

CLIMATE ACTION MAGAZINE

THE
SCHWARZENEGGER
CLIMATE INITIATIVE

BE USEFUL

EDITION N°05 | JUNE 20TH 2024

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THANKS TO OUR PARTNERS:



JOIN IN

WORKOUT FOR THE ENVIRONMENT

Dive into Arnold Schwarzenegger's environmental workout to reduce pollution. In the heart of this magazine lies the entire workout, empowering you to integrate eco-friendly habits into your daily life. Every effort counts — take action now.

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ABOUT BEING USEFUL



DRAWING INSPIRATION from our founder Arnold Schwarzenegger's latest book the theme for this year's AUSTRIAN WORLD SUMMIT is "Be Useful". This motto has shaped our conference program and the content of this magazine. But what does it truly mean to be useful, especially when it comes to protecting our environment?

First and foremost, in our rather self-centered society, it means shifting the focus from ourselves to others and the world around us. Sometimes we seem to forget that we need to be there for each other and for our planet. When it comes to the environment and climate, it is helpful to question our own daily habits and think about how we can be part of the solution. In this issue, the "Ultimate Workout for the Environment" is a very simple guide to integrate environmentally friendly habits into your everyday life, step by step. Every contribution counts. The guide includes examples of how politicians and entrepreneurs can make it easier for everyone to opt for a climate-friendly lifestyle.

Regional, national and international leaders, companies, artists and science experts bear an immense responsibility to our planet. With great power comes great responsibility. It is important to think beyond the personal sphere and pursue long-term goals. In this magazine you will find inspiring examples and solutions that are already having a positive impact. Let them motivate you and remember what Arnold Schwarzenegger said: "Be useful, whatever you do!" I am convinced that this is how we can become the first generation to live sustainably and with a high quality of life.

MONIKA LANGTHALER

Direktorin der Schwarzenegger Klimainitiative

IMPRINT

PUBLISHER: Monika Langthaler • **MEDIA OWNER:** The Schwarzenegger Climate Initiative, +43 1 2351423, office@schwarzeneggerclimate.com, www.schwarzeneggerclimateinitiative.com, facebook.com/schwarzeneggerclimateinitiative, twitter.com/ArnoldSCI, instagram.com/schwarzeneggerclimateaction, tiktok.com/@schwarzeneggerclimate • **EDITOR IN CHIEF:** Natascha Unger, NU Communications • **EDITORS:** Isabelle Kober, Rosa Hauser • **GRAPHIC:** Fabian Gwiggner Designstudio • **Pump for the Planet Visuals:** fuggersberger.at
COVER PHOTO: Philip Lipiarski • **PRINTED** according to the guidelines of the Austrian Eco-label:
 Druckerei Bösmüller, Print Management, Josef-Sandhofer-str.3, 2000 Stockerau • **UW-NR.** 779





AT THE AWS SOLUTIONS EXPO, YOU CAN SEE PRACTICAL EXAMPLES FOR YOURSELF.

HANDS-ON CLIMATE ACTION

An exceptional fusion of entrepreneurial spirit and environmental protection awaits guests at the inaugural AUSTRIAN WORLD SUMMIT Solutions Expo on June 20th, 2024 at the Vienna Hofburg. Arnold Schwarzenegger himself will be in attendance, championing sustainability.

► By Rosa Hauser

WHAT IS hidden inside an electric motor? How can you invest your money in an environmentally friendly way? And which delicacies are not only tasty but also good for the climate? All these questions can be answered in one place: Arnold Schwarzenegger's new environmental fair. Evolving from the renowned AUSTRIAN WORLD SUMMIT, Schwarzenegger's climate conference, this event will be a hub for environmental protection and innovation.

