

walk it back[®]

Challenge Toolkit

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Create your own challenge

Not all of us live on the London to Istanbul walk it back route, but every one of us has a historic carbon footprint and can bring something to the carbon-removal party.

If you're inspired to spread the word and get some carbon down, here's some tips for how to run your own challenge.

What is carbon removal?

Carbon removal is the act of actively sucking CO₂ out of the atmosphere.

From nature-based solutions to cutting-edge tech, these projects are the opposite of emissions. They need scaling up, and fast, for humanity to have any hope of hanging onto a stable climate.

Humanity has emitted hundreds of gigatons of CO₂. All of it is still up there. We have to put less CO₂ up, but we also have to get that historic carbon back down.

Ready to take on the challenge in five steps and join us as we walk it back?



Step 1: Choose your challenge

Get moving, do your thing, and get that carbon down

Craig has chosen to walk from London to Istanbul as his challenge, to reverse his lifetime carbon footprint.

You can run your own carbon-removal challenge, on your own doorstep, doing what you love

Lace up your skates for the planet's sake, box some of those emissions into submission, disco-dance so we have a fighting chance, run a sponsored snog in solidarity.

Whatever you do, it all helps in the fight for carbon removal.



share it back



swim it back



talk it back

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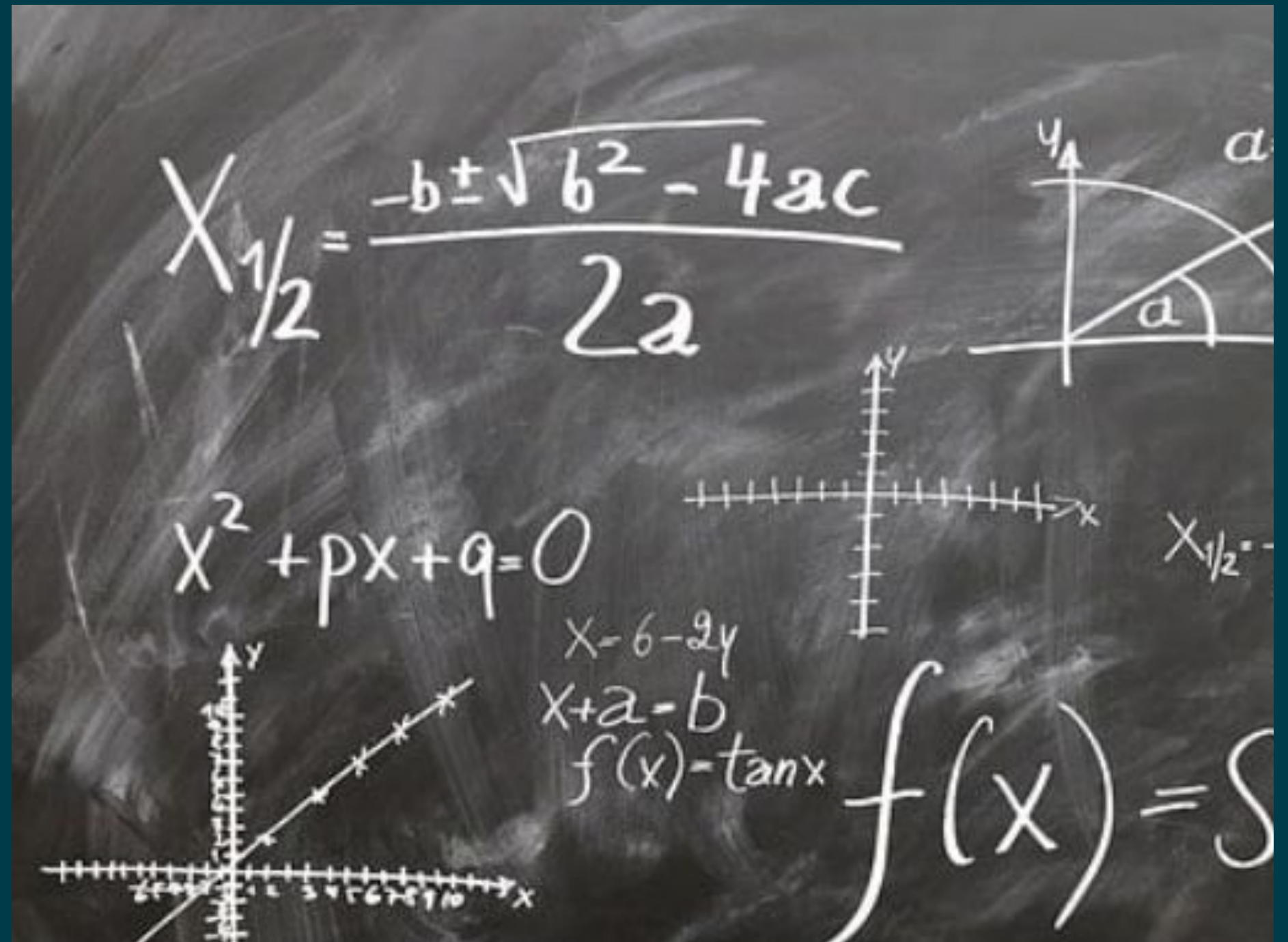
Step 2: Set your carbon removal goal

