & opportunities

Four main issues within the travel industry were discerned, namely: unfair policies favouring aviation over climate-friendly travel alternatives; a strong lobby for the aviation industry; lack of cooperation between countries and businesses; lack of awareness of environmental impacts and issues of social injustice.

In the phase following the problem analysis, we turned the identified issues into actionable opportunities for change. The variety of opportunities was then grouped into topics, leading to the formation of five corresponding working groups: Innovation, Climate Justice, Culture & Media, Policy, and Education.

Vision

In order to arrive at an ideal future of travel, personal ideas and ideologies were brainstormed and explored. By means of careful reformulation, the outcomes were used to create a communal vision, representing the collective mindset of our group. It considers aspects of all the afore-mentioned themes and proposes a set of guidelines and goals to strive for. Our vision is the following:

We imagine a world, in which travel demand is reduced and travelling is always meaningful. We dream of a reality in which all relevant actors cooperate and take bold action, fostering a fair and sustainable travel industry. We envision a future in which travel is a force for good and does no harm to the travellers themselves, the communities that welcome them and the environment.

Solutions

Numerous solutions were distilled from the web of opportunities during the last leg of sailing. Our solutions include:

Policy

NDC Enhancement

It's time for ambition. National climate commitments, formally called Nationally Determined Contributions (NDCs), barely include measures on emission reduction in the travel and aviation industries. We have developed proposals for the travel sector to be included in every NDC for 2020.

EU Policy

EU – Stop Favouring Aviation! Through lenient policies and state aid, the EU favours the aviation industry over its public transportation counterparts. Benefits through tax exemptions and free carbon emission allowances need to be halted.

ICAO in line with Paris Agreement

ICAO's 'Green Growth Strategy'. The Carbon Offsetting and Reduction Scheme for International Aviation (CORSIA) by the UN-body ICAO, is not in line with the 1.5°C goal of the Paris Agreement. We demand reforms to CORSIA and inform citizens through a podcast.

Innovation

Tikls

Travel unique – be surprised. Tikls presents an app and a website allowing users to book surprise holiday packages for authentic, local travel experiences.

VirtualCOP

Game to the COP. VirtualCOP or 'vCOP' is an RPG (Role Playing Game)-style virtual conference experience, designed to increase the accessibility, inclusivity and positive impact of UNFCCC events. *vCOP* allows virtual access to events, negotiations, expositions, etc., and is accessible from any laptop or desktop computer with an adequate internet connection.

Rail to the COP

From sail to rail. A campaign born on the Atlantic, Rail to the COP returns home to ramp up day and night trains in Europe. Next stop: COP26 in Glasgow.

GoWare

Plan – Book – Go Green. GoWare is a sustainable work-travel tool for planning, monitoring and reporting business trips. The software assists searching for travel itineraries and monitors various metrics (such as distance, emissions, cost, time, efficient working time, and comfort). A reporting functionality helps companies to stay on track with their sustainability goals.

ModuRail

Make night trains the new norm for travel. ModuRail provides completely rebuilt and upcycled night trains combined with a fully scalable leasing solution to get people who fly within Europe back on the track.

Aeroship

The Renaissance of Aviation Airships largely disappeared after the emergence of airplanes and a number of tragic accidents crashed the demand. With increased interest in sustainable travel alternatives, advances in new safer materials and hydrogen storage technologies, airships may once again rise to the occasion!

Media & Culture

Ridiculously Cheap Flights

Positive framing instead of shaming. By highlighting the positive aspects of fair and sustainable travel instead of shaming certain behaviour, we contribute to upcoming travel narratives. With the social and environmental impacts of travel choices at their core, these narratives embrace the gains of responsible travel. We support travellers in their transition toward conscious travel decisions.

Lobbying Aviation Advertisements

Change what we see. Mass-advertisement on air travel is currently shaping our travel narratives. Our lobby against air travel advertisements, incentive schemes, and frequent flyer programmes will help create and support new narratives for responsible travel.

Confession Sessions

Sail to the COP exposed. In the video series Confession Sessions, the participants of Sail to the COP open up and 'get naked' about past travel behaviour. They share personal stories and reflect on their experiences.

Education

ExPlane

ExPlane your travel policies. We believe universities should serve as role models within our society when it comes to fair and sustainable travel. ExPlane is a platform that includes a toolkit, a network, and a mentorship program to support staff and students demanding change within their own institution.

Massive Open Online Course

Learn More – Travel Less. Behaviour change starts with awareness. We will make this first step accessible through a Massive Open Online Course (MOOC). Through a partnership with a university, we will create an educational programme on fair and sustainable travel, available for everyone.

Climate Justice

Just Travel? - Campaign

It's not just travel. *Just Travel?* combines urgent climate action with movements of social justice. By campaigning for a Europe-wide kerosene tax and using the funds for investments in public transportation, *Just Travel?* urges the development of a socially-just travel industry.

Stories of resilience and resistance

Hear the unheard. Uncovering personal experiences, each story in this handbook relates to the injustices of the travel industry. Hear the voices of the marginalized, learn about the exploitative practices of the industry, and get inspired by stories of resilience and resistance.

Demands

One specific output of the think tank is a set of policy demands addressed to the Conference of the Parties and European countries in particular. They are collected on a one-pager and spread by our representatives at COP25 in Madrid. By means of these demands and through future campaigns, action-based events and (virtually) attending sessions at COP25, we aim to make our voices heard in our mission toward fair and sustainable travel.

The project intends to culminate with the ending of COP25, while the solutions will still be developed, and campaigns continued. Being a rather unusual experience, the journey is integral to the outcomes of this project. We turned a dream into reality – one that we experienced together yet all as individuals.

Welcome

Setting sail to make a change!

Introduction

It has never been so easy to travel yet never been so important to consider how we do that. Travel allows us to rest and take time off, it connects different communities and cultures and gives people the chance to enjoy the wonders of nature. It is therefore no surprise that the travel industry has grown into a booming business – but not without a cost. The rapidly growing travel industry has serious and increasing environmental and social impacts, contributing significantly to the climate crisis. This offers a challenge and a great opportunity: a chance to reshape the travel industry.

That is why we started Sail to the COP – a sailing think tank and campaign calling for a fair and sustainable travel industry. We are concerned about the climate crisis and given the urgency we are surprised that the emissions of aviation are not included in national commitments to climate mitigation. Looking to the future, what worries us most is the fact that the travel industry is still growing, while significant emission reduction plans are lacking. To put fair and sustainable travel on the international political agenda, we decided to sail to Chile for the 25th UN Conference on Climate Change, COP25.

To use the time on board the Regina Maris in a meaningful way we developed a sailing think tank. The team of 36 collectively researched problems encountered within the travel industry, developed travel utopias, searched for opportunities, brainstormed on solutions, initiated campaigns and formulated demands to set course for our ideas. We looked at the broader challenge of transforming the travel industry from the perspective of different stakeholders: individuals, organizations and governments. This way we combined our two main theories of change: top-down system change through policies and bottom-up behavioural change. We took a step back from our daily lives and routines to devote our full attention to this challenge. Meanwhile, we experienced the thrills and challenges of climate-friendly, slow travel.

Halfway through our journey, in the middle of the Atlantic Ocean, we learned that the COP had been moved from Chile to Madrid and that we would not make it back in time in a sustainable way. After an intensive process we ultimately redesigned our project, asked all our supporters for help and found 20 representatives from Europe to take our place at COP25 in Madrid.

Throughout the journey we not only worked together, but also shared our daily lives. We experienced numerous ups and downs, laughed together and offered each other a shoulder when tears were shed (or a bucket when seasickness struck). We saw countless sunrises and dolphins, moonrises and sunsets and experienced the beauty of nature in the middle of the Atlantic Ocean. More and more did we grow together as a community, embodying our shared mission.

With this report we want to bring all the learnings gathered on the ship to the outside world. It contains a comprehensive overview of the think tank process and presents distinct results from the various phases, namely the problem analysis, our shared vision as well as all opportunities that were collected. The think tank led to sixteen diverse solutions being created that range from policy demands to ideas for start-up businesses and campaigns. Every solution comes with a roadmap identifying steps that are necessary for the development of the idea, providing clear start- and endpoints. The solutions are followed by demands we direct towards COP25 and, more specifically, European countries. Sail to the COP's aim is to follow up on many of the presented solutions within the coming year(s). The development of each of the projects can be tracked on www.sailtothecop.com.

We hope to inspire you and collectively push towards bold climate action. Together we can transform the travel industry. Let's change course, now.

Think tank process

This chapter describes the process of the sailing think tank

The two months on board of the Regina Maris were spent as a think tank: a collective process of analysing sustainability barriers within the travel industry and working towards a vision on fair and sustainable travel and roadmap for change.

Why a think tank

Sail to the COP was founded with the dream to voice the concerns of a group of young people on the growing impact of the travel industry at the yearly climate negotiations in Chile. When planning this journey, it quickly became clear that sailing from Europe to South America would take at least around seven weeks. We decided to use this time in a productive and meaningful way, related to our mission of putting the topic of "fair and sustainable travel" higher on the agenda of the COP. Therefore, we organized a think tank on board: a collective process of analysing sustainability barriers within the travel industry and working towards a vision and solutions for fair and sustainable travel and roadmap for change.

The main research question for the on-board think tank was '***How to make the travel industry fair and sustainable?***' Based on this question and the schedule for our expected journey (comprised of so-called sailing legs) we divided the think tank process into two distinct phases – one on land before setting sail and one during our journey at sea. The latter was again divided into five sub-phases to be executed on board. A complete overview can be found in the table below.

Detailed think tank process

Phase I: Exploration and preparation before the sail-out

The first phase started with a training weekend which took place from Saturday 17 to Sunday 18 August 2019 at the nautical college (in Dutch: Zeevaartschool) in Enkhuizen, the Netherlands. During this weekend the team got to know one another and decided on subjects to research for the upcoming month in order to put together a comprehensive reader. Furthermore, the entire team participated in two workshops:

- The first workshop was organised by four of the participants – Inès, Sarah, Clara, and Lukas – who were already experienced with the COP proceedings. This workshop was about UNFCCC processes and lobbying at the COP.
- The second one was given by dr. Lucy Gilliam, from the organization *Transport & Environment*, about transport policies, climate urgency, and the current impact of aviation.

Phase	Time frame	Activities
Phase I: Exploration and preparation	17/08/2019 - 02/10/2019	Preparation and Exploration including: • Training weekend for participants • Creation of a reader-document • Kick-off conference
Phase II: The sailing think-tank	02/10/2019 - 02/12/2019	Topic Exploration & Problem Analysis
		Utopias forming & Opportunities ideation
		Brainstorming & Climathon
		Vision creation & Roadmap development
		Output preparation & reporting

After the training weekend, participants focussed on putting together the reader, this reader contained a collection of a lot of different articles and research papers to be taken on board for the think tank, since internet connection on board would be limited. For this the team was split into smaller groups, with each person researching a specific aspect of the main research question. Together this research served as a base for the exploration and problem analysis phase on board as part of Phase II.

At the end of Phase I, on Monday the 30th of September, the team organized a kick-off conference with the theme partners of Sail to the COP – ProRail, the Dutch Ministry of Infrastructure and Water Management, Wageningen University & Research, Better Places, Milieudefensie and EIT Climate-KIC. During the event, representatives of the partners were invited to share their visions about the travel industry and the potential opportunities they see for policies, actions and solutions. Furthermore, the team was able to have personal conversations with the partners to develop a deeper understanding of the partners' ideas as well as to gather relevant sources and information for the think tank.

Phase II: The sailing think-tank

1. Exploration & Problem Analysis.

On the 2nd of October we sailed out from Amsterdam towards Casablanca. The first three stormy days were used to get comfortable with the sailing and with being on the ship. By the end of the first week, the team had divided into working groups based on challenges of the current travel industry: policy challenges, travel alternatives, negative effects of travel, and underlying needs to travel. The end of the exploration period was marked by our arrival in Casablanca. By then, all working groups had explored the research available in the reader and analysed the issues belonging to their specific topic. Every group presented the outcomes to make sure that the team was brought up to speed on all topics before the next phase.

2. Utopias & Opportunities.

New working groups of two to three people were formed during the leg from Casablanca to Tenerife, for envisioning utopias: a story of what the world would look like if the travel industry were to be completely fair and sustainable.

In Tenerife, the groups shared their utopias through creative formats like posters, drawings, theatre performances and storytelling.

Each of the working groups then combined insights from their problem analysis with insights gained during the utopia forming in order to formulate 10 opportunities: areas within the problems where we could imagine change happening. Based on these opportunities we restructured to form five new working groups: Policy, Innovation, Culture & Media, Climate Justice and Education.

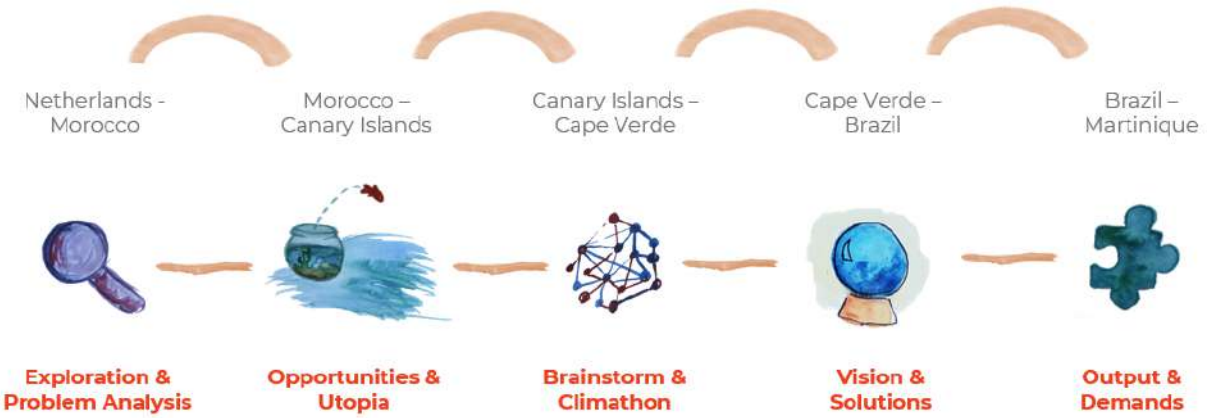
3. Brainstorm & Climathon

On the third leg, from Tenerife to Cape Verde, we started shaping solutions. The entire Sail to the COP team participated in a *Climathon* – a *Climate-KIC* method meant to bring together people for 24 hours to work on solutions for climate issues. Our participant and Climate-KIC alumni Santeri guided us through an adapted version of the *Climathon* methodology in the first ever Atlantic Ocean *Climathon*, to work on innovative solutions. The result was a collection of creative ideas and proposals for climate action, to be elaborated on later.

4. Vision & Roadmap

For our Atlantic crossing, from Cape Verde to Belém, Brazil, the working groups continued to elaborate on their solutions for a fair and sustainable travel industry. Next to this, a vision group, reporting group and visuals group were formed, each with representatives from each of the five working groups.

The reporting group started to put together the problem analysis, opportunities and solutions, in order to create a first draft of the report. At the same time, it created templates for each of the working groups to structure outcomes and solutions. These templates were used in the last phase to fit the output of each working group into one consistent final report. At the same time, the vision group formulated a vision statement and a script for a vision video. The visual team started to think about how to visualise and present our results in a coherent way.



5. Preparation of output & demands

During the last leg (from Brazil to Martinique) all working groups prepared their final output. The output from the think tank consists of three elements:

- A general presentation showing the complete think tank process and the Sail to the COP story
- A lobby strategy and one-pager with our most important (policy) demands
- This report on our think tank outcomes

Besides these outputs the group prepared our representation at COP25.

Work routine

Work culture on board

Working in a think tank on board a ship is different from having a think tank on land in many ways. The team had to learn to deal with these differences from the moment they stepped on board. Everyone was divided into sailing watches of 4 hours and regular chores like cooking and cleaning. The think tank was planned around that. As a general routine working hours were between approximately 9.30 am and 17.00 pm. However, it soon became apparent that workload and working times are very dependent on the weather and sea conditions. Evidently, high waves and stormy conditions caused people to be seasick. Coming closer to the equator, we were met with sunny weather and very high temperatures, which made it harder to concentrate, especially with the little space there was to work in the shade.

Eventually, we learned to work around and with the weather by for example postponing some work, performing light work on challenging days and get more work done on days with good conditions.

Apart from the dependence on the weather, working on a ship brought other challenges: limited availability of space; the combination of working and living in the same area; and coping with the constant motion of the ship. These were all aspects the team had to get used to and learn to work with. Fortunately, all working groups adapted to this unusual environment and established a working culture on board.

Besides all this, the team had to adapt to the lack of internet while working on a shared project with 36 people. One USB drive was used on the ship for sharing and reviewing documents and distributing our extensive reader. This USB drive became our “on-board internet”. Only between legs, while being on shore, we were able to actually work online.

External communication

At several stops we sent updates about our progress to our partners. From them we received general feedback on the lines of thought and specific feedback on our solution directions. The feedback was used by the various working groups in order to improve their output.

At sea we were able to keep minimal contact with the outside world through a satellite internet connection which allowed for urgent emails to be sent and received. Through this we were able to keep in touch with our partners, without always having to wait until the next stop.

Problem analysis

This chapter describes the outcomes of our problem analysis

As one of the first steps in the think tank process a problem analysis was conducted. For this phase the issue-tree tool was used. An issue tree is a graphical breakdown of the key question and helps to search for all the possible causes of a problem.

The demand for travel has risen across the globe following a higher living standard. People continuously desire to travel far and often, for a variety of reasons. We witness this trend in numerous industries, but it culminates in tourism. Transportation, whether for public, private or commercial means, is a fundamental aspect to travel. While trains were the main mode of international transportation within Europe in the mid-20th century, aviation has now taken the centre stage. Meanwhile, intercontinental travel has skyrocketed. According to the IPCC, the transport sector was already responsible for 23% of global energy related emissions in 2010; with figures said to have increased since then[1]. Low-carbon travel options are plentiful, all in varying degrees more climate-friendly compared to airplanes. These include trains, buses, bikes, sailboats, ferries, zeppelins, light rail and car sharing, amongst others. Travel emissions are a significant part of how we are heating our planet. Considering the severity of the climate crisis, it is undeniably concerning that the travel industry is not effectively reducing its emissions.

Aviation and the damage done

Despite becoming more efficient and technologically advanced, the aviation industry has doubled its emissions in the past 20 years.[2] Aviation is responsible for at least 2% of global CO_2 emissions, but at least 5.5% of global warming when non-CO_2 effects are taken into account,[3] with estimates of up to 7%. Moreover, passenger numbers are expected to double within the next two decades, significantly intensifying the impacts of the industry. Due to aviation's continuous growth of emissions, and the reduction of emissions in other sectors, it is estimated that aviation alone will emit 22% of global carbon emissions by 2050[4]. Aviation's effects on global warming are even more severe, since warming is based on much more than carbon emissions. The altitude at which the combination of greenhouse gases (including black carbon, water vapour, nitrogen oxides and sulphur dioxide) is emitted and the formation of contrails and cirrus clouds are ways in which aeroplanes' emissions trap radiation in our atmosphere, heating up our planet. The International Panel on Climate Change (IPCC) estimates that the impact of aviation is 2.7 times the impact of its carbon emissions alone.[5] While attempting to limit global warming to 1.5°C in an effort to withhold major repercussions to the natural world, we cannot further ignore the negative impacts of the travel industry.

Social injustices and false solutions

Beyond critiques of environmental damages, the travel industry is linked to numerous social injustices. Over 80% of the world's population have never set foot on an airplane.[6]

While a minority have the privilege to fly, the majority do not. Yet, it is many of the world's poorest that experience the worst consequences of climate change. The very infrastructure that makes this inequality possible is founded on similar dynamics of power. Countless airports have been built and expanded on the land of the unheard. On top of evictions and plain disregard of land rights, airports come with numerous health risks and noise pollution. These and countless others are stories shadowing the infinite growth model of the aviation industry. Damage done to the environment is legitimized by unrealistic carbon offsetting schemes. Far from a solution, these schemes are highly inefficient and insufficient, as well as being riddled with human rights violations and cases of land grabbing. Another proposed false solution is the use of biofuels, amongst other unfeasible techno-fixes, all of which do not respond to the urgency of the climate crisis and distract from the conversations we need to have.

Sustainable transport modes in the background

So, what makes taking an airplane so attractive compared to other modes of travel? A primary reason is that aviation does not require over-land infrastructure, and therefore, does not face connectivity issues across borders and between modes of transport. Missing links between different modes of low-carbon transport hamper the process of creating a single travel (transportation) system. Lack of data availability and data sharing across sustainable transport modes impairs international cooperation between operating companies. Countries further hinder this cooperation by enforcing restrictions on cross-border traffic or upholding incompatible infrastructure, such as rail tracks that do not match. For consumers, it therefore remains a challenge to choose sustainable transport modes over their climate-intensive counterpart.

How aviation is favoured

Next to practicalities, decision-making on aviation regulation (or lack thereof) has been short-sighted and prioritised economic benefits over environmental and social impacts. European aviation has been freed from commercial restrictions since 1992 and currently benefits from facilitative political measures, both nationally and internationally.[7] The industry enjoys competitive advantages over sustainable transportation modes, enabling it to outcompete more climate-friendly options even for short distances. The following are several systemic examples that emphasize the fundamental imbalance of the playing field for the travel industry, putting aviation ahead of alternatives:

- **Policy measures**: tax-exemptions for kerosene and VAT, emission allowances for aviation in the EU Emissions Trading System (ETS), exclusion of aviation from Nationally Determined Contributions (NDCs) in the Paris Agreement, lack of commitment to and exemption from policies on sustainable transportation.

- **Lobby and legitimization of unfeasible techno-fixes**: e.g. biofuels and carbon offsetting hailed as responsible ways to deal with travel emissions and continue unconstrained growth.

The effect on travel cultures

Through these and other facilitative measures, air travel has become rooted in peoples' everyday lives. Widely accessible and affordable flight connections have a clear effect on travel habits and mentality. Frequent flyers, for business or leisure, view flying as inherent to travel, all the while disregarding the associated environmental and social impacts. People often justify air travel by portraying it as a need, whether that be for work, to escape stress or to have a yearly holiday. Moreover, the visibility of status through the likes of social media, in the workplace and within social circles creates social pressure to see more of the world or to further one's career. This perception has encouraged a culture of entitlement towards flying – that it is a person's right. Regarding leisure travel, limited time incites people to fast travel and to focus on destination over journey. For businesses and institutions, time is intrinsically linked to productivity and the relatively low costs of flights make businesses barely reflect on the actual need of travel. All this results in a culture of climate-intensive travel.

Quick summary of what we are facing

- The travel sector is unsustainable and unjust.

- The use of air travel for both short and long distances has become a systemic problem, aggravating the climate crisis without a future prospect of reducing its impacts.

- The demand for cheap and fast trips continues to increase, both for leisure and business.

- Flying habits have become incompatible with sustainability targets and the industry's lack of responsibility gives rise to issues of social injustice.

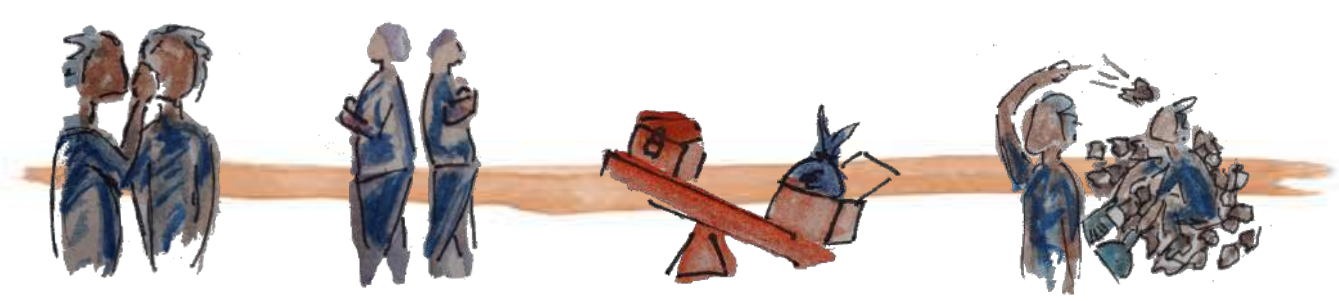
- Sustainable travel alternatives, including trains, busses, light rail and bikes, are outcompeted in demand due to poor connectivity, missing links in infrastructure and lack of data sharing.

- Facilitative policies aided by a strong lobby for aviation and a focus on techno-fixes have created an unbalanced playing field in terms of affordability and accessibility, favouring aviation.

- The highly polluting nature of aviation – impacting climate and society through much more than solely CO_2 emissions – is not reflected in ticket prices and is rarely included in discussions at political level, nor highlighted in media outlets or working places.

- A culture of quick and fast travel has taken the stage, where a mentality of entitlement to aviation services hold travellers back from actively considering alternatives.

- The majority of the world population carries the environmental and social costs while only 18% of the world population have ever flown. This statistic alone should invoke a sense of climate responsibility within societies with frequent travellers.



