

**ARE YOU READY  
TO GO BIG  
ON CLIMATE  
ACTION?**

**TAKE THE FLIGHT  
FREE CHALLENGE  
AND SEE WHERE STAYING  
GROUNDED COULD TAKE YOU**



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# **OUR CHALLENGE TO YOU: TO STAY GROUNDED FOR A YEAR**

The solution to the climate crisis is simple: to significantly reduce our emissions. But we must do it fast, and we must pull together.

There is simply no room for air travel if we are to achieve the required emissions reduction. A single flight can take up our entire annual individual carbon budget, and for many of us, flying is our single largest source of emissions.

Taking a year off flying is a great way to reduce emissions and try the alternatives. Not flying doesn't mean not travelling! There are so many places that don't require getting on a plane, and a flight-free year is the perfect way to discover them.

Going flight free can also influence those around us. We are strongly influenced by each others' behaviour, so as more people show that they are prepared to do what it takes to solve the climate crisis, more will follow.

Our individual choices can help to change the norm and create a societal shift, as well as put pressure on government and industry to provide more options for low-carbon travel.

More and more people are choosing not to fly because of the climate crisis. Could you join them?

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