

Concept Overview

Walk2COP27 is a mass participation and engagement initiative on Climate Change, based around a virtual journey from COP26 (Glasgow) to COP27 (Sharm El-Sheikh). Participants are invited from all countries and across the key stakeholder groups of governments & cities, businesses, NGOs, faith groups, universities & schools, and friends & family.

The **virtual journey**, ending on 07/11 in Sharm El-Sheikh, will be split into 11 stages, each typically 3 or 4 days long and each ending with a hybrid or virtual event in one of 12 countries on the way from Scotland to Egypt. These events, or “townhalls” will focus on the local challenges presented by climate change and the solutions being deployed.

Mass participation will be built across the 6 stakeholder groups by working with influential organisations (e.g. the International Chamber of Commerce for business, or the Laudato Si movement of the Catholic Church) who can enlist the support of their stakeholders and ultimately the individuals attached to them. **Engagement** of individuals, once recruited, will be enabled by the atlasGO platform and will span: walk, talk, and act. Walk2COP27 is supported by an extensive social media presence.

Walk2COP27 builds on the experience and lessons learned during Walk2COP26 (www.walk2cop26.com and [Short Film](#)); a Climate Action engagement initiative using the mechanism of a walk from London to Glasgow to highlight action and bring people together.



The virtual journey

The virtual journey will be split into 11 virtual stages, each stage typically taking 3 to 4 days and ending in a hybrid or virtual event held in a city on the way in Scotland (Glasgow), England, France, Belgium, Germany, Austria, Hungary, Bulgaria, Turkey, Lebanon, Jordan, and Egypt (Sharm el-Sheikh).

At the end of each stage, a host city will hold a climate action event either virtually or hybrid.

Events will typically run for 90 – 120 minutes and have 3 components: 1/ an exposition of the host city and country climate action context; 2/ a thematic slot with a guest speaker and panel – covering the 4 target objectives of climate action: net-zero, resilience, circularity, justice; and 3/ an update on COP news and the walk e.g. who has walked the most in the stage, how fundraising is going.

	Country	City*	Date	Day
1	Scotland	Glasgow	22/09	Thursday
2	England	London	26/09	Monday
3	France		29/09	Thursday
4	Belgium		03/10	Monday
5	Germany		06/10	Thursday
6	Austria		10/10	Monday
7	Hungary		13/10	Thursday
8	Bulgaria		20/10	Thursday
9	Turkey	Nilüfer	24/10	Monday
10	Lebanon		27/10	Thursday
11	Jordan	Amman	31/10	Monday
12	Egypt	Cairo	07/11	Monday

*city included where townhall is hybrid, all others virtual

Engagement: Walk (or run, cycle, wheelchair)

Participants will sign up as individuals and then join a team (their organisation, or any other way they choose to organise e.g. nationality, or a group of friends). Each participant will be encouraged to walk (or run, cycle or wheelchair) as far as they can over the 45 days, in their chosen locations.

Participant progress will be tracked on the platform [atlasGO](#), trees will be planted by [the Jane Goodall Institute](#) for kilometres travelled, and team and individual leader boards will be published at the end of each stage.

The atlasGO platform enables participants to post pictures of their achievements into the feed for the entire community to see, check on individual/ team and total community progress, and chat within teams.

Engagement: Talk (and listen)

All participants will be encouraged to attend the Townhalls and the Clubhouse sessions that will be run in between each Townhall meeting. They may choose to listen, participate as audience members, or lead a session. All content will be framed against the 4 critical climate action outcomes of Net-Zero, Resilience, Justice and Circularity.



The use of Clubhouse was trialled in this way during Walk2COP26 and proved a great way for participants to engage across organisations and stakeholder groups, forge solidarity and inspire each other.

Engagement: Act

Over and above Walk and Talk, participants will be encouraged to connect with each other, fundraise, provide input to a proclamation to be published for COP, and engage in local climate actions.

Making connections, whether they be with people from the same organisation or location or from very different backgrounds, is an important way for us to build a sense of solidarity and is a precursor to collaboration. Both the process of developing Walk2COP27 and the journey itself targets the creation of new connections at every twist and turn.

Any team or participant can set up a page on atlasGO and use that to fundraise. This will be expected from companies, but optional for all others. Funds raised will go the Jane Goodall Institute. If teams want to fundraise for their own cause, they can arrange that independently and link it to their achievements under Walk2COP27.

A proclamation to the formal participants at COP 27 will be developed towards the end of the walk based on input from participants, and then signed and delivered on completion.

Organisations, teams and individual participants may develop their own programme of activities as part of this e.g. group walks, rallies, letters to local politicians.

Social Media

Key messages will be amplified across social media; the initiative is building presence on Instagram, LinkedIn, Facebook and Twitter, and encourage participants to share and post on their own accounts, all connected through #Walk2COP27. This will be supported by the website and the atlasGO site, both of which allow some level of messaging.

In addition, we will seek out coverage by professional media; Walk2COP26 successfully engaged with local, national and international written and broadcast media.

Illustrative Scale

The virtual journey: 12 Townhalls to be held as described above.

Participation: 10,000 participants registered in atlasGO, each of the 6 stakeholder groups to have a minimum of 500 participants.

Walk: 2m kilometres travelled, equating to an average of 200 kms per participant over the 45 days. 1 million trees planted.

Talk: 10% of participants to attend each Townhall. A minimum of 3 managed discussions on Club House highlighting climate action between each city event. Half of all participants to attend 2 or more events.

Act: \$200 raised per person for every corporate team. Assuming companies make up 20% of the total, this would equate to approximately \$400,000 raised. 20% of walkers to contribute to the COP 27 proclamation that will be delivered on completion.

Organisation and plan

[Sam Baker](#) is leading this initiative on a full time basis with a team of volunteers. The initiative is housed within Change Drivers (UK Charity number: 1181920). Multiple partners are helping with delivery e.g. the RSA, UNLEASH and the Jane Goodall Institute, as well as many working at a local level.

Funding continues to be sought in the form of corporate donations to cover the tree planting.

COP 27 is expected to run from 7/11 – 18/11 2022. The final city event is planned for 7/11, activity planned from now:

Phase 3: Registration | 01/09 – 22/09

- *Events*: build panels, open registration for each event and build participation
- *Walkers*: recruit walkers onto atlasGO, team formation, initiate fundraising
- *Marketing, media and comms*: build interest on social media, initiate clubhouse sessions

Phase 4: The Journey/ Sept 22nd – 1st week November

- *Events*: execute events
- *Walkers*: keep walkers walking, attending events, fundraising
- *Marketing, media and comms*: promote all events, keep the spotlight on the walkers, develop and deliver the pledge

Motivation

Walk2COP26 helped me understand the importance of working together for climate action. The scale of the issues that we face and the speed with which we need to address them require us all to pool resources. Working together is founded on both knowledge of what others are doing, trust and inspiration – and collective engagement can contribute to building these.

Climate change can challenge each of us emotionally as we think about our futures, those dear to us, and generations to come. Action is the antidote, and we found the combination of walking, learning, and making new connections inspiring, exciting and uplifting. We want to build an initiative that opens up that experience to all and forges a sense of solidarity.

The physical implications of climate change are highly unevenly distributed across the world, as are carbon footprints, national policy and capability. I hope that the approach we are adopting in this initiative with the virtual journey and Townhalls will help us all understand these differences better and so ensure we promote fairer and more inclusive solutions.

If interested in getting involved in any capacity please get in touch via the website or sambaker@impactstrategy2030.com