

# Media Kit



by the  
**Wanderers**  
of Changing Worlds

[www.climatewalk.eu](http://www.climatewalk.eu)

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# Press Release

## Overview

The *Climate Walk* by the *Wanderers of Changing Worlds* is a project by the Vienna-based NGO *European Climate Trail*. It combines accessible research, art, and education in order to shed light on local experiences with Climate Change and changing Climates all across Europe. By walking over a distance of 12.000 kilometers, the *Wanderers* adopt a slow-moving approach of experiencing unique, yet interconnected problems facing European landscapes and their inhabitants. With a focus on open participation, the *Wanderers* will *walk* with people they encounter, *listen and talk* to them about their experiences, and *connect* them to create an emotionally engaging narrative for a wider international audience.

The *Climate Walk* will officially start on June 5th 2021, the UN World Environment Day, when two of the *Wanderers* will set out on their journey from the North Cape. From there they will make their way towards their final destination in Cabo da Roca, Portugal over a period of 18 months. A real-time map on [www.climatewalk.eu](http://www.climatewalk.eu) will provide the *Wanderer's* exact location at any time, giving those interested the possibility to join at any point.

## The three Pillars: Research, Education, Art

The *Wanderers* will research local experiences with changes in landscapes, practices and ways of life in different regions across 15 European countries. This research will be continuously analysed, and published after the *Climate Walk* itself has concluded, resulting in novel insights into underrepresented aspects of Climate Change.

In cooperation with municipalities, universities and schools along their way across Europe, the *Wanderers* will organize workshops with public participation, where local communities can deliberate about specific Climate Change-induced problems, their wider global context and possible solutions they might adopt in the future. This is to convey practical knowledge about local environmental problems and establish a sense of agency in individuals and communities alike, to further enable lasting initiatives.

With another focus on media and art, the *Climate Walk* aims to create an engaging narrative around Climate Change and the voices and places it involves, especially those yet unseen and unheard. Moving away from a more abstract storytelling of Climate Change, the *Wanderers* will work together with local artists to create works of art which encapsulate the plurality of people's tangible experiences with changing Climates. With an extensive media presence, a touring exhibition in the works, and much more, the *Climate Walk* strives to move people not only physically, but emotionally.

## Crowdfunding the Climate Walk

The *Climate Walk* is a monumental undertaking, which is also reflected in the financial requirements of the whole project. The *Wanderers* are currently holding a crowdfunding campaign to reach their financial goals, please consider supporting it here: <https://www.ecocrowd.de/project/climate-walk/>

# Quotes

## General

“The Climate Walk is a combined research, education and media-art project by the Wanderers of Changing Worlds. It is about walking across Europe to understand regional experiences of Climate Change. It is about listening to local perspectives, learning from them and connecting these stories together to construct a holistic, people-centric understanding of these complex phenomena.”

“We aim to understand how people experience Climate Change and all its biophysical and sociocultural repercussions. It is these locally-specific manifestations of Climate Change which we refer to as “changing Climates”. Through a unique and interdisciplinary approach of walking, listening and (re-)telling we aim to understand, explain and connect the experiences and practices of local actors from across Europe.”

“As we consciously make our way across Europe, we will experience the subtle changes of landscapes, climates, practices, perceptions, and ways of life. From mainland Europe’s northernmost frontier to its westernmost point, through sites of change and struggle, through cities, villages, and wilderness; we will walk and take part in people’s lives and experiences.”

## Moving through the Climate Walk:

"We want to move with people and we want to move people in order to move together mentally into a transformed future!"

"We are convinced that when people take time to experience Climate Change around them, their willingness to take action rises. That is why we invite the people of Europe to join us for a while."

## Research:

“The research project aims to generate impact by collecting novel data testifying to the urgency of Climate Change and Changing Climates.”

## Education:

“While we see ourselves as researchers, we are also activists and mediators. That is why we aim to conduct participatory action workshops in each region to help fully engage local actors with the global challenges posed by Climate Change.“

“In each region a workshop will take place. These will have the dual purpose of spreading awareness of the SDGs, and connect local actors to enable the creation of new projects with an emphasis on local challenges and needs.”

“The education project aims to provide local actors with the tools necessary to develop agency with the intention of driving momentum for individual and collective action.”

## Media & Art:

“The media and art project aims to extend the academic knowledge generated in the research project and the local to global collaboration facilitated in the education project. The core purpose of the project in its entirety is to listen and collect the stories and experience of the people we meet along the way.”

“That is why the third pillar is devoted to creating films, pictures, blogs and works of art which enable these stories to reach wider audiences around the world. We will work together with filmmakers and artists from all over Europe to develop cross-media and artistic contributions that help to make the complex topic of Climate Change tangible in a unique way. “

“This also provides an opportunity for reciprocal exchange with a broader audience, thereby fulfilling our goal of making the diverse voices audible, making the experience of Climate Change visible and and - last but not least - connect.”

