

Annex 1: Overview of all initiatives

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| All types of travel | Leisure/relatives travel | Professional/scholar travel | Academic travel |
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| Initiative | Origine (location) | Type of initiator | Initiator | When? | Targeted actors. (by the initiative) | Scale | Brief description / URL | Impact / results | How change is understood | Type of tool (main) |
|---|--|---|---|--|--|---|---|---|--|---|
| Fairosène | Maastricht (Netherlands) but active at a European level | Engaged citizens | Tasso, Timo and Sandro (young apolitic activists for climate) | Since 2018 | European Commission and EU Ministry of Finance | Europe | Young activists are lobbying for a kerosene tax at the European level. https://www.fairosene.eu/ | The European Commission is committed to propose the revision of the tax exemption on kerosene. The group of activists won the 2019 Citizens' Lobbyist Award and is visible in the press/media. | Systemic change, including constraints or encouragements | Tools for institutional participation |
| A free ride | GB | Engaged citizens | Group of citizens "Fellow Travelers" | / | National Government (GB) | / | Group of citizens are campaigning for a mandatory law towards a differentiated tax (1 trip without tax, all others with). http://afreeride.org/ | Unknown at this stage: propose infographics to support similar initiatives. | Systemic change, including constraints or encouragements | Information and communication tools (one-way) |
| Emission calculators with carbon offsetting and labeling | Europe (GB, Switzerland, Belgium) but similar initiatives exist at the international level | Engaged citizens and Associations / NGO | Various (Ben Matthews, Fondation Myclimate, Resurgence educational charity, Björn von Sydow in collaboration with Jürgen Larsson and Anneli Kamb, ... etc.) | Depends on the calculator | Individuals (mainly) | International | All sites, software and tools allowing a calculation of carbon emissions for a flight such as: Resurgence.org / Chooseclimate.org / flightemissionmap.org | Calculators are often the first option chosen by people who want to reduce their carbon impact. Today, the logic of exoneration that detracts from carbon sobriety is being discussed. | Change through individual choice | Information and communication tools (two-way) |
| CARPE (Coordination régionale pour un aéroport urbain, respectueux de la population et de l'environnement) | Geneva (Switzerland) | Associations/NGO | Various regional associations gathered in the CARPE (includes ATE, No621, WWF, Association Climat Genève and inhabitants' associations) | Since 2016 (initiative from 2016 to 2019; actions continue ever since) | Civil society, citizens, government | National (Switzerland) aiming local management (Canton, municipality) | Popular initiative and citizen's initiative committee: for a management of the airport that includes all the stakeholders concerned. https://carpe.ch/ | The popular initiative was accepted on 24.11.2019, but the initiators continue their activities until it is implemented and remain active on airport issues. | Change through promoting alternatives, oftentimes through collective efforts | Tools for institutional participation |
| Stay grounded | International (online community) | Engaged citizens and Associations / NGO | Network of associations which aim to protect the climate and most of which see tourism, or air travel as the primary combat. Also gathers independent members (scientists, public figures, ... etc.) | Since 2017 | Engaged citizens and collectives | International (with focus on Europe) | Creation of a network of committed people and sharing of information, petitions, events around flying less. https://stay-grounded.org/summary-of-the-webinar-system-and-or-behaviour-change/ | High media visibility, large network, reference and central actor in the NoFly struggles, large participation in organized conferences, collection of signatures for petitions and visibility of projects, Degrowth of Aviation publications. | Change through promoting alternatives, oftentimes through collective efforts | Tools for creating networks |
| Global Anti-aerotropolis | International | Associations/NGO and public figure | AirportWatch, U.K. AirportWatch Europe, Rose Bridger, author of the book "Plane Truth", Pastoralists Indigenous NGO's FORUM, Tanzania, Third World Network, Tourism Investigation & Monitoring Team, Thailand, Tourism Advocacy & Action Forum (TAAF) | Since 2015 | Government | International | Movement against aerotropolises (new form of cities where the airport is the central connection point and the whole system depends on it) https://antilaero.org/ | Production of reports and maps identifying developing aerotropolises and aviation-related conflicts, support to local groups | Systemic change, including constraints or encouragements | Information and communication tools (one-way) |
| Trains de nuit | Europe | Engaged citizens and Associations / NGO | 1) Oui au train de nuit ; 2) Actif Traffic ; 3) Back on track | Since 2016 | Government, Individuals | Europe | improve night trains (map of desired lines by 2030, on-board services), creation of a petition and a device to report malfunctions on existing lines. 2) Petition to save night trains: https://www.actif-traffic.ch/medias/2015-09-30-11114-signatures-deposees-pour-la-petition-sauvons-les-trains-de-nuit 3) European Network for a return of night trains: connects initiatives on a smaller scale and will lobby the European Parliament. https://back-on-track.eu/ | Continue their lobbying actions and the networking of actions. | Change through promoting alternatives, oftentimes through collective efforts | Tools for creating networks |
| Domestic flight ban | France, Switzerland, Sweden | Politicians | 1) François Ruffin (France Inouisme); 2) Lisa Mazzone (CH, Verts); 3) Suzanne Kröger (Sweden, left/green) | 2019 | Government | National (Switzerland, France, Sweden) | These representatives of the people propose through institutional channels (motion, proposal to amend a law in parliament) to ban or strongly regulate domestic flights. Their proposals are supported by citizens' petitions. https://lareleveetapeste.fr/un-projet-de-loi-veut-interdire-certains-vols-interieurs/ , https://www.parlament.ch/fr/ratsbetrieb/such-e-curia-vista/geschaelt?AffairId=20193183 | In progress | Systemic change, including constraints or encouragements | Tools for institutional participation |

