

A black and white photograph of a cloudy sky. A small airplane is visible in the center, flying from left to right. The clouds are dense and dramatic, with a bright light source creating a glow behind the plane.

Planning for turbulence: *Travel in uncertain futures*

Ed Gillespie
Helsinki
May 2025


[Journey Search](#)
[Inspire Me](#)
[Blog](#)
[About](#)
[Contact](#)

Europe by train made easy...

[Follow](#)
[Like](#)
From

To

☐ One-way

☒ Return

Departing
 1 Dec

 Morning

Returning
 2 Dec

 Morning

Passengers
 1

 Adult: 26-59 yrs

[+ Add more passengers](#)
[Search for trains >](#)
December 2011 >

M	T	W	T	F	S	S
26	29	30	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	1
2	3	4	5	6	7	8

December 2011 >

M	T	W	T	F	S	S
28	29	30	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	1
2	3	4	5	6	7	8

Featured destinations



San Sebastian, Spain

Crashing waves and beautiful beaches in the Bay of Biscay. San Sebastián tempts you to do nothing.



Geneva, Switzerland

Geneva: where scientists dabble with dark matter and the future of the human race...or something.



Rome, Italy

Wander the pages of history and marvel at Rome's venerable assortment of ruins and relics from antiquity.



Bordeaux, France

Du vin, du pain, du Bordeaux. Neo-Classicism and fine wine on the banks of the river Garonne.



Madrid, Spain

Succumb to Spanish spontaneity; piazzas, palaces, bohemian neighbourhoods and buzzing nightlife.



Zurich, Switzerland

Not all business time and banking, Zurich has more activities than you can shake a proverbial stick at.

Latest from the blog_



Hit the track, Jack

Loco2 managing director Jamie Andrews has been let out of the office. We'll be keeping track of his train trip via interactive map Kerouapp.

[Read more >](#)

Recent tweets

[Follow us](#)

How gorgeous is Christmastime on #London's southbank? <http://t.co/8Vv4nm5r>

It most certainly is @jamiandrews: @yellowpark <http://t.co/gC5n7E8>

He's on the jolly to end all jollies @orangejon Check out the tweet map....<http://bit.ly/PZ84b> it's a veritable extravaganza!

Things we like



CARL WARNER - STILL'S 23 Nov 09:11

Love these foodscapes - which as the name suggests are landscapes made entirely from food.. yummy! #thingswelike

AstroCentus 16 Nov 09:11

Came across a pretty cool app that helps you make heavenly music from the #constellations; #thingswelike

RSA - The Third Industrial Revolution 15



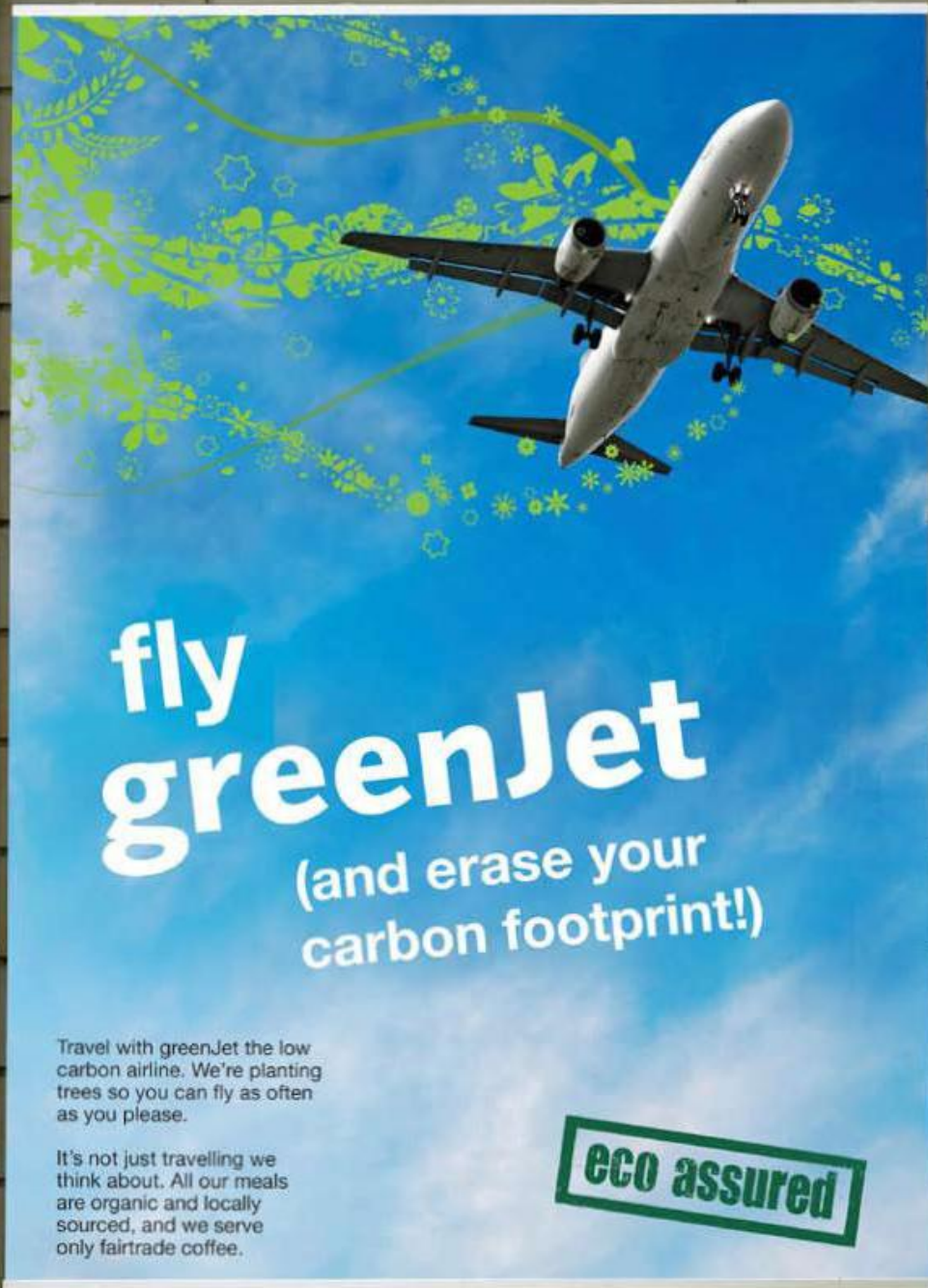
LEADERSHIP
AWARD
GDS-MOVEMENT



Fat Bad SLIM



YOU'VE COME A LONG WAY, BABY



fly greenJet
(and erase your carbon footprint!)

Travel with greenJet the low carbon airline. We're planting trees so you can fly as often as you please.

It's not just travelling we think about. All our meals are organic and locally sourced, and we serve only fairtrade coffee.

eco assured

OVER THE
TOP
images



fly greenJet
(and erase your carbon footprint!)

Travel with greenJet the low carbon airline. We're planting trees so you can fly as often as you please.

It's not just travelling we think about. All our meals are organic and locally sourced, and we serve only fairtrade coffee.

eco assured

Nothing to do with the product!

OBVIOUS
LIES!

fluffy
language

No data,
specifics
or certified
labels

Be eco-smart.

Choose Finnair's brand new fleet.



finnair.co.uk

FINNAIR



THE FAST AIRLINE BETWEEN EUROPE AND ASIA

We are changing the skies.



The skies are changing. With a new spirit, born by the energy of thousands of "a jet-will-don't" from design through service, comes an approach that's wonderfully fresh, lively, inspiring, and bold. A change not to keep in balance on the world. From Europe's fastest growing airline, Turkish Airlines