This year's event, which is taking place in Vienna for the eighth time, promises more excitement and accessibility than ever before. This is because a new and exciting addition awaits visitors: the AUSTRIAN WORLD SUMMIT Solutions Expo —a free, open-to-all environmental fair. Amidst a showcase of practical solutions and cutting-edge concepts, visitors will have the extraordinary opportunity to engage with Hollywood icon Arnold

Schwarzenegger himself. From snapping selfies with a life-size wax figure to an exclusive book signing of his latest work, "Be Useful," seize the chance to connect with the man behind the legend.

INSPIRING PEOPLE

MONIKA LANGTHALER, Director of the AWS and the Schwarzenegger Climate Initiative, created the AWS Solutions Expo to provide a stage for practical examples and genuine innovative spirit for the environment: "I am convinced that we are the first generation that can manage to live sustainably and with a high quality of life at the same time. To achieve this goal as quickly as possible, it is crucial to motivate as many people as possible to join us on this journey."

This unique trade fair is exactly the right place to do so and offers a variety of exhibitors from different industries the opportunity to present their missions for climate protection – both at their stands and during a separate stage program on site with interviews, discussion panels and the chance for the public to ask questions.



ENGAGING WITH INSPIRING START-UPS, BUSINESSES, AND NGOS FOR EXCHANGE AND INSPIRATION.

© Philipp Lipiarski

From established companies to start-ups – they are all united by their commitment to a more sustainable future. As visitors stroll through the trade fair, they can not only see and hear, but also taste what environmental protection has to offer thanks to samples available from food booths. Plenty of reasons to spontaneously make your way to the Hofburg on June 20th.

INFOBOX



© Georg Blume

THE EXHIBITION STANDS ARE MADE OF RECYCLABLE CARDBOARD

SUSTAINABLE DESIGN IN ACTION

Together with the Austrian green design studio Papertown, the AWS Solutions Expo itself is a prime example of sustainability. The starting point for the exhibition stands is a sustainable raw material: recyclable cardboard. Not only does this choice enable space-efficient design and eco-conscious transportation, but it also reduces resource consumption and carbon emissions compared to traditional materials like plastic or aluminium. This fusion of aesthetics and sustainability underscores a commitment to both environmental responsibility and visual appeal. The stools, armchairs, tables, and back panels are designed for long-term use. Post-event, they will find a new home at the AWS Solutions Hub in Asparn an der Zaya, ready to be utilized for future expos or repurposed on-site. When their lifecycle concludes, they can be easily disposed of and recycled properly.

Sebastian Ströbel, known from the ZDF series “Die Bergretter”, crossed the Alps for a “Terra X” documentary. In this interview, he talks about how the changing climate is affecting the mountain world, what measures he is taking to protect the climate and what contribution the film industry can make.

► By Natascha Unger

IT DEPENDS ON US



Q: What motivated you to make this documentary about the Alps?

SEBASTIAN: The Alps have influenced my life for many years now. I love them, they are part of my identity. So of course it makes sense to take a closer look at them, to bring people closer to this unique and endangered area. I am fascinated by “life” in the mountains, whether human or animal. I am very curious by nature and love to discover and take in different perspectives. When the opportunity arose to do something in the mountains together with TerraX, I didn't have to think twice.

Q: Global warming is impacting the Alpine region in a more severe way. Did you notice this during the filming of both the documentary and “Die Bergretter”?

SEBASTIAN: Of course, you can't overlook it. The fact that no one who lives there denies it any more is progress. People who live and work in the mountains have a keen sense of the weather and

the environment. In the Kautertal, for example, the glacier has shrunk dramatically in the last 10 years, as has the Dachstein, not to mention the Wildspitze. Everywhere the rock is becoming porous due to erosion, the Alps are literally crumbling. Rockfalls and landslides are the result. The whole area is also becoming more and more challenging and dangerous to climb. The weather is no longer as predictable as it used to be. The people there have to come to terms with this and prepare for the Alps to continue to change in the future.

Q: Is there an environmental protection measure that is particularly close to your heart?