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| Ban Private jets | Switzerland | Engaged citizens | Mario Leandros, individu lambda | Since 2019 | Government | Switzerland but international impact | Petition and communications aiming private jets' ban by law. https://banprivatejets.org/ | #BanPrivateJets : hashtag widely used even by the actions of Extinction Rebellion activists | Systemic change, including constraints or encouragements | Information and communication tools (one-way) |
| Apps for travel itinerary in alternative transportation | International | Private companies/firms | Various | Depends on blog/app | Individuals | International (with focus on Europe) | Loco2, TrainLine, Rom2rio and all other platforms facilitating the planning of non-air travel and the reservation of tickets. | Facilitation of train travel and coordination between the various transport companies | Systemic change, including constraints or encouragements | Tools that support alternatives |
| Citizens Initiative "Zéro Pub" | City of Geneva (Switzerland) | Associations/NGO | "Objection Croissance Genève" network, Genève libérée de l'invasion publicitaire, Collectif Genève sans publicité et Quartiers Collaboratifs. | Since 2017 | Government | Municipality | Citizen petition to ban commercial advertising, including aircraft (targeting lowest cost companies) | The Administrative Council has dealt with the initiative and is working on a counter-project. | Systemic change, including constraints or encouragements | Tools for institutional participation |
| FlightFree2020 | Sweden but further developed at the international level | Engaged citizens | Maja Rosen et Lotta Hammar, organized in the form of an association (We Stay on the ground) | Since 2019 | Individuals | International | Campaign with a network of initiators in 11 countries. It aims to bring together 100,000 signatories who commit not to fly for one year and to create an online community where the testimonies of participants are shared. | 24,834 signatories, wide media visibility, a widespread #Flightfree2020. | Change through individual choice | Tools for creating networks |
| Celebrities, engaged public figures | International | Public figure | Dennis Meadows, Bjorn Ferry (sports), Greta Thunberg, Maja Rosen, Lotta Hammar, Rob Hopkins (figure de la lutte climatique) Alice Larkin, Kevin Anderson, Katharine Hayhoe, (scientifiques) | / | Individuals (mainly) | International | Public figures are declaring or committing to initiatives to reduce their carbon footprint, an invitation to turn to alternatives and an appeal to the aviation sector to take responsibility. https://flyresponsibly.klm.com/gb_en#home | / | Change through individual choice | Influencer tools |
| Travel responsibly (KLM) | Netherlands (but applied at the international level) | Private companies/firms | KLM (dutch airline company) | Since 2012 | Companies/firms and individuals | International | Effort to minimize the impact of the companies' activities; a guide for travelers to minimize their carbon footprint, an invitation to turn to alternatives and an appeal to the aviation sector to take responsibility. https://flyresponsibly.klm.com/gb_en#home | Reducing emissions as much as possible (bio fuel, light aircraft, recycling, etc.). | Change through individual choice | Information and communication tools (one-way) |
| Voyage Vert – transatlantic transport without aircraft | Bristol (GB) | Engaged citizens | Ross, VoyageVert founder | Since 2015 | Individuals | International | Network / "agency" which proposes to facilitate the steps to cross the Atlantic without taking the plane. Participate in the development and marketing of a carbon-free yacht. https://www.voyagevert.org/ | / | Change through promoting alternatives, oftentimes through collective efforts | Tools that support alternatives |
| Regional/continental transport passes | International | Private companies/firms | Transport companies | Depends on the country | Individuals | International (but each at a regional/local scale) | Interrail (Europe), JapanRailPass, Via Rail Canada,...etc. Temporary tourist passes at advantageous prices and promoting train travel | / | Change through promoting alternatives, oftentimes through collective efforts | Tools that support alternatives |
| Des Vacances au kilomètre | France | Institutions (public or not) | ADEME (agence de la transition écologique- France) in collaboration with QOF (Qu'est-ce qu'on fait) et le Réseau Action Climat (RAC- France) | First published on 2017 | Individuals | National (France) | Computer graphics that give ideas for exotic trips to France (e.g. the equivalent between a remote tourist location and its equivalent in France) and provide easily accessible information to understand the impact of air travel on the climate. http://multimedia.ademe.fr/infographies/infographie_vacances/ | Strong reactivity and numerous sharing on social networks, reaction by mail of companies disturbed by these recommendations. After a first good reception of the project in 2017, the infographic is updated and the Climate Action Network enters the collaboration. A report will be published in September to assess the impact of the summer 2020 campaign. | Change through individual choice | Information and communication tools (one-way) |
| Staycations (guides, blogs...) | GB | Engaged citizens and Associations / NGO | Various (blogger, association, travel agency, media) | Depends on initiative | Individuals | National (GB) | Guides, travel suggestions without leaving the country https://www.greatlittlebreaks.com/collections/staycation ; https://road.cc/content/feature/271545-no-fly-guide-taking-your-bike-holiday-cars-ferries-trains-and-touring-options?fbclid=IwAR3TprUJLso6oshXRSTKYapAPKhT4axeqa6o0ymCY8WfmEjXNeFqobY | / | Change through individual choice | Information and communication tools (one-way) |
| Pousse-Pouce | Geneva (Switzerland) | Associations/NGO | Pousse-Pouce association (UNIGE students) | Since 2017 | Individuals | French-speaking Switzerland and surroundings | Association of students of the University of Geneva aiming to promote alternative modes of transportation and travel, including hitchhiking. https://www.facebook.com/poussepoucegeneve/ | Hitchhiking initiation to 250 hitchhikers each year, media coverage | Change through promoting alternatives, oftentimes through collective efforts | Information and communication tools (two-way) |
| The man in seat 61 | GB | Engaged citizens | Mark Smith | Since 2001 | Individuals | International | Blog (tips and itineraries) of train travel. https://www.seat61.com/ | Wide media reach, many awards | Change through individual choice | Information and communication tools (one-way) |
| The OceanPreneur (book about hitchesailing) | Netherlands (but applied at the international level) | Engaged citizens | Suzanne Van Der Veeken | Since 2016 (website); 2010 (hitchesailing experience) | Individuals | International | Suzanne Van Der Veeken shares her experience through the publication of a book and a website on a new way of travelling: hitchesailing, the equivalent of hitchhiking but by boat. Organization of adventures, video publications: the activities on her platform are multiple. | Many sold books, wide media reach | Change through individual choice | Influencer tools |