www.turkishairlines.com / +90 212 944 0000

TURKISH AIRLINES



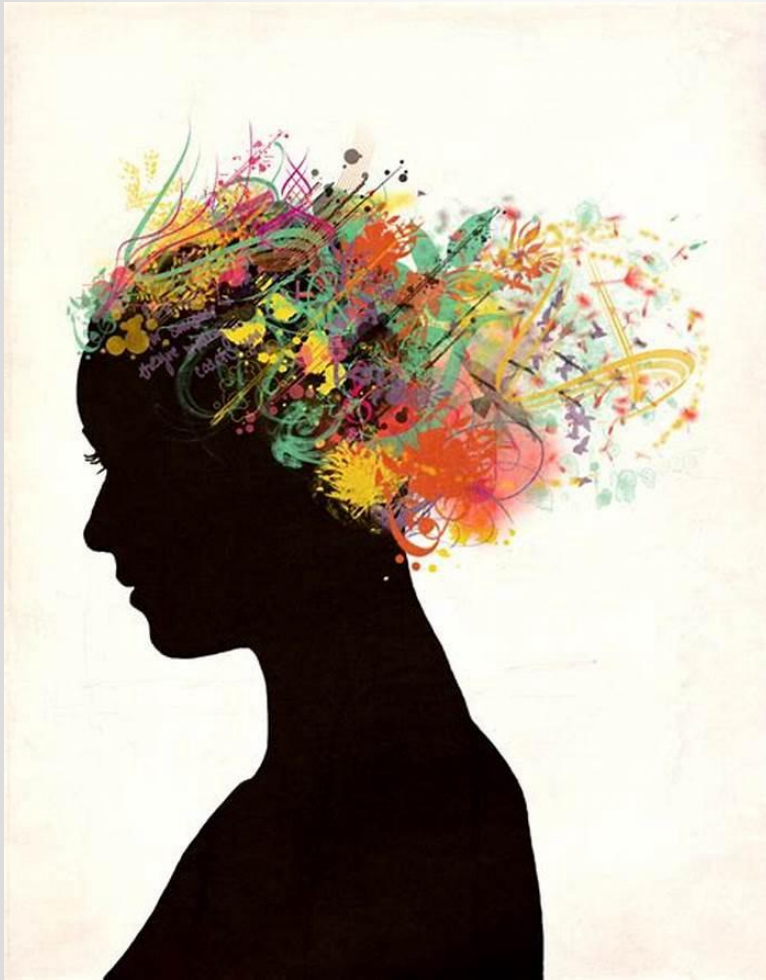
Your Magical Gateway To The World



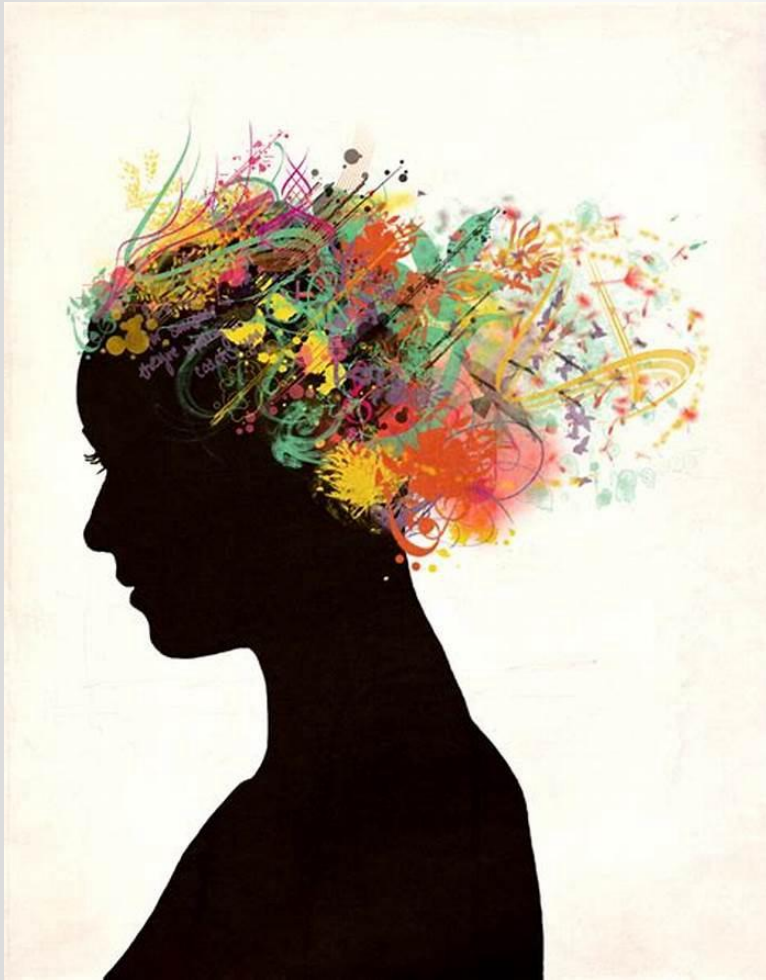
CONNECTING THE
WORLD. PROTECTING
ITS FUTURE.



Lufthansa



Stretching the
imagination of
the possible



Hearing the
real questions
the future is
asking you



JON RICHARDSON AND THE FUTURENAUTS





HOW IN TROUBLE ARE WE?

CLIMATE CHANGE

A TIMELINE

@SEMI-RAD

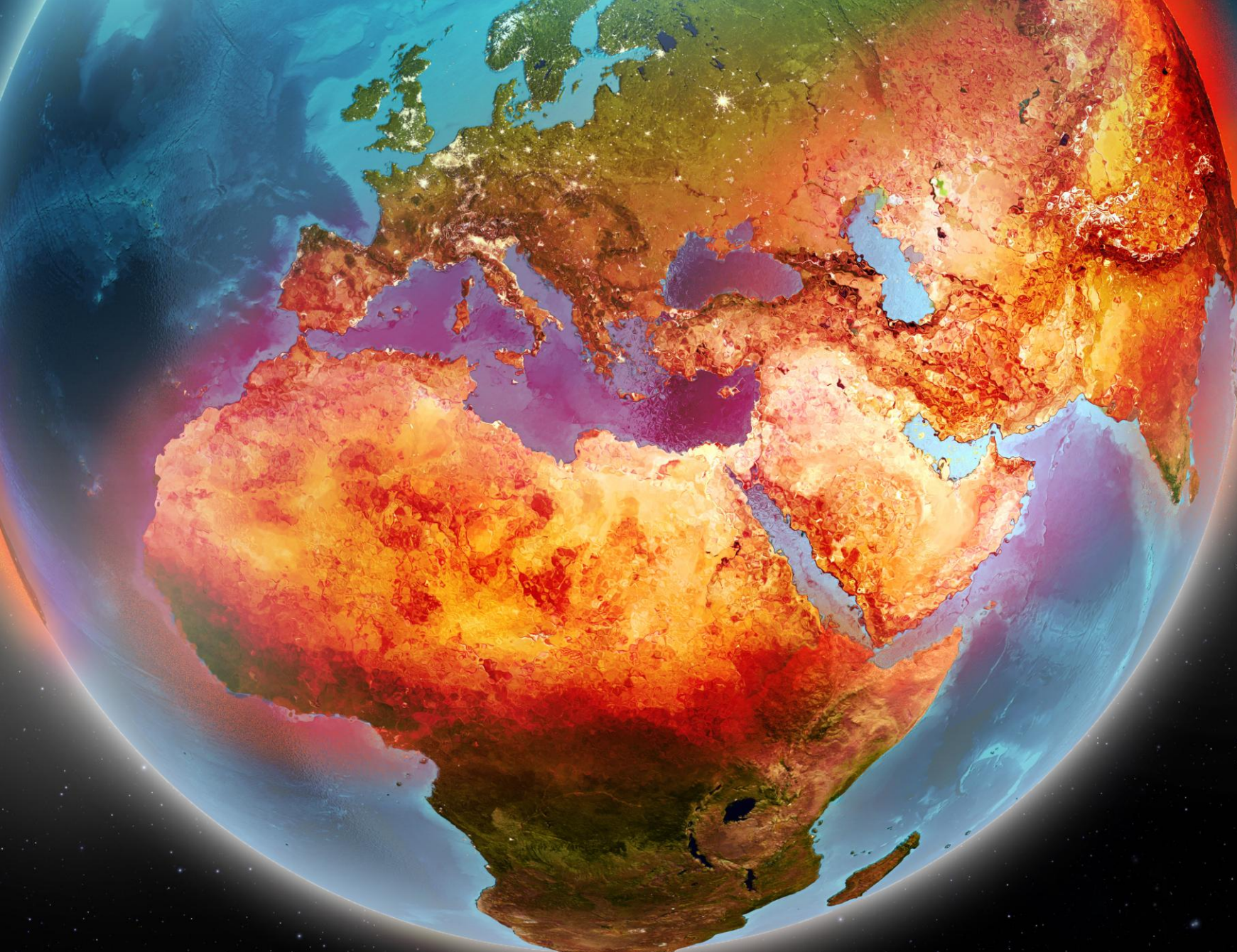
"CLIMATE
CHANGE
ISN'T REAL"

OOPS



OK, CLIMATE CHANGE
IS REAL, WE'RE JUST
NOT CONVINCED IT'S
CAUSED BY HUMANS

FUCK



What was the
average global
temperature
in 2023?

14°C



What was the
average global
temperature
11,000 years
ago in the
last Ice Age?

**ICE
AGE**

8°C

Positive proof of global warming.



**18th
Century**

1900

1950

1970

1980

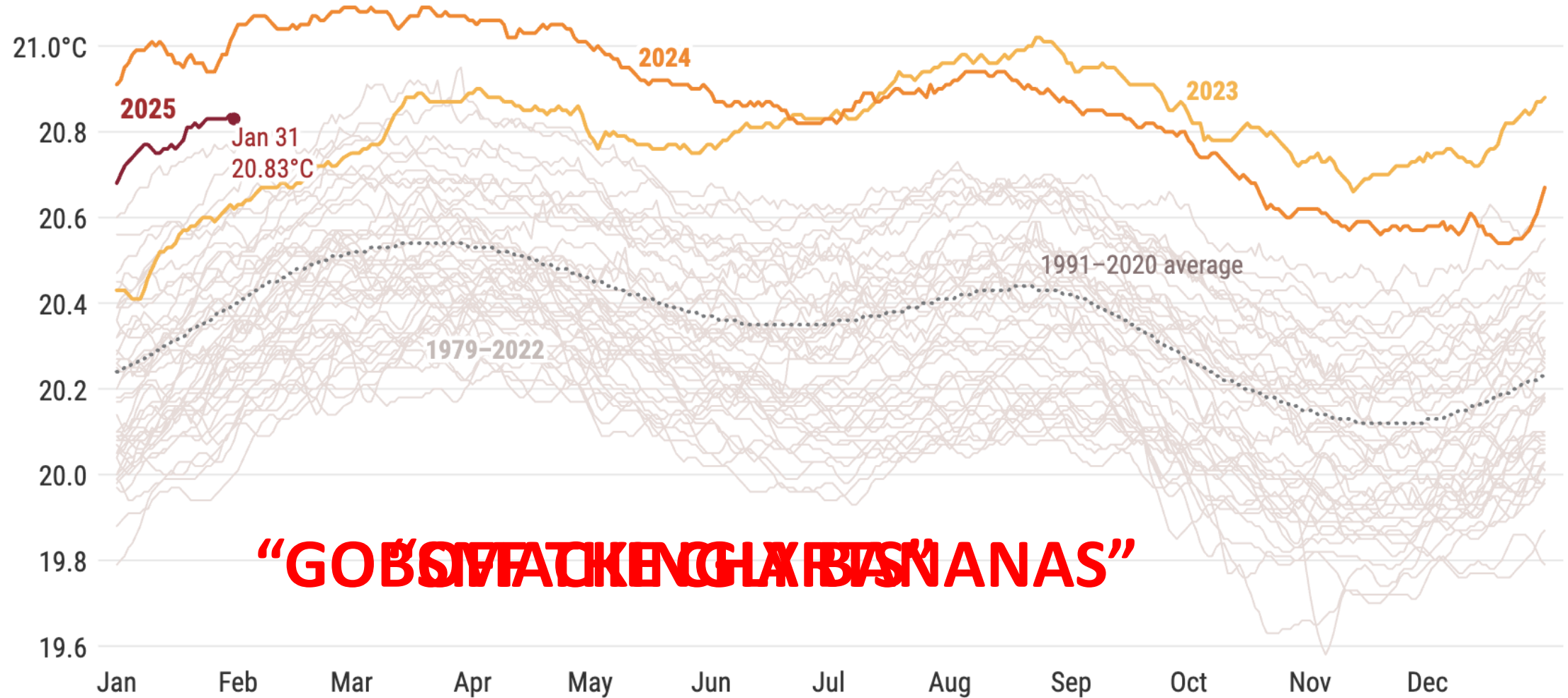
1990

2025



Daily sea surface temperature for 60°S–60°N

Data: ERA5 1979–2024 • Credit: C3S/ECMWF



“GOVERNMENT CLIMATE CHANGE POLICY”