Lobby for aviation | **Lack of cooperation** | **Unfair policies** | **Social injustice & overtourism**

We imagine a future where travel is done with respect for our earth and all those who

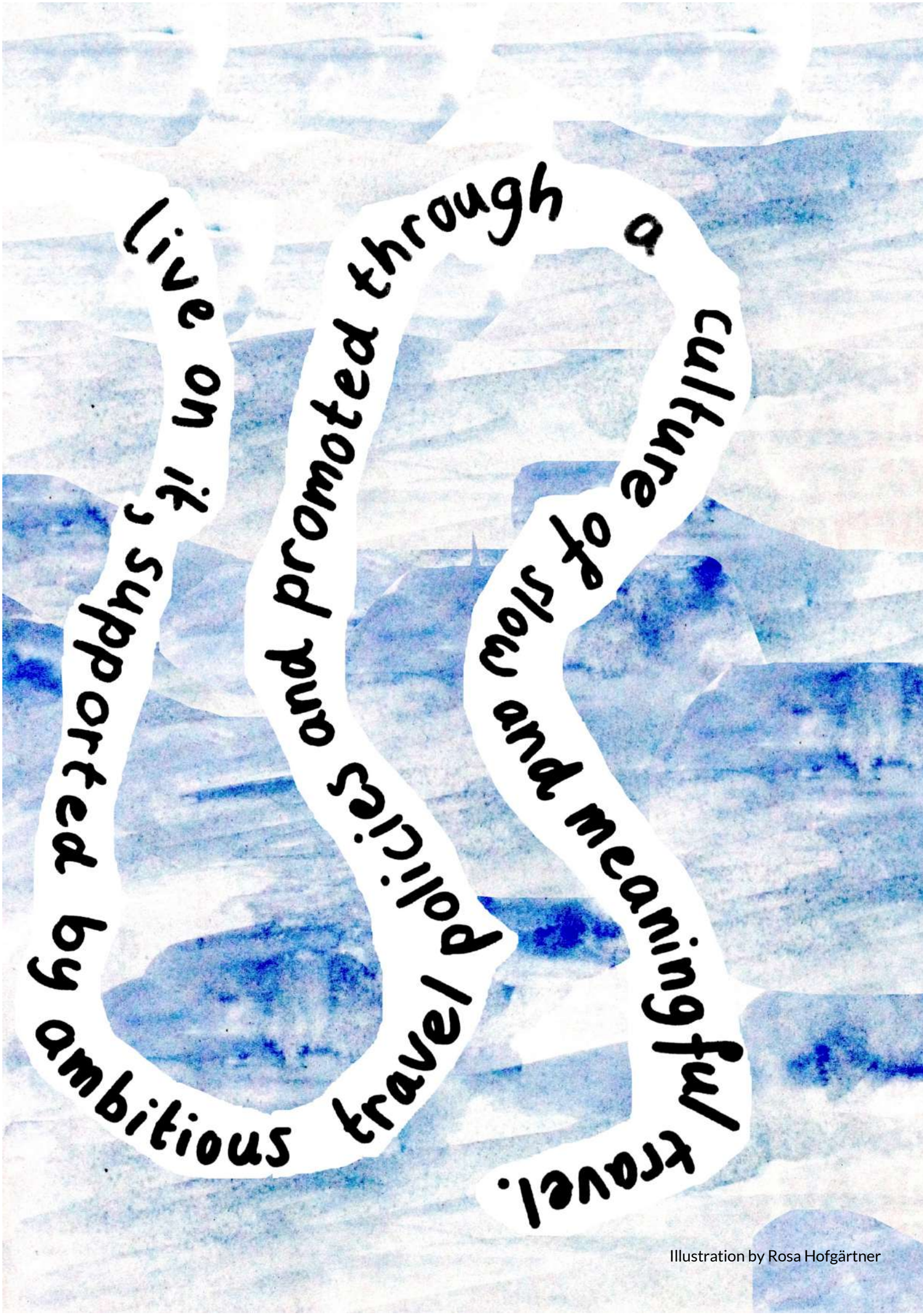


Illustration by Rosa Hofgärtner

Vision & values

The Future of Travel – Vision & Values

This chapter discusses the vision and values that came out of the vision forming phase of the think tank.

Introduction & Disclaimer

In order to avoid an irreversible climate crisis, the travel industry needs to drastically change course within the next decade. We from Sail to the COP are confident that this transformation is not only very possible, but that it entails great opportunities, innovation potential and a wide variety of benefits for society.

Our vision and values are the result of a carefully designed process, meant to represent the collective mindset of our group. Through these, we aim to illustrate our ideal travel industry and habits, while considering the interests of all travel-related stakeholders. We want to propose a set of goals to strive for and offer a guiding framework for decision making and to take action.

We are aware of the fact that, as a group of primarily European people, our position in the world is a highly privileged one. Though our concern is a global one, our vision and solutions have been created with Europe in mind and we are keen to learn from other ideas on reshaping travel from around the world. Nevertheless, we intend to be a source of inspiration, an accelerating impulse, to unite behind the science underlying the Paris Agreement and to collectively reshape the future of travel.

Vision

We imagine a world, in which travel demand is reduced and travelling is always meaningful. We dream of a reality in which all relevant actors cooperate and take bold action, fostering a fair and sustainable travel industry. We envision a future in which travel is a force for good and does no harm to the travelers themselves, the communities that welcome them and the environment.

Governments & Institutions:

We envision a reality in which governments and institutions follow the scientific evidence and facilitate a global system change. Educational institutions should be the role models in making balanced travel choices and guiding the change required within society. Ambitious policies, financial instruments and incentives are introduced and implemented. Travelling is restrictively regulated until low-impact alternatives and fair practices are adopted that are affordable for all. More transparency within the travel industry leads to a re-evaluation and rebalancing of all stakeholders' interests. The most affected, such as frontline communities and the natural environment, receive rights, a voice in decision-making processes and compensation for past damages. Sufficient funding for research, innovation and development of sustainable solutions and (digital) infrastructure is secured. Governments and institutions recognize and act upon the intimate relationship between their (in)actions, the health of the natural world and the wellbeing of people.

Organizations & Companies:

We believe in a new age of business travel, that relies on the principle of indispensability and utilizes remote attendance technologies.

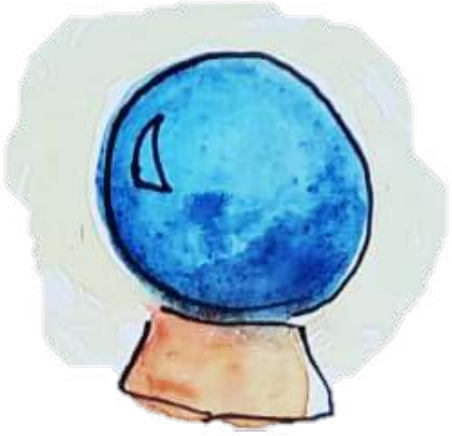
Travel options which prioritize the mental and physical health of employees and the environment become the new standard. Organizations and companies appreciate the benefits of alternative travel options, such as productive time on trains. They acknowledge the external effects of business travel and realize their responsibility and act accordingly in becoming the pioneers, innovators and investors of solutions for a fair and sustainable travel industry.

Travel businesses pay for the polluting damages of the past, fairly distribute their profits among their employees and ensure that the interests of local communities in popular travel destinations are considered in their strategy. Furthermore, the necessary information for booking and planning sustainable trips is made accessible to the public, driving an increased demand for future-proof travelling.

Travellers:

We envision a future where individuals travel sustainably and with purpose. Unnecessary travel is avoided while virtual, local and low impact alternatives gain popularity. Conscious travellers inspire each other to act responsibly, out of compassion for the most affected and gratitude for the abundance of life on this planet. People choose to travel in ways that enable ecosystems to heal, cultures to stay authentic and employees of the travel industry to be treated fairly. Based on these new standards, future generations can still have the chance to experience the wonders of nature and our societies.

It's time to change course



Opportunities

This chapter shows the defined opportunities

The first two parts of the think tank were mainly about problem analysis and vision forming. In the third part the results of the problems analysis were combined with the outcomes of our vision exercise which led to multiple interesting opportunities.

Process for opportunity seeking

The opportunities are a result of projecting elements of our vision on the problem analysis. We asked ourselves the question: "where do we see opportunities for change?" This led to over forty opportunity directions, all of which are presented in this chapter. Since the problems we discussed were on different levels, the opportunities also range from rather abstract ones to very concrete solution directions. Due to limited time and resources it was decided to not follow up on all forty of those opportunities. After several rounds of voting and stickering these forty opportunity directions were narrowed down to twenty directions to pursue further.

The opportunities were subsequently clustered in five main directions – the working groups for this part of the think tank:

1. Policy
2. Innovation
3. Education
4. Culture & Media
5. Climate justice

This chapter shows all opportunities, categorised in the five main directions and a sixth category of not pursued opportunities.

1. Policy

- **Shifting government budget allocation toward sustainable travel modes**
- **Reform of EU Emissions Trading System (ETS) to become stricter**
- **Creation of a lobby group to implement our solutions in EU NDC enhancement**
- **Implementation of a kerosene tax**
- **Make the UN's framework to address emissions of aviation, CORSIA, much more ambitious**

2. Innovation

- **Ramping up night travel (bus and train)**
- **Rethink business models of sustainable alternative travel modes**
- **Redesigning night-train carriages**
- **Incentivise people to stay closer to their homes and enjoy local holidays**
- **Incentivise sustainable travel (or non-travel) within organisations**
- **Exploring the viability of airships (zeppelins)**

3. Education

- Flight free Erasmus programs for students
- **Incorporate sustainable travel in education**

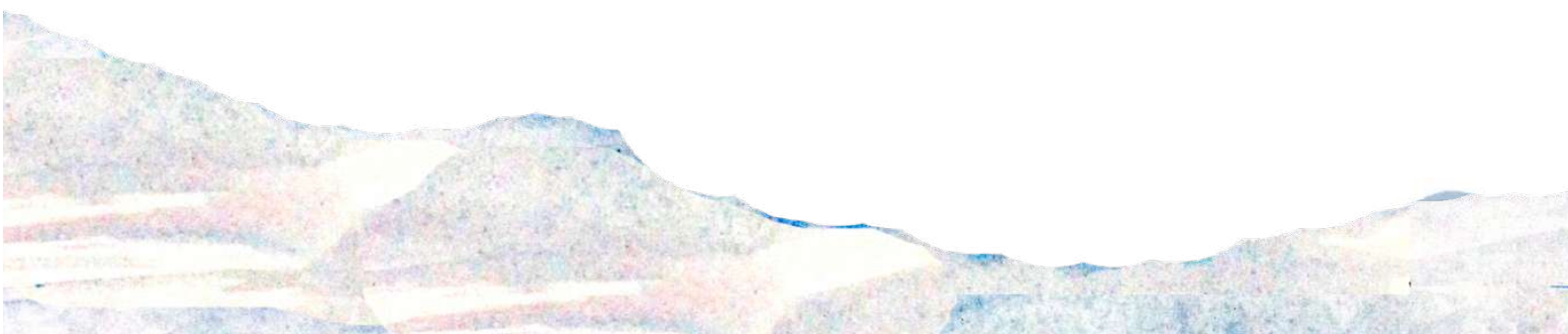
4. Culture & media

- **Changing the climate narrative to engage people locally and indirectly diminish their desire to travel in a harmful way**
- Build narratives on the needs that drive the desire to travel
- **Challenge and change the existing narratives that perpetuate the desire to travel as a need**
- Disseminate new narratives in our society

- **Banning incentive air travel advertisement and frequent flyer programs**
- Create awareness for consumers and promote alternative mindsets

5. Climate justice

- **Making the injustices of the travel industry visible and transparent**
- **Spreading awareness on the link between climate justice and the travel industry within the climate movement**
- Support local communities that are dependent on tourists and suffer from climate change
- Local communities creating their own conditions for regulating travel



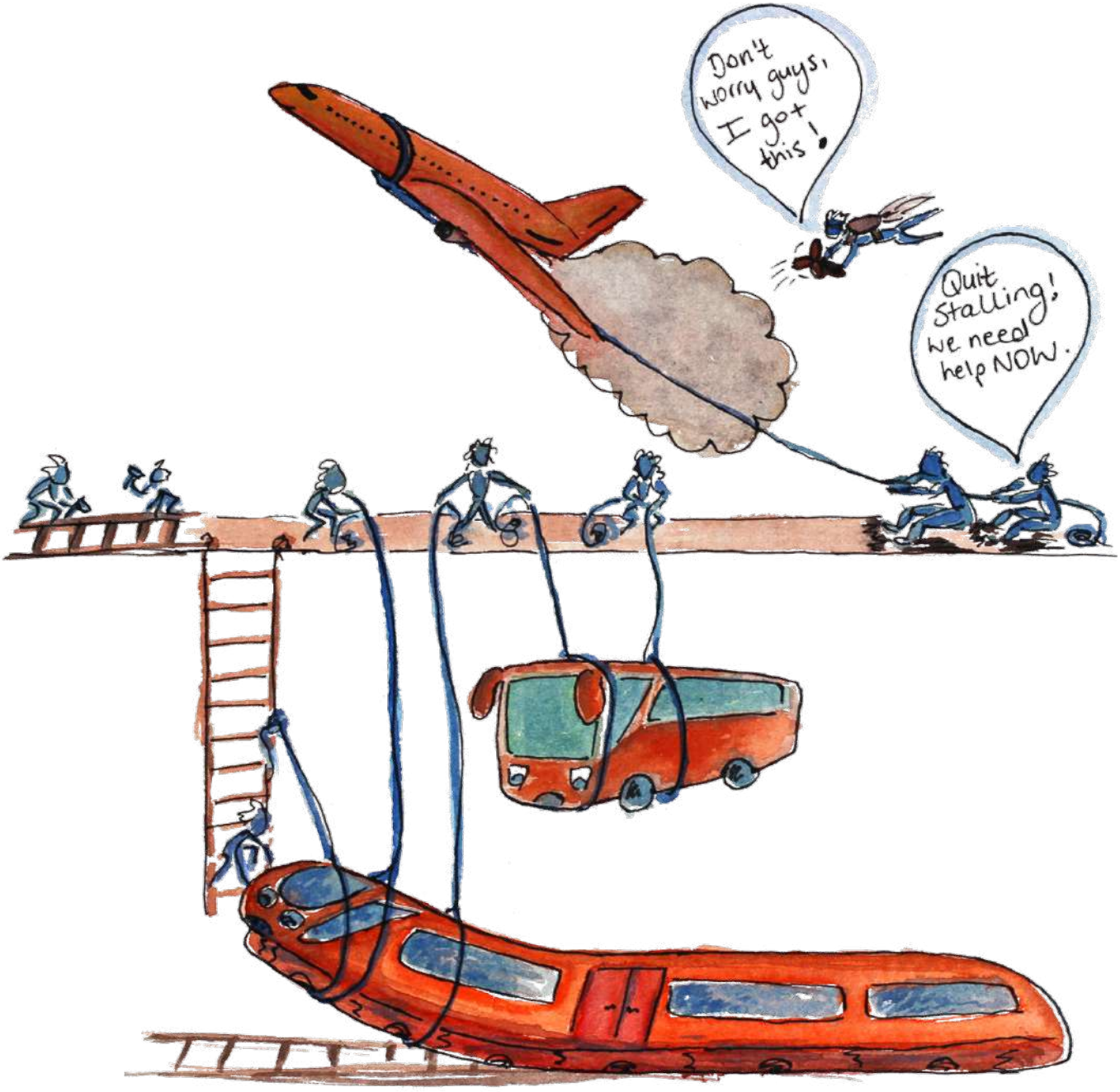
Other

- Improve infrastructure for shared transportation
- Improve “work while travelling facilities” in sustainable transport modes (like trains)
- Inspire more young people to vote
- Cruise ships action: stay docked; and the refurbishment of cruise ships
- Shifting government budget allocations towards sustainable travel
- Holistic system thinking for a single European transport area, and integrated standards for sustainable travel
- Design educational travel programs and meaningful holidays
- Improve data sharing for sustainable travel modes, and thereby improve booking systems
- Design and improve decision-making processes
- Creating a culture of meaningful exchange between visitors and local community
- Eliminate the need to escape as a motivation to travel
- Channel attention on mental health to change travel attitudes
- Make sustainable travel tv shows (like 3-op-reis-fair)
- Introduction of a point systems for sustainable travelling (e.g. eco-miles instead of airmiles)
- Setting up a ministry of travel where everyone who wants to fly should pass by to get a flight visa

Solutions

This chapter shows the solutions as result of the total think tank process

After the problem analysis phase, visions phase and opportunity phase several of the opportunities were further developed into solutions. This chapter shows the output of the five working-groups. The solutions presented are still a work in progress, some of which might be transformed into long-term projects.


Don't worry guys, I got this!
Quit stalling! We need help NOW.

Policy

It is time for ambition!
Nationally Determined Contributions (NDCs), barely include measures on emission reduction in the travel and aviation industries. We have developed proposals for the travel sector to be included in every NDC for 2020.

NDC Enhancement

Creation of a lobby group to implement our solutions in EU NDC enhancement

Problem

The Paris Agreement is characterized by a bottom-up governance approach which gives countries the freedom to set their individual commitments on how to meet the overall emission reductions necessary to keep global warming to 1.5°C. The pledges are called Nationally Determined Contributions (NDCs). These pledges demonstrate the countries' intention for climate action, for example through specific emission reduction targets, projects, funding or ways to move forward sustainably. These intentions range from vague to concrete and elaborate, such as presenting a broad intention of sustainable growth through to pathways for specific sectors, industries and organisations. Even though countries legally commit to the achievement of their NDCs when submitting them to the United Nations, there is no mean to guarantee their implementation, and no penalty for countries that would fail at it. In 2015, the year the Paris Agreement was signed, countries handed in their first NDCs. For 2020 they are expected to submit their second NDCs with a higher level of ambition.

As there is significant disparity between the thoroughness of NDCs, currently only 8% of countries include specific transport emission reduction targets.[17] Aviation is mentioned in only 12 NDCs, while only 4 plan any measures to reduce emissions of the aviation industry. Overall, parties lack measures to reduce emissions from the travel and transport sector.

Urgency

The transport sector is responsible for at least 23% of global energy-related CO_2 emissions.[18] Mitigation of aviation is an international issue as global aviation passenger numbers are expected to double in the next 20 years.[19] The 1.5°C target of the Paris Agreement can only be reached if bold and immediate climate action is taken. The basis for that lies in national targets, hence the NDCs. As the countries are now starting the process of enhancing their NDCs for 2020, this is the moment to be part of that process.

Solution

We analysed the current NDCs and the current status of international policy in the travel and transport sector. Based on our analysis we have developed the following concrete textual proposals for country NDCs:

1. Specific and ambitious transport emission reduction targets, including domestic and international aviation and a roadmap on how to achieve the targets.

2. Clear strategies on how to facilitate a modal shift from aviation to sustainable modes of transport. This implies further development and operation of nation-wide as well as cross-border ground-transportation networks.

3. Technology-forcing incentives for aircraft phase-out and retrofits as well as promotion of the development of new efficiency technologies. Incentives should consider both CO_2 and non-CO_2 climate impacts.

4. Investments in scientific research related to non-CO_2 effects and advanced measures to address non-CO_2 effects in near-term, such as avoiding flight paths in climate-sensitive areas and developing operational requirements and standards to manage short-lived climate pollutants.

5. Investments towards developing transformative, truly sustainable low-carbon alternative fuels (taking into account the upper limit on land available for biofuel production, water use and pressures on food security).

6. Investments to develop and improve public transport systems and infrastructure, as well as biking infrastructure and promotion of car and bike sharing options.

7. Specific adaptation strategies for the transport sector (especially vulnerability assessment and resilient infrastructure planning).

As young Europeans we additionally developed proposals to be included in the Nationally Determined Contribution of the European Union.

In order to present our proposals to decision makers responsible for the enhancement processes of the NDCs we have worked out a lobby strategy that includes bilateral meetings and side event presentations at COP25, the Intersessional conference in June 2020, and COP26 in December 2020. Additionally, we actively plan to take part in the consultation processes of the NDCs and partner up with other organisations working on the topic of transport.

During COP25 representatives of Sail to the COP will hand over the NDC proposals to national delegates. During several side events the proposals will be presented on panels and through a video that can be used for social media as well.

What is needed to make this reality?

- Presence at UNFCCC conferences and related events
- Identify key players responsible for NDC enhancement in country delegations
- Identify champions (countries) in terms of sustainable transport
- Partake in NDC enhancement consultations
- Resources on NDC enhancement analysis

Contribution to a fair and sustainable travel industry

If our proposals are implemented that will lead to more ambitious sustainable and fair policies to the transport industry at national levels. This will eventually result in transformative and more effective climate action.

Even if countries do not take the proposals into account, presenting these at climate conferences will still help to put sustainable transport higher on the agenda in the UNFCCC processes.

Policy

EU – stop favouring aviation!

Through lenient policies and state aid, the EU favours the aviation industry over its public transportation counterparts. Benefits through tax exemptions and free carbon emission allowances need to be halted.

EU Policy

Shifting government budget allocation toward sustainable travel modes & Reform of EU Emissions Trading System to include aviation

Problem

Through lenient policies and state aid, the EU favours the aviation industry over its public transportation counterparts. Starting with agreements made by the International Civil Aviation Organisation (ICAO) during the 1944 Chicago convention, the industry has been free to grow (as per bilateral agreements). European aviation was fully liberated from commercial restrictions in 1992, speeding up the industry's growth.[14] Through tax exemptions (passenger, kerosene and VAT) and free carbon emission allowances in the EU Emissions Trading System (ETS), the aviation industry enjoys a competitive advantage to sustainable transportation modes which are therefore outcompeted by planes for both long and short travel distances.

The discrepancy in costs is best visible for rail carriers. Their infrastructure levy is experienced as high, yet the amount differs per member state. High operating costs and infrastructure investments further deteriorates their position vis-à-vis the aviation industry. State aid to airports and air operators remains substantial, since 42% of European airports are making losses[15]. These state costs are passed through to society in the form of taxes – paid by society at large. However, the benefits of aviation services are enjoyed by a privileged few.

In order to address the greenhouse gas (GHG) emissions of large installations in Europe, the EU Emission Trading System (ETS) was instigated under which now 11,000 installations and 600 air traffic operators take part.[16] As a cap and trade system, it sets a common environmental target. Unfortunately, only 40% of emissions are covered by this scheme, and free allowances take up the bulk of emission rights.[16]

Urgency

Governmental favouring of aviation has paved the path for its unrestrained growth and associated emissions. In order for environmentally friendly transportation modes to take the stage, the sheer bulk of benefits that feeds the aviation industry should be diminished. Revenues could be reallocated to sustainable transport modes like bikes, busses and trains in order to improve services and make them more accessible.

Solution

Sail to the COP will publish a position paper on governmental favouring of the aviation industry over its sustainable transportation counterparts. We propose an alteration to the set of policy measures that currently facilitate the unsustainable growth of the aviation sector. The brief will be presented to COP25 EU delegates and shared among our network. The discussed issues are all in some way related to monetary windfalls or competitive advantages of aviation, whether direct or indirect. Sail to the COP positions itself critical of state aid and these additional benefits that create an unlevelled playing field with regards to climate-friendly modes of transport. Sustainable transportation is outcompeted in accessibility and affordability, yet this seems to be ignored in (inter-) national policies on transportation.

We propose that diminishing the current state contributions to aviation would be a socially just measure to society at large. More assertively, a complete ban would be appropriate if we consider the competitive disadvantage of the more climate-friendly and accessible travel modes, along with the severity of the climate crisis and the need for system change.

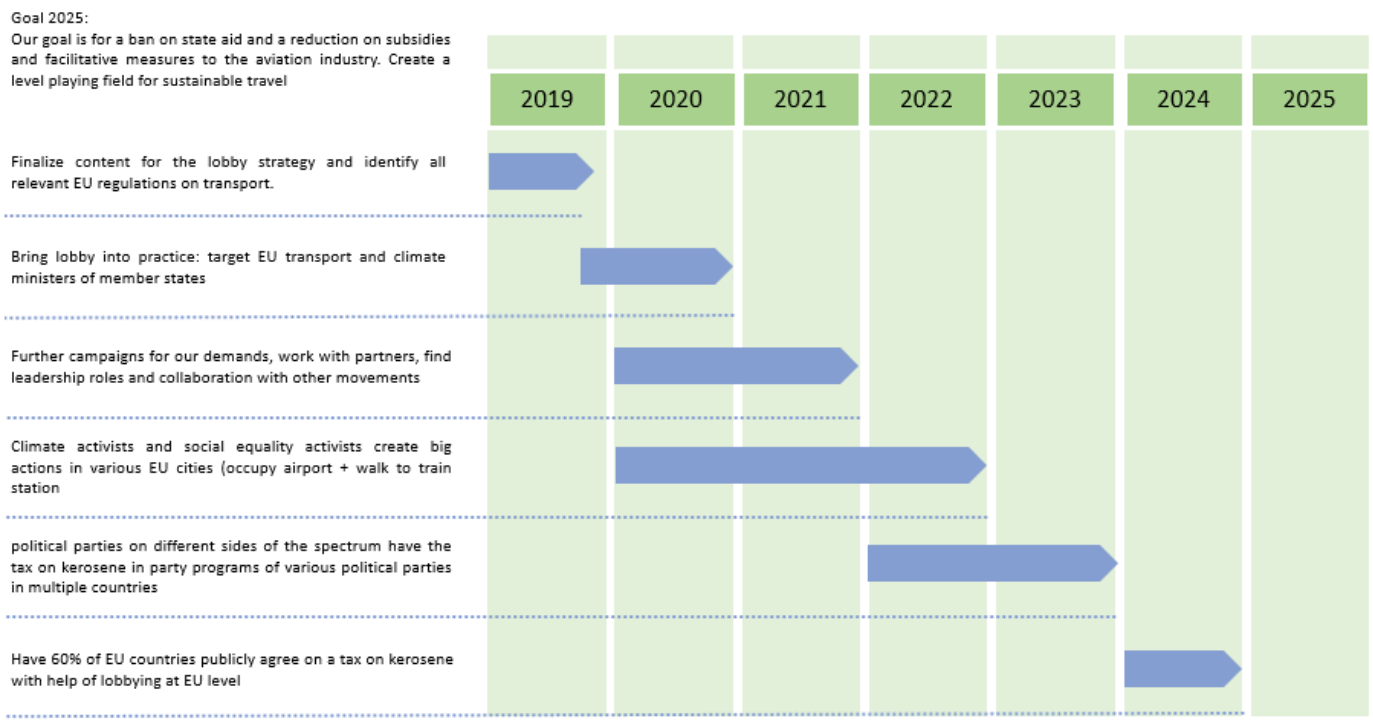
In this our position brief, we recognize that the UN has instigated a framework aimed to address the greenhouse gas emissions of the aviation sector – CORSIA – but point out its lack of ambition. We strongly suggest improving the EU ETS, specifically to include all emissions from international flights and fully adopt the auctioning system for allocating emission rights. We stress the importance of installing a tax on kerosene and a fixed infrastructure levy for trains within Europe, to level the playing field for the transportation sector. We emphasize the need to diminish state aid to a level that enables sustainable transport modes to compete on equal grounds with aviation. These measures should greatly enhance investments in the sustainable transition to a low-carbon travel industry with consumer behaviour following swiftly.