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| Climateperks | GB | Associations/NGO | Possible foundation | Since 2020 | Employers | National (GB) | Invites/accompanies employers to offer an extra day off to employees who favour land and sea routes to go to the vacation location in exchange for a label. | / | Systemic change, including constraints or encouragements | Regulatory tools, constraints or encouragements |
| Ecotrip-challenge | Switzerland | Associations/NGO | ATE (Association des Transports et environnement) - Switzerland | 2019-2020 | students, teachers, school institutions | National (Switzerland) | Contest for high school classes where students in registered classes record the trips they have taken during school vacations and the transportation they have taken: the goal is to have the lowest possible carbon score at the class level to win the contest. | Difficult to measure after 6 months (especially since it was a pilot project), but the issue seems to have been widely discussed in the classrooms and among students and even within families. Nevertheless, Yves Chatton notes a decrease in carbon emissions between the vacations of the first and second semester: the initiative renewed for the 2020-2021 school year will either reverse or confirm this trend. | Change through individual choice | Small rewards and social status tools |
| Gogreentavelgreen.com (blog) | Russia | Engaged citizens | Kimberly and Elizabeth (russian couple of travelers) | Since 2008 | Employee | International | Tips for business travel with a reduced carbon footprint (not flying is one option among others). https://gogreentavelgreen.com/ | Wide media reach | Change through individual choice | Information and communication tools (one-way) |
| CFF- special offer for companies | Switzerland | Private companies/firms | CFF (Swiss railway company) | Since 2018 (according to first publication of the website) | Employers | National (Switzerland) | Specific offer for companies that make their employees travel by train (centralized payment, discounts on the quantity of tickets sold). https://www.sbb.ch/fr/clientele-commerciale/businesstravel/businessmanager-cff.html | / | Systemic change, including constraints or encouragements | Tools that support alternatives |
| Travel agencies offering "greener" options of business travel | International | Private companies/firms | Various | Depends on initiative | Employers | International | Egencia: measure the carbon footprint of business travel (flights, hotels, etc.), select sustainability goals and verify if criteria are met by organizing travel accordingly / Travelperk: offset carbon emissions, discounts on lighter CO2 options / Fcmtravel: advise their customers on greener travel practices without questioning the fact of flying (not business class, longer trip, ...) | / | Change through individual choice | Tools that support alternatives |
| Charte des artistes, actrices et acteurs culturels pour le climat | French-speaking Switzerland | Engaged citizens and public figure | Camille Rebetez, Tom Tirabosco, Pierre-Louis Chantre (swiss artists) | Since 2020 | Artists et cultural institutions | Switzerland (mainly french-speaking part) | Charter where actors and cultural institutions commit themselves to reduce their carbon emissions. One of the points is to give up flying when it is possible to access by land, and to limit and compensate for flights to distant destinations. https://charteclimatculture.ch/la-charte/ | 260 individual signatories, 20 institutions/associations | Change through individual choice | Tools for creating networks |
| Tyndall (blog) | GB | Institutions (public or not) | Tyndall Center For Climate change Research | Since 2012 | Employee, Employer, government | International | Tips/strategies to reduce air travel in business practices | Lobbying the government | Systemic change, including constraints or encouragements | Tools for institutional participation |
| Engaged cities, institutions and public administrations | GB, Switzerland | Institutions (public or not) | Swiss Federal Administration, City of Geneva, Bristol, Zürich, ... | 2019 | Public employers: government, institutions and administration | National level and City level (Switzerland, Bristol, Geneva, Zürich) | Reduce government-related air travel by 30%. https://www.admin.ch/gov/fr/accueil/document/communiqués/msg-id-77533.html | Ongoing projects for cities, adopted for CH but not yet implemented (Coronavirus) | Systemic change, including constraints or encouragements | Regulatory tools, constraints or encouragements |
| School trip flight ban | Switzerland | Institutions (public or not) | Motion adopted by the GC Neuchâtel and initiatives at school level (Basler Gymnasium Leonhard), Canton of Geneva | Since 2012 | Students, teachers, school institutions | Institutional | Ban on air travel for school trips of Secondary level below 1200 km (Geneva), similar for the Neuchâtel motion, ban on air travel to the Basel high school (with exceptions) | / | Systemic change, including constraints or encouragements | Regulatory tools, constraints or encouragements |
| Motion: Pour un Etat exemplaire en matière de mobilité (for an exemplary State in terms of mobility) | Switzerland | Institutions (public or not) | Great Council of Geneva and Neuchâtel | 2019 | Government | National and regional | Motion aiming public policies regulating the movement of civil servants and public institutions. https://ge.ch/grandconseil/data/texte/M02521.pdf | / | Change through promoting alternatives, oftentimes through collective efforts | Regulatory tools, constraints or encouragements |
| One in Five | GB | Associations/NGO | WWF | 2009-2014 | Employers (public et private) | National (GB) | Creation of a challenge to reduce air travel by 20% over five years. The entities that commit to this challenge are part of a support program and benefit from an affiliation with the WWF image. http://assets.wwf.org.uk/downloads/1_in_5_bi_leaflet_final.pdf | Participants report a reduction in costs, an improvement in quality of life and well-being at work, an increase (even after the challenge) in the use of alternatives (train, teleconferencing tools). On average, the reduction in flights is -38%. | Change through promoting alternatives, oftentimes through collective efforts | Small rewards and social status tools |