PROGRAMME OF
THE EUROPEAN UNION

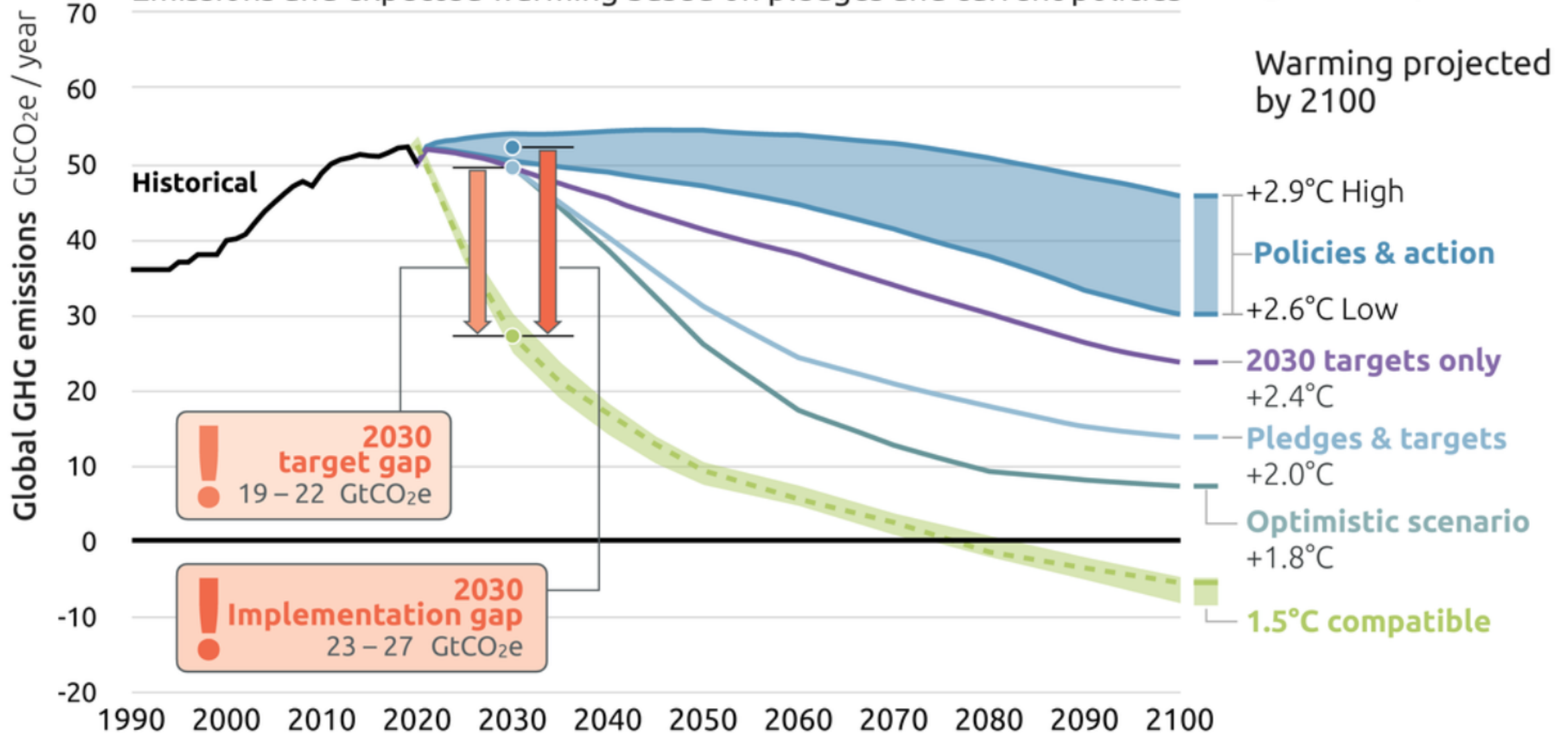


2100 WARMING PROJECTIONS

Emissions and expected warming based on pledges and current policies



Nov 2022
Update





DUBAI

HURRICANE HELENE



VALENCIA



LOS ANGELES



MUST BE
AN OMEN!

MAYBE THE END
OF THE WORLD!



A night scene of the Sydney Opera House and Harbour Bridge with fireworks exploding in the sky. The fireworks are bright yellow and orange, creating a dramatic backdrop. The Opera House is in the foreground, and the Harbour Bridge is in the background. The water is dark, and the city lights are visible in the distance.

WE'VE SWITCHED ON THE LIGHTS.

TURNUED UP THE VERDI.

AND THE CHAMPAGNE'S ON BOARD.

SO WHERE
THE BLOODY HELL
ARE YOU?





Kylie Minogue's 'Matesong' Visit Australia 'Philausophy' campaign

“FFS! It’s not climate change. It’s just heat and drought and fires”





NEWS

[Home](#) | [InDepth](#) | [Local elections](#) | [Israel-Gaza war](#) | [War in Ukraine](#) | [Climate](#) | [UK](#) | [World](#) | [Business](#) | [Politics](#)[England](#) | [Local News](#) | [Cumbria](#)

Family's £3.5k no-snow Lapland holiday misery



LISA O'NEIL

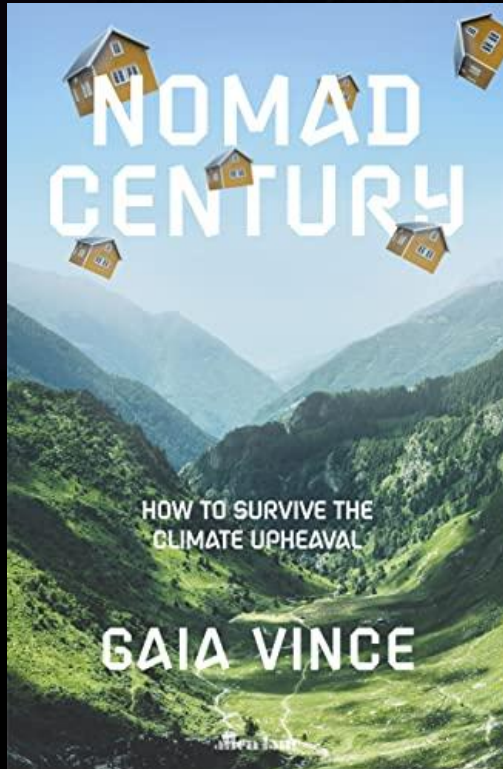
Lisa and Wayne O'Neil said they tried to ensure the cancelled activities did not ruin their son's experience



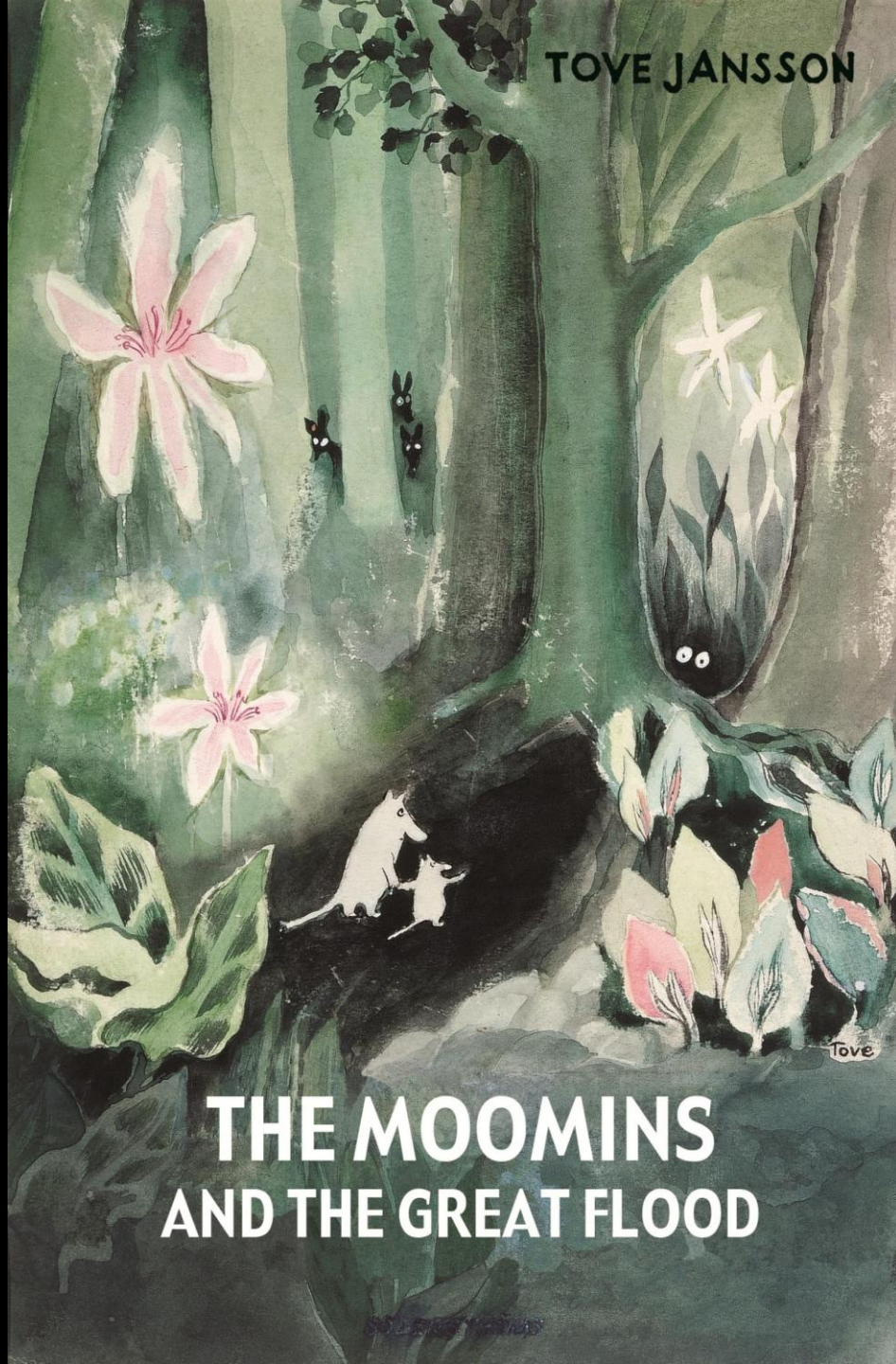
**1.2B climate refugees
displaced by 2050**

