



**vojo** is a low-carbon travel planning platform; pulling together data on the European **mobility** network, **emissions** factors and citizens' travel **behaviour**.

vojo performs its primary duty as a '**conscious travel buddy**', by empowering its users to choose the most climate-friendly options for travel. vojo will educate its users about **climate-conscious travel** and the relative **carbon costs** of their options. But the buck doesn't stop at the individual. vojo will also invite its users to join **citizen action**; to rally **systemic change** towards a truly **competitive** mobility **environment** addressing tax breaks and subsidies favouring aviation.

vojo offers a **new way** of looking at travel. **Why** do we travel? What are our **options** and how do our **choices** affect society, the environment and our **future**?

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vojo ['vo.jo] (esperanto) - journey, way

### **problem statement**

A flight is the **most carbon-intensive** product one could ever consume.

In fact, aviation is the fastest growing source of **CO<sub>2</sub>** and expanding by **6%** every year in Europe.

There is **no 'techno-fix'** for the exploding carbon footprint of air travel.

The only solution is to drastically **reduce** the amount we fly.

The problem is, Europeans **love** to travel.

As a globalised people, we **Europeans** pride ourselves on navigating foreign destinations with fluency that comes with being a 'citizen of the world'.

This means that reducing flights will be one of the **hardest lifestyle changes** we will **have to make** for the sake of the planet.

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### **solution**

Luckily, there's **vojo**: a route planner and information web platform for **climate-conscious** travellers in Europe who want to avoid air travel with convenience and confidence.

And there's more! **vojo 2.0** will turn the platform into a **community** of like-minded travellers who will be able to **share** travel experiences with each other, online and in person. We recognise that carbon **offsetting** is a contended issue. vojo will be **transparent** in its carbon arithmetic and open in its science and assumptions.

Only fully **legitimate** options for carbon offsetting for air, coach and train are offered.

vojo 2.0 will also introduce a '**business**' functionality to inform, assist and monitor the travel of organisations, companies and especially **academia** to bring forth a new professional **culture** of carbon neutral travel.

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