“The walk itself across Europe aims to raise public awareness of the salience of Climate Change in their locale, through a combination of social media channels, blogs and podcast updates.”

# Knowledge Association

The *Knowledge Association* serves as an advisory council to support our project's work. It consists of relevant stakeholders from the academic field, NGOs, political and institutional bodies.

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## Miriam Bahn

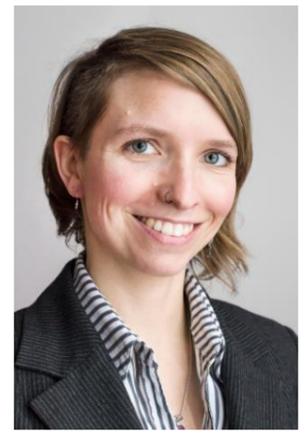
Environmental Education and Coordination of Volunteers at Global 2000, Vienna, Austria

"The project *Climate Walk* inspired me from the very beginning. I particularly like the fact that young people are involved in the process of dealing with the issues of Climate Change and climate protection."

## Dorothea Born

University Assistant at the Department of Science and Technology Studies, University of Vienna, Austria

"To understand Climate Change we need to understand its local impacts. And we need to involve diverse publics in their experiences with Climate Change. This is what the Climate Walk does, in a highly intriguing and inspiring way."



## Thomas Hylland Eriksen

Professor of Social Anthropology at the University of Oslo, Norway

"The Wanderers of Changing Worlds is a really creative and innovative initiative aiming to raise consciousness inside and outside of the monastic academic world, building dialogue and spreading knowledge across several kinds of borders. I cannot think of a more auspicious time for this kind of project."

## Monika Fröhler

CEO of the Ban Ki-moon Centre for Global Citizens, Vienna, Austria

"What an inspiring team of young global citizens, walking the talk and researching about Climate Change and its impact across Europe. The Ban Ki-moon Centre is excited to support the efforts on SDG 4 and SDG 13."



## Elisabeth Gauß

EG specialist in general medicine, phytotherapy, mind-body-medicine, speaker on salutogenesis, and hiking guide, Schruns, Austria

"It's about opening our senses, listening humbly to people, knowing more and more about how everything on earth is connected. There is only ONE nature, and we are part of it. May the road rise up to meet you!"



## Stefan Grasgruber-Kerl

Area Director Campaigns at Südwind, Vienna, Austria

“Südwind supports the Wanderers of Changing Worlds because with our campaigns and educational activities we also take many steps towards a sustainable future and for the sustainable development goals and we go best and furthest together.”

Image credit: Alexander Chitsazan

## Katharina Gsöllpointner

Head of the Department International Programmes in Sustainable Developments at the University of Applied Arts Vienna, Austria

“Climate Walk – what a tremendous idea! I am more than happy to support this project since our department’s fundamental function is to equip young people with the inter- and crossdisciplinary competencies, skills, and abilities that serve them as an indispensable basis for their engagement with the Grand Global Challenges.”

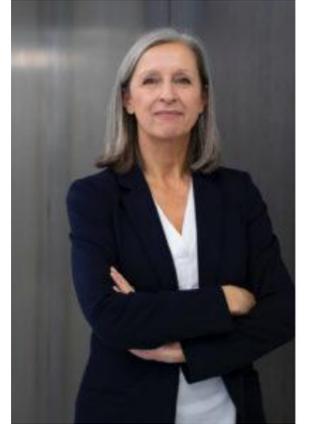


Image credit: Ana Loureiro Fernandes



## Christoph Görg

Social Ecologist at the University of Natural Resources and Life Sciences, Vienna, Austria/Bonn, Germany

“Hiking is like doing research: critically scrutinizing what already exists and looking for something better.”

Image credit: Pilo Pichler

## Herta Nöbauer

Senior Lecturer at the Department of Social and Cultural Anthropology of the University of Vienna, Austria

“I find the idea of grounding this project on walking across Europe fantastic and convincing in ecological, social, political, and methodological terms. We may expect surprising insights from this project for comprehending climate issues from perspectives hitherto less noticed. It is a pleasure for me to share experiences and knowledge with this team of young, engaged wanderers.”



Image credit: Erika Pechtl



## Melanie Pichler

Political Scientist at the University of Natural Resources and Life Sciences, Vienna, Austria

“I support the Wanderers of Changing Worlds as I like the integration of scientific and everyday knowledge as well as the transformative approach of the project.”



## Oliver Ressler

Artist and filmmaker, Austria

“A climate walk creates the chance to establish bonds to local communities and to testify the ecological collapse of landscapes as an effect of climate disruption. Walking, listening and learning is also a perfect preparation to get yourself ready to what should not be considered a choice but an obligation of every human being: connecting with the swarming bodies confronting Capitalocene’s worst polluters and nation-states unwilling to seriously mitigate carbon emissions.”

