

## Press Release

# New myclimate education project: «Shape Your Trip» – travel more responsibly.

**Zurich, 28 February 2020 – myclimate has developed a new education programme to promote more responsible travel among the youth and young adults. The project focuses on a big travel competition to encourage the participants to plan their travel with greater consideration and therefore make a contribution towards climate protection. The actual travel experience should not suffer from this.**

Today's travel habits have a large and constantly increasing impact on our climate. Around 18% of the annual footprint of Swiss nationals is attributed to flying.<sup>1</sup> At the same time, today's almost unlimited mobility and diverse travel options are important commodities. "Experiencing new things" and building up relationships with people around the world has never been so easy and – perhaps – never as important. Weighing up climate-conscious behaviour against the need to discover the world is not easy. This new myclimate foundation project aims to open up targeted discourse on precisely this topic. «Shape Your Trip – travel more responsibly» aims to promote reflection and awareness of travel.

### «Shape Your Trip»

myclimate is providing knowledge and tools within the scope of its new education programme «Shape Your Trip» to help them plan trips in a sustainable and responsible way. The core element of «Shape Your Trip» is a competition. From March to May, individuals, groups of friends or even school classes aged from 14 to 25 years can enter travel plans to the «Shape Your Trip» competition. The lowest possible carbon footprint is not necessarily crucial, but that the trips and their impact are well thought out and responsibly planned. The winners will receive a contribution towards their holiday fund sponsored by SBB as well as other prizes from project partners such as the Swiss Youth Hostels. The best trips will be published in an idea pool and thus aims to give young and old inspiration for their own sustainable trips.

Apply for the competition at <https://www.myclimate.org/travelcontest>

### Extra offer for schools

Vocational and grammar schools can book a free double lesson in which pupils will discover more on the subject from the myclimate expert team and will have the opportunity to prepare their travel plans for the competition. myclimate will also provide free learning material to teachers.

Registering for inspirational lessons and the teaching material for teachers is available now at [www.myclimate.org/shapeyourtrip-inclass](http://www.myclimate.org/shapeyourtrip-inclass).

## Why «Shape Your Trip»?

Maxi Grebe, project initiator and area manager of education at myclimate, explains: "The «Shape Your Trip» project aims to enable young adults to travel more sustainably without questioning the cultural and societal accomplishment of travel. Travel is a particular achievement of the second half of the 20th century after many years of international conflicts, hostility and war. Today it's young people in particular who can experience the foreign world and establish relationships much more easily. This at the same time raises the key question of whether high-carbon travel is necessary. Every planned trip can be more sustainable without sacrificing the fun. But this does not generally happen with package solutions."

«Shape Your Trip» was developed in cooperation with SBB. "We support «Shape Your Trip» because, in doing so, we want to promote responsible travel. For very many destinations in Europe, for example, the train is a climate-friendly and comfortable alternative for a conscious travel experience", says Christina Meier, Head of Sustainability at SBB. The project will also be supported by EnergieSchweiz, the Swiss Youth Hostels and other sustainable tourism partners.

"As a pioneer in the field of sustainability and climate protection in the tourism industry, the Swiss Youth Hostels are investing a lot in their own sustainability. Almost 60 per cent of our guests offset the CO<sub>2</sub> emissions of their stay. Since the environment is clearly also very important to our guests, we are happy to join forces with «Shape Your Trip»," says André Eisele, Director of Marketing and Communication at the Swiss Youth Hostels.

Claudia Heer, programme manager of the coordination body for sustainable mobility KOMO at the Swiss Federal Office of Energy SFOE makes her assessment: "Between 2005 and 2015, the annual leisure mobility of Swiss nationals rose from less than 12,000 km to almost 15,300 km per year. The annual distance travelled by air for leisure purposes has more than doubled in the same period. The increase among young people in the 19 to 24 year age group was particularly pronounced. «Shape Your Trip» by myclimate starts right here. The project shows young people how they can make their travel more sustainable - without needing to do without important and valuable experiences that can be gathered during travel. KOMO is convinced by this approach and therefore supports the project in the context of its focus on 'Sustainable leisure mobility'."

<sup>1</sup>Source: <https://www.wwf.ch/de/unsere-ziele/flugverkehr>

### For further information please contact:

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## **myclimate and tourism**

The myclimate foundation has been committed to concrete solutions for more than 15 years, including in the fields of tourism, mobility and climate protection. In addition to the new education programme «Shape Your Trip», the myclimate «Cause We Care» initiative gives service providers in the Swiss tourism industry a specific way of promoting climate protection locally and globally together with their own customers. Furthermore, myclimate has also devised many products tailored to the needs of international and national tourism providers, such as a simplified Corporate Carbon Footprint for hotel businesses. myclimate has been working for many years with well-known companies such as DER Touristik (formerly Kuoni), Hotelplan Suisse, the Lufthansa Group and Hostelling International.

## About myclimate – The Climate Protection Partnership

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myclimate is a partner for effective climate protection, globally and locally. Together with industry partners and private individuals, myclimate wants to shape the future of the world through advisory services and educational programmes, as well as its own projects. It does so in a market-oriented and customer-focused way as a non-profit organisation.

This international initiative with Swiss roots is one of the world's quality leaders in voluntary CO<sub>2</sub>-compensation measures. Its customers include large, medium-sized and small companies, public administrations, non-profit organisations, event organisers and private individuals. Via its partner organisations, myclimate is represented in nine countries: Germany, Austria, Sweden, Norway, Luxembourg, Greece, the United Arab Emirates, Japan and Turkey.

The high-quality projects promote quantifiable climate protection and greater sustainability worldwide. CO<sub>2</sub> emissions are currently compensated voluntarily by means of more than 70 climate protection projects in 30 countries. Emissions are reduced there by replacing fossil energy resources with renewable energies, and by implementing local afforestation measures with smallholder farmers and energy-efficient technologies. myclimate climate protection projects meet the highest standards (Gold Standard, CDM, Plan Vivo), which are not only proven to reduce greenhouse gases locally and regionally, but also make a positive contribution to sustainable development.

myclimate encourages everyone to make a contribution to our future, through interactive and action-orientated educational programmes. With this aim in mind, myclimate has already reached more than 15,000 school children and 7,000 trainees in Switzerland, and established a global network of 1,600 students and young professionals. Moreover, the foundation also advises on integrated climate protection with tangible added value. In the field of CO<sub>2</sub> and resource management, myclimate supports companies with advice, analyses, IT tools and labels. The portfolio ranges from simple carbon footprints (emissions calculations) at the corporate level through to comprehensive life cycle assessments for products. Our experienced advisors help with identifying and tapping into potential in the areas of energy and resource efficiency.

Since the foundation was established, the myclimate climate protection projects have created thousands of jobs, protected biodiversity and improved the general living conditions of hundreds of thousands of people. Not least because of this, the German Federal Environment Agency is explicitly showcasing myclimate as a supplier for voluntary CO<sub>2</sub> compensation. In both 2015 and 2012, the Secretariat of the United Nations Framework Convention on Climate Change (UNFCCC) recognised two myclimate projects as “game-changing Climate Lighthouse Activities”, which were subsequently honoured by UN Secretary-General Ban Ki-moon at the UN climate conferences in Paris and Doha. In addition, the myclimate education project “KlimaLokal” was awarded the Milestone Prize in 2012, the Swiss tourism industry's highest distinction. In May 2016, myclimate received the Swiss sustainability award PrixEco.

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