"We can survive, but to do so will require a planned and deliberate migration of a kind humanity has never before undertaken"

Gaia Vince

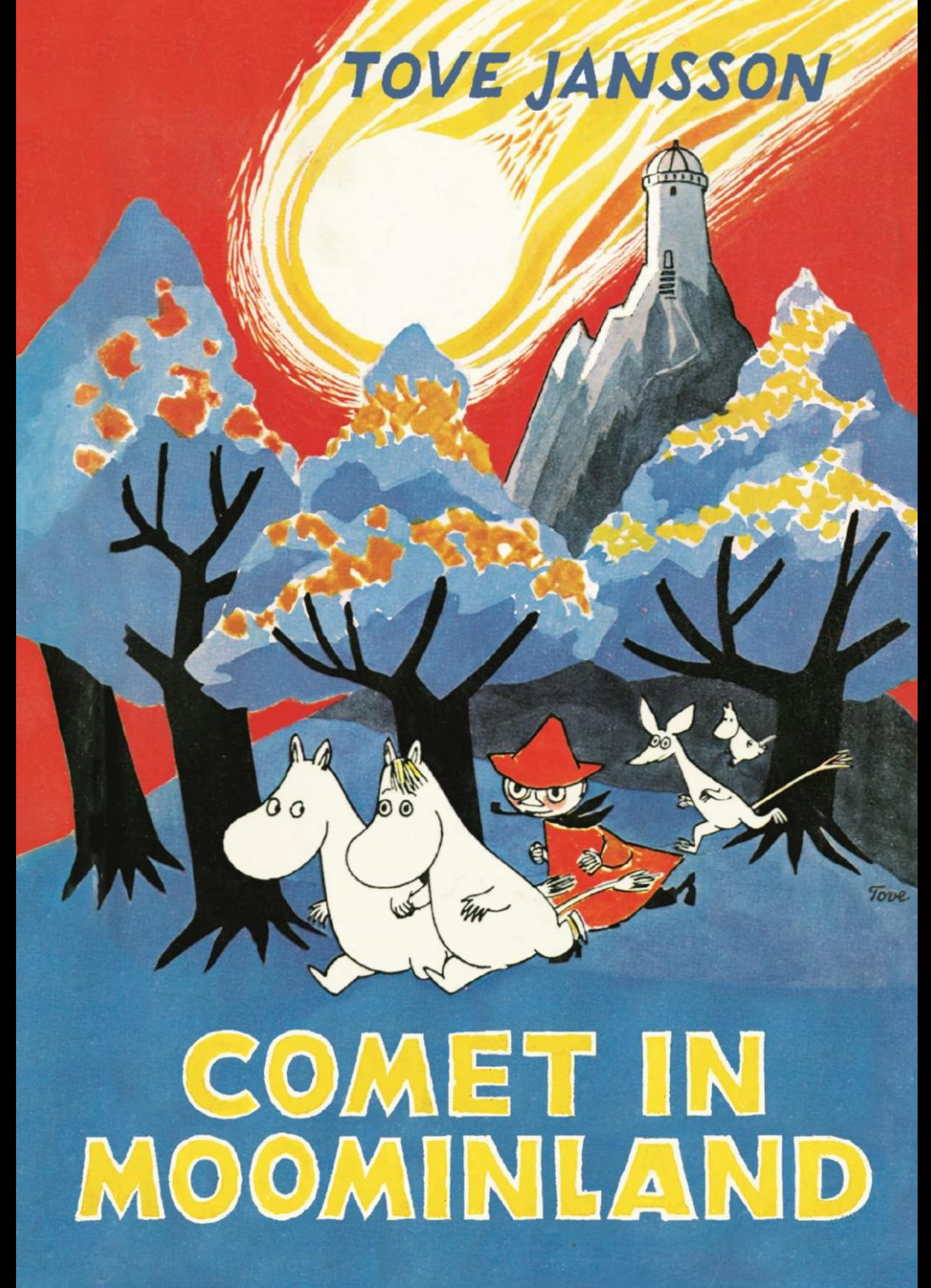


TOVE JANSSON



**THE MOOMINS
AND THE GREAT FLOOD**

TOVE JANSSON



**COMET IN
MOOMINLAND**

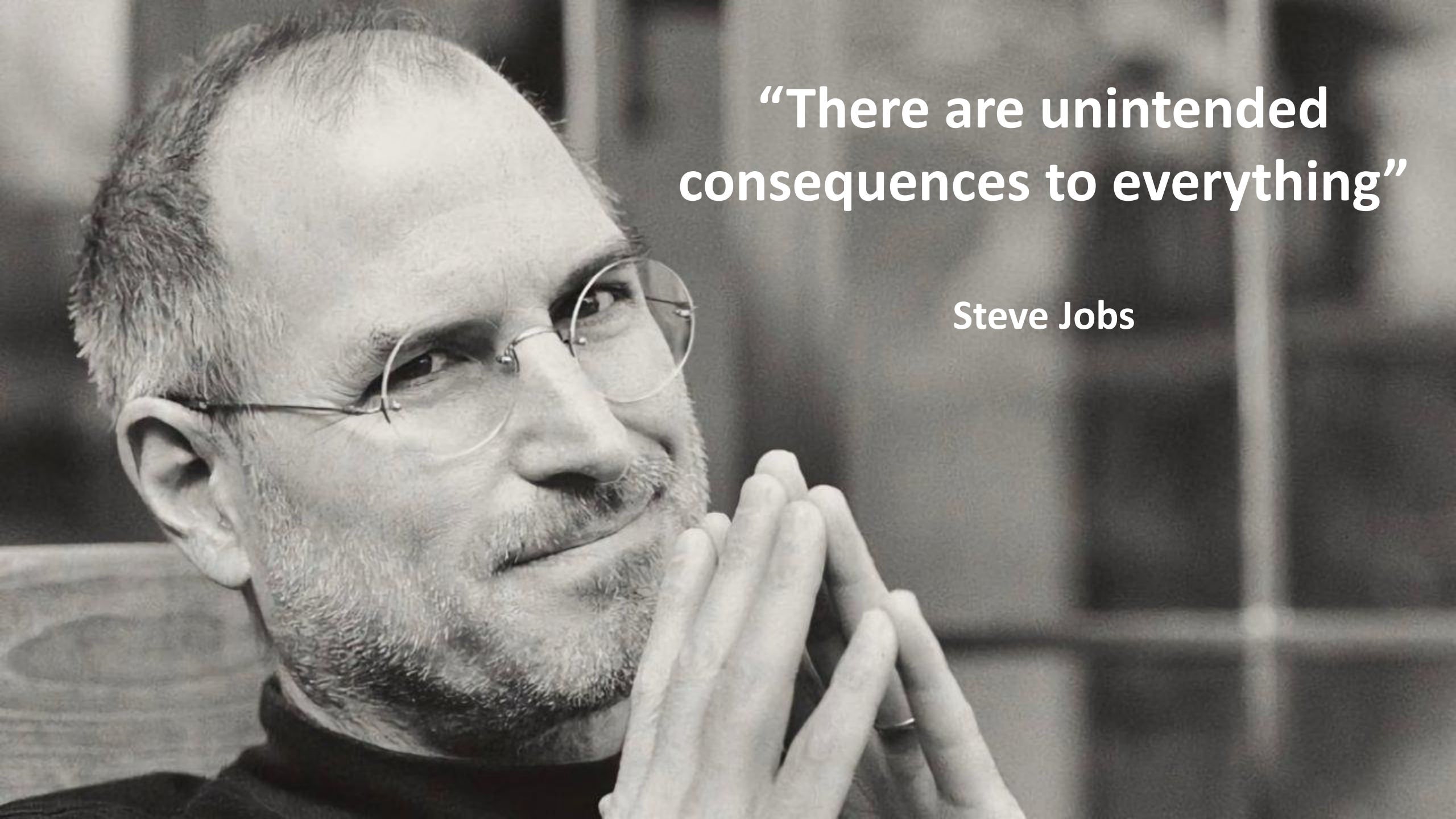
WHY ARE WE IN TROUBLE?



YOU ARE NOT STUCK
IN TRAFFIC.
YOU ARE TRAFFIC.

Get a bike. Break Free!

CYCLE CHIC

A black and white portrait of Steve Jobs. He is shown from the chest up, wearing his signature round glasses and a dark turtleneck. His hands are clasped together in front of his chin, and he has a thoughtful expression, looking slightly to the right. The background is blurred, showing what appears to be a window or a glass partition.

**“There are unintended
consequences to everything”**

Steve Jobs



"I try to do my part."



