

Impact Analysis Flight Reduction

for the cantons of Basel-Stadt and Geneva and the city of Zurich



Bau- und Verkehrsdepartement des Kantons Basel-Stadt
Mobilität



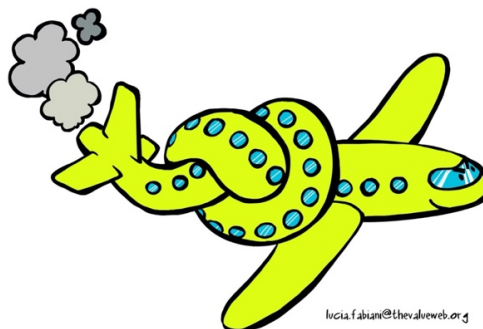
REPUBLIQUE
ET CANTON
DE GENEVE

POST TENEBRAS LUX



Stadt Zürich
Umwelt- und
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finding sustainable solutions
based on science
in a participatory process

Objective

Creating a climate-neutral society with a competitive economy is one of the greatest challenges of our time. In order to reach this objective, a transformation is needed, both in organisations and in society. Greenhouse gas emissions from leisure and business flights play an important role. Technological solutions will be necessary, but are probably not scalable to the required extent in the coming years. Complementary to the further development of technological solutions, the path to a climate-neutral society therefore also requires a reduction in flights. As leisure flights are more difficult to tackle than business flights, this project focuses on business flights and the spillover effect on leisure flights. This spillover can take place both in the private sphere (family or friends discuss the consequences of business flights) and in the public sphere (the topic of emissions from air travel is discussed in the media using the example of business flights). As part of this project, the non-profit organisation iilo GmbH and the Transdisciplinarity Lab (TdLab) at ETH Zurich shape and support this process with organisations in a systematic and analytical manner.

Two-step procedure

In a first step, an **impact analysis** is carried out with organisations of the cantons of Basel-Stadt and Geneva and the city of Zurich from various sectors (industry, insurance, consulting, banking, culture, sport, public sector, tourism). The impact analysis includes (i) interviews to identify the opportunities, co-benefits (such as an improved work-life balance) and potential barriers to reducing business flights, (ii) a literature review on spillover effects, (iii) a clarification which organisations would be interested in participating in a follow-up cooperation project "New Pathways for international business and exchange relations", and (iv) the development of a financing model for the subsequent cooperation project.

The second step consists of this multi-year **cooperation project** to reduce business flights with selected pilot organisations. It builds on the findings of the impact analysis and supports the pilot organisations in analysing and adapting their processes, defining reduction targets and measures, and implementing them. This is realised in a participatory process such that the employees are part of the transformation, contribute to establish the organisation as a role model, and thus enable the spillover effect. The scientifically guided and structured process is supported by the quantitative evaluation of specific indicators. A toolbox, along with a targeted communication strategy, enables scaling beyond the pilot organisations. During the implementation of the cooperation project, additional organisations are systematically approached and, if interested, involved - allowing them to directly benefit from the insights gained. This approach facilitates the dissemination and multiplication of the project's outcomes.

Role of the cantons of Basel-Stadt and Geneva and the city of Zurich

Through a **patronage**, the cantons of Geneva and Basel-Stadt and the city of Zurich continue and institutionalise their activities to reduce air travel. They facilitate contacts with organisations for the impact analysis and the subsequent cooperation project while actively exchanging with the project team.

Project team

The project is managed by the non-profit organisation iilo GmbH in cooperation with the TdLab at ETH Zurich. Susann Görlinger (iilo GmbH) has been working on the reduction of business flights since 2015, initiated, set up and managed the ETH air travel project until autumn 2021 and was responsible for the German network "[FlyingLess](#)" for reducing air travel in the academic sector until the end of 2023. She developed various materials for both projects, including a [toolbox](#). This has also resulted in two application-oriented scientific publications ([Görlinger et al. 2023](#); [Wenger et al. 2025](#)), which show the process and possible measures for reduction. She is [an associate expert](#) for the NGO [Climate Accelerator](#), has developed a [toolkit](#) for reducing business flights for aid organisations and is supporting the implementation. On the same topic, she has also been advising the [ZHAW](#) for several years and is [expert](#) at the One Planet Lab of the WWF. In 2024, Susann Görlinger founded the non-profit [iilo GmbH](#) for sustainability consulting. iilo is associated with ETH Zurich's TdLab and uses transdisciplinary methods from the TdLab to shape cultural transformation processes in the field of sustainability. Professors Christian Pohl and Michael Stauffacher (TdLab) contribute their transdisciplinary expertise and experience. Prof Stauffacher also has many years of experience in the field of air travel reduction and has supervised two doctoral dissertations on this topic at ETH Zurich.