What is needed to make this reality?

- We require experts on the topic of sustainability and transport to review and support our position paper.
- We will strategize on a lobby plan for bringing this idea to EU leaders at the COP, as well as to a broader platform within Europe.
- We need to design visuals and infographics for making our solution communicable and attractive
- We require initial acceptance of a European leader who openly agrees to support our cause and who can act as a changemaker
- We need to collaborate with our partners and like-minded organisations and institutions to share our solution and build further a network.

Contribution to a fair and sustainable travel industry

A reduction or complete ban on state aid and other measures that favour the aviation industry should create options for more climate-friendly transportation modes to develop and expand. The EU's budget currently allocated to aviation could be reallocated to the public transportation sector. This should facilitate operation and development of national as well as cross-border ground-transportation networks. Additional financial contributions to Europe's low-carbon transportation network enhances its position vis-à-vis the aviation sector, additionally promoting a behaviour change of consumers.



Policy

ICAO's 'Green Growth Strategy

The Carbon Offsetting and Reduction Scheme for International Aviation (CORSIA) by the UN-body ICAO, is not in line with the 1.5°C goal of the Paris Agreement. We demand reforms to CORSIA and inform citizens through a podcast

ICAO in line with Paris Agreement

Make the UN's framework to address emissions of aviation, CORSIA, much more ambitious

Problem

The International Civil Aviation Organisation (ICAO), a UN body, is responsible for managing the decarbonisation of the aviation industry for international flights. They have set up a Carbon Offsetting Reduction Scheme for International Aviation (CORSIA), a scheme with the objective to reduce CO_2 emissions in international aviation. However, several issues with this scheme can be recognised. The main issue with CORSIA is that it only addresses an estimated 21.6% of the sectors' CO_2 emissions between 2021-2035 and it does not take into account non-CO2 effects of aviation, such as noise, cirrus clouds and NOx. In addition, it does not include the 10Gt of CO_2 that is emitted by airplanes up until 2020.[20] The scheme is scheduled to end in 2035 with no credible plans to address international aviation emissions beyond that date. The goal of CORSIA's carbon neutral growth from 2021 onward is not consistent with the temperature goals of the Paris Agreement, and such a heavy reliance on offsetting with will not be adequate for overall emission reductions in the long term.

Besides these matters another important issue with the CORSIA scheme needs attention. The UNFCCC has set out broad frameworks for trading carbon credits but has not yet developed specific rules and guidance for them, including how to avoid multiple claims on credits. The CORSIA scheme is at risk of being used to double count these carbon credits. This is because from 2021 onwards all countries – not just industrialised nations – need to have emission targets known as Nationally Determined Contributions (NDCs) as part of the Paris Agreement. This risks carbon credits being claimed at a project level (offset project paid by CORSIA) could be claimed again as national emission reductions, and would therefore not represent an additional emissions reduction.[21]

Urgency

ICAO and CORSIA are bodies that many of civil society are unaware of, yet they are a grave threat to the success of reducing emissions to limit global warning to 1.5°C. That is why we find it crucial to increase public pressure on ICAO and CORSIA.

All industries are responsible for rapid decarbonisation in line with the Paris Agreement. CORSIA fails to address key aspects of aviation.[22] Increased pressure on governments to take this topic into account is vital for an improved international contract.

Solution

The solution we came up with consists of two elements:

- A first episode of a podcast series which explores ICAO, CORSIA and how it interacts with the Paris Agreement.
- A lobbyplan for COP

Podcast:

Have you ever felt lost with endless abbreviations, emission numbers that don't mean anything and politicians claiming achievements whilst activists are protesting? During this think tank process, we felt very lost at times. The purpose of the podcast is to educate without alienating people. We will strive to tell the story in a way that is understandable to everyone and recommend clear ways that people can get involved in the call for change.

The objective of the podcast is to bring all this information out of white papers, into the homes of concerned citizens. At the moment there is too little civil interaction with this UN body. The goal of this solution is to raise awareness and build public pressure on ICAO. The podcast episode can be found on the Sail to the COP website.

Lobbyplan:

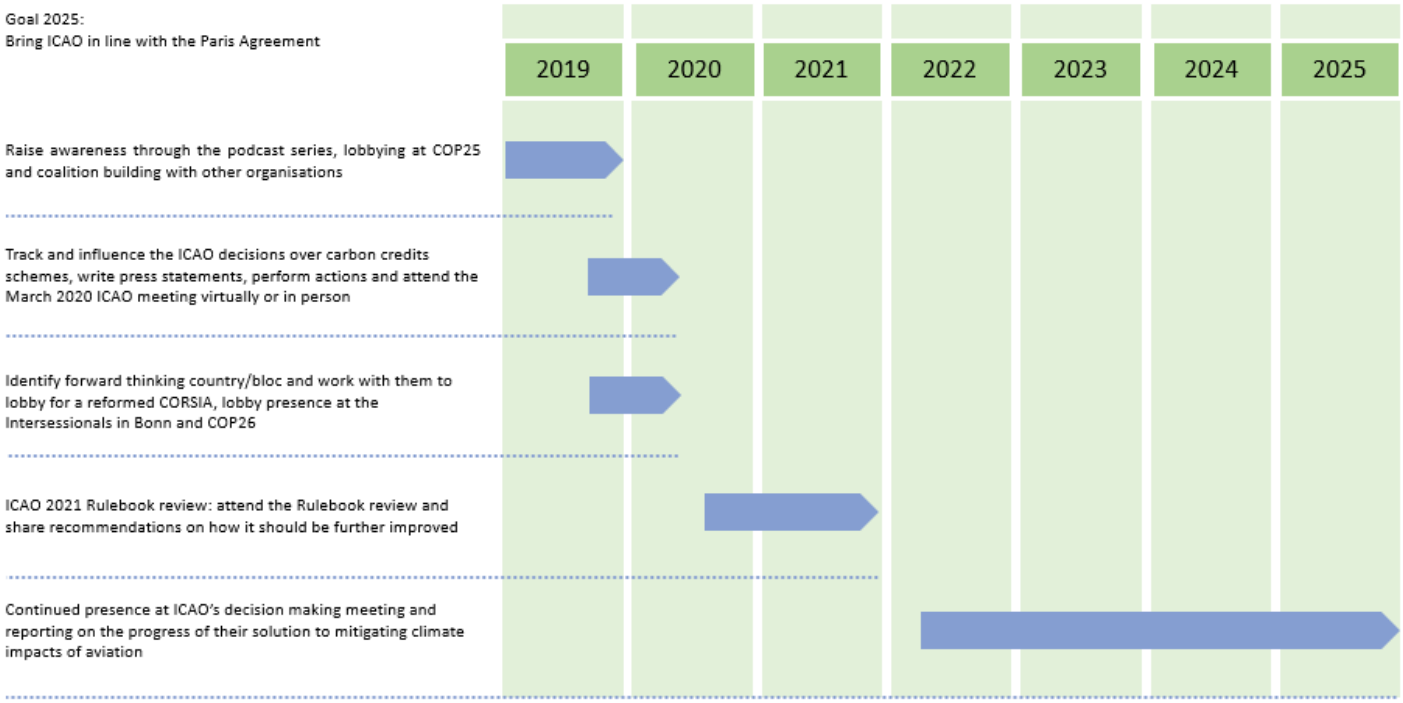
A lobbyplan was formed to be able to use our presence at the COP to get it touch with ICAO officials and governments. Our representatives will use the information gained from this research to challenge those decision makers on how they are tackling international aviation. Throughout the COP the Sail to the COP representatives will be networking with other organisations who are monitoring and holding ICAO to account. A presentation on the lobbyplan can be found on the Sail to the COP website.

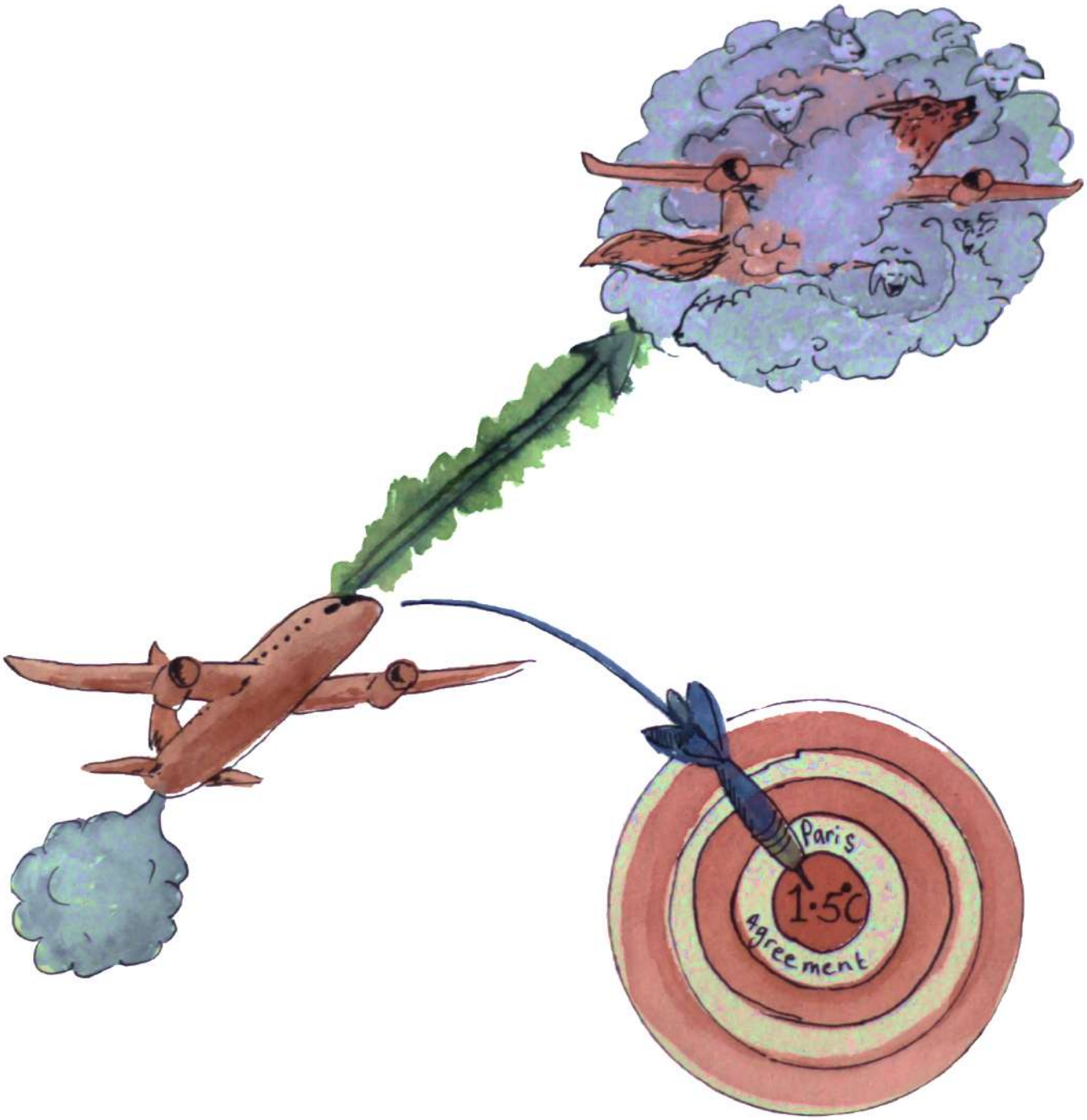
What is needed to make this reality?

- Strengthening CORSIA requires pressure from civil society to encourage their governments to make robust proposals that are tackling this challenge.
- Continuation of the lobby plan and coalition building with other NGOs focussed on this topic.

Contribution to a fair and sustainable travel industry

Without public awareness of the negative impacts of aviation and the lack of adequate solutions from the industry then the vital change needed will not happen. Tackling the emissions of aviation is vital in limiting global heating to 1.5°C and CORSIA is a distraction and roadblock in the transition to a fair and sustainable travel industry.




Paris
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Agreement

Innovation

Travel unique, get surprised

Tikls presents an app and a website allowing users to book surprise holiday packages for authentic, local travel experiences.

Tikls

Incentivise people to stay closer to their homes and enjoy more local holidays

Problem

Many people feel the need to escape their daily lives by travelling far. When travelling by plane, like most people, this emits a lot of CO_2. The number of holiday-flyers is expected to keep increasing, partly because more people have the opportunity to travel far due to the rising middle class and the low prices of plane tickets. However, 32% of travellers feels guilty about the impact their vacation has on the environment[8]. The same percentage of travellers would like to travel sustainably, but they lack information on how to do this. At the moment, most people do not think of the purpose of their holiday (why do I want to go?) but only about the destination (where do I want to go?). Moreover, people lack awareness and knowledge about staycations or the options for more local holidays, and these options are not attractively marketed[8].

Finally, mass tourism is a big issue. 40% of travellers think that skipping tourist highlights in favour of less busy, and often more rewarding sights adds to their vacation enjoyment[8]. They just don't know how to find those more authentic, local experiences.

Urgency

Since 1997 the amount of airplane passengers has grown explosively (+138% in the Netherlands)[9]. And still the number of flights for holidays keep increasing. However, people often have no real need to fly, just the need for a nice holiday. Moreover, we defined a market-gap for organising local travel in an attractive way.

Solution

Tikls is a concept which consists of an app and a website through which users can book complete surprise holiday packages for authentic, local travel experiences. The user books a journey that goes beyond (far-away) destinations. Rather than the destination being the most important thing when booking a trip, Tikls focusses on the values people are looking for in a holiday. With Tikls we want to 'tickle' people to look beyond travel destinations and surprise them with the uniqueness of local and regional experiences. Users can add which elements they find important in a holiday. For example: urban or nature, relaxation or active. They can enter the amount of time and money they want to spend on this holiday as well. Based on this information the team behind Tikls (together with some smart algorithm search engines) will compose the perfect local surprise holiday package.

These packages are unique because they are based on your preferences and include authentic, local experiences, avoiding mass tourism. Booking your trip through Tikls is stress free because choices are made for you, based on your profile. With Tikls we show people that there is no need to fly! In marketing Tikls, we do not emphasize the fact that Tikls is for local travels, but rather we advertise the easy, stress-free booking process, and the uniqueness of the holiday.

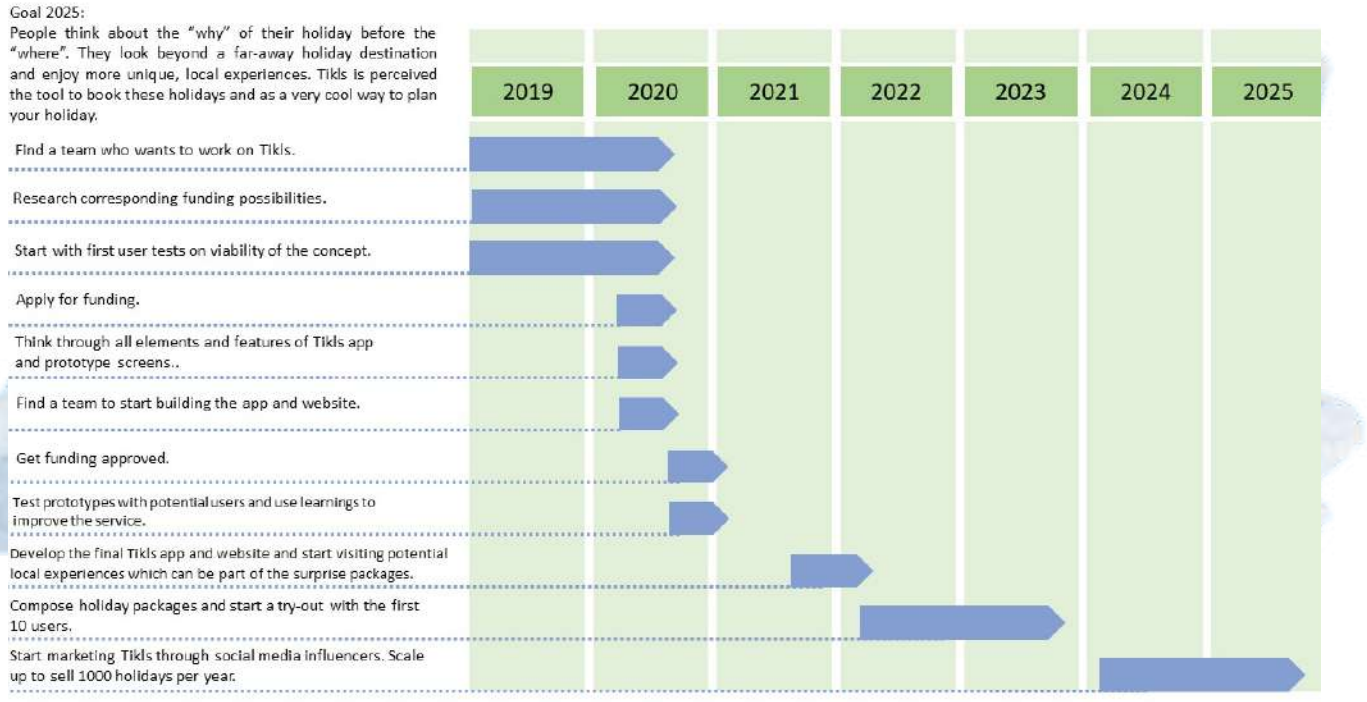
When users have entered their preferences on the Tikls website, they can download the Tikls app and receive small sneak-peaks about their upcoming trip (a tikl). Using this, we make people curious and tickle their excitement for their holiday to come. The plan for the complete trip will only be presented to the user on the day their holiday starts which makes it impossible for people to 'over-research' their destination; often people already know what they are going to see and expectations are so high that it can only lead to disappointment.

What is needed to make this reality?

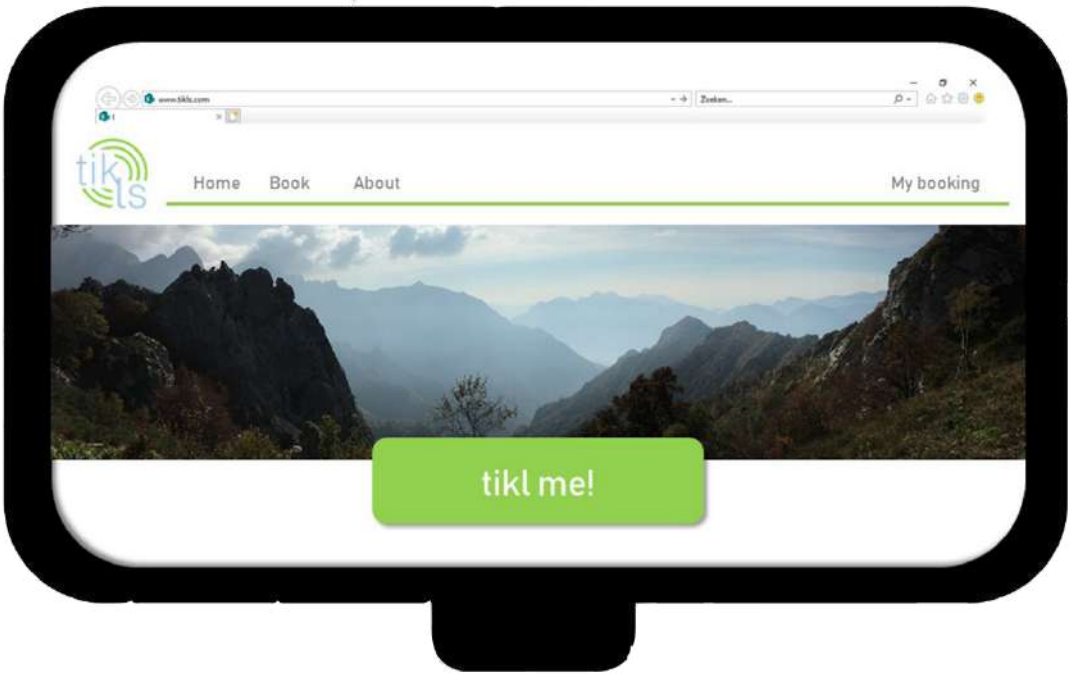
- Prototype: All functions of the Tikls concept need to be thought trough and prototyped.
- Test: Tikls should be tested with several user groups. The most important aspect is: how will we get people to start using Tikls?
- Build a team: When the results of the user research are good, a team is needed to actually compose the surprise holidays. In order to create a team, we need a start-up funding to get Tikls going.
- Funding: There are several options to get such a funding. One of the options is to become a part of an already existing booking company like Better Places or Booking.com.

Contribution to a fair and sustainable travel industry

If people have more local holidays, there is less need to fly which will reduce CO_2 emissions drastically. Through offering authentic, local holidays, mass tourism will be reduced. Tikls ensures that travellers and the local community at the destination benefit equally from the trip.



travel unique
- get surprised



Innovation

Game to the COP

VirtualCOP or 'vCOP' is a Role-Playing Game-style virtual conference experience, designed to increase the accessibility, inclusivity and positive impact of UNFCCC events.

Virtual COP

Incentivising sustainable travel (or non-travel) in organizations

Problem

A growing amount of people are travelling to COP events annually. The increased attendance means an increased amount of GHG emissions. Travel related emissions are the biggest single part of a participant's event footprint[10], but food, energy, water and logistical demands additionally burden the climate and the environment.

While absolute attendance is increasing, several people across the globe are unable to participate in the process. The negotiations and the event itself are exclusive and hidden behind doors, locked away for many groups of people. Many sections of society are not able to participate or influence in the Conference that decides on the future of the entire humankind.

Remote participation solutions are currently limited to a list of livestreams on the UNFCCC's page. The list can be confusing, difficult to navigate and uninspiring. The livestream experience itself is very passive and possibilities for participating (e.g. asking questions from a panel) are limited to non-existent. Talking to other participants and delegates is not possible

Urgency

Travel-related emissions are the number one source for any event's carbon footprint The COPs are still only really accessible to a very privileged part of the world's population[11].

Solution

vCOP is an RPG (Role Playing Game)-style virtual conferencing experience. Users will be able to attend and actively participate in the COP at their home or office.

Less people will have to fly to the events, and the game will create awareness among its users on sustainable travel. We want to make use of the available technologies to create more comfort for participants and organisers. Innovative democratisation of international policy is likely only to serve the greater good for humanity.

To scope the interest and possible partnerships, we will reach out to country delegations, observers, and other regular and potential attendees of COP events. We will target COP26 as a pilot study. Building a fully-fledged vCOP experience is a momentous task. However, as a minimum viable product (MVP), gamifying and improving the user interface and the user experience of the UNFCCC livestream list is very achievable.

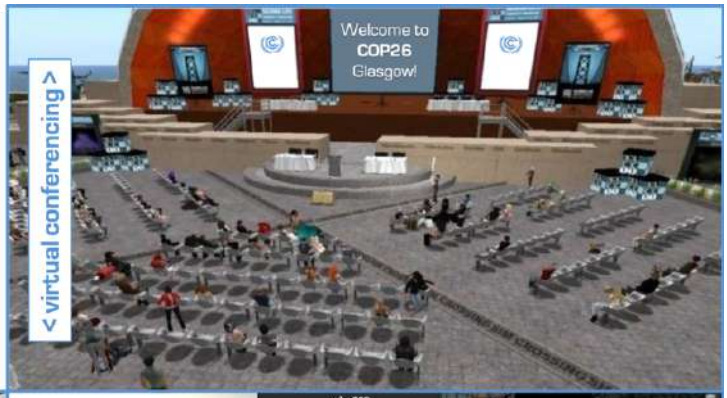
What is needed to make this reality?