SEBASTIAN: It's important to me that we sensitize as many people as possible to change and get them on board. Democracy is a very slow process. It needs majorities and compromises. It doesn't help to constantly point the finger at each other. Strength lies in working together. Only if we offer

SEBASTIAN STRÖBEL
CROSSED THE ALPS –
FROM THE ZUGSPITZE TO
THE THREE PEAKS
IN SOUTH TYROL.

**IT'S IMPORTANT
TO ME THAT WE
SENSITIZE AS
MANY PEOPLE
AS POSSIBLE TO
CHANGE AND GET
THEM ON BOARD.**

Sebastian Ströbel

people a perspective and take away the fear of change can we succeed. Everything that each individual tries to change on a small scale helps the bigger picture.

Q: Do you also take actions in your personal life to protect the climate?

SEBASTIAN: I try to be as sustainable as possible in my private life. Whether it's saving water, saving electricity or doing without a car as often as

possible. I became a vegetarian because, apart from animal welfare, I think the unbridled perversion of the meat industry is a huge factor in CO2 emissions.

Q: Should the film industry help support greener practices? How could this be done?

SEBASTIAN: It already does. For years, there have been so-called "green production" certificates. This is about sustainable production, waste avoidance and separation, careful use of resources, CO2 reduction throughout the entire production process. There is certainly still a need for optimization, but my observation is that the topic of "environmental protection" is very much part of filmmakers' operational business.

Q: How could the impact of film productions in areas like the Alps be reduced?

SEBASTIAN: As a film production company, you are certainly in the spotlight more. But I still see everyone as having a duty. Everyone who is out and about in the Alps must be aware of this. To be honest, I can't imagine that there can be anyone who loves the mountains and is out and about in them who isn't interested in reducing the negative effects.

Q: How can films help to raise awareness about environmental issues?

SEBASTIAN: By either incorporating these issues into the stories we tell as best we can, preferably without being too moralistic (they even managed to ban smoking from movies). Or you have to specifically produce films/series with the respective focus, but across all genres. Only showing "arthouse" films on these topics won't reach the people. You have to reach the masses. Even if we all want that and time is pressing: We can't change people's habits from one day to the next.

Q: What role can you play as an actor in protecting the climate?

SEBASTIAN: I don't know if I have a role to play as an actor. But I do know that every single person has a role to play. It depends on us. And if my reach gives me the opportunity to draw the attention of some people to this issue, then I would like to do that.

THE ART OF CREATING IMPACT

© Scott Ramsey



KATE WINSLET, THE NARRATOR OF DREAMSCAPES, ALONGSIDE FILM PRODUCER KLEMENS HALLMANN.

Kate Winslet is the voice of 'Mother Earth,' in producer Klemens Hallmann's latest film. It takes viewers on an emotional journey through the beauty and diversity of our planet, demonstrating how art and culture can contribute to climate protection.

► By Natascha Unger

THE CONSEQUENCES of pollution are more evident than ever, demanding urgent collective action. While science and politics are crucial, we mustn't overlook the profound impact of art in fostering understanding. Art has the unique ability to evoke emotions, spark dialogue, and remind us of our connection to nature.

Austrian producer Klemens Hallmann's newest project, "DreamScapes," embodies this idea. The film is primarily dedicated to future generations to

showcase the importance of treating our planet with care. With contributions from over 250 video artists across 100 countries, this monumental endeavor combines stunning visuals of our planet with a soundtrack from Austrian composer Edwin Wendler, featuring the Vienna Boys Choir and Girls Choir. The project was narrated by Academy Award-winning actress Kate Winslet.

"DreamScapes" takes audiences on a captivating journey through the seasons, showcasing breathtaking aerial imagery and captivating time-lapse sequences. The high-speed photography breathes life into natural processes, offering viewers a fresh perspective on our planet's wonders.

