

ARE YOU READY TO GO BIG ON CLIMATE ACTION?

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



 www.flightfree.co.uk

 info@flightfree.co.uk

   @FlightFreeUK

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 start now, and we must pull together.

Covid-19 showed us that rapid change is possible. Air traffic decreased dramatically because we had no other choice, and we now need to apply this thinking to our response to the climate crisis.

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.

Not only is going flight free an efficient way to reduce our own emissions, it can influence those around us. We are strongly influenced by each others' behaviour. As more people show that they are prepared to do what it takes to solve the climate crisis, others will follow.

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

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