- Contracts / partnerships with Second Life or other professional developers and research on possibilities to construct a new interface within existing games / game engines
- Concept validation and customer discovery to find out whether there is real interest in delegations, observers or the public for such a solution
- Before or after concept validation, at minimum one full-time person needed for project management → further funding necessary
- Finding mutually beneficial partnerships and collaborations, as the project would best succeed under an organisation or existing project

Contribution to a fair and sustainable travel industry

The game reduces the need for participants to travel to the location, thusly cutting emissions. Curbing the annual growth in the number of participants will reduce the energy, water, food etc. footprints and demands for the organisers. Gaining a positive experience of remote participation, and not travelling will encourage new norms and habits. The gaming experience includes educational outcomes, highlighting the underlying cause behind the negative impact of travel: there are presently a significant number unnecessary and perfectly avoidable flights.

virtualCOP



vCOP concept. Disclaimer: the use of the UNFCCC logo has not been authorised by the UN. Most imagery has been screen captured from the game 'Second Life'. All copyrights to these images are with Second Life and its production company.

Goal 2023:

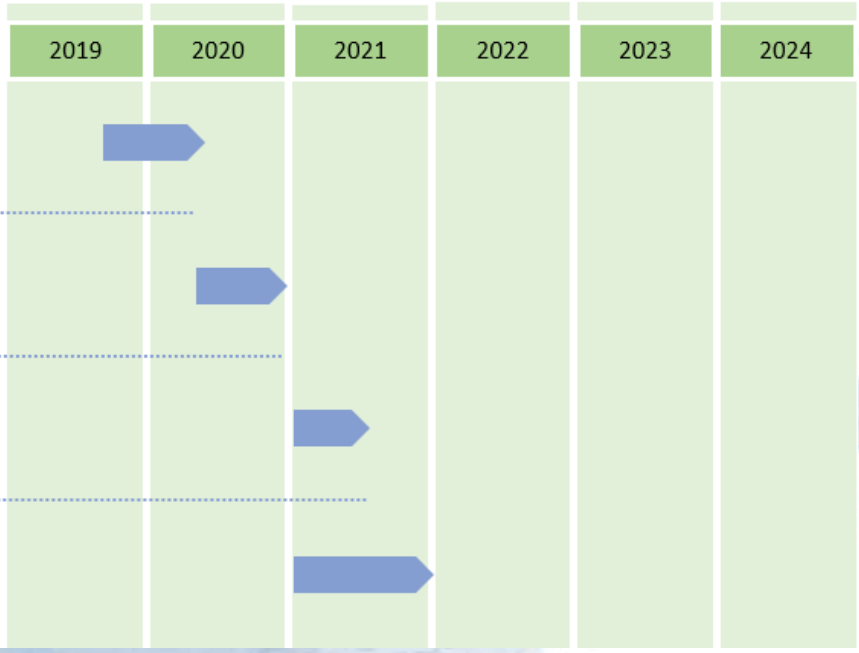
- vCOP is standard and recommended by UNFCCC
- 25.000 Users
- COP30 only 5,000 physical attendees; emissions cut 75%
- vCOP self-sustaining & CO2 positive
- Employs 20 people from across the world
- New norms & habits created and inspired others

- Reach out to developers, funders, partners
- Creating concepts

- COP26 Glasgow
- Delivered MVP
- Received valuable feedback
- Further development

- Intersessions
- Added capabilities
- Entering new accelerator
- Crowdfunding to market more in Global South

- Partnership with UNFCCC
- 2,000 users
- Cut attendee carbon emissions by 3,000 tonnes
- Other partnerships established



Innovation

From sail to rail!

An idea born on the Atlantic, Rail to the COP returns home to ramp up day and night trains in Europe. Next stop: COP26 in Glasgow.

Rail to the COP

Ramping up night travel (bus and train) & Rethink business models of alternative (sustainable) travel modes

Problem

Despite the disproportionately large contribution of aviation to climate change, the volume of short distance air travel within Europe is increasing. This is because flying is often the most convenient, cheap and familiar option compared to more sustainable alternatives. In terms of business air travel, a lot of the demand is driven by conference attendances, one of them being the annual UN Climate Change Conference (COP). The next COP is due to take place towards the end of 2020 in Glasgow, Scotland (COP26). Despite the COP being the most important conference on climate change worldwide, ironically, a large fraction of participants of COP26 in Glasgow is expected to use aviation instead of less climate intensive options as part of their journey to COP26. Rail to the COP 2020 aims to break this destructive habit and set a new standard for sustainable travel in Europe.

Urgency

Replacing European flights with a combination of day and night trains is a low-threshold solution to reduce the climate impact of the European transport sector. In most places, the existing rail infrastructure is already sufficient to increase supply of rail services. Currently, the European transport market is largely dominated by budget air travel due to unfair tax schemes, hidden subsidies, and the failure of governments to account for the industries negative externalities. A push is needed to replace aviation with day and night trains as a measure to fight the climate crisis. With support from civil society and governments, train operators can rise to the occasion when demand for train travel picks up.

Solution

When COP25 was relocated from Chile to Spain, the Sail to the COP team initiated #railtothecop, asking European politicians and participants to take the train to Madrid. However, soon it was found that passenger rail capacities are difficult to increase on such a short notice. Therefore, the same effort will grow into Rail to the COP 2020 (RttC2020), with sufficient time to build a coalition of stakeholders, an effective media campaign, and to arrange the logistics to achieve the campaign's mission:

Make sure no participants fly to COP26 in Glasgow from within Europe.

Participants of RttC2020 can join trains from larger cities around Europe acting as RttC2020 collection hubs, where local kick off events will be hosted. From the collection hubs, participants will travel by train to a larger event in London. Finally, they will hop on the Caledonian Sleeper night train to arrive in Glasgow right in time for the start of COP26. Workshops, talks and networking opportunities on board of all RttC2020 trains will put the travel time into effective use and encourage informal exchange between diplomats, experts and activists, while showcasing the benefits of long-distance train travel.

In the short run, the success of RttC2020 will produce a direct positive climate impact through replacing flights by train rides. It will also raise public awareness on continental long-distance train travel through a media campaign. Furthermore, the project will act as a case study to identify practical barriers in the development of a well-coordinated European train network. It will strengthen cooperation between rail companies and thereby act as a steppingstone towards long-term system change in European transport.

In January 2020 Rail to the COP will start by building a coalition of railway companies with an interest in growing the night train sector, and grassroots youth and climate organisations working on sustainable transport. These stakeholders will be united behind the concrete goal of bringing as many participants as possible to Glasgow by train, and the vision of a well-connected continental train network in the long run.

Rail to the COP

What is needed to make this reality?

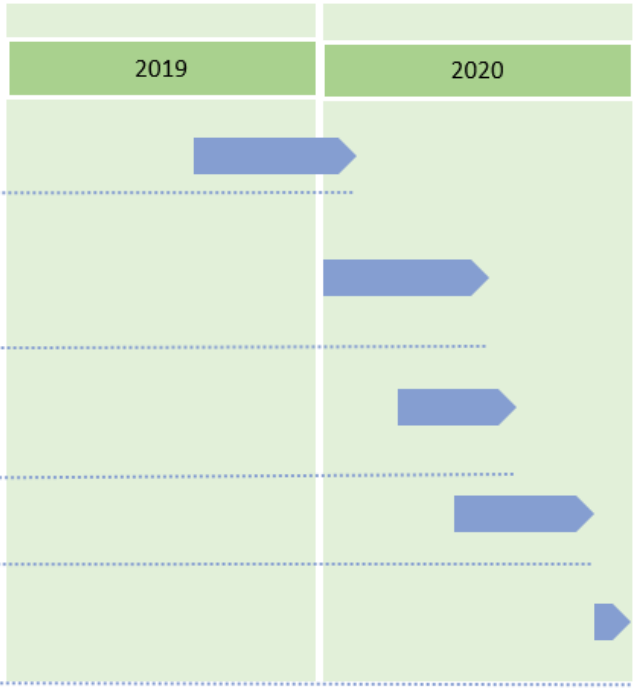
- Gather initial volunteers and funding
- Identify all stakeholders
- Contact and network with European rail companies (ProRail, NS, DB; SNCF, Eurostar etc.) and relevant (youth) organisations (YOUNGO, FFF, Back on Track etc.)
- Develop media campaign and lobby strategy around the shared vision and mission
- Develop an attractive onboard programme (e.g. involving VIP and influencers)
- Secure support by UNFCCC

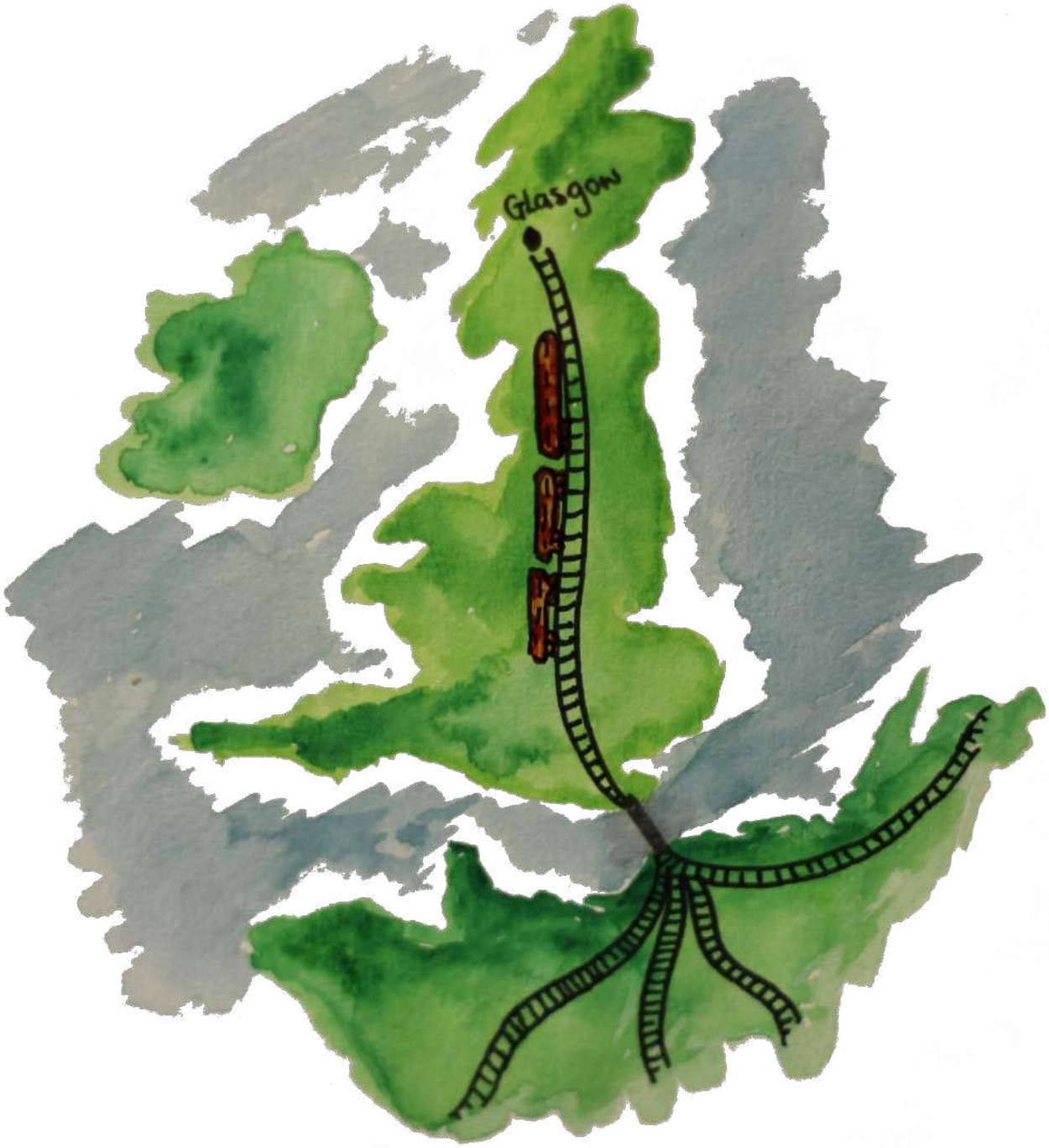
rail to the COP

Contribution to a fair and sustainable travel industry

As a direct impact, Rail to the COP 2020 will reduce the amount of flights within Europe by replacing them by train rides, reducing emissions and increasing demand for sustainable travel alternatives. Through the media campaign and the experience of taking the train to Glasgow, there will be increased awareness of the fact that day and night trains are a comfortable and viable alternative to flying within Europe, and that travel-time on trains can be used efficiently. Besides this, Rail to the COP will identify barriers to, and create a lobby for a Europe-wide, well connected train network.

Goal 2020:
No one takes the airplane to the UN Climate Conference 2020 (COP26) from within Europe.




Glasgow

Innovation

Plan, book, go green!

GoWare is a tool for planning, monitoring and reporting on sustainable business trips. It assists searching for travel itineraries and informs about actual travel time, efficient working time and comfort. A reporting functionality helps companies to stay on track with their sustainability goals.

GoWare

Incentivising sustainable travel (or non-travel) in organizations

Problem

Extensive work travel is the new normal for many employees in organisations and companies across all sectors. Much of this travel is not vital to the functioning of the organisation's purpose and could be avoided. This could be achieved, among other things, through better strategy and governance or remote participation.

Secondly, a majority of staff travel is still done by airplane; the most polluting single purchase an organisation or company (from here on just 'organisations') could make. Travel is often entirely dismissed as a source of an organisation's emissions. Staff travel can unknowingly represent a very big part of an organisation's carbon Scope 2 (GHG Protocol) footprint.

Urgency

Organisations may be aware about some of the costs, but are rarely aware of the distance, time and climate impacts of business travel. Furthermore, organisations seldom test the stress and contentment levels of staff during travel. An assumption is often made that staff want to travel, and this is often even marketed as a perk of new jobs. Furthermore, there is a lack of awareness about the impacts of work travel, and little knowledge about remedies. Lack of time and resources to find and book alternative options, hardened organisational habits, bad governance and lack of incentives to switch to sustainable alternatives are also fundamental issues.

Solution

GoWare – Software for sustainable staff travel

GoWare is a sustainable work travel preparing, monitoring and reporting tool for organisations and companies. The software helps administration to search for travel itineraries, monitors various metrics (e.g. distance, CO_2, cost, time, efficiency, satisfaction) across the entire organisation or by individual employee over any given timeframe

Generally, GoWare helps the administration department with the difficult task of organising all business trips from planning to booking and gathering all information and documents needed.

Secondly, as a booking tool, Go-ware supports making sustainable travel choices by showing metrics like: actual door-to-door travel time, productive worktime, climate impact and comfort. It gives notifications on the stress and contentment levels and 'efficiency' of staff travel hours. For certain itineraries the number of Quality Work Hours is higher than others. For flights for example, a lot of time is spent in security, on air without Wi-Fi in tiny seats, and then in transfer from airport to city centre. Conversely, trains often run from city centre to city centre, with Wi-Fi, charging and plenty available workspace.

Finally, the reporting functionality summarizes travel related data which helps companies to stay on track with their sustainability goals. The reporting tool gives insight in the total amount of emitted CO_2 (on company, department and employee level) and the impact of it. This can even help companies to introduce critical performance indicators (CPI's) on sustainable travel.

Additionally, the software provides organisations with guidelines for sustainable travel.

Directly and indirectly, GoWare creates new behaviours, habits and norms within organisations. GoWare employees additionally provide on- and offline training on the use of the tool, and workshops on the impacts of travel and its sustainable options.

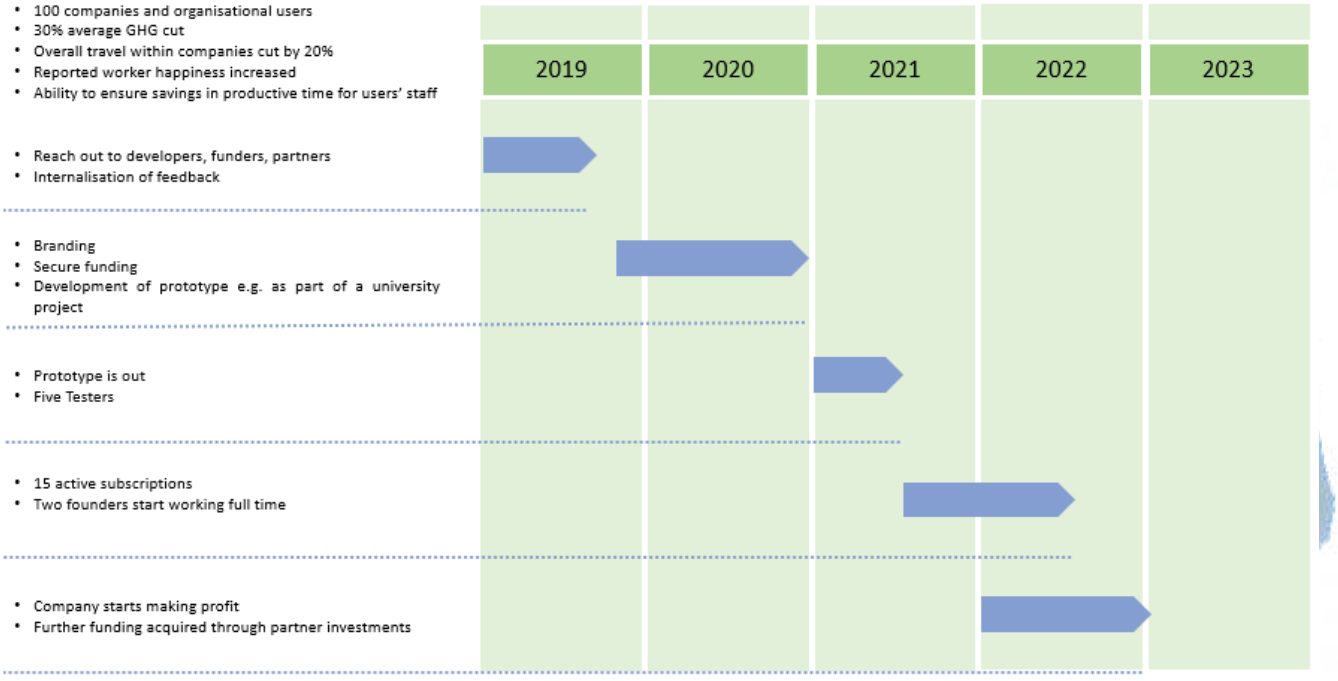
What is needed to make this reality?

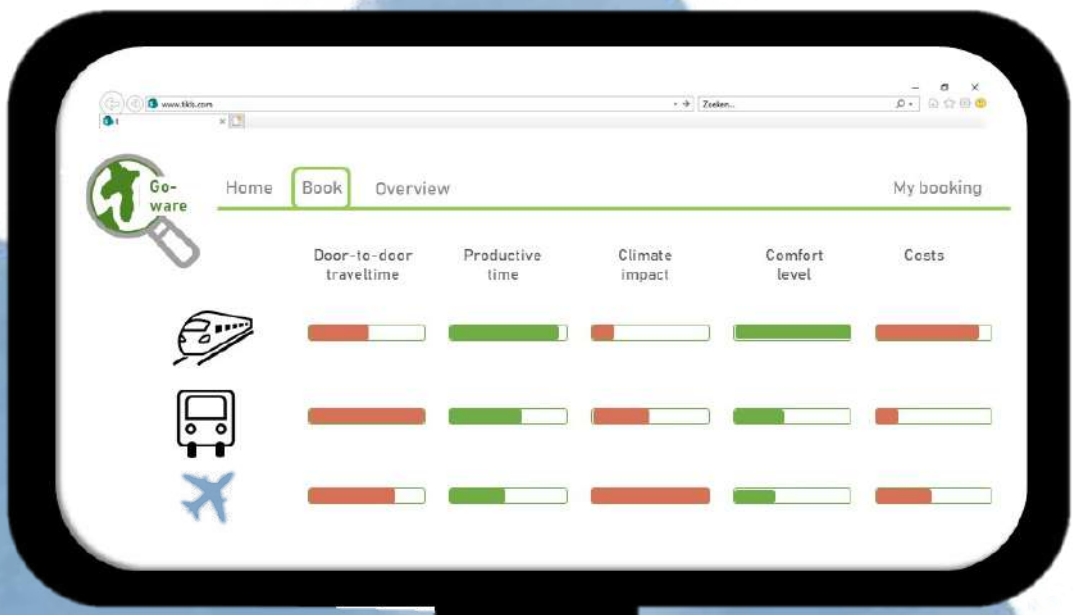
- Early funding
- Interviews with several companies, e.g. Unilever, McKinsey and organisations, e.g. BirdLife, TU Berlin to discover their current strategies, governance and software used for staff travel
- Interviews with developers on the technical feasibility / cost of such software
- A team of a few dedicated individuals

Contribution to a fair and sustainable travel industry

GoWare optimizes work travel and prioritises sustainable options, leading to lowered emissions. The real impact of GoWare, however, lies in changing the corporate culture and habits in order to prioritize sustainable alternatives on the travels of its employees. The new travel behaviour might have a positive impact on employees' private lives and lead them to prefer sustainable options for their personal travels. By creating an attractive tool for businesses, GoWare will help large companies to serve as role models for fair and sustainable business travel.

Goal 2023:
- 100 companies and organisational users
- 30% average GHG cut
- Overall travel within companies cut by 20%
- Reported worker happiness increased
- Ability to ensure savings in productive time for users' staff




Go-ware
Home
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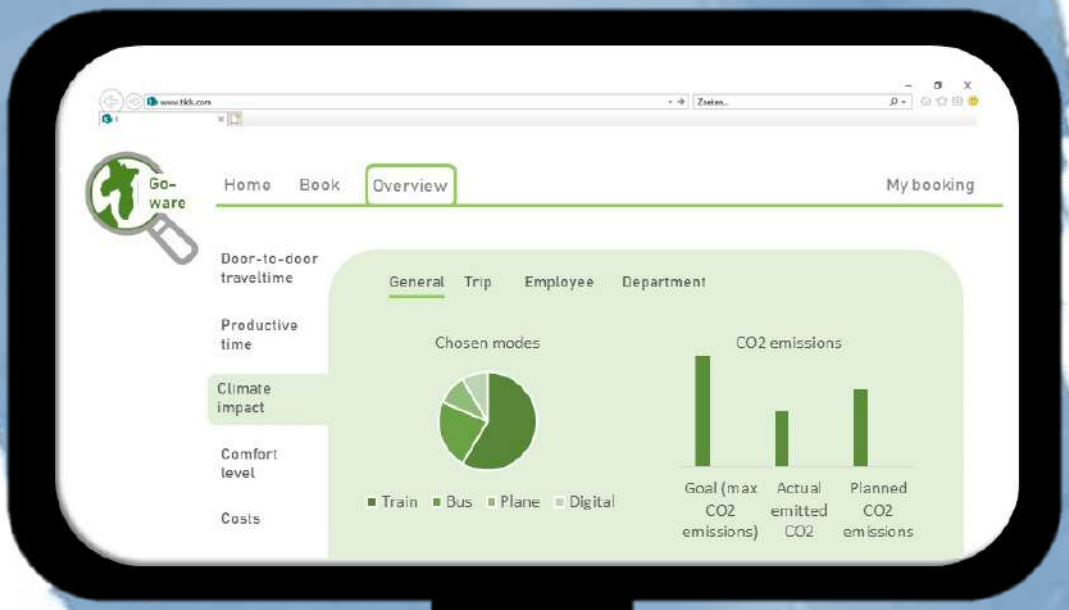
Overview
My booking
Door-to-door traveltime
Productive time
Climate impact
Comfort level
Costs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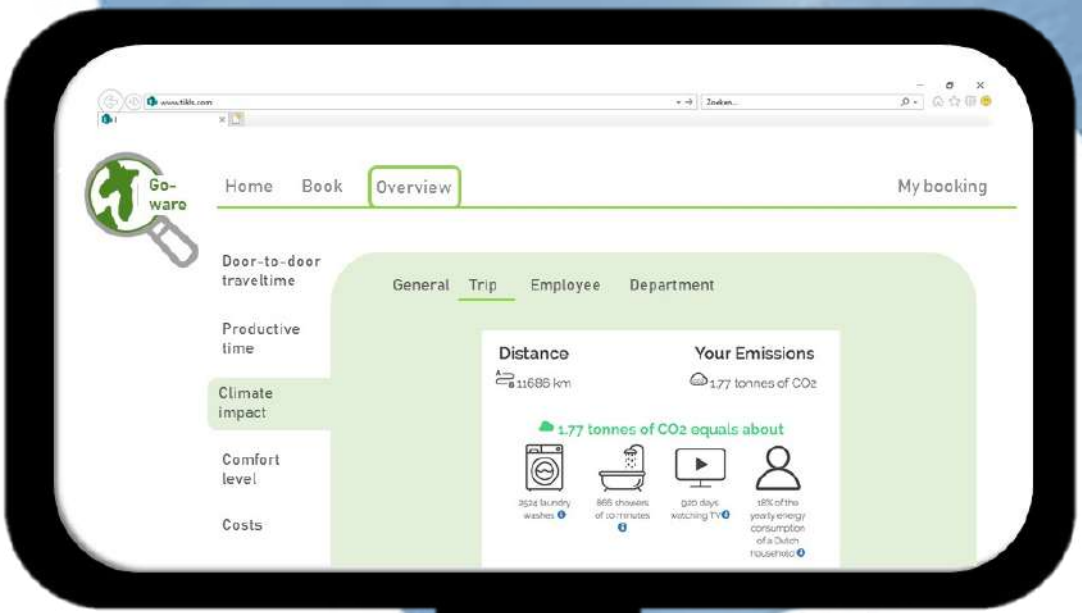
Planned CO2 emissions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Overview
My booking
Door-to-door traveltime
Productive time
Climate impact
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Costs
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Trip
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Department
Distance
11686 km
Your Emissions
1.77 tonnes of CO2
1.77 tonnes of CO2 equals about

Innovation

Make night trains the new norm for travel

ModuRail provides completely rebuilt and upcycled night trains combined with a fully scalable leasing solution to get people who fly within Europe back on the track.