Producer Klemens Hallmann looks back at the project's magnitude, acknowledging the challenges of uniting talents from diverse backgrounds. "I am particularly proud that we were able to engage Kate Winslet as our voice of Mother Earth. To have an internationally renowned actress supporting our project, we feel, has added to the gravity and uniqueness of the piece," he states.



© Hallmann Entertainment Company

THE TRAILER FOR THE NEW DOCUMENTARY FILM DREAMSCAPES WAS REVEALED IN FEBRUARY 2024.

WORKOUT FOR THE ENVIRONMENT

Arnold Schwarzenegger invited people around the globe to take part in an environmental workout – and thousands of people joined. ▶ By Natascha Unger

WE ENGAGE in exercise to strengthen our bodies and enrich our health. However, beyond our personal wellness, the vitality of our environment is equally essential to our collective well-being. Therefore, it is imperative for each of us to actively engage in solutions and advocate for the preservation of our environment.

In a video marking the launch of the environmental workout, Schwarzenegger explained: "I am talking about pumping up the world. Meaning for example: Go and ride your bike to work or out for dinner or whatever you want to do, instead of using your car. Because we want to reduce pollution and we need to work together on this."

People worldwide have followed Arnold Schwarzenegger's example and joined in during the past weeks. The overview of the workout on the next page offers you the opportunity to also integrate environmentally friendly habits into your everyday life, step by step, week by week. Every contribution counts!

"Our planet needs active support, and that's why we developed 'The Ultimate Workout for the Environment'. Check it out and become a part of the solution," Monika Langthaler, Director of the Schwarzenegger Climate Initiative emphasises.

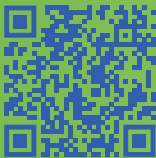


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ARNOLD SCHWARZENEGGER ENJOYS RIDING HIS BIKE TO WORK, WHETHER IT'S IN LOS ANGELES OR VIENNA.

THE ULTIMATE WORKOUT FOR THE ENVIRONMENT




www.schwarzeneggerclimateinitiative.com






1 WEEK LET'S GET MOVING

-  Ride your bike to work. (3x)
- or
-  Walk short distances. (2x)
- or
-  Plan your next trip by train. (1x)

2 WEEK YOU ARE WHAT YOU EAT

-  Buy seasonal food. (3x)
- or
-  Cook a leftover meal. (1x)
- or
-  Eat a plant-based meal. (3x)

3 WEEK LESS IS MORE

-  Use a reusable water bottle. (1x)
- or
-  Buy package-free fruits and vegetables. (2x)
- or
-  Repair something, instead of buying new (1x)

WEEK 4 SAVE ENERGY



Switch to a green electricity provider. (1x)

or



Bye Bye Stand-by: Switch off your devices completely. (5x)

or



Shower for one minute less than usual (3x)

WEEK 5 SPREAD THE WORD!



Cook a plant-based meal for your friends. (1x)

or



Tell a friend about your favorite environmental initiative. (2x)

or



Listen to a podcast about environmental protection (1x)

WEEK 6 REDUCE, REUSE, RETHINK



Go to a (online) second-hand market. (1x)

or



Borrow something (i.e. camping equipment) instead of buying. (2x)

or



Ask yourself if you really need it before buying. (4x)

WORKOUT GUIDE:

Seven weeks, seven topics: Each week addresses an important aspect for more environmental protection. Sustainable mobility, nutrition, resource management, clean energy, communication, conscious consumption, and a clean environment are essential for our planet.

Set off and choose at least one of the three exercises with different repetitions each week. **Integrate them into your everyday life and read about the important contribution you are making.** In the best-case scenario, you will stick with it forever and not only do something good for the environment but also for yourself.

WORKOUT TIPS:

- Do you want to train even harder but don't know how?
For a greater effect: just do one more repetition!
- If you miss an exercise: don't be too hard on yourself.
Concentrate on doing all the repetitions again next week.
- **Working out is more fun with a friend.** Go ahead and find a workout partner!



