

Press Release

“Shape Your Trip” and “hereandhappy” – Young People Design Travel Experiences

Zurich, 4 April 2022 – With its two educational programmes “Shape Your Trip” and “hereandhappy”, myclimate is committed to providing sustainable, climate-friendly, but also attractive travel experiences for young people. The “Shape Your Trip” project now also uses digital resources to create in-depth knowledge of the correlation between travel and climate protection among young adults. In the “Shape Your Trip” travel competition, participants can submit their own contributions again this year and win support from the project partners for the implementation of sustainable travel. The “hereandhappy” project has seen ten Swiss schools develop their own offer and marketing concepts for leisure activities in Switzerland.

myclimate developed the educational project “Shape Your Trip” in 2019 to help show youngsters the way out of a dilemma. Young people’s desire to travel and explore the world is often at odds with their wish to protect the climate and the environment. The offer was developed in cooperation with Swiss Federal Railways and is supported by EnergieSchweiz, Swiss Youth Hostels and FAIRTIQ (as the prize sponsor). “Shape Your Trip” is a multifaceted project consisting of a travel competition as well as lesson materials and information on sustainable travel.

Over the past few months, the offering for students and teachers has been expanded to include digital applications. Via the project website, teaching staff now have free access to an extensive learning module as a way to incorporate questions on climate-friendly travel behaviour and planning tips into their lessons. In addition, a web calculator was also programmed for the participants of the project competition. This not only shows the complete carbon footprint of a planned trip, but also conveys direct approaches to climate-friendly optimisation by providing detailed information on the emission sources of various means of transport.

New Competition Starts

The “Shape Your Trip” travel competition offers school classes and individual participants the opportunity to boost their travel funds. Existing, current travel plans can be submitted up until 4 June, with participation open to anyone aged between 14 and 25 living in Switzerland. Plans for the next holiday or class trip can be uploaded via the registration form on the project website.

[Registration link, further information and the terms and conditions of participation](#)

An expert jury will rate these plans based on the four criteria “suitable” (for their own needs and self-set goals), “creative” (out-of-the-ordinary ideas for transport, accommodation, meals and

activities), “informative” (discovering new things and getting to know people and cultures) and “climate friendly” (CO₂ emissions as low as possible).

Attractive financial prizes and non-cash benefits await the competition participants.

“hereandhappy” – Switzerland’s Youth Analyse Their Generation’s Travel Behaviour

On the basis of “Shape Your Trip”, myclimate conducted ten workshops at seven vocational and secondary schools with a total of 166 students. The workshops aimed to get youngsters to analyse their travel behaviour and requirements and, on this basis, to create new holiday offerings in Switzerland.

Using different methodological approaches, the workshops fostered the students’ ability to develop innovations, while opening up a new perspective on Switzerland as a travel destination. In a first step, so-called common personas were established based on the students’ analysis of their own behaviour and needs. In a second step, for each persona they then came up with novel, attractive activities, mobility and catering offers, and accommodation options to make holidays for teenagers and young adults in Switzerland even more appealing. Particularly well-thought-out and creative ideas have the chance of realisation through “bleib hier” (“stay here”), a project by the Swiss Touring Club’s (TCS) Mobility Academy.

The “hereandhappy” workshops were implemented with the help of our partners, the TCS Mobility Academy (with the project “bleib hier”) and EnergieSchweiz (a programme by the Federal Office of Energy, BFE), via the Coordination Office for Sustainable Mobility (KOMO).

For further information please contact:

Kai Landwehr, myclimate Press Spokesperson
kai.landwehr@myclimate.org, tel. +41 (0)44 500 37 61
www.myclimate.org/shapeyourtrip

Links

[Registration for inspiring lessons and free lesson materials for teaching staff](#)
[More on “Shape Your Trip”](#)

How “Shape Your Trip” Works

“Shape Your Trip” consists of a travel competition as well as lesson materials and information on sustainable travel. Based on the existing travel plans and preferences of school classes and other groups, the project works with participants to raise awareness of sustainability in travel. As is always the case with myclimate educational programmes, the focus is on showing the various opportunities for action and their consequences.

By analysing needs (what is it that I want?) and the greenhouse gas emissions of the various options (what impact does this have on the environment?) and through conscious planning (what information do I need to plan a sustainable trip?), the young people receive everything they need to develop a more sustainable but nonetheless adventurous travel plan.

The more sustainably designed travel plans can then be submitted to the competition. The best holiday or class trips will receive a travel grant, with other attractive prizes also up for grabs. The best trips will be published in an ideas pool and will thus give young people and adults inspiration for their own sustainable trips.

Ensuring Travel Remains Part of Life

Young people today face a dilemma: On the one hand, they want to plan their first independent trips and enjoy their freedom. On the other, thousands of young people and young adults in Switzerland and across the world are organising climate strikes, through which they aim to make decision-makers aware of the urgent need for climate protection to safeguard their future. This often gives them pause to think about their own travel behaviour and the associated environmental damage.

Franziska Steinberger, the project manager at myclimate responsible for the programme, goes into more detail: “The goal of ‘Shape Your Trip’ is to contribute to tackling this dilemma and to enable young adults to travel more sustainably, without jeopardising this social and cultural aspect of life. Every planned trip can be implemented more sustainably. However, this is seldom attainable with off-the-peg solutions.”

About myclimate

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

The international initiative with Swiss roots is a leading force on the global stage for providing quality voluntary carbon offsetting measures. Its customers include large, medium-sized and small companies, public administrations, non-profit organisations, event organisers and private individuals. Via partner organisations, myclimate is also represented in other countries, including Germany, Austria, Sweden and Norway. At the same time, myclimate serves business and private customers worldwide from its base in Zurich.

myclimate's high-quality projects promote quantifiable climate protection and sustainable development worldwide. The voluntary offsetting of CO₂ emissions currently takes place by means of more than 140 carbon offset projects in 41 countries. Here, emissions are reduced through the replacement of fossil energy sources with renewable energies, the implementation of local reforestation measures with smallholders, and the application of energy-efficient technologies. myclimate carbon offset projects meet the highest standards (Gold Standard, Plan Vivo) and are proven not only to reduce greenhouse gases locally and regionally, but also to make a positive contribution to sustainable development.

myclimate offers interactive and action-orientated educational programmes to encourage each and every person to make a contribution to our future. With this aim in mind, myclimate has already reached more than 25,000 school children and 10,000 apprentices in Switzerland, and has established a global network of 1600 students and young professionals. Moreover, the foundation also provides advice on integrated climate protection with tangible added value. In the business area of CO₂ and resource management, myclimate supports businesses 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. Experienced advisers help with identifying and tapping into potential in the areas of energy and resource efficiency.

Since the foundation was established, myclimate carbon offset projects have created thousands of jobs, protected biodiversity and improved the general living conditions of hundreds of thousands of people. Not least for this reason, the German Environment Agency explicitly recommends myclimate as a provider for voluntary carbon offsetting. In both 2015 and 2012, two myclimate projects were cited by the secretariat of the UN Framework Convention on Climate Change (UNFCCC) as "game-changing climate lighthouse activities", and at the UN Climate Conferences in Paris and Doha they were recognised by UN Secretary-General Ban Ki-Moon himself. In addition, in 2012 the myclimate educational project "KlimaLokal" was awarded the Milestone Prize, the Swiss tourism industry's highest distinction. In May 2016, myclimate was awarded Switzerland's "PrixEco" sustainability prize.