70% UK flights taken by 15% of the population



TRIANGLE OF SADNESS

OVERTOURISM: *“Loving the world to death”*

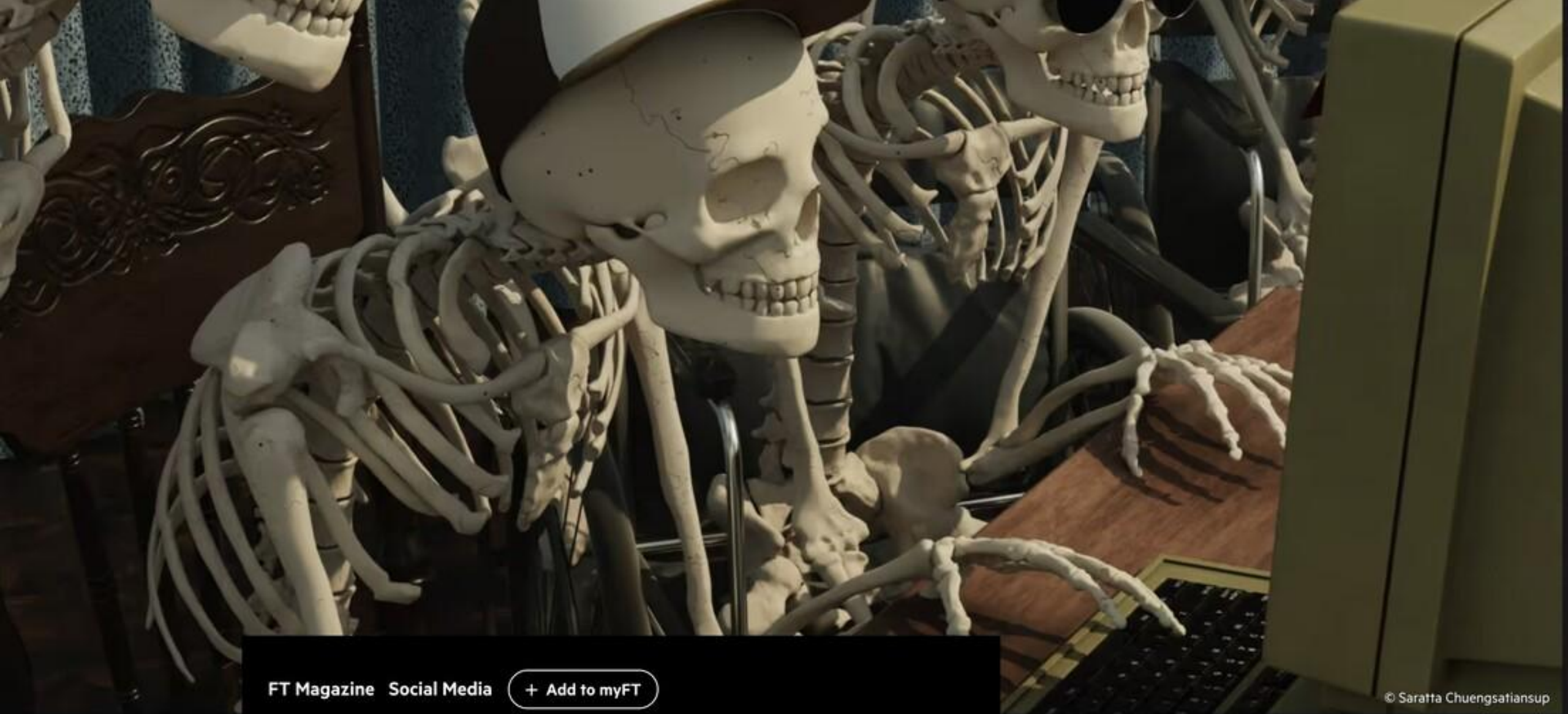












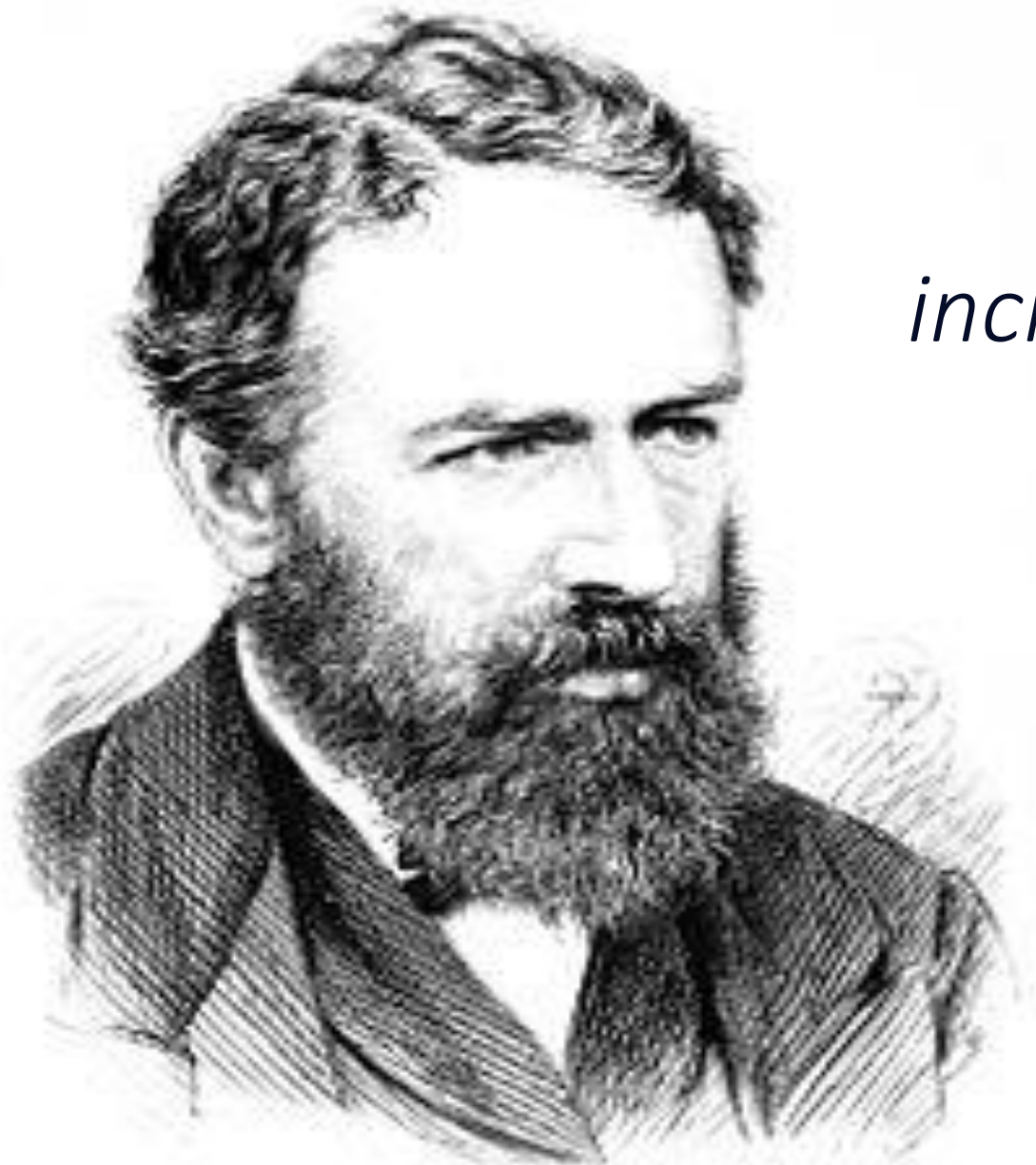
FT Magazine Social Media

+ Add to myFT

© Saratta Chuengsatiansup

‘Enshittification’ is coming for absolutely everything



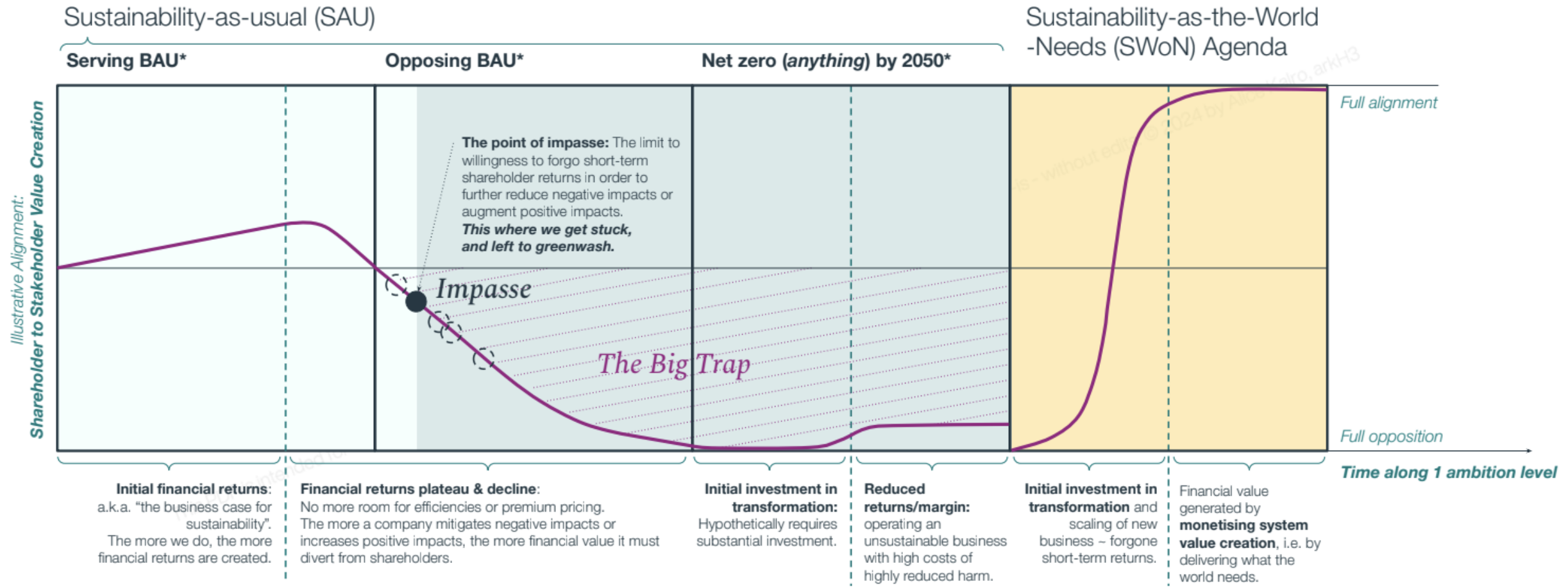


*“An increase in efficiency in
resource use will generate an
increase in resource consumption
rather than a decrease”*