Work out how many tonnes of carbon you would like to remove

The average carbon footprint for a person in the United States is **16 tonnes per year**. You may choose to remove all of your carbon for one year, or all of the carbon for your lifetime (like Craig).

*Lifetime carbon footprint =
16 tonnes x your age*

**If you would like a more accurate calculation of your personal annual carbon footprint, you can calculate it [here](#)*



Step 3: Select your carbon removal project

From nature-based solutions to cutting-edge tech, these carbon removal projects are the opposite of emissions.

We can all help scale carbon removal projects and technologies, whether you are sponsored for every step you take or every minute you boogie, the money you raise will help.

Browse the projects in our [portfolio](#) and choose which you would like to support and how much carbon you want to remove.

Once you have selected your project, copy the website link. You will need this when asking for sponsorship.

Multiply the cost per tonne by your carbon removal goal to work out a sponsorship target.



Carbo Culture Biochar

converting forestry and food production residues into biochar, locking the carbon contained in organic matter into a stable, solid form for thousands of years.

Biochar

\$247.00/t



Charm Industrial Bio-oil

pulling oil back underground by converting biomass into bio-oil and injecting it deep underground for permanent storage.

Bio-oil

\$600.00/t



ECOERA Millionium

transforms agricultural waste into biochar, which can be applied to soil to sequester carbon, improve soil health, and improve farming practices.

Biochar



Levitree California Pumped Wood Burial

Levitree injects wood chips underground to sequester carbon and create at-risk properties.

Biomass Burial

\$120.00/t



Living Carbon Hybrid Poplar Biotech-Enhanced Reforestation

Planting genetically enhanced trees that capture up to 20% more CO₂ per acre on abandoned, underperforming timberland.

Reforestation

\$40.00/t



Neustark Concrete

permanently removing CO₂ through super-strong concrete.

Concrete Injection



Running Tide Ocean Carbon Removal

growing and sinking kelp forests, which can store up to 20 times more carbon per acre than land forests.

Ocean-based Sequestering

\$250.00/t



Uganda International Small Group Tree Planting

harnessing the power of smallholder Ugandan farmers to plant millions of trees, while generating long-term carbon credit income.

Reforestation

\$22.50/t



Vesta Coastal Carbon

working to sequester carbon through coastal ecosystems.

Enhanced Weathering

Step 4: Ask your friends and family to sponsor you

Share your challenge with your family and friends and ask them to sponsor you

Tell people why you are inspired to do a challenge and share with as many people as possible through social media, emails and messaging.

By sharing your story, you will be helping to raise awareness as well as much needed funds to scale carbon removal projects.

Don't forget to share the link to your selected carbon removal project!



Step 5: Complete your challenge!

Tie your laces and complete the challenge you have set yourself. Enjoy the experience and remember to tag us on social media.

@2023walkitback



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Ride 16 miles

Do 16 press ups...or 160



Do 16 cartwheels

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Dance for 16 hours



Run 16 times or for 16 kms



Swim 16 lengths



Craig's walk it back challenge

The first walk it back carbon removal campaigner Craig Cohon will walk from London to Istanbul.

For his challenge, Craig calculated his lifetime carbon footprint to be **8,147 tonnes**

He set his goal to become a carbon positive citizen, by removing 100,000 tonnes of carbon. To achieve this he will walk from London to Istanbul from January 3 to June 4 2023.

