



## **Contribution to the COP 30 Presidency Roadmap on the Transition Away from Fossil Fuels in a Just, Orderly and Equitable Manner**

Dear COP30 Presidency

We Don't Have Time is the world's largest media platform for climate action. We are also the designated Official Global Media Partner for The World's First Conference on Transitioning Away from Fossil Fuels, to be held in Santa Marta, Colombia, April 24-29.

Our contribution addresses the topic of Energy Transition, from both a demand-side and a supply-side perspective. It focuses on aviation, often considered one of the most difficult sectors to decarbonize.

During the first weeks of March, We Don't Have Time conducted a large-scale survey among our global community. The survey was inspired by two thought-provoking articles on sustainable aviation—one published in [Forbes](#) and the other on [We Don't Have Time](#)—written by our CEO and Founder, Ingmar Rentzhog.

In the survey, we asked our community what they believe is the best way forward to transition away from fossil fuels. The three options were:

1. **Reduce first.** We should sharply reduce consumption and mobility across society, phase out fossil fuels as fast as possible, and accept major lifestyle changes and sacrifices in the short term. Only once fossil fuels are largely eliminated should we scale technologies that allow higher levels of consumption again.
2. **Technology first.** We should focus primarily on scaling clean technologies as fast as possible. Innovation and markets will replace fossil fuels without requiring major limits on people's lifestyles.
3. **Both together.** We should phase out fossil fuels while at the same time embracing and scaling non fossil solutions, even if they are not perfect yet. Regulation and innovation should move in parallel.

As seen in the graph on the next page, the response showed an overwhelming support for combining both reduction effort and scaling clean technologies simultaneously.



**63%**

**25%**

**12%**

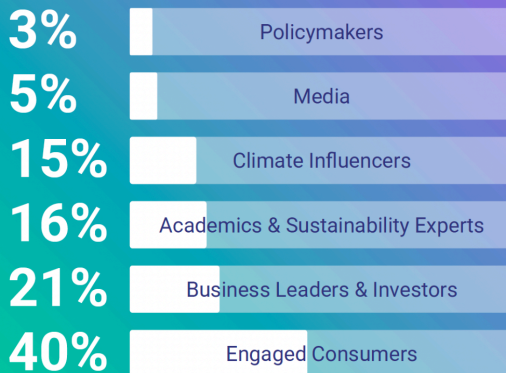


Reduce first

Technology first

Both together

## Audience & user survey



| Global Representation |     | Age      |     |
|-----------------------|-----|----------|-----|
| Europe                | 50% | Under 21 | 4%  |
| North America         | 25% | 21-30    | 13% |
| Africa                | 10% | 31-40    | 16% |
| Asia                  | 8%  | 41-50    | 22% |
| South America         | 5%  | 51-60    | 23% |
| Oceania               | 2%  | 61+      | 22% |



## WHAT PEOPLE SAID

We Don't Have Time we believe in dialogue, also on divisive topics. The discussion sparked by the articles and survey was (in most cases) constructive, thoughtful, and respectful. Here are some of the comments:

### 1. Reduce first.

*"Option 1. Undoubtedly - reduce first! Because "We don't have time"! Simple as that as the resources of the Earth are not unlimited."*

*"I'm not a fan of SAF as a solution as it means more land-use. We've destroyed enough land as it is. But you gave your own reasons in the original piece. I would say reduce flights until we have a more viable solution for fuel - as with long-haul shipping."*

*"1, since we don't have time. Between lifestyle changes, most not major and quite exciting and creative, and existential risk, I believe enough people will choose 1. Of course, we have to accelerate the transition to clean technology, but it will be primarily based on demand from enlightened, concerned and informed people. As we can all see the transition can be and is being stalled as soon as different political power is in place. Same with industry and the markets. They are just not the most effective and sustainable path to a fossil free economy and life."*

*"I am ever so sorry, but this is purely wishful thinking for people who can not give up dear things in life. I was a frequent flyer for many years making my living as a travel journalist followed by hotellerie and tour operator. The minute I grasped the extent of the climate crisis, the emissions caused by humans I put my feet on the ground. Today there is no sustainable alternative. Can't we just be reasonable and stay on the ground til our problems in the air are solved? For our children."*

*"I voted for No. 1 as I believe that is what is needed to save the situation we live in. Since I believe that is unrealistic in the world we now live in, we will probably have to accept No. 2 and compromise with No. 3."*

*"This is the proposal of the Dutch Footprint Group: To reduce and stop the use of fossil energy is the most urgent step to stop further climate disaster on our planet Earth. The killing of people and the damage of nature and the build environment is already a global disaster. We ask your attention for the fair system of personal CO2-quota per year, as promoted by among others Dr. David Fleming from the United Kingdom. It might quicken the needed proces of the reduction of CO2-emissions, and it is also a fair system. It is also called 'Tradable Energy Quotas (TEQs)'. We look forward to the first country that will show the way to apply this system and inspire others to follow. There is no time to waste. I am ready to accept this approach."*

## **2. Technology first.**

*"I vote for option (2) simply because I trust technology a lot."*

*"Reducing is great, finding technological alternatives that will work if we support the best scientists, engineers, entrepreneurs etc behind is more realistic."*

*"Reducing first is a nice idea, but decades of trying to achieve that people fly less, teach us one lesson: it does not work. Small success will quickly be overtaken by overall growth. Instead of wasting energy on something that doesn't work we should focus on what will work for sure: to make SAF fly. At Airborn Fuels Switzerland AG our mission is to make e-kerosene fly by working on an innovation platform for the development of new and more efficient processes."*