Jevon's Paradox

1865

The **Big Trap** of Sustainability-as-Usual



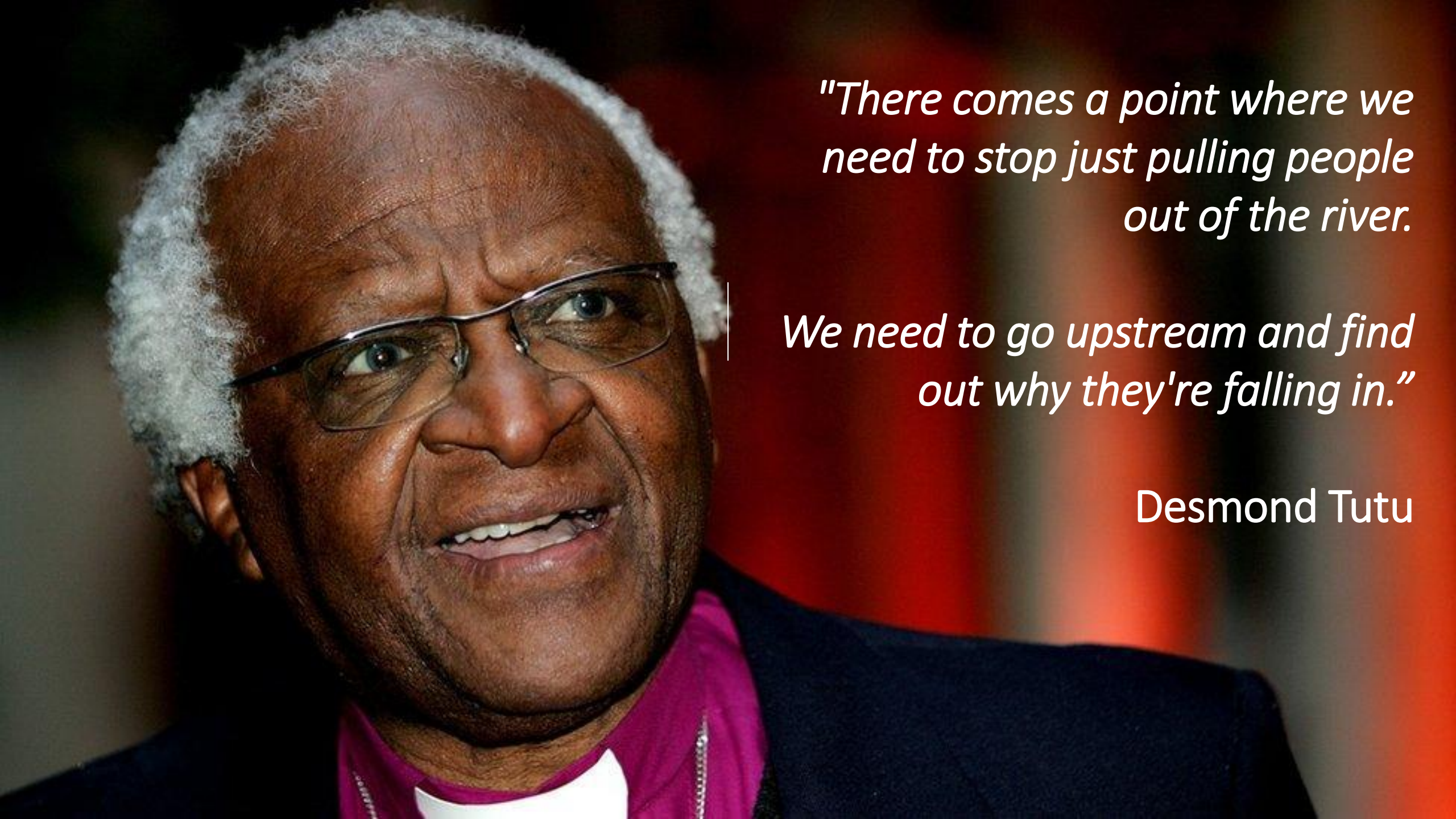
GO BIG
OR GO
HOME

HONESTY

MIND THE GAP

WILLFUL BLINDNESS

Willful blindness is a legal principle – you are responsible if you could have known, and should have known, something which instead you strove not to see



*"There comes a point where we
need to stop just pulling people
out of the river.*

*We need to go upstream and find
out why they're falling in."*

Desmond Tutu



HOW DO WE GET OURSELVES OUT OF TROUBLE?

“The truth won’t set us free until we develop the skills, the habit, the talent, the moral courage to use it.

Uncertainty is what gives us agency, and is an opportunity for change and choice”

Margaret Heffernan



“You can’t fix uncertainty...but you can change your relationship to it”

EXPLORING

UNCERTAINTY

TOLERANCE



CONFIDENCE

SPONTANEITY

ADAPTABILITY

RISK-TAKING

LOW UNCERTAINTY TOLERANCE

**SELF-DOUBT
INDECISION
EXHAUSTION
CLOSED-MINDEDNESS
RISK AVERSION
ISOLATIONISM**

HIGH UNCERTAINTY TOLERANCE

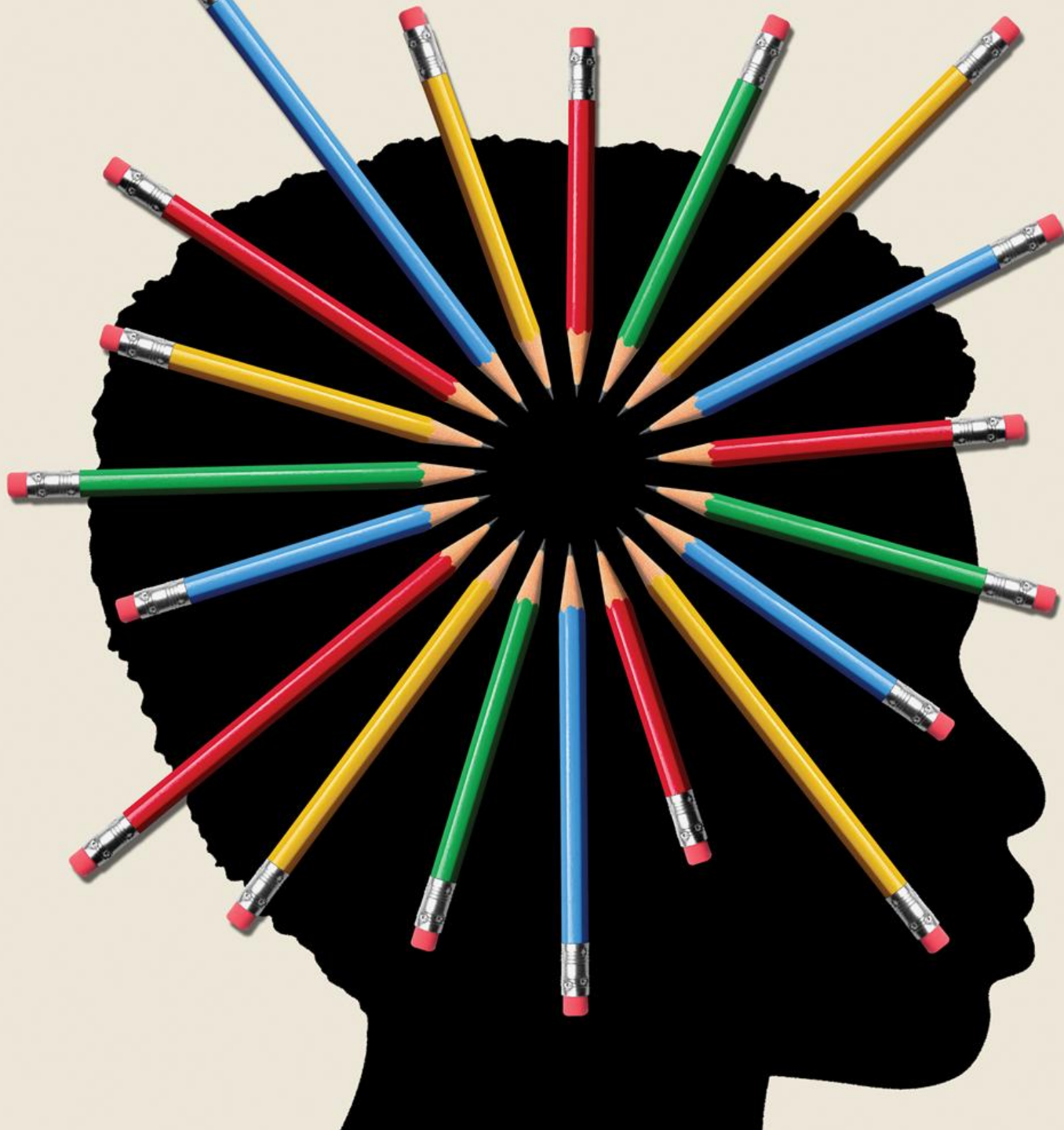
**SELF-BELIEF
EMPATHY
PROBLEM-SOLVING
DECISION-MAKING
INNOVATION
EFFICACY**

All things are so very uncertain




And that's exactly what makes me feel reassured
- Too-ticky (Moominland Midwinter)

OMERTÀ



***Moral imagination
is the ability to be
simultaneously
ethical and
successful...***

***...by envisioning
new and creative
alternatives***

A portrait of a man with a beard and short brown hair, smiling slightly. He is wearing a light-colored shirt. The background is a blurred green, suggesting foliage.