Image credit: Lineematiché,  
Luca Guadagnini

## Gertrude Saxinger

Social anthropologist at the University of Bern and the Austrian Polar Research Institute APRI, Vienna, Austria

“Contemporary societal and ecological challenges require a new thinking about futures for the globe. Walking triggers ideas. Let’s become Wanderers of Changing Worlds!”



## Peter Schweitzer

Professor and Chair of Social and Cultural Anthropology, University of Vienna; Director of the Austrian Polar Research Institute, Vienna, Austria

“Walking is one of the best ways for experiencing and knowing the world. And Climate Walk is a wonderful project at the intersection of science and activism, full of youthful energy.”

## Gonçalo Vieira

Physical Geographer / Director of the ULisboa College on Polar and Extreme Environments and Scientific Coordinator of the Estrela UNESCO Global Geopark, Lisbon, Austria

“Wanderers of Changing Worlds is an excellent initiative to assess Climate Change problems at the local and community level, involve the communities and showcase issues and solutions that can be used for promoting sustainable development from the individual to the policy level.”



# Project Summary

*Climate Walk* is a research project, educational project, media project and adventure. It is about exploring the local effects of Climate Change by walking from the North Cape to the most western point of Europe in Portugal - about 12.000 km. We collect data on human perceptions, experiences, and practices in dealing with Climate Change, and promote cooperation between individuals, local communities, and national and international organizations. In collaboration with schools, universities, NGOs, and political actors, we organize workshops along the trail to empower local actors to launch their own climate initiatives tailored to local problems and opportunities. Through a comprehensive media presence and in cooperation with local artists from all over Europe, we make the diverse experiences tangible and bring them to a broad, Europe-wide audience. To guarantee the greatest possible diversity of perspectives and voices, we encourage open participation: A map on our website shows the position of the walkers at any time. In this way, all those interested can set off with us to make new friends, gain new experiences and discover new perspectives.

Over a period of one and a half year, starting in early June 2021, two people from our team will be on the way, while the rest will be in Vienna to take care of organisation, data evaluation, public relations, and coordination. The period after the hike itself is dedicated to the analysis of the empirical data and our experiences in order to translate them into exhibitions, written publications, a travel guide and documentaries. Supporting organizations will be visibly represented in all publications, on our website and on our social media presence.

# Our Team



**Timo Bühler**

Co-Chair of the Association | Finance | Website and IT infrastructure

"The *Climate Walk* is not just an idea, it is the promise that change is possible when we bring together people from different backgrounds and give them the opportunity to communicate and act together."

**Gerald Hofbauer**

Co-Chair of the Association | Crowdfunding | PR

"The *Climate Walk* acknowledges Climate Change as a practical problem we all have to somehow adapt to. Let's learn with and from each other how to do so!"



**Eva-Maria Holzinger**

Chair of the Association | Research Project | Education Project | Fundraising | Partnerships | Volunteers

"The *Climate Walk* gives hope and motivation to act. It began with a utopian idea, which we as a team and together with partners turn into reality. We will walk through Europe in order to move together into a social-ecological future."

**Martina Perzl**

Fundraising | Partnerships

"For me, the *Climate Walk* combines true activism, living research, situated learning."



**Julia Plattner**

Education Project | Fundraising

"The *Climate Walk* is a project where everyone can share her/his skills, and where we exchange experiences and knowledge to experiment and to grow together into a sustainable future."

**Anna Schreinlechner**

Fundraising | Media-Art Project | Route Planning

While planning the route, we are already experiencing various facets of Climate Change - and there are still many unheard voices and unseen places out there. We want to offer them a space to create a togetherness at eye level with sustainable future perspectives.



**Alexandra Sabine Stieger**

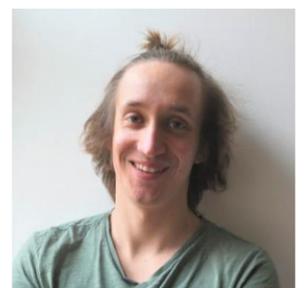
Media-Art Project | Research Project | Social Media | Volunteers

"It is through media and art that we want to share these 'unheard voices' and 'unseen places' with a wider audience. And in this way, form bonds – not only between people all over Europe, but also between the global and local perception of Climate Change."

**Martin Thalhammer**

Route Planning | Research Project

"Walking together towards a just and solidary future – not only for humans, but for all living beings – is for me the antidote to an ever accelerating and harsher world. Walking together means picking up people where they are, instead of believing that one needs to guide and teach them. Walking reminds us of our dependence on an intact environment, it also reminds us that the struggle against the climate crisis and its driving forces is not a decision, but a necessity."



# Climate Walk Media Kit

Further information: [www.climatewalk.eu](http://www.climatewalk.eu)  
Contact us via: [contact@climatewalk.eu](mailto:contact@climatewalk.eu)



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