ModuRail

Ramping up night travel (bus and train) & redesigning night-train carriages

Problem

To reach the targets of the Paris Agreement we need to reduce CO_2 emissions drastically. 103,000,000 tonnes of CO_2 were emitted in 2018 – just for flights within Europe[12]. These are flights that we actually could have alternatives to, such as night trains. Night trains seem to be a feasible option to avoid flights within Europe as far as possible. Night trains operate over long distances while the perceived travel time is reduced compared to day trains since you sleep while you travel. Unfortunately, night train services have seen a dramatic decrease in recent years as a result of a lack of investment, dwindling passenger numbers and competition from other travel sectors like low cost aviation carriers[12]. With the liberalisation of intra-EU air services in 1993, cheap air fares are now available for many budget travellers[12]. In addition, there are several factors that contribute to higher operational costs compared to normal daytime services, like high unit manufacturing and maintaining costs for cars of couchettes, beds and toilet facilities, longer and antisocial staff working hours, and more fuel and energy per passenger space.

Since train companies have failed to invest in more comfortable carriages for years, overnight train journeys have lost their appeal for many people. However, almost everybody agrees that night travel is very romantic. You go to sleep in one country and wake up in another, possibly having made friends along the way. Besides this, it is time efficient and of course environmentally sustainable.

Urgency

In order to be able to decrease the use of planes for middle-long distances, night trains need to be an accessible option. As more and more people recognise the negative impact flying has on our planet and its people, they will search for more sustainable alternatives. We expect the demand for trains generally, and night trains in particular, to increase in the coming years. The European rail operators, however, do not yet meet this demand with the corresponding supply. New thinking and perspectives are required for train companies to make the night train business model more interesting.

Solution

ModuRail provides completely rebuild and upcycled night trains combined with a fully scalable leasing solutions to meet the demand of today and tomorrow!

With this solution we want to bring back the romantic night train era and ramp up night travel within Europe. We want to get people who fly within Europe on the track. Less people in the air means less emissions in the air. We aim to build the capacity for a growing night train sector and figure out a solution which can ramp up night travel without generating a lot of emissions in the production phase.

By reusing materials that are already produced, such as old shipping containers, and old train wagons that are already on the track, we try to keep emissions as low as possible. With these, we will create carriages called *Dreamers*. By using the knowledge of train companies, and of young and powerful artists, we will design upcycled and flexible night trains.

ModuRail consists of different wagon designs:

- Dorm edition: 8-person wagon
- Business Edition: 4 passengers
- Family Edition: 2 families
- Party edition: different themed modules available

ModuRail works with a leasing business model, making it flexible. Railway companies in Europe will have the opportunity to lease the *Dreamers* and only pay when they are really using it. This makes it possible to merge a normal cargo and passenger trains with our ModuRail *Dreamer*. Just connect our *Dreamer* to your passenger or cargo train and you are good to go!

Although we believe that ModuRail is a very interesting concept, we know that more research is needed to encourage rail operators to innovate night travel. Due to the limited access to internet on board we were not able to do sufficient research during the sailing think tank. Therefore, we decided to write a research proposal which can be found on: www.sailtothecop.com

With this proposal we want to research the current practices in the night travel sector, get to the roots of the issues and find out which problems have to be solved to implement a modern night train network within Europe. In this research we want to talk to stakeholders (train operators, government, EU, builder of night trains, citizens, etc.).

We plan to start a research with the overall question: *What needs to be done to cater for the increasing demand for night travel?*

Contribution to a fair and sustainable travel industry

By getting people who fly within Europe back on track, we will reduce emissions from aviation. Attractive night trains and a flexible network around Europe will make sustainable night travel more available to everyone.

What is needed to make this reality?

The first steps in the research would be:

- Research on legal background of night trains and plans of companies – Do they want to reintroduce night trains?
- Research on customer's needs (Expectations, prices).
- Interviews with possible partners (trainyards, builders).

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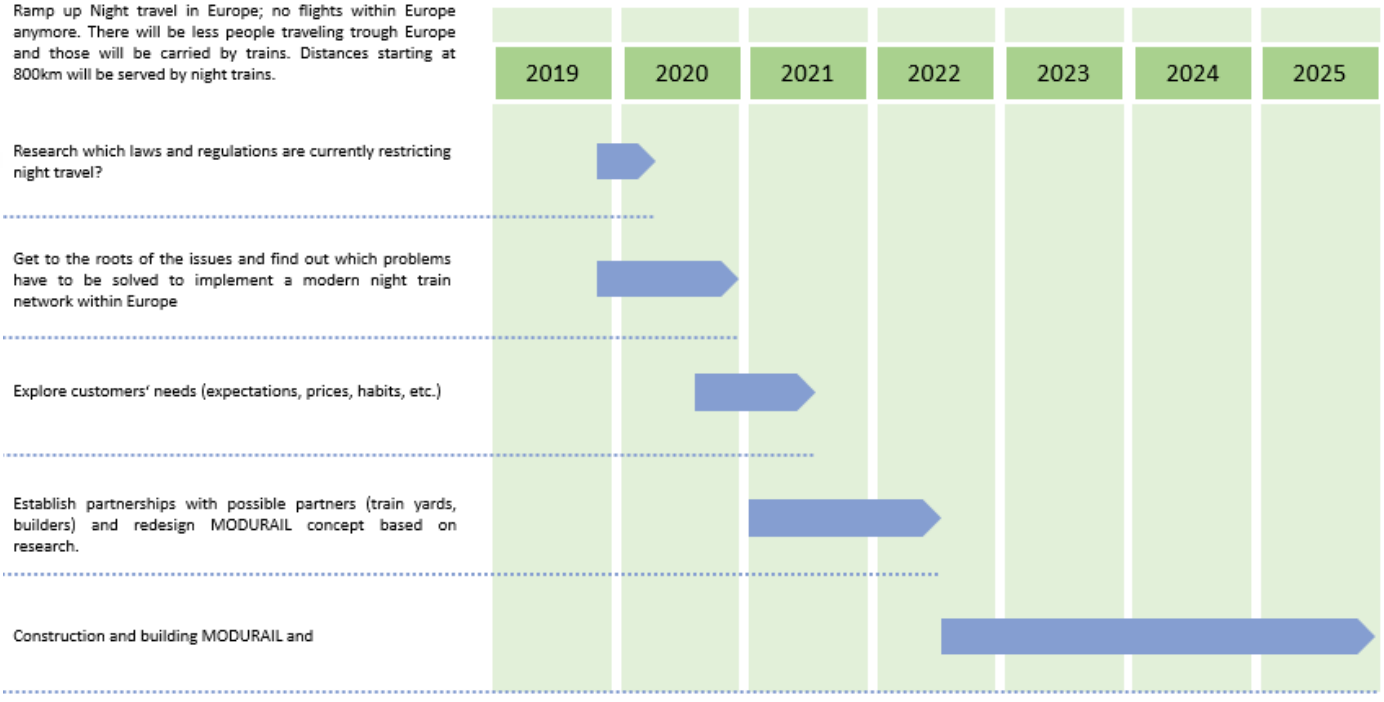

Innovation

The Renaissance of Aviation!

Airships largely disappeared after the emergence of airplanes and a number of tragic accidents crashed the demand. With increased interest in sustainable travel alternatives, advances in new safer materials and hydrogen storage technologies, airships may once again rise to the occasion!

Aeroships

Exploring the viability of zeppelins (airships)

Problem

The aviation industry is unique among polluters: its growth is forecasted to outpace all other industries. There are no solutions for decarbonizing aviation within the next 30 years and taking a flight dwarfs other consumer choice in terms of climate impact. Limiting aviation growth is thus imperative although alternatives to long-distance travel are almost non-existent.

Airplanes are unique in their kind. They are able to transport people safely and comfortably across the globe, with little requirement for complicated infrastructure. Although trains have once dominated cross-border travel in many parts of the world, they are constrained by natural and country borders. Over two centuries ago airships instigated an era of air travel, at a small scale. However, the development of airplanes led to the demise of airships. After a number of tragic accidents in the 1940s, the demand almost ceased completely[13].

Technological advancements and novel industries yet enable a number of airships to remain in production. In some regions, they can be seen taking to the skies, mainly for tourism, research or military use.

Other aerial alternatives to aviation are almost non-existent. At least, not at the current capacity of aviation. Airships hold the potential to fulfil our desire to travel through air in a climate-friendly manner. Technological advances now enable the production of modern and safe airships. Acceptance of airships yet requires a change in mindsets to accommodate slow travel.

Urgency

With current rate of growth, the aviation sector might take up the entire global carbon budget by 2050 to keep global warming below 1.5°C if it goes unchallenged. There are no known techno-fixes that effectively cut the industry's emissions. Flights monopolize many routes around the world. This climate-intensive mode of transportation should be addressed: we desperately need alternatives challenge the airplanes' dominion over the skies.

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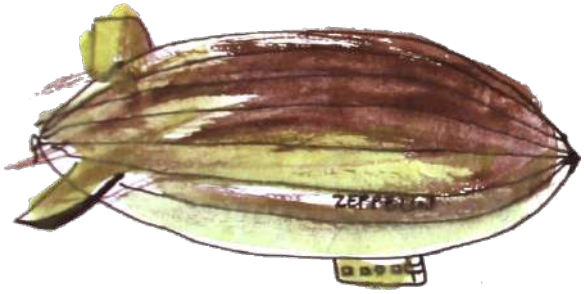
Solution

Airships disappeared in the 1940s. New demand for slow and sustainable travel combined with advances in technology could bring back airships, with the zeppelin as its archetype. Airship emissions are considerably lower than those of airplanes in terms of per passenger kilometre. Contrary to airplanes, airships even have the capability to fly carbon-neutral when the energy used to propel the ship is 100% renewable. Similar to racing yachts, airships are able to cross oceans over a short period of time. The difference lies in their comfort and in their ability to carry more passengers. The record time for crossing the Atlantic on the route Europe – South America is 44 hours![13]

However, there are many unknowns to the technological and financial feasibility of opening and operating new airship routes. We therefore propose a research and feasibility study on airships. Such a study will last a few months in order to fully exhaust the topic. Some members of Sail to the COP have people in their network who work with airships, enabling us to gather insights from the industry itself. However, further financial and operational support is required. It is time to research alternative ways in which we can cross oceans at a fast pace, in order to reduce societies' desire to travel by climate-intensive airplanes.



What is needed to make this reality?

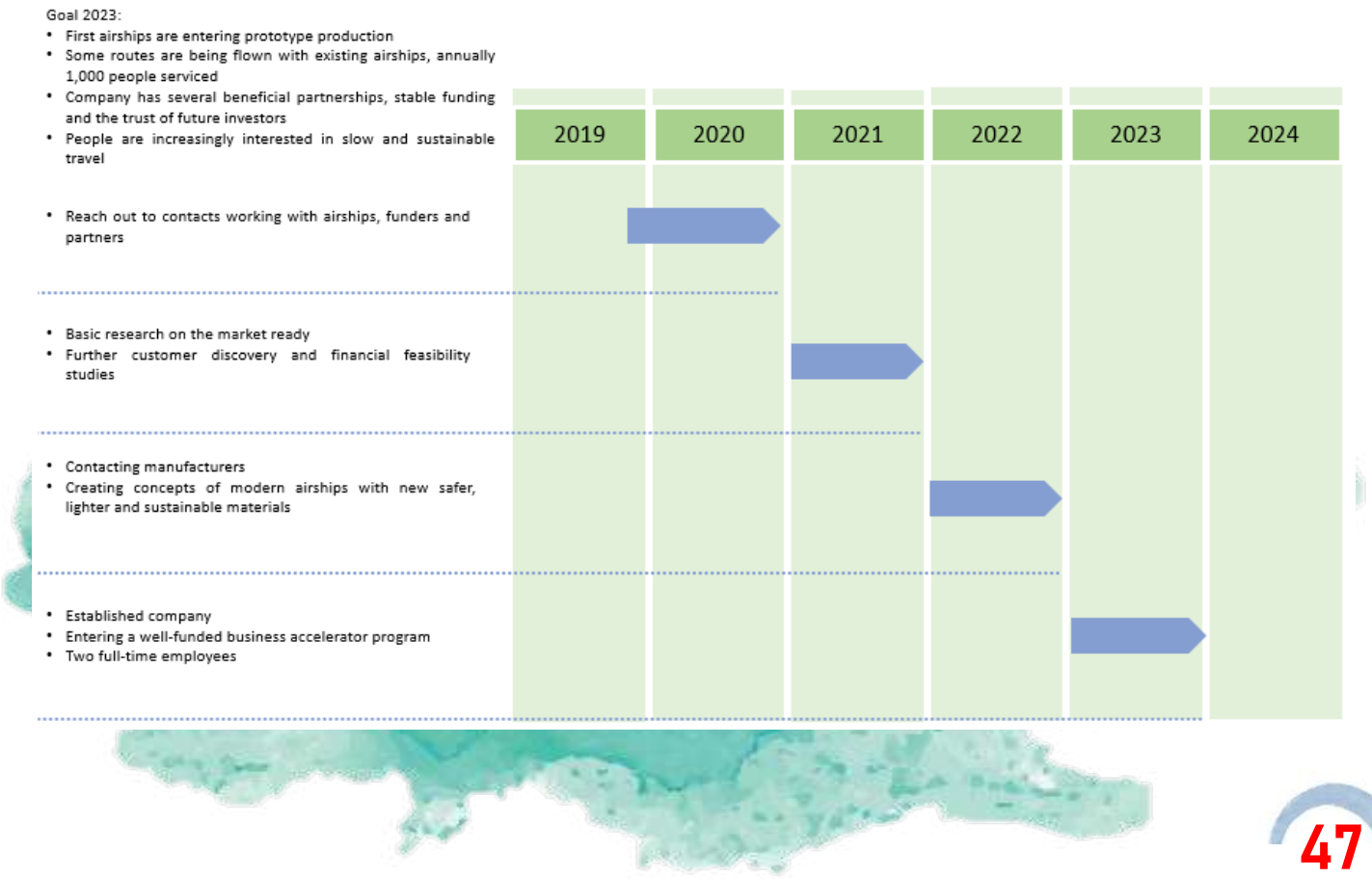
- Further research
  - Financial feasibility
    - Infrastructure costs
    - Ticketing, operations
    - New or existing airships?
  - Technological feasibility
    - Materials
    - Fuels
    - Lifting gases
    - Emissions
    - Safety
  - Demand and customer needs
    - Value proposition
    - Capacities
    - Customer segments
    - Extent of demand and willingness-to-pay
  - Industry status quo and stakeholders

- Stable funding – perhaps through an accelerator or a partnership with an existing company
- One full-time employee equivalent

The question whether airships are a feasible option for aviation, and thus if a such company could pose a realistic solution for climate mitigation is entirely contingent on the outcomes of the research phase

Contribution to a fair and sustainable travel industry

Replacing continental and intercontinental flights with airship routes could significantly cut the emissions of the travel sector. Furthermore, the decreased need for infrastructure (airports) would take pressure off communities and landscapes. The decreased noise pollution and air traffic would benefit people and wildlife living nearby transport hubs. Airship travel can be more inclusive as the low altitude flights do not impose health risks on the ill and elderly. Increasing the attractiveness and diversity of slow travel will also increase general awareness of climate change and the impacts of the travel industry. This consequently makes people question the needs that underly their travel behaviour in the first place



Culture & media

Positive framing instead of shaming

By highlighting the positive aspects of fair and sustainable travel instead of shaming certain behaviour, we contribute to upcoming travel narratives.

Ridiculously Cheap Flights

Challenge and change the existing narratives that perpetuate the desire to travel

Problem

Cultural and personal travel narratives often encompass a disconnect between (not) knowing the impacts and choosing harmful ways of travel such as frequent flying, unnecessary long travels and unreasonable use of short flights when alternatives are available.

The issue of this narrative is that individual desires are prioritised above the impacts on our planet and people. This prioritisation is embedded in narratives – so it can be conscious and/or unconscious. **Conscious** through knowing the impacts but detaching from them by legitimising or excusing behaviours; "everyone does it," "I'm only one person, my impact alone won't make a difference" or "I 'need' it." **Unconscious** through the fact that fast and far travel is the social norm and expectation. The hyper-visibility of personal lives through social media influences further and can unconsciously inspire others to travel more.

The "I 'need' it" narrative does not give consideration to the true privilege it actually is for people to have such easy access to flying and abusing this access by over-use. Feeling entitled to flying and the fast paced, destination focused travel it enables, influences the decision-making process in such a way that alternatives can't really make an appearance.

Altogether, the impacts of travelling are rarely considered in travel planning and decision making. Disregarding the impacts is reinforced by the general travel culture and narrative.

Urgency

Continuing with this growing fast-travel flight culture will perpetuate the ecological and societal crisis, where we are increasingly locked into a system with even more at stake. As more people feel more entitled, the culture will be even harder to transform into one that is fair and sustainable.

Solution

To transform this travel narrative and support people in the transition from the fast-travel mentality to one that considers the impact on the climate and others in the decision making, we will create an online campaign containing a website and social media content. The campaign is mainly targeted at people who fly multiple times a year or are caught in the normative cycle of flying without considering alternatives. Hence, the name "Ridiculously Cheap Flights" simultaneously proves the concept of how ridiculous the price is; for some this means cheap, for many others it means severe costs in the way of climatic impact and perpetuating the crisis. Or even to the point that it is not cheap at all relative to their lifestyle and income. The name is purposefully chosen to draw people in who are within the small percentage that can afford it and travel regularly, often dictated by the availability of these relatively cheap flights.

There are several aspects to the campaign:

Videos: to inform, engage and stimulate discussion and change. The style will be humorous while delving into the full story of environmental damage by humans, specifically through travel choices. There will be a recurring character 'Deborah' who is a recovered flight 'addict'. She will act a bit over the top to keep the vibe light-hearted, but talks in a relatable way, avoiding jargon and dry language. Deborah represents the mentality shift on travel that is needed for the future of our planet in a very exaggerated way.

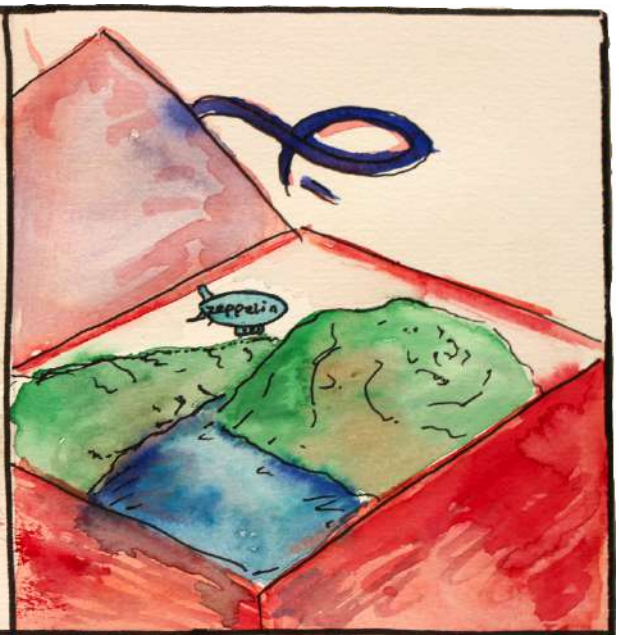
Support group: online, through a forum or webinar/live videos and potentially in real life. They provide a safe space to talk about the transition to alternative travel options, by sharing personal stories, concerns, hopes and struggles.

Are you one of the tiny percent that won the lottery of birth and can now fly to your hearts content?

Well me too. I used to dream of finding the most ridiculously cheap flight possible.

At one point, I found myself booking a flight I didn't even need - just for the thrill of a CHEAP flight. Then late one night, I clicked on the most ridiculously cheap flight and my whole world opened up...

I discovered just how ridiculous they are. A fraction of the true cost, as they benefit from public investment, subsidies and tax exemptions. A direct and significant contributor to heating our planet, flying is destroying our earth, and with it our brothers and sisters. Before shutting my eyes to the truth, I tried something new.



I opened up my box of imagination to the countless alternative ways of travelling, relaxing and exploring. From discovering the treasures of my own country, to seeing the world from a bubble in the sky. All these alternatives I can feel good about... Who needs cheap when you can have priceless?!

Ridiculous fact sheet: to provide the hard facts in an engaging way and provide a basis for people to discuss this topic in a well-informed way.

Action area: showing people the many ways you can engage in making change for sustainable travel, again with personal stories.

There will also be **brandalism** ideas, **tools** on the website, such as a **package to identify greenwashing** within the travel industry, **ad-hacking** ideas, **stickers** that can be printed and a community aspect called "**Agents of Change**". We would like to collaborate with people from many countries to learn from other travel cultures and share experiences.

What is needed to make this reality?

- Current team to create the content, platform and more concept ideas for videos.
- Collaborate and learn from people who have experience on making websites, videos and on making things humorous.
- Collaborate with internationals who would be interested in joining the campaign coming from different cultural perspectives.
- Small funding provided by us (e.g. buying domain name), but overall based on a voluntary model to begin.
- As it gains momentum and requires more time and effort, we will need to consider an impact-based business model.

Contribution to a fair and sustainable travel industry

Through changing travel narratives. How we talk and think about flying, influences travel choices and societal norms. By addressing old narratives, we can build a culture where the impacts and privileges are discussed and considered when making decisions. This would lead to a more sustainable travel industry, through people choosing less harmful travel as a result of a transformed social norm and honest conversations about the reality of the impact on travel.

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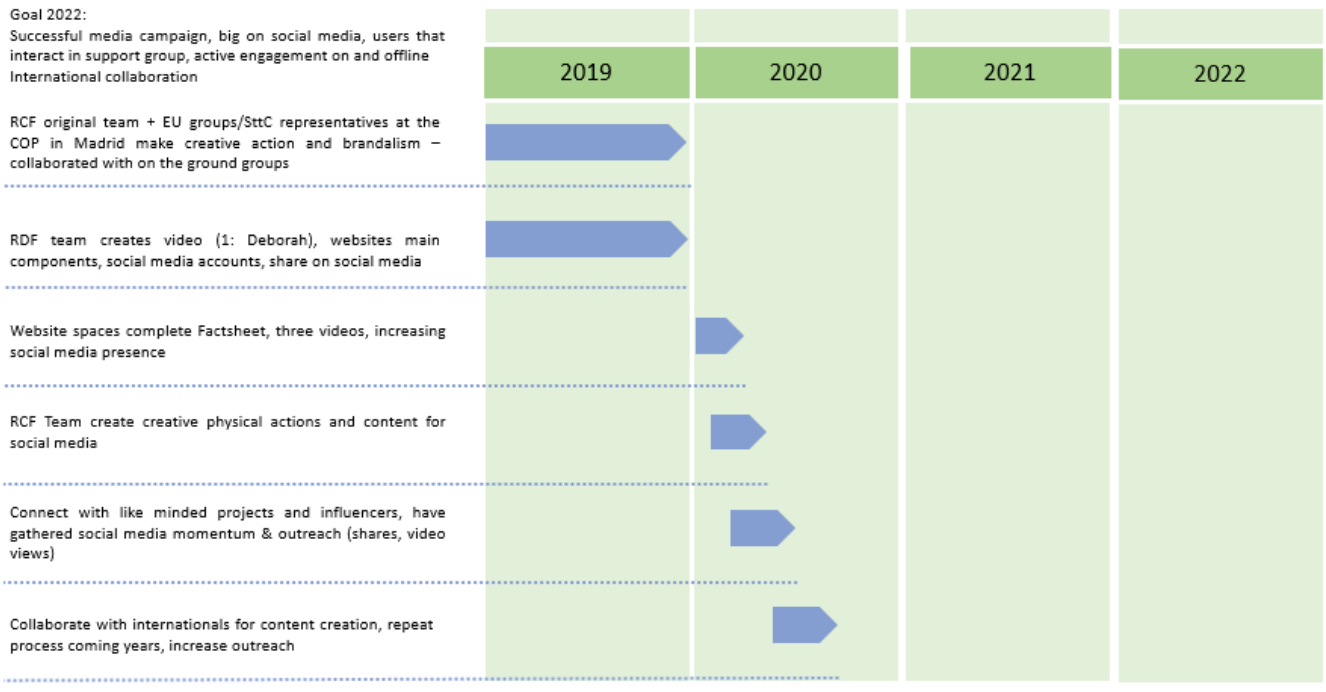


On the way to a new standard

A lobby against air travel advertisements, incentive schemes, frequent flyer programmes and promotion for the aviation industry.

