



**WALK IT BACK : CRAIG COHON WALKS THROUGH CZECH REPUBLIC
TO RAISE AWARENESS ON CARBON REMOVAL
AND WANTS TO MEET YOU**

FOR IMMEDIATE RELEASE : March 5, 2023

On the eve of his 60th Birthday, former Coca-Cola executive and businessman Craig Cohon took on the challenge of a lifetime. On January 3rd, he embarked on a 4,000km walk from London to Istanbul to campaign for carbon removal. He will walk through the Czech Republic from March 11 to 26 (route below).



The latest IPCC Report says there is no way of keeping within 1.5 degrees of warming without eliminating carbon already in our atmosphere. Natural solutions alone are unlikely to be enough¹. Carbon removing tech solutions need to be radically scaled at the same time. So why isn't everyone talking about carbon removal?

One man is on a mission to change that. Craig Cohon, a 59-year-old from Canada, has joined forces with the global youth movement ReEarth Initiative to drive a new global conversation about carbon removal.

Craig has not only invested his pension fund into carbon removal solutions, but he is walking from London to Istanbul via 82 cities and towns to raise awareness of the subject. Along the

¹ <https://www.stateofcdr.org/>



way, he is walking and talking to mayors, CEOs, activists, scientists and policy makers about the opportunities and challenges of carbon removal.

The *walk it back* journey

This Canadian entrepreneur left London on January 3 for a 5-month journey that will take him over 4,000 km across Europe on foot, via the United Kingdom, France, Belgium, Germany, Poland, Czech Republic, Austria, Slovakia, Hungary, Serbia, Bulgaria, Greece and Turkey.

He should arrive in Istanbul on June 4, the eve of his sixtieth birthday.

Cohon will cross the border from Germany to Czech Republic on 11 March, arriving in Frydlant that day. He will be in Prague on 17-18 March before setting off towards Austria on 26 March.

Craig Cohon's story

For years, Craig Cohon travelled the world on behalf of large companies such as Coca-Cola and Cirque du Soleil before settling on a barge on the banks of the River Thames thirteen years ago.

In 2022, Craig launched the [walk it back](#) campaign after becoming the first private citizen to undertake a personal 'lifetime carbon audit' following COP26. This process saw him calculate in molecular detail how many tonnes of carbon he'd emitted over decades of fast living (high-rolling holidays, lots of flights and hamburgers).

Last November, he repaid what he calls his debt to the earth – giving over USD \$1 million of his pension to carbon removal projects..

Changing the course of climate history

walk it back sets out to question how carbon removal is perceived currently and supported globally, calling for greater dialogue, coordination, knowledge, governance and investment in the sector in order to safely and quickly scale carbon removal solutions.

Cohon says: "Like many people of my generation, I was clueless about the climate



emergency for years, but when I learnt that all the carbon we've emitted is still up there I started looking into carbon removal. What I discovered is that, although it takes a lot of will and investment, it *is* possible to take huge quantities of CO2 out of the atmosphere. The tech is there and improving all the time. But we need to get quicker and better at doing this, fairly and on a huge scale. If we succeed, it has the potential to actually change the course of climate history."

Growing a community around carbon removal

Founder members of the campaign include youth climate activist network [ReEarth Initiative](#) and city leadership networks [United Cities and Local Governments](#). Partners include climate platform [Patch](#), the bank, [EFG](#), and the investment firm [Searchlight Capital](#).

In November 2022, *walk it back* published the paper [Getting to Net Negative](#) that highlights the critical role cities play in carbon removal, and Cohon's walk will feature special events in 10 cities along his route that engage city decision-makers. In London, for example, untapped carbon sequestration opportunities include afforesting the statutory Green Belt, the 1,269,800 acres of land that encircles the city: with huge co-benefits for air pollution and physical and mental health.

Craig and the walk it back campaign will be arriving in the country - along with a mobile exhibition made in recycled shipping containers showcasing different carbon removal solutions.

Come and explore what carbon removal looks like, then join Craig in conversation with local experts as they discuss the promise and the perils of carbon removal options.

MEDIA OPPORTUNITIES (11-26MARCH)

16-17 MARCH

Requests for interviews with Craig Cohon (walk it back spokesperson) and Emily Benson (walk it back Head of Advocacy) should be sent to Victoria Baux by email victoriabaux@gmail.com or text/whatsapp on +33 6 24 43 53 96

Please include your name and the outlet you work for.

Interview format: by phone, face-to-face, or walking with Craig.



MAIN EVENT

16 March 2023 in Prague *details to follow*

CZECH REPUBLIC ROUTE

DATE	START	FINISH
Sat 11 Mar	Gorlitz/Zgorzelec	Frydlant (Czech Rep)
Sun 12 Mar	Frydlant	Horni Hanychov
Mon 13 Mar	Horni Hanychov (Liberec)	Ralsko
Tue 14 Mar	Ralsko	Mseno
Wed 15 Mar	Mseno	Neratovice
Thu 16 Mar	Neratovice	Neratovice
Fri 17 Mar	Neratovice	Prague
Sat 18 Mar	Prague	Dolni Pozary
Sun 19 Mar	Dolni Pozary	Nesperska Lhota
Mon 20 Mar	Nesperska Lhota	Utechnovice pod Strazistem
Tue 21 Mar	Utechnovice pod Strazistem	Prosec pod Kremesnikem
Wed 22 Mar	Prosec pod Kremesnikem	Doupe
Thu 23 Mar	Doupe	Radkovice u Budce
Fri 24 Mar	Radkovice u Budce	Onsov
Sat 25 Mar	Onsov	Satov
Sun 26 Mar	Satov	Oberstinkenbrunn (Austria)

MEDIA PACK

Film [here](#)

Stills [here](#)

Website: <https://walkitback.org/>

More footage available on request

Find more information on @2023walkitback on:

[Twitter](#) | [Instagram](#) | [Facebook](#) | [LinkedIn](#) | [TikTok](#)