## **3. Both together.**

*"I vote for (3). (1) is the safest option for the world, but lacking a magic wand it's not that realistic. But if (1) were changed to "High emitters should reduce hypermobility", count me in. The problem with (2) and to some extent (3) is that they both involve a gamble on technology. How hard will it be to "scale up" the tech solutions? There is dispute as to whether it is even possible (e.g. for long-haul flying) let alone how much investment would be needed. What's the backup plan if they don't materialize? In any event, all countries should definite put taxes and regulations in place to prevent the unrestrained growth of fossil-fueled aviation."*

*"Option 3. Advance on all fronts at the same time. I'm a retired climate scientist. We don't have time to be purist or try to force through decisions that cause a lot of social resistance.without balancing them out by encouraging popular innovations."*

*"Yes -it is both and, not either or. There are so many inbuilt contradictions by just being alive in our society that we need many ways forward."*

*"As tempting as it is to feel binary about these issues - it's a climate emergency and we should respond as such - I think you're right. The arguments are complex, particularly as we still live in a world where for so many people, driving and flying are seen as personal freedoms, unattached to any wider responsibility."*

**"GET AVIATION TO MOVE TO NET ZERO USING A MARKET MECHANISM.**

**Detail:**

*- Suppliers of Aviation Fuel should be required to purchase CO2 REMOVAL Credits. The cost of these credits is paid by the airlines purchasing the fuel. When fully implemented this Aviation becomes Net Zero with the price the airlines change their customers paying for the removal of the GHGs the planes emit.*

*- This arrangement should be phased in to*

*(a) avoid a large step price increase which causes strong opposition; and,*

*(b) give time for developer of Carbon Dioxide Removal project to scale up the volume they can handle."*

*"Option 3. Both together. This transition requires both speed and systemic thinking. Phasing out fossil fuels is essential, but it must be guided by a regenerative mindset - redesigning our current dysfunctional global - local economies into one that operates within planetary boundaries and embraces sustainability principles."*

*"Should we abandon technology and just focus on nature-based solutions? In my opinion we need both options. SAF? It is not the silver bullet, but an important contribution to emission reduction. And it does not necessarily require agricultural land. Waste to Energy is an exciting opportunity."*

*"It's unequivocally 3. And it's not even close. If you look at a calculator that incorporates models of the expected quantifiable changes for a given series of interventions (as I've linked below) you will quickly see an undeniable reality: we have to do all, or very nearly all, of the things."*

*"The warming of the planet shows signs of acceleration. We do not have time to not do both."*

*"Given political resistance, both together (option 3) is the most likely to succeed. Option 2 (technology) is unlikely to reduce emissions any time soon. I would also like to advocate for nature-based solutions, since we are also facing a biodiversity crisis and this is intertwined with the climate crisis."*

*"3 - but with a focus on technologies which make sense. I am a true believer in Technology."*

*"What this discussion reveals is something deeper than the question of aviation or SAF. It exposes the tension between human aspiration and planetary limits. For centuries, mobility has been one of the most powerful drivers of human progress. It connects cultures, spreads ideas, builds empathy, and fuels economic opportunity. Asking people to simply "stop moving" is therefore not only politically unrealistic — it risks undermining one of the very forces that has historically accelerated societal progress. At the same time, the climate crisis reminds us that the current fossil-based model of mobility is fundamentally unsustainable. This is precisely why the answer cannot be ideological. Systemic transitions rarely happen through a single lever. They happen through simultaneous pressure on behaviour, policy, markets, and technology.*

*Reducing unnecessary consumption matters.*

*Scaling transformative technologies matters.*

*Changing incentives and regulations matters.*

*But perhaps the most important point is this: progress rarely begins with perfect solutions. It begins with imperfect pioneers who are willing to test, learn, and scale alternatives."*

**Read more comments, thoughts and ideas** in the comment sections beneath [this article](#), [this post](#) on We Don't Have Time, and in connection to [this post on LinkedIn](#).

## **Our Proposal for Reducing Fossil Fuel Consumption in Relation to Climate Events**

We Don't Have Time would like this discussion to remain active in the lead-up to all international climate events, starting with the upcoming COP31 conference.

Our proposal is that climate conference organizers adopt, as a standard practice, the provision of clear guidance to participants on how to travel to events in **a fossil-free—or as close to fossil-free as possible—way**. This guidance should be supported by transparent data illustrating the emissions impact of different travel choices.

### **Fossil-free travel should be the default expectation for all participants.**

Participants should be expected to choose travel options that minimize or eliminate fossil fuel use, based on what is realistically available.

Rail travel will in most cases be the leading option for achieving this and should be clearly prioritized and facilitated wherever viable.

For connecting bus routes, organizers should encourage bus operators to use 100% renewable and fossil-free fuels such as HVO100.

For longer distances where flying is unavoidable, delegates and participants should be encouraged to:

- choose flights powered by Sustainable Aviation Fuel (SAF), and
- actively contribute to increasing SAF demand

A clear link on “How to purchase SAF for your flight” should guide participants to available options.

### **Why this matters**

- It shifts focus from transport mode to the fuel used. If we are serious about phasing out fossil fuels we need to start using the alternatives available already today.
- It significantly reduces fossil fuel use and travel emissions linked to climate events
- It demonstrates that organizers and participants are aligning action with ambition

Through our ongoing campaign [#MoveTheTravel](#), We Don't Have Time has developed practical insights into reducing travel emissions, both at the individual and organizational level.

We would be pleased to support the development of clear, actionable travel guidelines for future climate conferences.

### **For more information, please contact:**

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