***“We need to
recognize that the
ship must be rebuilt”***

Erinch Sahan
Doughnut Economics Lab

Mindset shifts of moral imagination

Short-term thinking — long-term thinking*

Human-centric thinking — being part of the web of life*

Nature as resource — nature as stakeholder and shareholder*

Historical irresponsibility — considering past and future ancestors*

Competition — altruism and reciprocity

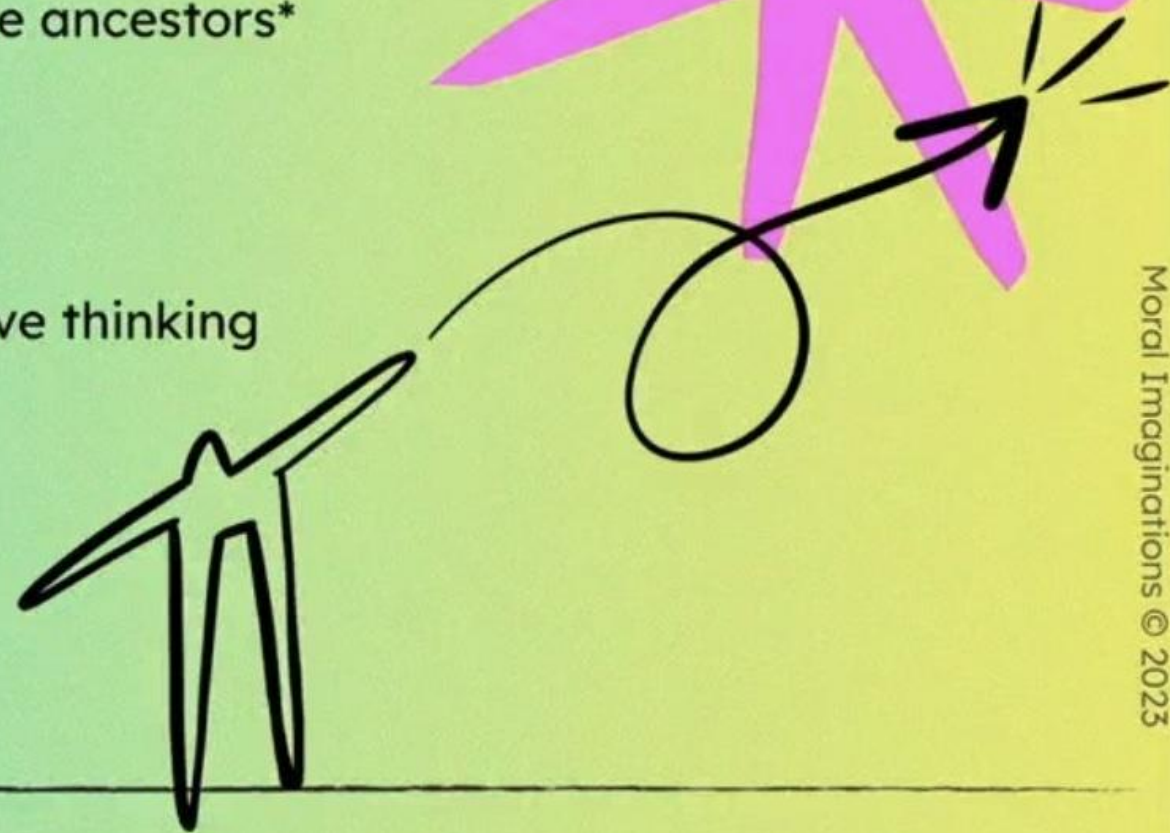
Hierarchical leadership — sharing power

Rational thinking — embodied, imaginative and intuitive thinking

“We can’t” — “How could we not?”

Budget first — ambition first

Linear thinking — visioning





WHAT IF



Brave

Dead

A high-resolution image of Earth from space, centered on the Atlantic Ocean. The eastern coasts of North and South America are visible on the left, while the western coasts of Europe and Africa are on the right. The planet is set against a deep blue background filled with numerous small, distant stars. A bright, glowing ring of light surrounds the Earth, suggesting a solar eclipse or a similar celestial event. Overlaid on the center of the image is a quote in white, bold, sans-serif font.

**“The planet does not need to be saved. Or rescued.
Or even changed. Our planet needs to be loved.”**

FRAGMENTED ← APPROACH TO INNOVATION → SYSTEMIC

HELPFUL

↑
IMPACT TO
PEOPLE & PLANET
↓

EXTRACTION
ROI/GDP ONLY

CONVENTIONAL

-

EMISSIONS ↓
WASTE ↓

SUSTAINABLE

REGENERATIVE

+

RESTORE ECOSYSTEMS
CIRCULARITY
WELLBEING
EMPOWERED


HARMFUL

THE REGENERATIVE SHIFT



KALEIDO
INSIGHTS

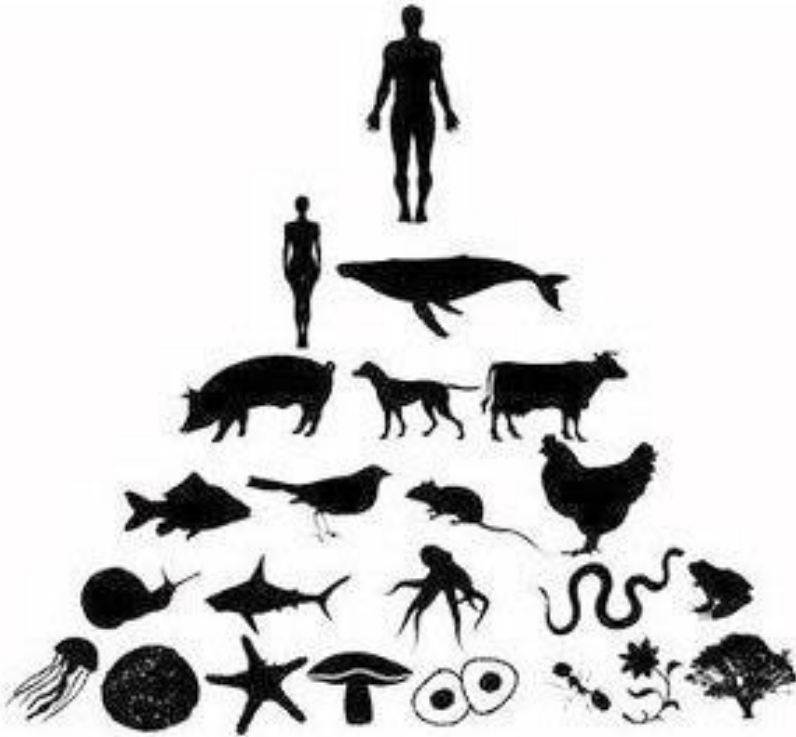
REGENERATIVE TOURISM
IS THE *ONLY* FUTURE



*“To love a place
is not enough.
We must find
ways to heal it.”*

Robin Wall
Kimmerer

EGO



ANTHROPOCENTRIC

ECO



ECOCENTRIC

SEVA



IN SERVICE TO...

*“Tourism as a
resource...in service to
global transformation”*

Mikkel Aaro-Hansen
Wonderful Copenhagen







Make the journey part of the holiday

An independent guide to ski holidays in the Alps by train. Less carbon, more fun.

[Explore destinations](#)[View guides](#)

Byway

Love the journey

Certified



Corporation



 Intrepid

AURIGA

MILPRO



Frequent flyer levy



Fly more,

pay more.



Simple.

**I'm on board with the
frequent flyer levy**

Possible.
Inspiring climate action

The Top 5 Stunning Locations Where Cruise Ships Are Banned

Posted in **General** on 23 August 2024



SINGING OUT LOUD?



FREE



€140

ENJOY & RESPECT

I amsterdam.

Czech Republic

the **guardian**

Guardian staff and agencies

Tue 15 Oct 2024 01:43 BST

 **Share**

Prague bans night-time pub crawls in bid to attract 'more cultured, wealthier' tourists

Deputy mayor says Czech capital doesn't want type of visitor 'who comes for a short time only to get drunk'



Nobody knows where it is,
but when you find it it's amazing.

VILNIUS

THE G-SPOT OF EUROPE.

#vilniusgspot



Let's build pleasure roadmap for you

TAKE THE QUIZ —→

JUST TAKE ME TO PLACES



BE TAKEN BY ALBANIA

GO EXPLORE





A wide-angle landscape photograph of a mountain valley. In the background, jagged, snow-dusted mountain peaks rise against a cloudy sky. A calm lake is nestled in a valley between the mountains. In the foreground, a river flows through a lush green valley with rolling hills and patches of forest. The overall scene is majestic and scenic.

ARE YOU READY TO BE TAKEN?

LET'S GO





kazakh
tourism

NATIONAL COMPANY

KAZAKHSTAN. VERY NICE!