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| Flyingsresourceguide | International | Academics | Ryan Katz-Rosene (University of Ottawa), Peter Shepherd (Environmental Studies Association of Canada), Garrett Richards (Memorial University of Newfoundland - Grenfell), Seth Wynes (University of British Columbia), Kimberly Nicholas (Lund University), Erica Frank (University of British Columbia), Parke Wilde (Tufts University), Joseph Nevins (Vassar College), Richard Kim (unaffiliated), and Agnes Kreil (ETH Zurich). | Since 2019 | Individuals, scientific community | International | Centralization of academic productions, actors and events (workshops, conferences, symposiums) around the issue of flyless. http://www.flyingsresourceguide.info/ | / | Change through individual choice | Information and communication tools (one-way) |
| Commitments and policies of academic institutions | International | Institutions (public or not) | Various universities | / | Employers, Institutions | Institution (worldwide) | Various devices instituted in the regulations of universities such as Neuchâtel, Geneva, Ghent, Santa Barbara,...etc. http://www.unine.ch/durable/deplacements-avion , https://www.unige.ch/avions/en/ | / | Change through promoting alternatives, oftentimes through collective efforts | Regulatory tools, constraints or encouragements |
| Unter1000 | Germany, Switzerland, Austria | Academics | Scientists/academics | Since 2019 | Individual | International (3 european countries) | Campaign calling for the mobilization of scientists through a voluntary commitment not to fly for distances under 1000 km. | 4126 scientists signed the letter in 3 countries (Germany, Switzerland and Austria). The list of signatories is presented to the climate strikes but because of COVID-19, the strike of April has been postponed. The committed academics have had an impact on the practices within their institution, but we do not have data to measure the impact. | Change through individual choice | Tools for creating networks |
| NCN (Nearly Carbon Neutral) Conferences | International | Institutions (public or not) & Academics | Various(Universities, Research institutes, fairs, ...) | / | Institutions, Individuals | International | Conceptualization of nearly carbon-neutral conferences, set up by some institutions and organizers who test new practices and share their advice (Virtual Blue Cop 25, Society for cultural anthropology, Beyond Oil Conference...etc) | Generalized in COVID-19 context | Change through promoting alternatives, oftentimes through collective efforts | Tools that support alternatives |
| NoFlyClimateSci | International (online community) | Academics | Peter Kalmus | Since 2017 | Institutions, Individuals | International | The campaign aims to bring together signatories from the academic world, but extends its appeal to academic institutions as well as to all individuals who wish to do so. The idea is to pledge to stop flying as much as possible. The web platform gathers testimonies of the people involved. | / | Change through individual choice | Tools for creating networks |