Lobbying Aviation Advertisements

Regulating high-polluting travel advertisements

Problem

Frequent flying and the glamour of air travel is reinforced through advertising and media. Adverts and incentive schemes, such as frequent flyer programme normalise an unsustainable and unjust culture of travel. Currently, anti-aviation activism is growing yet few bodies exist to regulate media and advertising output. This lack of regulation does not reflect the danger of a growing aviation industry on the climate crisis. There is already a problem in the use of aviation as a common means of transport, for short and long distance – further encouraging this through external means, such as adverts and incentive schemes, will deepen the culture of entitlement toward flying.

Urgency

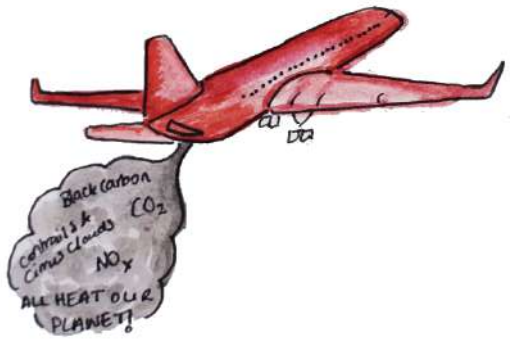
The demand for aviation and a growing culture of entitlement towards flying will perpetuate the greater issue of the climate crisis through pressuring the industry to grow at a pace and volume which cannot be done in line with the Paris Agreement to limit warming to 1.5°C. The perception of flying urgently needs to be transformed, with mass advertising being a great influence. Tackling how flying is perceived will be required for long-term behavioural change.

Solution

Our avenue is to tackle the issues with the advertising of short- and long-distance flights, as well as incentivised schemes that encourage unsustainable travel. We have decided to, on the one hand, create a lobby that supports fair and sustainable advertising practices and, on the other hand, address advertising that promotes easy, cheap and accessible travel with little regard for the environment. The lobby will be based off practical examples of changes in advertising practices e.g. the impacts of smoking on health, the Nestlé infant formula ban, alcohol marketing in the EU[23]. The goal is to start with restricting current advertisement practices on short term, then long term, in combination with the campaign, we can ban advertisements on a larger scale.

To reach these goals we plan to create online campaigns to build a new narrative around the sustainability of travel. For that we would like to partner with media outlets, such as magazines, news websites, TV and radio channels, who want to commit to our message. Furthermore, we intend to draw up a list of regulations that we best see fit the issue of advertising. The regulations are meant to tackle the framing of travel advertisements, limit non-monetary incentives and ban certain advertise methods. For instance, we want to impose a rule for flight ticket sellers, similarly to cigarettes packs show graphic warnings portraying the environmental and social impact of flights. Additionally, we want it to be mandatory for sellers to show, during the booking process, how flights tickets have been funded/ subsidised.

Through this we want to lobby for fair and sustainable travel by proposing our findings to the European Commission for consideration and partners (NGOs and organisations that support our lobby). This will form part of a larger campaign which will sit on social media, instigated by us. It will involve an open call to integrate global members and allow people to pledge to be flight free.

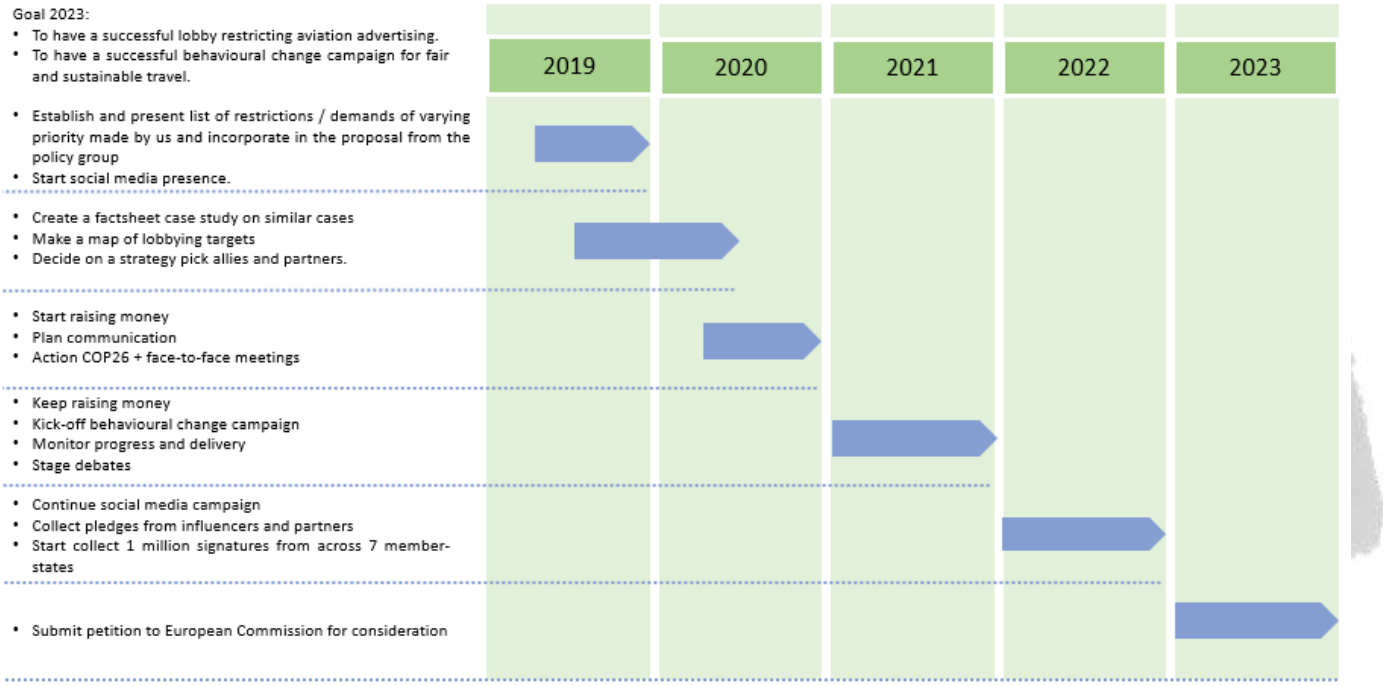


What is needed to make this reality?

- Money, partners and sponsors
- Time for further research and seek expertise: learn from case studies, advertising regulations and regulating bodies
- A dedicated team with different roles
- An open letter to stakeholders: presenting our problems and solution backed up by benefits of restricting advertisement, facts and figures
- Flyers to educate people about what we aim to achieve and why advertising is an issue
- A petition could be used to lobby for this change.
- A presence at the COP would contribute to achieving our goals, possibly at COP26.

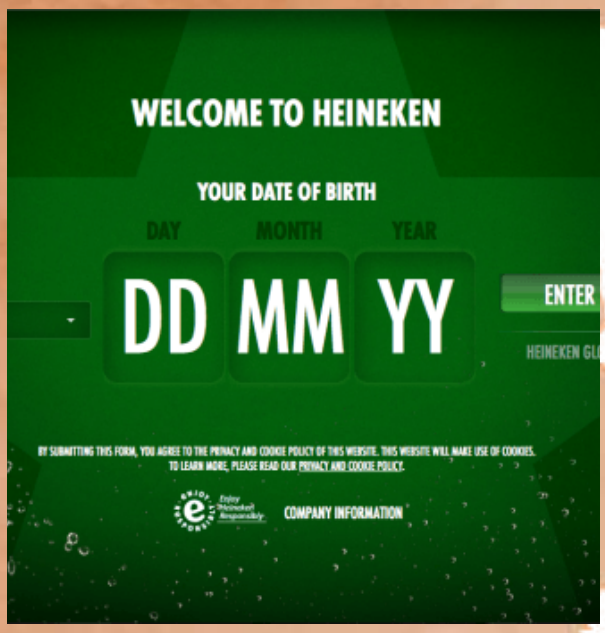
Contribution to a fair and sustainable travel industry

The advertising lobby is the steppingstone to creating behavioural change in the cultures surrounding flying. Our end goal; to ban aviation advertising. This would therefore discourage people from flying and instead encourage people to choose more sustainable alternatives to air travel. Less flying would equate to less pollution and would increase the likelihood of achieving a maximum of 1.5°C of warming.



Before

After



Sail to the COP Exposed

In the video series Confession Sessions, the participants of Sail to the COP open up and 'get naked' about past travel behaviour. They share personal stories and reflect on their experiences.

Confession Sessions

Changing the climate narrative to engage people locally and indirectly diminish their desire to travel in a harmful way

Problem

Various approaches have been used to try and tackle the growing culture and mentality towards flying. One of these approaches is "Flight Shame", which attempts to change behaviour through guilt and shame by emphasising the negative impacts from flying and personal responsibility to not engage in this activity. However, in many cases it has been ineffective. Several reasons for this are that people do not respond well to evoking negative emotions, or it results in defensiveness and denial. Furthermore, as the impacts are so global and far removed from many of the people flying, they do not play a significant role in a person's choice to fly or not.

Open and honest discussions on flying and people's relationship with it are not are not frequently used to address this behaviour. With too much focus on the end goal – reducing the amount of flights taken – means there is not enough consideration for the process that it takes to get there. For instance, cognitive dissonance appears regularly in academia, however, real life examples of transitioning from being informed about the problem to changing behaviour and how to do this are not common day to day practices.

Therefore, the problematic question is "how do people become motivated enough to change their behaviour in favour of the planet and its people?". People are increasingly informed of the 'big problem' of the climate crisis and aviation's contribution to it, but this awareness does not transfer into immediate action. They might feel insignificant because they are just one of many, so rationalise that there one action won't make a difference, or they feel deterred due to the complexity of the problem. Therefore, there needs to be a greater culture of support in changing behaviour and make it more relatable.

Urgency

People are bombarded with facts and numbers about the problem of a growing aviation industry and culture. However, an overload of numbers does not invigorate change or emotion within a person. To truly instigate change in how people think about flying, people need to feel they are not alone in this struggle.

They need to feel empowered and ready to take action, by finding inspiration in others and sharing their own story. This way we can collectively move towards a society which chooses to travel responsibly and limits the impact on the climate. We are amidst a climate crisis, so this is crucial.

Solution

How do people become motivated enough to change their behaviour in favour of the planet and its people? Through choosing to embark on the journey of Sail to the COP, a collection of people all in various phases of answering this question for themselves, came together. Some have already been in this phase for longer than others, but all noticed different pains and gains that come with this phase.

With Confession Session we want to share these different stories with people and open the discussion of the reality of acting more consciously about the impact on the planet and its people. These videos are specifically aimed at people already aware of the issues and impacts of air travel and mass tourism. In short video sequences our participants share their personal background of how they used to travel, what they gained by changing their travel behaviour, their personal struggles and secret desires when it comes to traveling. By that we want to start the conversation and give an honest impression of how difficult it might be to change. We will also show how we can use the power of a community to support each other whilst changing our behaviour.

With this video series we want to contribute to a narrative change around travelling and increase awareness on people's impact on our planet while empowering them to take action. We choose videos as they are widely used and are relatable and personal way to tell a story, which is often more engaging and appealing to view than a written text.

The videos will be published on the STTC website and will be available on our social media channels. They can be used and shared on other (social media) platforms as well.

"I have not flown much in my lie. I have been raised with the idea that flying is something for businessmen and people with a lot of money that can afford to go to the other side of the world. Later on, I also realised that flying is very contaminating for the planet and you cannot do this to the planet."

"Ik heb niet veel gevlogen in mijn leven. Ik ben opgevoed met de overtuiging dat vliegen iets is voor zakenmensen of mensen die heel veel geld hebben en naar de andere kant van de wereld kunnen reizen. Later is daar ook bijgekomen dat vliegen gewoon ook heel vervuilend is. Dat kun je de planeet ook gewoon niet aan doen."

Constanze, 26, Belgium

"I wish that it will be easier to choose sustainable modes of transport. That it becomes a status symbol and that the journey itself is the most important message. Not the far away and exotic destination. I wish that it becomes cool to travel sustainably."

"Ich wünsche mir, dass es einfacher gemacht wird, dass man auf alternative Reisemöglichkeiten umsteigt. Dass es zu einem Statussymbol wird und die Reise selber im Vordergrund steht und nicht, desto weiter weg und desto exotischer das Reiseziel ist. Dass es einfach cool wird, nachhaltig zu reisen."

Sarah, 28, Germany

"There seems to exist some sort of idea that real happiness is to have all the options and possibilities in the world. My personal experience is that more options do not always lead to more pleasure, luck or fulfilment of the things you do. Instead it is actually more the restriction of possibilities that makes the experience richer"

"Er lijkt een overtuiging te leven dat het echte geluk is, om alle opties en mogelijkheden in het leven te hebben. Mijn persoonlijke ervaring is dat meer opties niet per se lijden tot meer plezier, meer geluk of meer voldoening van wat je doet. Integendeel, naar mijn idee is het vaak de beperking van mogelijkheden dat u een rijkere ervaring bezorgd."

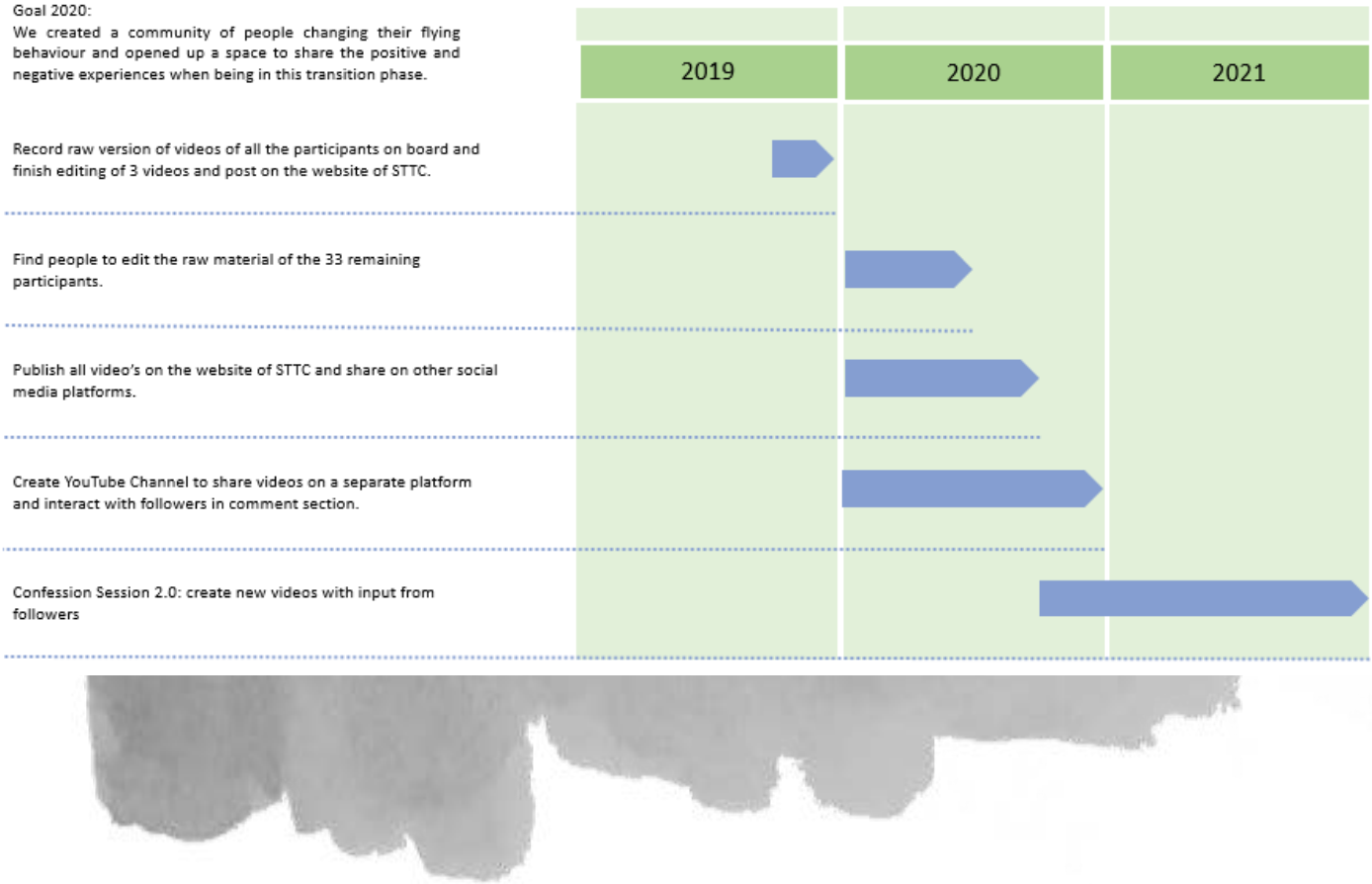
Rob, 30, Belgium

What is needed to make this reality?

- Shoot videos of everyone on board (36 participants)
- Edit 3 videos and add subtitles
- Find a partner able to edit the other 33 videos and provide them with subtitles
- Publish all the videos on the website of STTC and social media platforms

Contribution to a fair and sustainable travel industry

By opening up the discussion on the reality of making more conscious and responsible travel choices, the topic becomes more relatable and people can find inspiration in personal stories. This helps to address the existing flight culture and move towards one that is more conscious.



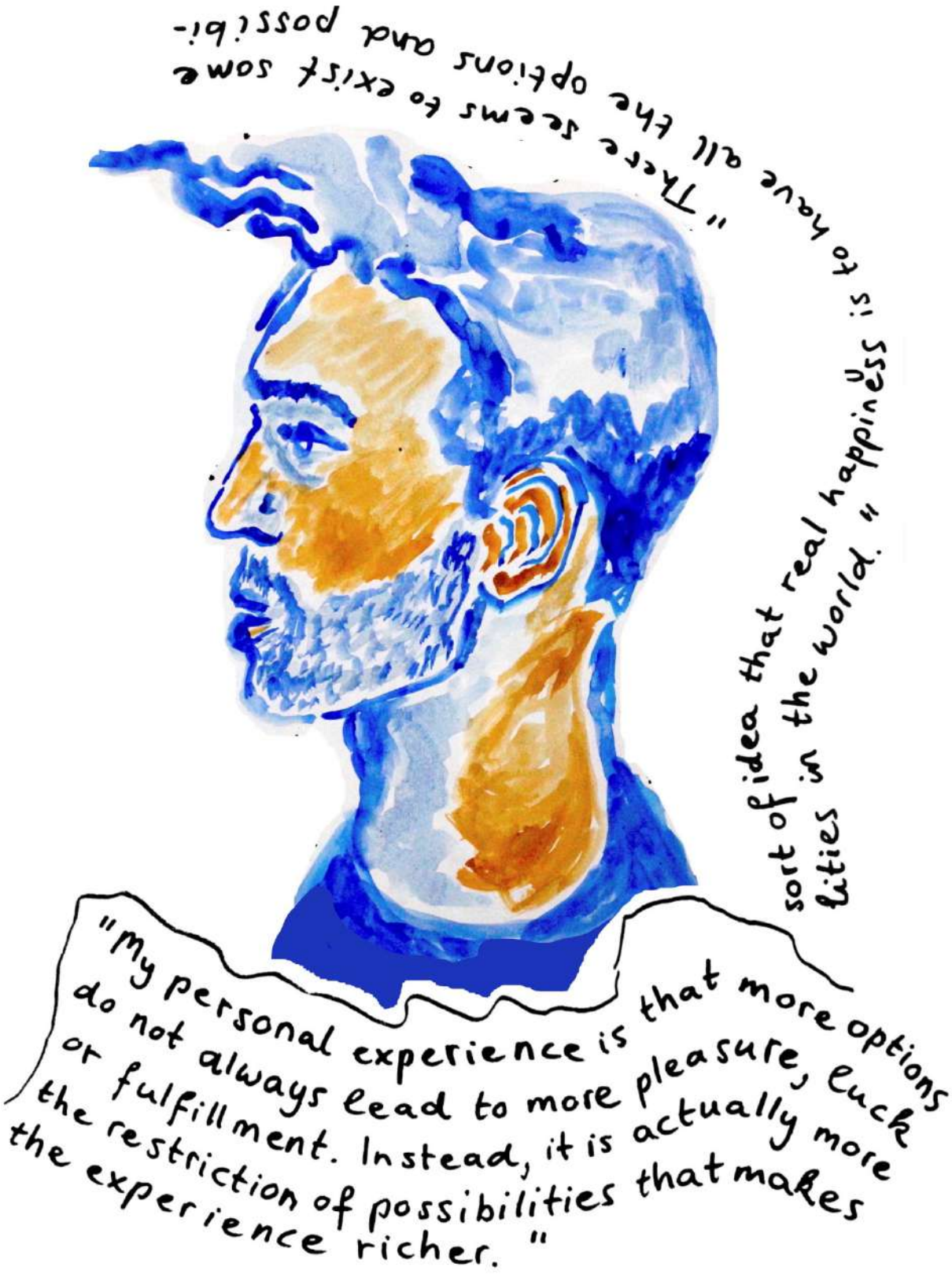


Illustration by Rosa Hofgärtner

Education

ExPlane your travel policies

We believe universities should serve as role models within our society when it comes to fair and sustainable travel. ExPlane is a platform that includes a toolkit, a network, and a mentorship program to support staff and students demanding change within their own institution.

ExPlane

Incorporate sustainable travel in education

Problem

A central component of academic careers and universities' internationalization strategies is long-distance travel: whether it is to attend workshops, conferences or to engage in field work, these trips are often considered beneficial to their reputation. That is why we want to address the flying behaviour of educational institutions. Travelling is encouraged among academics, and to a lesser extent, students. However, the environmental burden that extensive travelling generates is often ignored. There is significant progress to be made with regards to the carbon footprint of educational institutions. One important, yet not seriously widely considered, way to achieve this is addressing the travel behaviour that educational institutions engage in. Reducing the amount of flights would allow for a significant decrease of the carbon footprint of educational institutions (especially in the Global North).

Urgency

Educational institutions have a vital role in our society: not only do they serve as a role model; they influence a group of people who are still shaping norms and habits that will influence their behaviour for the rest of their life. The staff working in higher education and students attending university are among the frequent flyers of our society[24]. This is often in sharp contrast with the sustainability ambitions of these institutions and the people connected to these places. While frequent travel is generally associated with academic success, no correlation was found between the travel behaviour of academics and their professional success.[25]

Solution

With ExPlane we want to become part of the movement guiding and pushing educational institutions in the transition to a fair and sustainable travel policy. Within this network we will contribute the following:

ExPlane will enable students and staff who question the existing travel policy of the institution to address the massive amount of emissions that are caused by the flying behaviour of their university. We support this process by providing information, network and mentorship.

- **Information**: Our toolkit includes a guidebook that shows step by step how to create momentum within your own institution, suggestions for fair and sustainable travel policy, facts and figures to convince the board and examples of universities that already lead the way.
- **Network**: Our website will offer the possibility to connect with other university groups and share their commitment for fair and sustainable travel policy publicly.
- **Mentorship**: Our platform within this website will offer a space to learn. This could be through exchange of experiences in monthly teleconferences, workshops on movement-building, or webinars with inspiring talks. It will also be possible to ask ExPlane for specific advice.

Based on our problem analysis the solution focusses mainly on changing travel policies within universities. However, we do believe that the toolkit can be used by any other institution or company with ambition to become a role model regarding fair and sustainable travel.

What is needed to make this reality?

- A core team working on:
  - Strategy
  - Coordination
  - Contact with partners
- A team of coaches staying in touch with active groups within universities
- Motivation and commitment of students and/or staff
- A webpage for:
  - Attracting students and staff to the network
  - Sharing information and ideas
  - Exchanging knowledge
- Carbon accounting software for tracking progress and showing results

Contribution to a fair and sustainable travel industry

Universities function as a role model in our society: if educational institutions address their flying behaviour, this could trigger alterations in other segments of our society too. Moreover, it has a direct effect by lowering the carbon footprint of universities.

Goal 2025:
Our movement reached out to universities in every continent and implemented fair and sustainable policies. We contribute to more justice between universities from the global north and the global south

	2019	2020	2021	2022	2023	2024	2025
Draft of Website and Toolkit has been created.							
Toolkit & Website published and contacts of interested people in 10 universities with Technical support and university contacts from within our network							
Our movement is active in 10 universities through support from interested activists from our movement; revise website and toolkit with technical support							
Our movement has spread out to 10 European countries and contributed to travel policy change within at least 20 universities.							
We have strengthened our network to engender national and international policies.							

Education

Learn more, travel less!

Behaviour change starts with awareness. We will make this first step accessible through a Massive Open Online Course (MOOC). Through a partnership with a university, we will create an educational programme on fair and sustainable travel, available for everyone!

Massive Open Online Course

Incorporate sustainable travel in education

Problem

Currently, there is a lack of education regarding the link between travel and the climate crisis. One of the stakeholder groups highly relevant to this issue is higher education institutions (HEI). They hold power to educate and shape the perspective of a large part of society, including the ability to influence widespread standards. Yet, the majority of HEIs do not promote fair and sustainable travel – neither through education nor through staff and student practices.

Very often education is considered the cornerstone of shaping a young person's perception. The current climate crisis calls for education institutions to take up their role and address this issue through their provided content as well as their behaviour. They hold accessible means to educate a broad part of society about the relation of travel and the state of the global climate.