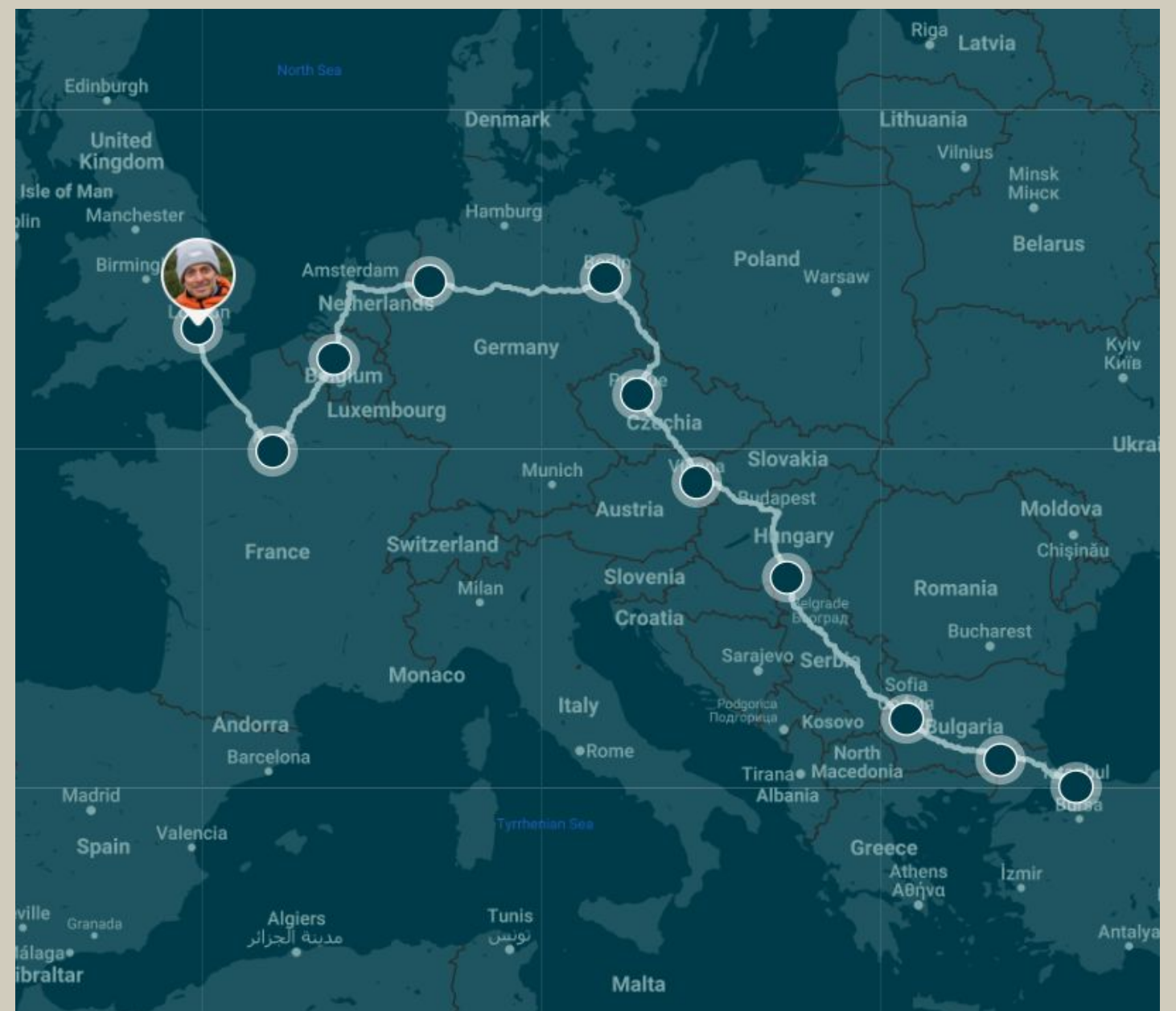
Along the way, Craig will invite guest



walkers to join him and purchase carbon credits from the portfolio of carbon removal projects, helping him to reach his target for carbon removal.

Not everyone can take on a challenge of this scale – BUT whatever you do will make a difference.

Choose your challenge and start removing carbon today!



Our challengers

Young and old(er), endurance athletes or seasoned spectator, our Challengers are taking on their own walk it back challenges for carbon removal.

Bike it back

George, 86, is putting his foot to the pedal and biking back his carbon footprint for one year by tricycling 16 km to remove 16 tonnes of carbon.

Family and friends are sponsoring George by the kilometre to reach his goal of \$1,600



Boogie it back

Parker, 17, will be dancing for 16 hours to remove her lifetime carbon: 272 tonnes.

At \$40 per tonne for enhanced reforestation, she has set herself the target to raise an incredible \$10,880.



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