Annex 2: Primary tools used by initiators

| Tools type | Tool description | Share of the sample (%) |
|--|---|-------------------------|
| Information and communication tools (one-way) | All textual, graphical and audiovisual materials used for informing, giving advice and raising awareness. Implies a passive recipient of information. | 24 |
| Tools that support alternatives | Creation of, participation in or concrete support for concrete alternatives to air travel (more than just supporting in discourse). | 16 |
| Tools for creating networks | Recruiting new practitioners by collecting their statements of intent and/or commitments; creating a community. | 16 |
| Regulatory tools, constraints or encouragements | Rules, laws, incentives or disincentives (sometimes economic, such as taxes) that frame practices. Usually issued by institutions or governments. | 14 |
| Tools for institutional participation | The deployment of political tools, such as petitions, motions, voting, lobbying, etc., which promote institutional participation. | 14 |
| Influencer tools | Affiliation, partnership or communication linked to a celebrity or public figure in a position of role model and/or influencer. | 6 |
| Small rewards and social status tools | Invitation to change practices based on a reward or form of status / recognition; competitions with prizes, the promotion of labels or forms of group distinction. | 5 |
| Information and communication tools (two-way) | Information and communication tools that encourage people to change their practices, often in exchange for a reward; can include competitions with prizes, acquisition of a label, or leading to group acceptance | 5 |

Annex 3: Target audiences by type

| Targets by type | Share of the sample (%) | Examples of initiatives |
|---|-------------------------|---|
| Individuals | 52 | Voyage Vert, Staycations, The OceanPreneur, climate emission calculators, Charter by artists for the climate, Pousse-Pouce, among others. |
| Political or governmental entities and legal structures | 24 | Fairosène, A free ride, Back-on-track, Ban Private Jets, Motion for an exemplary State in terms of mobility, among others. |
| Public and private entities | 16 | Nearly Carbon Neutral Conferences, CFF (Swiss train) for business, business travel agencies, Climateperks, University-led programs |
| Civil society, associations, collectives, communalities | 8 | Noflyclimatesci, Staygrounded, CARPE. |

Annex 4: Forms of travel that are targeted by the initiatives

| Forms of travel | Share of sample (in %) |
|--|------------------------|
| No explicit distinction is made between forms of travel | 41 |
| Travel for professional or educational reasons | 24 |
| Leisure travel, and travel for visiting family and friends | 22 |
| Academic travel | 13 |