Higher education institutions often disregard the need to change climate-intensive practices on the premise that their research is valuable in itself, their staff should be able to further their career, and international relations are foundational to their success as an institution[24]. However, many HEIs acknowledge the need to become 'green' institutions. Reasons behind this are the urge to show leadership, the need to answer to the climate crisis, and international recognition.

Urgency

We consider it crucial to introduce the discourse of sustainable travel through HEIs since they both, directly and indirectly, influence the present and future footprint of our society. Their power consists in (1) their widely accepted credibility (2) the ability to influence the mindsets of thousands of students and staff, thus setting the baseline of travel practices for a wide part of society and (3) the reduction of the campus's footprint.

Solution

Through creating an online course known under the term of MOOC (Massive Open Online Course) we want to introduce an education format about the effects mainstream travel has on the global climate. The idea is to have it co-designed and made accessible by a higher education institution in Europe. The advantages of this solution are numerous, with three main benefits pointed out: (1) the MOOC is open to everyone and easily accessible via internet (2) it provides high-level education through an accredited university with contacts all over the world, and (3) it can be embedded in the curricula of HEI degree programmes to educate students and staff.

After establishing the MOOC we will review, fine-tune and extend its reach by encouraging more HEIs to include education of fair and sustainable travel within their curricula. This should lead to a greater population being educated about travel and the environmental and social impacts. It is then up to participants to the MOOC to act upon this new knowledge and spread the message further.

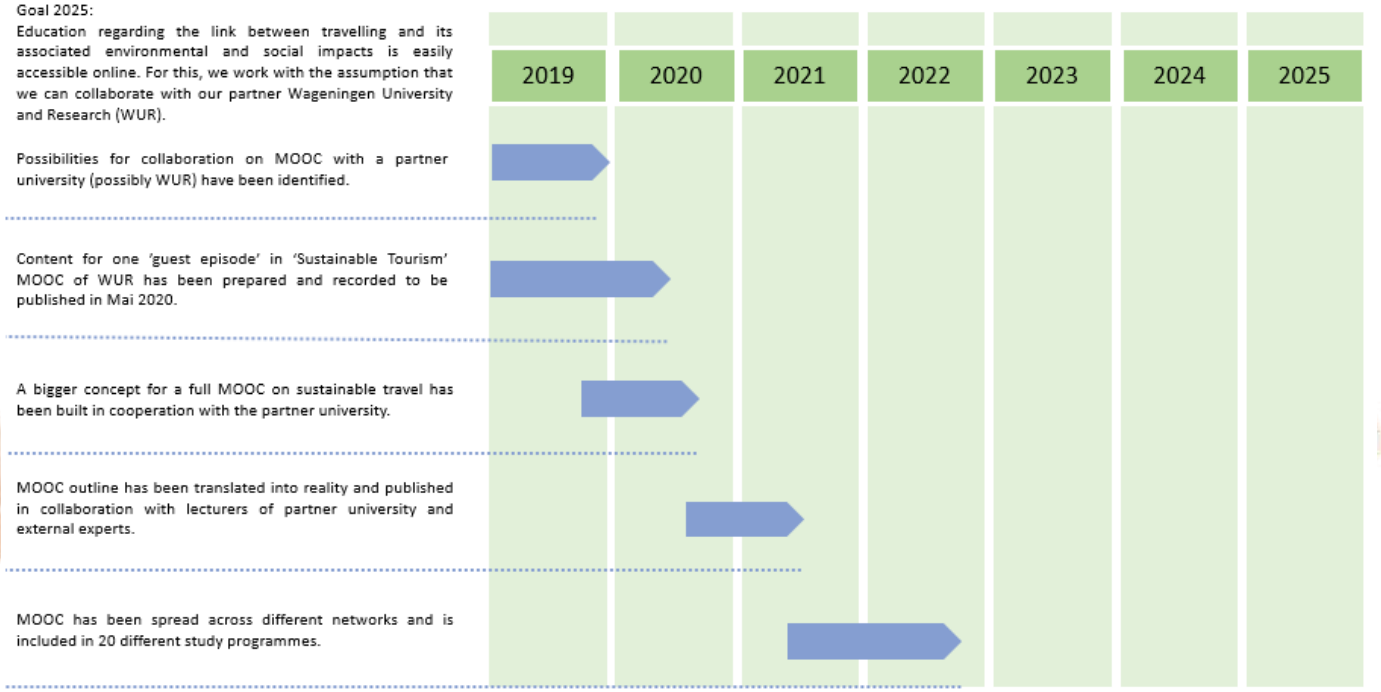
The HEI with which we aim to establish the initial relationship will be able to use the MOOC for their own benefits. We foresee that the institution will become a front-runner on the topic and receive wide recognition of their participation in the debate about the impacts of travel. The open nature of the MOOC allows students from partner institutions to take part in the course. This will facilitate a network building between students and staff all over the world. The host institutions' students and staff will be able to benefit personally and professionally after this program is installed.

What is needed to make this reality?

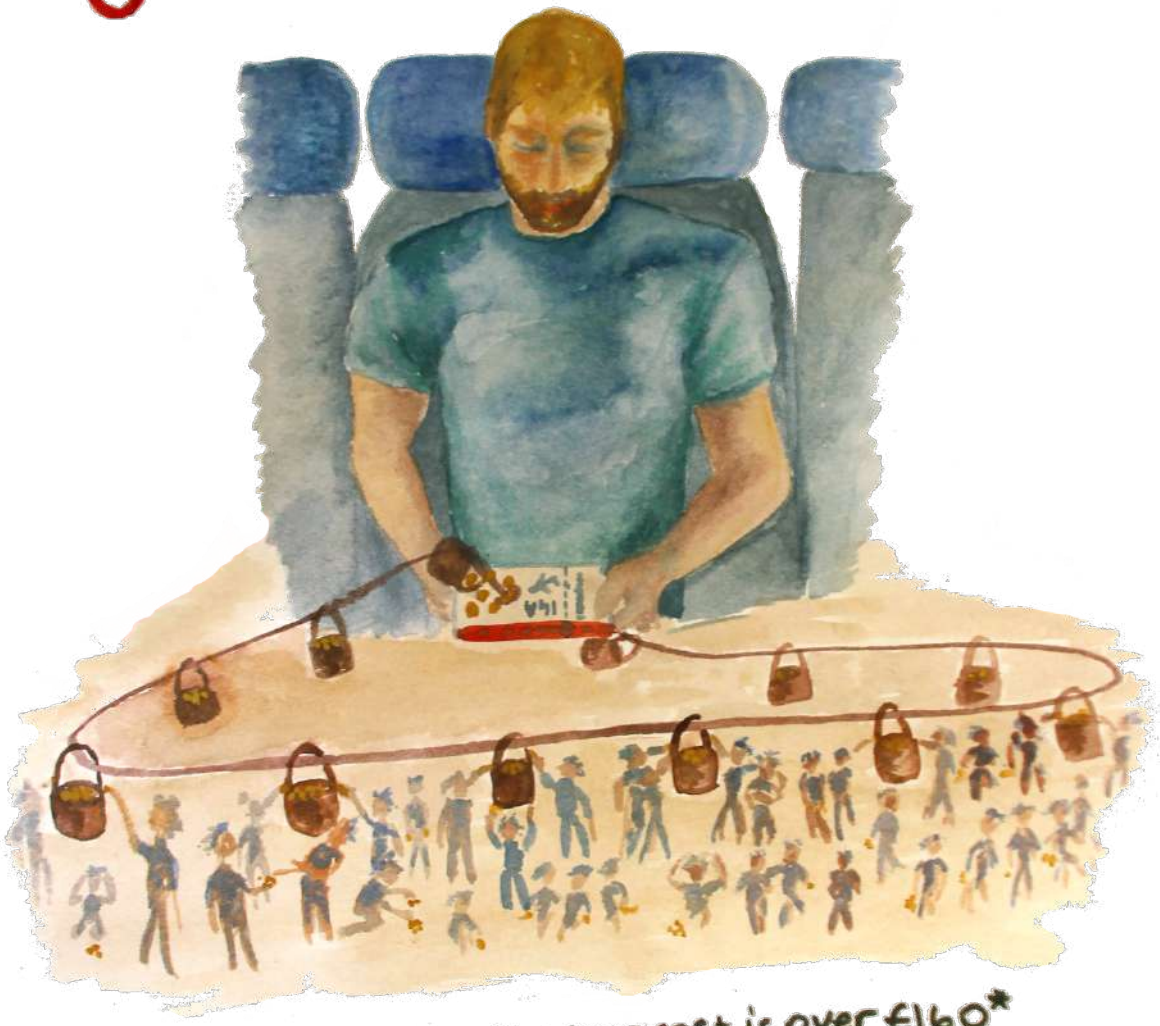
- A partnership with an accredited university
- An outline of the topics to be included in the MOOC
- A finished concept of the MOOC including scripts for each episode
- A team of professionals able through the MOOC and present the topics in the video's
- Facilities and gear to produce the videos for the MOOC
- A team responsible for producing and editing the video material
- A team of professionals able to review te MOOC
- At platform to host the MOOC
- A network of universities willing to include the MOOC in their curricula and promote it

Contribution to a fair and sustainable travel industry

By creating an open and accessible education program, we enable widespread dissemination of the link between travelling and the associated environmental and social impacts. We believe that knowledge about the effects of travelling on our environment and society can contribute to behaviour change on an individual level. By that, we aim to change the norm as a first step to achieve systemic change. This can be in the form of policy reforms toward fair and sustainable travel.



JUST TRAVEL?



You paid €80, but the true cost is over €160*

— MORE THAN ½ OF YOUR TICKET IS PAID BY OTHERS —

How? Through our taxpayers, public investment, subsidies & TAXEXEMPTIONS from FUEL and VAT

THIS IS NOT "JUST TRAVEL"

*Based on research by Ties Joosten from 'Follow the money' in Transport and Environment, 2019 "A cheap airline ticket doesn't fall from the sky."

Climate justice

It is not just travel

Just Travel? combines urgent climate action with movements of social justice. By campaigning for a Europe-wide kerosene tax and using the funds for investments in public transportation, *Just Travel?* urges the development of a socially-just travel industry.

Just Travel? Campaign

Making the injustices of the travel industry visible and transparent

Problem

Over the past decades, travel has become easier and cheaper. International travel is currently dominated by aviation, a highly environmentally and socially destructive mode of transportation. Its perks have led the general public to accept or remain indifferent or unacquainted to these damages. This is a highly problematic development in this time of climate and ecological crises.

As the aviation industry is exempt from taxation (kerosene, tickets, VAT) the price of air travel is absurdly low while governments miss out on tax revenues. To highlight one exemption in particular: kerosene is not taxed at all whereas all other transport fuels are taxed, giving aviation an unfair advantage over other transport modes competing over transportation services. This leads to tax injustice: the privileged group of people who fly benefit from the low prices while the majority of non-flyers don't experience any benefits but do indirectly pay for aviation.

A tax on kerosene would be a first step in establishing a fair ticket price since the enhanced costs would likely be put through to customers. A general lack of knowledge on this tax limits public awareness on cheap ticket pricing. Moreover, the aviation service is often enjoyed without it being visible what social injustices underlie the consumption of flights. This has to change if we are to move away from climate-intensive modes of transportation and toward sustainable alternatives.

Urgency

The urgency lies in the chance to bridge the growing social divide between people demanding quick and drastic climate action and those with a strong desire to sustain their living standard. The Gilet Jaune – a French movement for economic justice that arose after a tax on diesel fuel was implemented – are an example of the negative impact a fuel tax can have. The tax was installed in an attempt to reduce fossil fuel consumption. This shows that measures to reduce climate impact cannot be implemented without considering the social and economic effects it will have on society

Solution

With Just Travel? we want to make the injustices of the travel sector transparent and stress the need for fair and sustainable travel options – on national and international scale.

The Just Travel? campaign will be spread through posters in various European cities, on social media platforms (Instagram & Facebook) and through brandalism (on cheap flight advertisements in e.g. bus and train stations). The name Just Travel? is a play on the fact that people who travel frequently don't think about the impacts (they just travel) while posing the question whether their travel is socially and environmentally just. The goal of this campaign is to increase public support for a levelled playing field for the transportation sector, its first step being a tax on kerosene. We reach this support through framing the issue as social inequity.

The campaign posters will show the difference between those profiting from cheap flights and those who pay but do not benefit. A short fact will provide some background on the economic discrepancy. Images will be spread on social media, with a link to a landing page where people can read more and support the campaign. The web page will include the option of signing a petition for the adoption of a kerosene tax for aviation.

Besides this, Just Travel? aims to form a coalition between the climate movement and groups fighting social inequality (such as the Gilet Jaune). After 2021 we will continue to build our campaign in collaboration with other movements and organizations.

Through surveys, we will measure public support on the tax before and after our campaign has run. Through citizen involvement, we aim to get political parties to include the tax on kerosene in their party program. After that, we aim to incrementally include all European countries in the demand for a kerosene tax. Eventually we hope to achieve an EU-wide tax on kerosene that is implemented by 2025.

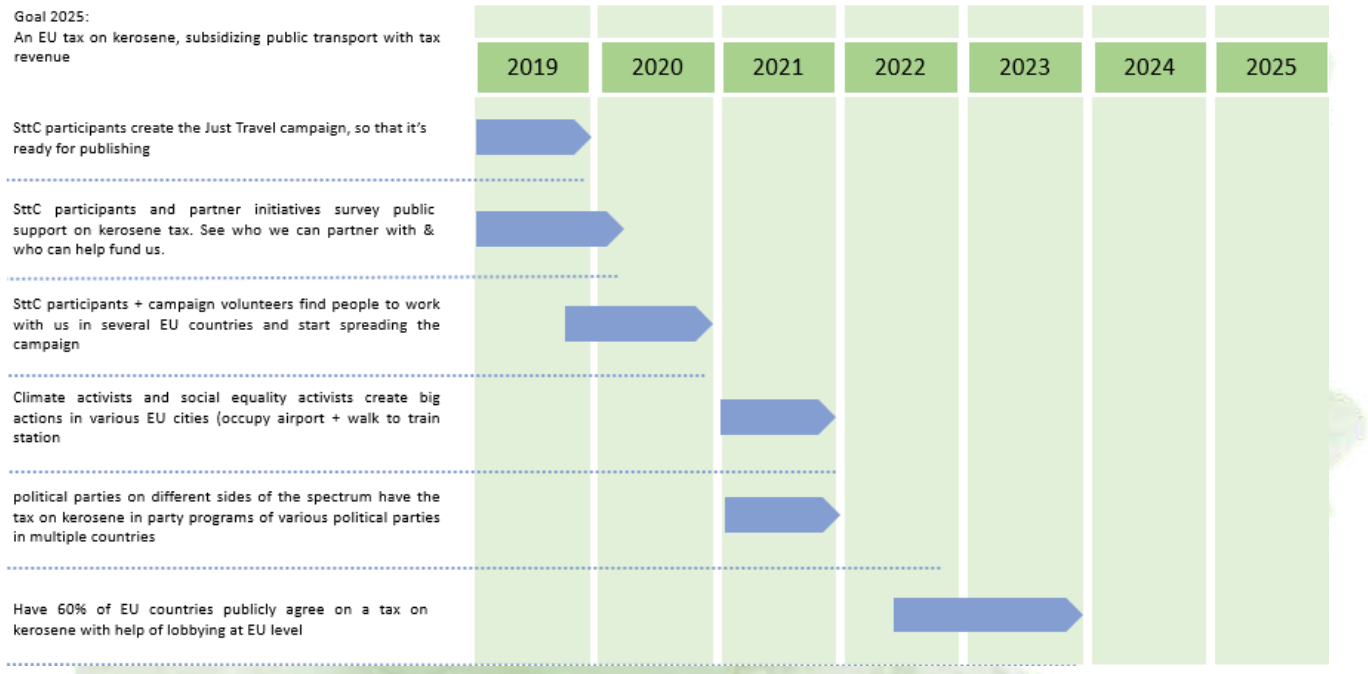
This solution will work in tandem with a solution posed by the policy working group of sail to the COP: EU Facilitation. This encompasses a change to EU policies currently favouring aviation over its more sustainable transportation counterparts. Finally, we want the tax revenue to be invested in national and cross-border public transportation, to ensure that everyone can equally benefit from more sustainable transport modes.

What is needed to make this reality?

- A core team of participants or volunteers
- Designs for 5 different posters
- Connect with relevant stakeholders
- Contact initiatives for mutual support (Tax on Kerosene, Back on Track, Stay Grounded, Gilet Jaune), and initiatives that can help spread the campaign (Extinction Rebellion, Fossil Free)
- Recruit more volunteers in various European cities that want to help spread the campaign
- Print and distribute posters; find channels on social media through which to spread the advert
- Landing page which gives more information and a way to support the campaign

Contribution to a fair and sustainable travel industry

By increasing transparency in the injustices of the travel industry, citizens will be informed and equipped to push for system change. Through this campaign, they will recognize aviation's competitive advantage over sustainable modes of transportation. By means of a petition, our goal is to pressure political parties to agree on the need for a tax on kerosene – a first step in fair ticket pricing. This should result in a reduction on the number of people who fly in Europe. Such a reduction in demand will be felt on the supply side as well. By investing the tax revenue in public transportation, all citizens will be able to benefit equally.



Climate justice

Hear the unheard

Uncovering personal experiences, each story in this handbook relates to the injustices of the travel industry. Hear the voices of the marginalized, learn about the exploitative practices of the industry, and get inspired by stories of resilience and resistance.

Stories of resilience and resistance

Making the injustices of the travel industry visible and transparent & Spreading awareness on the link between climate justice and the travel industry within the climate movement

Problem

Many people who are conscious about climate justice do not know how to take appropriate action or get in contact with like-minded people. For people who are engaged, their action often lacks direction in terms of addressing those who are responsible for excessive CO_2 emissions. The climate justice movement itself is not yet accusing responsible industries, such as the travel industry, which is gravely lagging behind in reducing its emissions and transitioning into a just and sustainable industry. Therefore, it's generally unclear what the link between climate justice and the travel industry is.

The victims of the climate crisis and those suffering from the injustices of the travel industry are often geographically and socially situated in places of systematic oppression and therefore left without a voice. It is of vital importance that we do not ignore how climate change arose out of deep, systematic inequalities, and that these inequalities continue to exist in new climate policies. Climate action does not necessarily lead to climate justice, and we need to ensure that we listen to those who are on the frontline and first-hand experience the injustices of the climate crisis and the travel industry

Urgency

There is a tendency in the climate movement to see the climate crisis as inherently universal, due to the fact that it threatens all of us. The danger of equating the two is that one forgets how we are not all affected by it equally. Beyond the question of who is left more vulnerable, there is the question of power. New policies will create climate action, but they can also create winners and losers in the fight against climate change. In the past, well intended climate policies have exacerbated social issues, and duly seen resistance from the losers of these resolutions. This show us that the platforms of climate action do not hold the capability to amplify the voices of the unheard. We are now reaching the precipice of the climate movement and as the calls for climate action reach deafening volume, we cannot forget to listen. Technocratic institutions continuously leave large parts of the population unable to relate to and understand their dialogue. This void can only be filled by sharing human experiences.

On top of the possibility of reproducing inequality, there is a lack of focus on how existing social inequalities are causing climate change. Climate change is not merely an objective problem, but rather the product of human systems. The point of climate justice is to understand the mechanisms of this system, and then to tear down its unjust foundations.

Solution

This handbook to the injustices of the travel industry will be a collection of stories of those hit hardest by the climate crisis and the injustices of the travel industry. These topics are not covered by a single narrator, rather, each story is written from a different perspective. Through the collection of experiences, we add to an existing, bleached dialogue, painting a more holistic picture.

The output covers a range of topics relating to the travel industry, showing us how old colonial relationships are reflected in the inequalities in travel, how these inequalities are deeply intertwined to our current economic system, how the travel industry has relied on these injustices, and how these systematic injustices will continue to reproduce themselves.

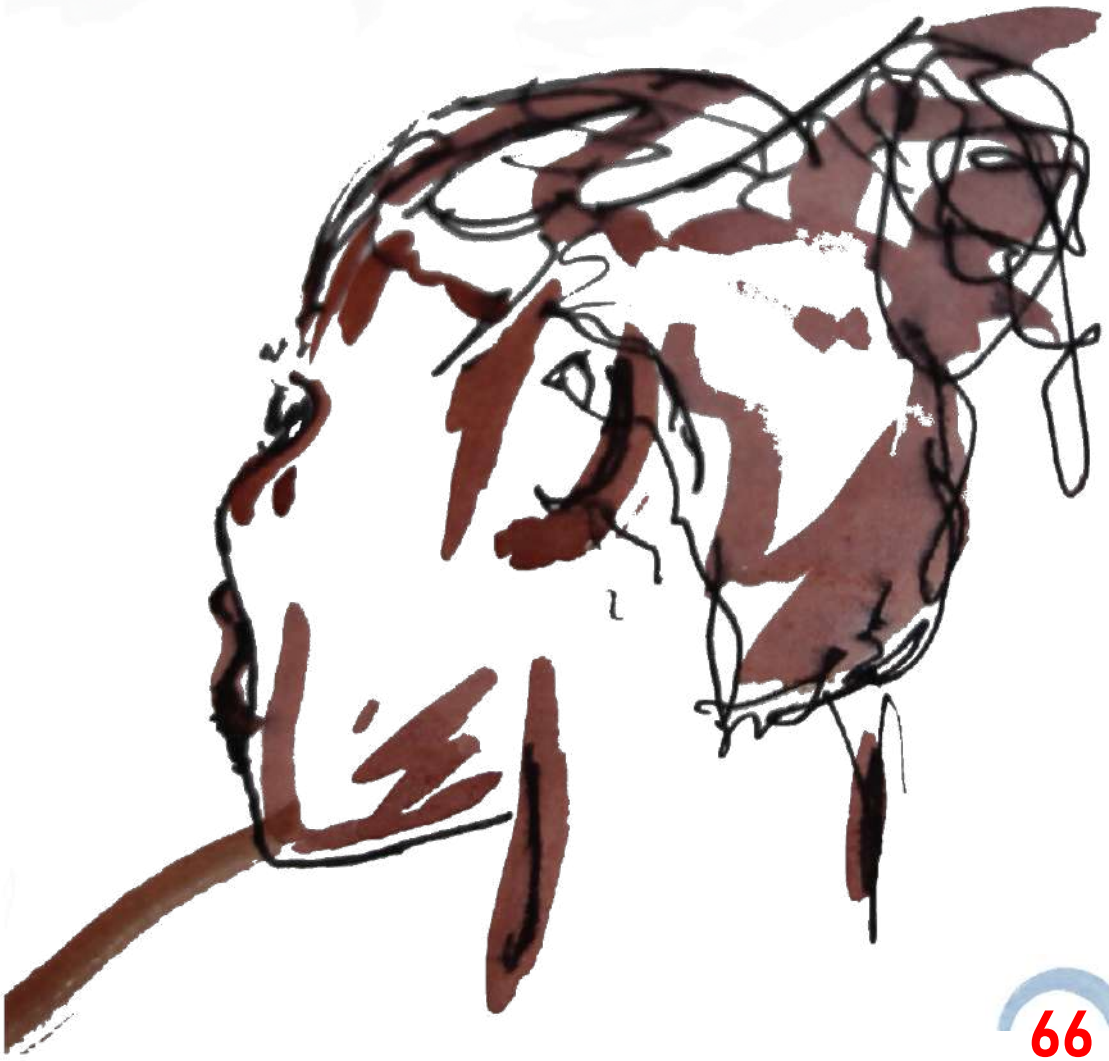
This method of collecting and sharing spreads awareness and provides a ground level of consciousness, the soil from which campaigning and action is inspired to sprout from. It hopes to connect readers into existing networks, adding to the climate movement and the pool of mobilising people. At the same time, those who are already active will join with a newfound commitment to both environmental and social justice. The ideal of this handbook will be both to become a symbol for the climate movement and working on legitimizing the struggle of those featured in the book and giving climate activists a sense of concrete direction.

