

# walk it back<sup>®</sup>

One man is removing his lifetime's carbon footprint in a zany and redemptive feat of endurance.

Starting January 3 2023, carbon removal campaigner Craig Cohon will walk from London to Istanbul.

Craig is wiping clean his entire lifetime carbon emissions. He has committed over \$1M to remove all 8,147 tonnes of carbon he has emitted since his birth in 1963. Through walk it back he plans to set in motion spin-off campaigns to remove no less than 100,000 tonnes.

Along the route, we will meet with Mayors and city officials responsible for setting climate policies, visit carbon removal projects, walk with climate activists and raise public awareness through our media and social media campaigns.

A landmark journey from Europe to Asia, meeting communities at every step of a four thousand km outreach and fact-finding adventure.



***Revolutions don't happen  
with a big bang just a  
million steps***

-Pete Seegar



## Breaking Bread

Breaking bread = to share a meal with someone.

This expression means more than just eating; it is sharing a sense of brotherhood with someone or some group of people. It is a significant event that fosters some meaningful connection and cooperation.

We want to take every opportunity to share meals with people who live or work along our route.

## Ways to get involved

1. We come to you: Host us wherever you are. We will go anywhere: community centre, restaurant, village hall, house or flat; or
2. You come to us: Join us at the social club, you bring the food, we have the drinks.

You provide the food, we promise to do the washing up for anyone who shares even the humblest snack.

## The Social Club

The walk it back HQ and social club is an awesome place to break bread. We have an immersive carbon removal art and sound installation to share with you and a fully stocked bar, supported by Johnnie Walker.





## Stuff you need to know

We love having visitors to the social club, however there are a couple of logistical issues to keep in mind.

Craig will either be walking alone or joined by 1-2 inspirational guest walkers. We ask that you host Craig and his guests as a group.

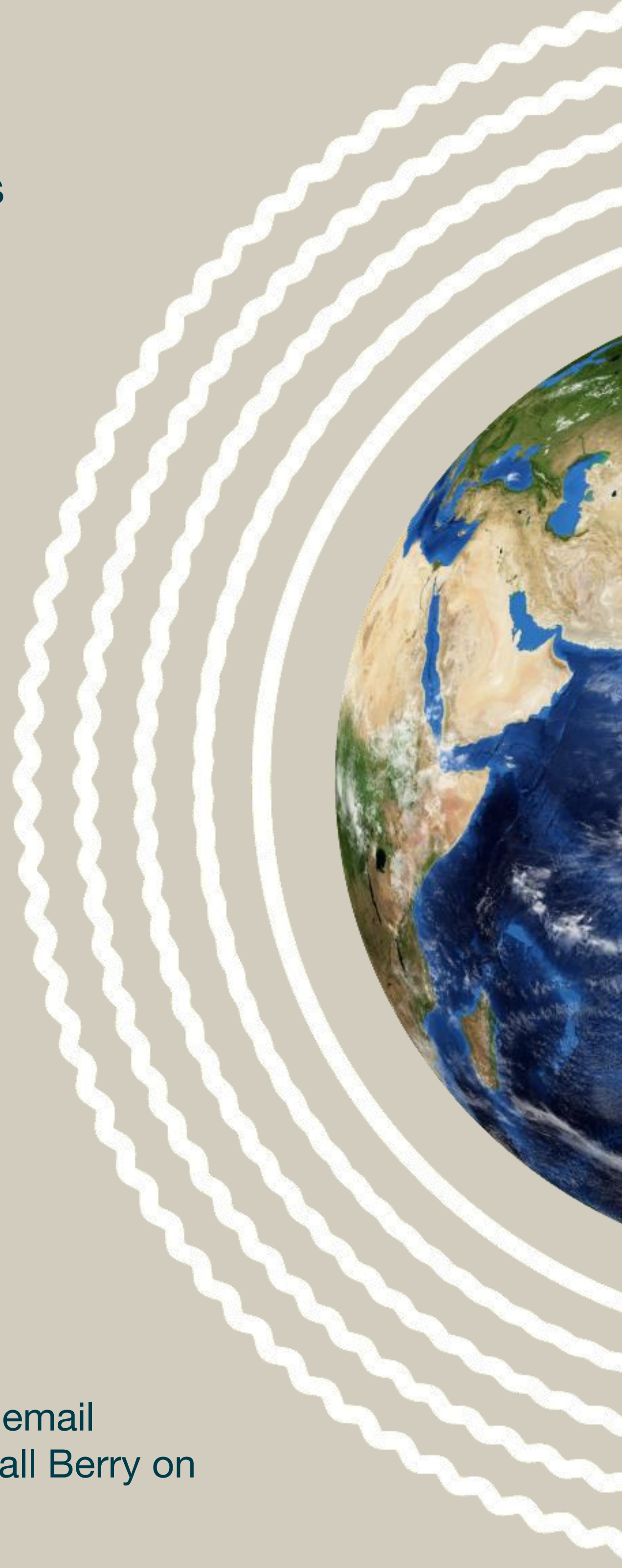
We have very basic cooking facilities – think camping style stove and pans! We have a two-ring gas burner, pans, utensils, crockery, cutlery and a tiny fridge. Preprepared food is a must.

**Dietaries?** Craig is lactose intolerant and many of our guest walkers do not eat meat. Therefore we think vegetarian is way to go (and most environmentally friendly).

If we have any specific dietary requests from our guests, we will give you plenty of notice.

**Timings** Craig has a strict bedtime curfew of 10pm each night, to allow him enough rest to keep walking 25-35km each day. We propose that 6.30-7pm for dinner is perfect timing and will allow the walkers to have a shower and change before you meet!

**Contacts** If you have any questions in advance, please email [michaela@walkitback.org](mailto:michaela@walkitback.org) or if it is on the day, please call Berry on +447740 163994.





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