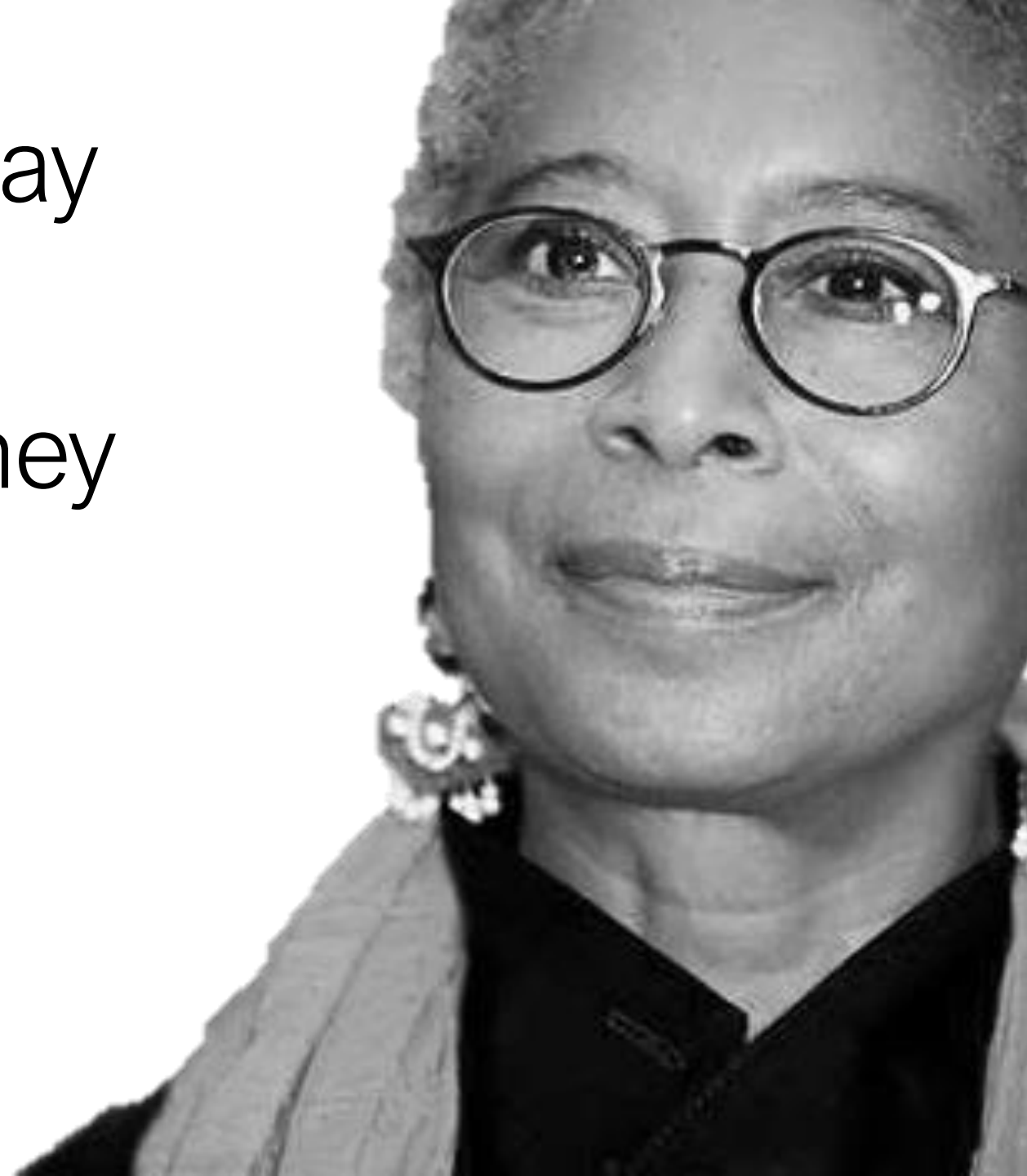


A man is seen from behind, standing on a rocky cliff overlooking a vast blue ocean. He is wearing a red t-shirt, dark pants, a straw hat with a black band, and a large grey backpack with orange accents. His hands are on his hips. In the distance, there are mountains and a small town on the coast. The sky is clear and blue. The text "Go Back To Africa" is overlaid in the center in a white serif font.

Go Back To Africa

“The most common way
people give up their
power is by thinking they
don’t have any.”

- Alice Walker







աստտեմիդիւցիւցիւ
ստեմիդիւցիւցիւ

***‘The wise learn from the past
The brave learn from the future’***

*For if you're not afraid
how can you be really brave?*

MOOMINPAPPA



A dramatic ocean wave with white foam crashing over a dark, rocky reef under a cloudy sky. The text "Tomorrow is Today" is overlaid in white, bold, sans-serif font.

Tomorrow is Today



***“The collapse is out
there...it’s just not
evenly distributed yet”***

William Gibson

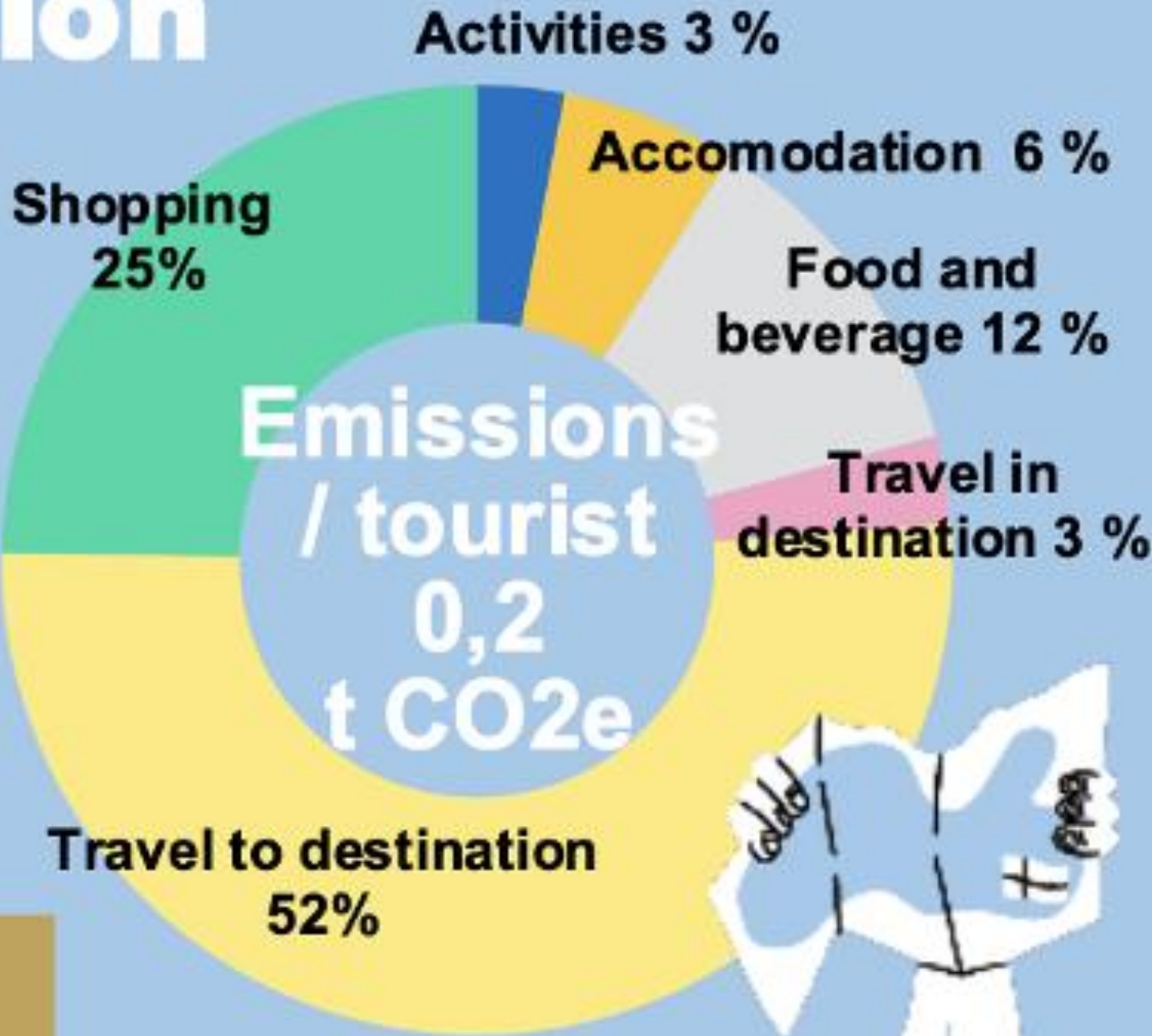
Helsinki Climate Action

33 measures for the year
and product development
collaboration with education
Tourism Information Centre
destination-level carbon
funding methods for regional

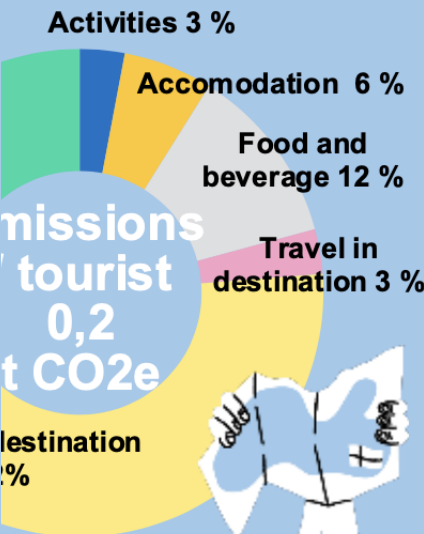


Helsinki

Business
Helsinki



Measuring



Helsinki tourism emissions 2021
(rise & Novago 2023)



Älä pidä kynttilääsi vakana alla!



A dramatic landscape featuring a dark, stormy sky with heavy, grey clouds. The lower portion of the image shows a green field with patches of brown earth, suggesting a natural, perhaps coastal or rural, environment. The overall mood is somber and powerful.

**Climate change means loving the world.
And holding your neighbours close.**

**DON'T BUY
THIS JACKET**



**DON'T FLY
TO FINLAND**



PROJECTED *HOPE*

False optimism
Promise to 'Fix'
Revolutionaries
Messiahs

PROJECTED *HOPELESSNESS*

Fatalism
Hedonism
Nihilism
Misanthropy

A person is walking a tightrope that stretches across a vast, mountainous landscape. The person is positioned in the center of the frame, balancing on the thin rope. The background features a range of snow-capped mountains under a clear blue sky. The foreground shows dark, forested hills. The overall scene conveys a sense of balance and precariousness.

Humour
Humility
Hyper self-reflectivity

EMBRACE UNCERTAINTY
REGENERATIVE MINDSET
BOLD STORYTELLING



Guovssahasat

ONLY THE...

im possible

A torn piece of cardboard with the words "im possible" printed on it. The word "im" is on the left fragment and "possible" is on the right fragment. A thick red line is drawn under the word "possible".

...IS INTERESTING

You must
go on a long
journey before
you can really
find out how
wonderful
home is.



Thank you
Ed Gillespie
@frucool

*“Allow the world’s flaws
and beauty to seep into
your soul”*

Flemmich Webb, The Independent
Review of ‘Only Planet’