Contribution to a fair and sustainable travel industry

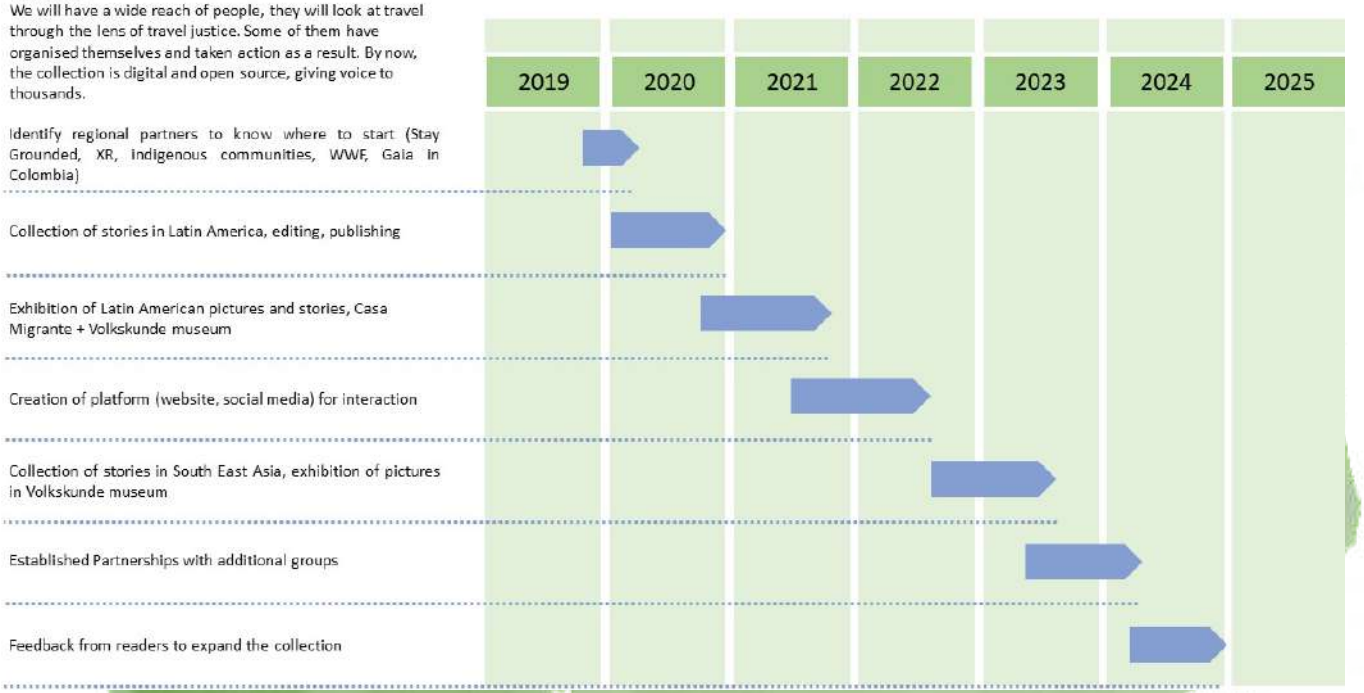
Amplifying of unheard voices and the collection into a coherent whole will make the injustices of the travel industry visible and digestible. Vocal stories will inspire resilience and resistance against climate injustice in the readers. The book will help to connect those who want it into existing networks and movements, accelerating the process of mobilization. Finally, if the reader is active within the climate movement, the output is aiming to produce international solidarity among climate movements across the globe by giving them a cohesive narrative.

What is needed to make this reality?

- Contacts of potential contributors
- Relevant case studies
- Time to collect stories
- Time for the contributors to write their stories
- Funding to print the book
- A publisher



Goal 2025:
We will have a wide reach of people, they will look at travel through the lens of travel justice. Some of them have organised themselves and taken action as a result. By now, the collection is digital and open source, giving voice to thousands.



Demands

Our policy demands

Our demands are addressed to the Conference of the Parties at COP25 and European countries in particular. We aim to keep pushing for these demands within political debates and other venues for climate decision-making.

Demands at COP25

Apart from the sixteen solutions the think tank resulted in eleven demands for change. These demands are aimed at policymakers and are initially intended for COP25. This chapter gives a short explanation for each demand and why we think it is important. The demands were presented at COP25 in the form of a two-pager and used as basis for our lobby strategy. A downloadable version of the two-pager can be found on the Sail to the COP website.

AVIATION IN LINE WITH THE PARIS AGREEMENT

It is crucial that the aviation industry is in line with the Paris Agreement and, like other contributors, should be equally held responsible for its global warming impact.

The aviation sector is a top-ten global emitter whose emissions are expected to rise dramatically by mid-century.[20] It is critical that the global aviation sector contributes its fair share towards limiting global warming to 1.5°C. Current policy measures and technologies are inadequate to fully decarbonize the sector by 2050. Until now the aviation industry has been favoured through tax-exemptions for kerosene, exclusion from VAT, and free allowances in the European Union Emissions Trading System (ETS). Apart from that, institutions regulating civil aviation lack transparency and use outdated agreements that are not in line with the current needs and challenges of society to distract from sufficient action. The aviation industry is powerful and privileged, and only plans its climate engagement through carbon offsetting, retrofitting and other improvements and optimization measures, without tackling the core of its carbon emissions, which rely on its unsustainable business models.[20,26,27]

NATIONALLY DETERMINED CONTRIBUTIONS

All NDCs should include specific and ambitious travel emission reduction targets, especially in terms of domestic and international aviation. This implies facilitating a modal shift to sustainable alternatives, such as buses and trains.

As a symptom of the bottom-up governance approach of the Paris Agreement countries set individual commitments on how to meet the overall emission reductions necessary to keep global warming to 1.5°C. Through these so-called Nationally Determined Contributions (NDCs) they aim to reduce greenhouse gas (GHG) emissions and increase resilience towards the effects of a changing climate. In 2015, the year the Paris Agreement was signed, countries handed in their first NDCs. For 2020 they are expected to submit new NDCs with a higher level of ambition. The transport sector is responsible for at least 23% of global energy-related CO_2 emissions[18]. However, current targets and measures included in NDCs do not yet conform to a full decarbonisation of the sector and do not sufficiently outline pathways for decarbonising transport. Only 14 (8%) of the Nationally Determined Contributions submitted in 2015 include specific transport emission reduction targets.[17]

Aviation is mentioned in only 12 NDCs while only 4 plan any measures to reduce emissions of the aviation sector. Overall, parties lack measures to reduce emissions from the travel and transport sector. Our specific proposals can be found on the Sail to the COP website.

TICKET TAXES

Socially just ticket taxes should be enforced on all flights. For instance, in the form of a frequent flyer levy to disincentivise excessive flight behaviour.

Aviation has so far enjoyed generous tax treatment despite a large proportion of flights being taken by a small, wealthy segment of the population: only 18% of the population have ever taken a flight. Given that there is a finite budget of carbon emissions allowable if global warming is to be held below 1.5°C, the highly uneven distribution of emissions due to flying raises equity concerns. In contrast to an aviation fuel tax, which would increase air fares for all passengers at the same rate, research suggests a levy aimed at excessive flying by frequent flyers could have popular support. The levy should also factor in the much larger emissions for Business and First-Class tickets. Evidence suggests that frequent flyers engage in additional flights to maintain their privileged traveller status (so-called 'mileage runs' or 'status runs') and that frequent flying is related to status and social identity.[28] Introducing restrictions to 'all-you-can-fly' passes and loyalty schemes which offer air miles would remove incentives to excessive or stimulated flying.

KEROSENE TAX

A kerosene tax should be implemented for the aviation industry, with the tax revenue allocated to sustainable transport in order to make alternatives a feasible option for travellers.

Jet fuel is currently exempt from excise duty for commercial operations as per the Energy Tax Directive 2003/96/EC (Article 14(1)(b)). The EU tax exemption of aircraft fuel is based on the international provisions of the International Civil Aviation Organisation (ICAO) Chicago Convention of 1944. Most international countries comply with ICAO resolutions and therefore their intake of jet fuel is not taxed. However, we emphasise that ICAO does not explicitly prohibit the taxation of jet fuel.[29] Countries are indeed able to take up responsibility and install this tax.

A leaked report from the European Commission assessed the impact of a kerosene excise duty, applying the minimum rate.[29] The report concluded that it would increase ticket prices by 10%, to an average of 333 euro. It would cut the yearly number of travellers by 11%, with an equal percentage cut to the sector's carbon emissions and jobs. The report states that it would have little overall impact on total European employment.

STATE AID

An immediate and complete ban on state aid for the aviation industry and an incremental withdrawal of subsidies to the aviation sector until 2030 should be enforced.

Substantial amounts of state aid are granted to airports and airlines, such as operational aid. This has severe distortive effects to the travel sector's competition. The levels of state aid are difficult to quantify but remain substantial. 43% of airports require government aid to continue operations.[30] State subsidies are used to pay for investments, to cover operating losses and to attract airlines that are more price sensitive. To stimulate traffic, low-cost carriers receive a mixture of discounts, success fees and marketing payments. When airports and airlines receive aid, their more efficient and more innovative competitors see the rewards for their efforts disappear. All this leads to distortion of competition.

The state aid flowing to this carbon intensive sector has no future when Member States want to comply to the Paris Agreement. As Transport & Environment states, 'just as the EU has moved to ban state aid to the coal sector, it must also ban aviation state aid'. We position ourselves fully in agreement to this statement and demand an immediate and complete ban on state aid to the aviation industry and an incremental withdrawal of subsidies to the aviation sector until 2030.

INTERNATIONAL CIVIL AVIATION ORGANISATION

ICAO should install robust carbon reduction targets and ensure that there is no double counting of carbon credits.

ICAO, a UN council, is responsible for managing the decarbonisation of the aviation industry for international flights. This council has set up a scheme with the objective to reduce CO_2 emissions in international aviation, the Carbon Offsetting and Reduction Scheme for International Aviation (CORSIA). However, several issues with this scheme can be recognised such as the risk of double counting carbon credits. The UNFCCC has set out broad frameworks for trading carbon credits but has not yet developed specific rules and guidance for them, including how to avoid multiple claims on credits. The CORSIA scheme is at risk of being used to double count these carbon credits. This is because from 2021 onwards all countries – not just industrialised nations – need to submit emission targets known as Nationally Determined Contributions (NDCs) as part of the Paris Agreement. This risks carbon credits being claimed at a project level (offset project paid by CORSIA) could be claimed again as national emission reductions, and would therefore not represent an additional emissions reduction.[20,21]

FLIGHT LIMIT

Flights within Europe should be limited until emissions are drastically reduced; all flights to destinations reachable by train within 6.5 travel hours should be banned and saved subsidies should be used to make trains more affordable.

In order to meet the goals of the Paris Agreement we need to drastically reduce flights now. Most citizens are not aware of the severity of the climate crisis, nor aviation's major impact on our climate. We therefore consider that a drastic reduction in air travel requires lifestyle changes as well as institutional transitions and transformative policies.

Banning all flights between European cities already connected by a fast train connection is therefore a bold yet necessary and achievable demand. Installing a specific time requirement is necessary for the policy to be effective. Depending on location, seven hours train travel may cover distances between <500 and >1500 km due to differences in infrastructure and train models. Seven hours is also representative of the average door-to-door plane travel time between European city centres (including travel time to and from the airport, customs, security and waiting time). However, the number of quality hours (either for work or leisure) are higher during train travel. Trains have better availability of workspace, internet, electrical plugs, leg and seat space, and uninterrupted work hours.

LONG DISTANCE NIGHT TRAVEL

A European alliance on long distance and night travel should be formed so that corridors can be approached as international ground, improving connections between (night) buses and trains.

Trains, including night trains, are seen as a typical mode of transportation within Europe. Being a favourite mode of transportation in Europe since 1970 with a 10% share of passenger land transport, this dropped to 6.9% in 2006. With upcoming opportunities for cheap flights, aviation seems to dominate the international travel market. Moreover, the need to arrive at a destination overnight seems to have increased within our societies as well.

A viable option that could potentially compete with airplanes are night trains. Unfortunately, these are inherently more expensive to operate than day trains because of more used space per passenger, more staff and lower occupancy.

European countries further hinder cross-border connections by restricting traffic on existing infrastructure and upholding specific requirements for carrier-train staff. Moreover, countries uphold conflicting regulations on rail operations and infrastructure requirements. By creating and perceiving international corridors as European ground networks, these corridors could become pan-European connections for climate-friendly passenger transportation.

EU EMISSIONS TRADING SYSTEM

The EU ETS should be reformed to ensure effective emission reduction and an inclusion of all European aviation emissions within the ETS.

The EU Emission Trading System (ETS) was instigated to address and regulate the greenhouse gas (GHG) emissions of large installations in Europe. Some 11,000 installations and 600 air traffic operators are now included in the scheme. The cap-and-trade system sets a common environmental target through a now-operational continuous declining cap on emissions. Such a limit puts pressure on industries to reduce their emissions or to pay a higher price for a similar amount of credits. Regrettably, only 40% of European emissions are covered by this scheme and free allowances take up the bulk of emission rights to aviation. This makes the scheme far from being ambitious in its attempt to reign in GHGs.

In order to ensure a level playing field for Europe's internal market, EU-wide application of the ETS should be enforced. Part of this levelling entails inclusion of all aviation emissions and full removal of free allowances to installations and air traffic operators. The current split-system of issuing free allowances and auctioning of carbon credits should be swiftly turned into an auction-only system. This is in line with the findings of a European Commission study conducted in 2015, which found auctioning to be the most efficient allocation system. We propose an EU-wide application of the Emissions Trading System including all emissions from aviation, full adoption of the auctioning system and a full exclusion of free emission allowances, at least to the aviation industry.

ADVERTISEMENT

Advertisement for the aviation industry (online and offline) should be restricted.

Frequent flying and the glamour of air travel is reinforced through advertising and media. Adverts and incentive schemes, such as frequent flyer programme normalise an unsustainable and unjust culture of travel. Currently, consumer activism through 'flight free' pledges and flying less is growing, yet few bodies exist to regulate media and advertising output. This lack of regulation does not reflect the danger of a growing aviation industry on the climate crisis. There is already a problem in the use of aviation as a common means of transport, for short and long distance – further encouraging this through external means, such as adverts and incentive schemes, will deepen the culture of entitlement toward flying.

The demand for aviation and a growing culture of entitlement towards flying will perpetuate the greater issue of the climate crisis through pressuring the industry to grow at a pace and volume which cannot be done in line with the Paris Agreement to limit warming to 1.5°C. The perception of flying urgently needs to be transformed, with mass advertising being a great influence. Tackling how flying is perceived will be required for long-term behavioural change. Our avenue is to tackle the issues with a restriction on advertising of short- and long-distance flights, as well as incentivised schemes that encourage unsustainable travel.

DATA SHARING

EU-level policy on data sharing across all stakeholders to enable multimodal pan-European booking systems.

At this moment, a single booking system for all travel itineraries within Europe does not exist. It is currently impossible to build a pan-European booking tool because transport data ownership is divided over several companies. Data owners seem disinterested to share their data voluntarily and many databases are antiquated. The data formats and databases that are used do furthermore not fluidly communicate with each other at present. Building such a database would be difficult and expensive but very necessary to answer to the requirements and wishes of customers, and more importantly, to make possible multimodal ticketing possible (e.g. booking a train + bus + Uber from door-to-door).

The European Union should install a regulation on European timetabling, ticketing and routing data. All data should be made available for a single database, covering the entire European travel network (trains, planes, buses, car sharing, scooters etc.). This database, though not open source, should be accessible by API key by Member States and trusted organisations, projects and start-ups.

Conclusion

Concluding words

It is imperative that the travel industry develops in an environmentally, economically and socially sustainable and just way. We urge everyone who has the privilege and ability to take responsibility for their actions, to do so. Climate change demands us to act. In times of emergency, not taking a stance means maintaining the status quo. And if there is one thing we cannot afford right now, it is business as usual. Let's change course – now.

Conclusion

With our mission – *fair and sustainable travel for all* – we are fighting for a future in which people take responsible travel decisions and society is able to fulfil its need to travel, while respecting nature and thereby the prospects of current and future generations. The use of air travel has become a systemic problem, worsening the climate crisis without future plans of reducing its impacts. We distinguished four main reasons why the travel industry is not fair and sustainable yet and connected these with opportunities for change.

Firstly, unfair policies, such as tax exemptions that favour aviation over climate-friendly travel alternatives, create an unequal playing field. We stress the need to level the playing field of the travel industry in order for climate-friendly travel modes to develop further and for the true costs to be reflected in ticket prices. Another crucial step we encourage is a shift from modal to systems thinking within the travel sector. Specific opportunities for change are shifting government budget allocation toward sustainable travel modes and reforming the EU Emissions Trading System (ETS) to halt free emission allowances to aviation.

Secondly, a strong lobby for the aviation industry distracts from behaviour and system change. Through the promotion of unfeasible technological fixes and carbon offsetting, there is little political space for effective policy changes. Opportunities for change that we see, are the creation of a lobby group to implement our solutions in European NDC enhancement and making CORSIA, the UN's framework to address emissions of aviation, much more ambitious.

Thirdly, due to the lack of cooperation between countries and businesses, sustainable travel alternatives are outcompeted in demand. We see opportunities in promoting local holidays, incentivising sustainable travel in organisations, ramping up night travel, rethinking business models of sustainable alternative travel modes and exploring the viability of zeppelins.

Fourthly, the lack of awareness of environmental impacts and issues of social injustice underpins a culture of fast travel for the privileged group of flyers. An important place to think about changing the future of travel lies in in the first place and offering alternative ways to fulfil these needs. Social justice should be inherent to all new decisions and policies made in the transition toward climate positive systems. As shown by protests emerging from increased fuel prices and fares for public transportation, climate policies cannot be implemented without offering society viable alternatives or benefits. A first opportunity for change lies in making the injustices of the travel industry visible and transparent.

For all of these opportunities we brainstormed for solutions. Every working group was unique in its size and interests, which is reflected in the diversity of solutions. The groups worked with different theories of change, ranging from grassroots action to lobbying at an international policy level and starting up new business ideas. Some solutions, such as demands posed at COP25, the Confession Sessions video series and the #railtothecop campaign, have already been initiated, and have a clear end date. Others, such as our business solutions and handbook of travel injustices, are still being developed and will be launched after this project is concluded. Moreover, a number of solutions could become a reality when embedded in already existing organizations or given the resources to be realised.

With this report, we invite you to become personally engaged and to be bold in your actions. We hope that our solutions will be realised, inspire others, and bring about real change in the travel industry.

Each solution includes a roadmap with specific targets for 2025 or earlier. We chose this relatively short time frame because we see a great urgency: the climate crisis is happening now and requires immediate and direct action from all industries. It is imperative that the travel industry develops in an environmentally, economically and socially sustainable and just way. We believe we can build a new travel industry, starting with ambitious policies, international collaboration and a conscious travel culture. We urge everyone who has the power and ability to work together and take responsibility for their actions, to do so – climate change and social injustices demand us to act.

In times of emergency, it's all hands on deck.

Reflection

Looking back

The two months of living and working together on a ship, getting hit by a whole array of literal and figurative waves, was a rather special experience. Here, we reflect on this time.

Reflection on overall journey

The journey itself is a vital part of our final output, for it is a story of dreams and action, friendship and solidarity, disappointment and hope.

As a group of 36, we turned our dream – pushing the travel sector onto a fair and sustainable path – into action. Our action had two main pillars; our sailing think tank and attending COP25 to make our voices heard. However, what fuelled our action, beyond the wind in our sails, is an interesting component to reflect on. Therefore, this section will discuss some observations, reflections and learnings.

Organising ourselves & how we worked

We found it very important to organise ourselves collectively, removing the constraints of a hierarchical power structure. The organizing team formed an essential part of our project and took on many roles of overviewing and guiding. However, everyone could take up different tasks and roles, without a set hierarchy. This gave people the freedom to lean into their strengths and try new approaches when working in a group. We found that this dynamic gave people the space to find their role, explore and share their ideas more confidently and trust their own capabilities.

We kept structuring and dividing the think tank, including input from all of the group. This led to working groups developing authentically, with people gravitating towards groups that reflected their interests. This was often related to people's theory of change; for example, whether they believe change happens bottom-up or top-down. Crucial for interdisciplinary ideation, learning from and inspiring one another were the plenaries in which the working groups presented their findings and ides to one another.

We ensured a framework of feedback, based on open and honest communication. Larger discussions were facilitated by plenaries, working groups and roommate reflection meetings. This made it possible to live and work in harmony in such a small space and recognising our personal needs within and from the group.

Community culture

With the majority of people not knowing each other beyond the training weekend and sail out, we got to vividly experience the process of friendship and community building from scratch. What was truly inspiring was to see how quickly people became comfortable in sharing their space, thoughts and feelings with each other.

Two months in, our community spirit and bond has grown deeply – a fundamental part of our overall experience. The culture that developed is one based on care; for each other and the wider world, combined with our shared concern – the climate crisis. This care is evident in many aspects of our lives, from a culture of respect and reciprocity around the ship to attentively looking out for one another in times of turmoil.

This was explicitly visible when we found out the COP was cancelled and then relocated to a place we could no longer reach in time. Our group pulled together and supported one another in the disappointment – for the impacts on our project, for the disappointment for many of the citizens of Latin America who would no longer be able to attend, for the anger at the systemic issue and for the oppression of Chileans. We had a lot of emotions and decisions to deal with in a short period of time, yet through our solidarity and mutual support, we came together and moved forward.

COP25 relocated

As one can tell by our name, attending the COP was an intrinsic part of our project. Up until the point it was relocated, our journey had been heading in a certain direction with a clear purpose: attending the COP. When our destination was changed, there was a moment where our direction seemed to disappear with it. We had to re-evaluate our project, questioning what we were actually doing and with what purpose. We realised that the core of our purpose was not for us to physically attend the COP, but rather what lies beneath that. For our message to be presented there, to apply political pressure for future-proof change to the travel sector and to have the voices of youth that care about the relationship between travel and the welfare of our planet to be represented.

So, we reached out within the network of the climate movement, and were rewarded by 20 highly enthusiastic, motivated and capable people. Our onboard team went from the frontline to the behind the scenes workforce, entrusting the COP presence of our project into the hands of others. Our voice was further strengthened through our online media campaign. The whole team felt the energy and support from one another, and we strived to make even more impact than we had initially anticipated. What had first been a huge disappointment, turned out to be an opportunity to practice the art of letting go, trusting others and exploring the many ways to work together from across the globe.

Alternative travel

Although we all believe the journey can be as important as the destination when travelling, this was certainly tested by the COP relocation. Even figuring out how to virtually attend the COP turned out to be a journey in itself, through trying to find workspaces with decent internet connection, figuring out the best way to organise ourselves online and at what time (accounting for the 5 hour time difference), and what roles and tasks needed to be fulfilled. One of the topics from our think tank was business travel, with discussions on teleconferencing and virtual reality. Little did we expect that we would explore these first-hand, with all the pains and gains included. Despite its difficulties, it has been a vastly rewarding change of events for all we could learn, experience and grow from.

discussions on tele-conferencing and virtual reality. Little did we expect that we would explore these first-hand, with all the pains and gains included. Despite some difficulties, it has been a vastly rewarding experience.

Travelling between continents by sailing ship was a symbol of sustainability and conscious travel, rather than how we envision all intercontinental travel to be. By conscious travel we mean being aware of the meaning and purpose of your travel and trying to have a positive impact, not just to minimise the negative impact. This brought about a lot of reflection on our own travel pasts and how we travel from a place of privilege. To then embrace the responsibility that comes with our privilege, our pasts, present and future, and using our privilege as a platform to act with the planet and its people in mind.

What's next?

In the years to come most of us will remain active in the field of fair and sustainable travel. We will continue to push for change through our campaigns, demands and other solutions.

For example, by continuing the #railtothecop campaign until the next COP in Glasgow, by continuing to connect young changemakers and by continuing lobby work. On a European level, we demand NDCs to be enhanced and include clauses on specific emission reduction targets for the travel sector; as well as European policies currently favouring aviation to be reviewed and altered. Next to these examples, many more solutions will continue their track. Sail to the COP has identified clear steps in order for these solutions to develop and mature, outlined in several roadmaps. We hope the story of Sail to the COP will grow and move more young people to follow up on our solutions or come up with their own new ideas for change.

Looking ahead

A look forward: the future of Sail to the COP and related projects

We are very keen on discovering the future of travel. We briefly explore and relate this to our project, our solutions and the paths that we will take.

Thoughts about the future

Thoughts about the future

Perhaps the best place to start thinking about changing the future of travel lies in the reasons to travel in the first place. To name a few, people might want to see different sights, experience other worlds, meet people, relieve stress, work abroad, commute for work and enjoy time away from home. The multiplicity of reasons tells us that there are as many opportunities to influence the current travel behaviour by informing, connecting and inspiring people to change. Will we reach our desired impact? We believe so. We believe that what we are doing is right for the climate and for the world. We put 110% of our energy into this project and created a network of people and organisations who stand for the same mission. The impact will follow.

Sure, the future of travel will be extremely different to our current travel patterns and even to our current visions. Technological advancement has already made it possible to travel virtually. Bullet trains and high-speed rail are able to carry thousands overland at close to the speed of sound. Teleconferencing and holograms are reducing the need to visit people in person. Over-tourism has led to a full travel-ban in some places around the globe. The climate crisis does not allow waiting for technological developments, action is needed now. With our sailing think tank, we identified crucial entry-points and drafted worthy solutions to address the ever-growing travel industry.

More notably, our campaign #railtothecop will continue until the next COP in Glasgow, urging all European participants to take the train instead of the plane to the most important annual climate conference. This campaign originated from the fact that COP25 was relocated to Europe, which gave us the opportunity to urge people to travel there in a sustainable way. Spreading badges and collecting pledges, we have established the basis of a campaign that we hope to grow much larger in 2020.

Follow the developments of Sail to the COP and the initiatives that resulted from this project on the website: www.sailtothecop.com

Let's change course – now.

Thank you!

You cannot hoist a sail with one hand only

We want to thank all of our theme partners for their support, insights, and encouragement for our project and our mission.

Words of appreciation

Just like we could not single-handedly hoist the sails of our sailing ship the Regina Maris, we could not have done this project without the help of our partners. From the very start of this project we have searched for people and organizations that shared our mission. We are very happy and grateful to highlight and thank them here.

Besides being the product of work by Sail to the COP participants, this think tank was a cooperative effort between a variety of partners. Our six theme partners all play a role in the transition to fair and sustainable travel and are all eager to be frontrunners. Together with them, we have identified key points to focus on, critical challenges to address and directions for solutions. We want to thank all of our theme partners for their support, insights, and encouragement for our project and our mission.

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