More information on www.austrianworldsummit.com/pump-for-the-planet

WEEK 7 BE PART OF THE SOLUTION, NOT THE POLLUTION.



Donate things you no longer need. (1x)

or



Use environmentally friendly cleaning products. (2x)

or



Take public transportation to work. (3x)



EMPOWERING TOMORROW

Regional, sustainable electricity at fair prices: Together with Raiffeisen, the AWS Solutions Hub founded an innovative energy cooperative in the Weinviertel region. An important step towards energy independence.

► By Isabelle Kober

"LESS TALK – More Action" was the motto at the opening of the new AWS Solutions Hub in Asparn an der Zaya (Lower Austria) a year ago. Today, Monika Langthaler, Director of the Schwarzenegger Climate Initiative, demonstrates this commitment by proudly unveiling a significant regional innovation: a new renewable energy cooperative (EEG). "Our aim is to produce regional, sustainable electricity at fair prices and utilize it here," explains Langthaler. "From now on, every household, every SME and every organization can become a member

of the new 'EEG Region Mistelbach eGen,'" says Ronald Luckner, Director of Raiffeisenbank in the Weinviertel, which is coordinating the founding partners and serving as the interface for EEG members.

TRADITION MEETS INNOVATION

ON A VISIT to Asparn in the Weinviertel region one can discover how tradition and innovation complement each other on site. 312 photovoltaic

panels have been installed on the roof of the centuries-old estate that houses the AWS Solutions Hub. "They can produce electricity for an average of 40 households," explains Monika Langthaler. Additionally, the PV systems of Raiffeisenbank and other members form the backbone of the energy cooperative.

WHERE DOES THE ELECTRICITY GO?

IN ADDITION to the EEG's own buildings, the surplus electricity goes directly to the members or optionally to a storage facility and a charging infrastructure for e-vehicles. In addition, surplus electricity is fed into the electricity tariff of Auri, a brand of Raiffeisen Energy Ventures GmbH, which is wholly owned by Raiffeisen NÖ-Wien, at fair prices. Billing takes place unbureaucratically and directly between the EEG members via the EEG platform.

HOW DO YOU BECOME A MEMBER?

THERE ARE two important requirements for becoming a member of "EEG Region Mistelbach eGen": You have to be in the Mistelbach substation grid and you need a smart meter. Then you can easily register via the homepage www.auri.at. It is not necessary to change your energy supplier. "We want to offer simple and practical solutions," emphasizes Michael Höllner, General Director of Raiffeisen NÖ-Wien and initiator of the cooperation between Raiffeisen-Holding NÖ-Wien and Arnold Schwarzenegger's Climate Initiative.



EEG-CHAIRMAN RONALD LUCKNER AND DIRECTOR MONIKA LANGTHALER AT THE AWS SOLUTIONS HUB

EEG members can participate with or without their own PV system and benefit from the exchange of renewable regional energy. "We offer a platform that makes it easy to participate in the EEG and consume electricity, feed it into the grid or do both," says Monika Langthaler, explaining the principle. Any profits are made available to members either through discounted tariffs or investments in PV systems, storage systems or e-charging stations.

MUTUAL BENEFITS FOR ALL

"THE MORE participants we can inspire with our EEG model, the more electricity will be shared in the local grid and the more the community will benefit," says Raiffeisen NÖ-Wien CEO Michael Höllner with conviction. "And it also relieves the burden on the supra-regional electricity grid," adds Langthaler.

What she particularly likes about the energy cooperative idea is that everyone benefits and becomes more independent: Members save costs and contribute to CO2 reduction by using clean, regional energy. Local electricity producers receive more money than if they feed into the overall grid and consumers pay less than with standard tariffs and save a considerable amount on grid costs. This model promotes independence from dirty energy sources and dictatorial regimes and strengthens regional independence and security.



ARNOLD SCHWARZENEGGER, MONIKA LANGTHALER AND MICHAEL HÖLLNER.

BE USEFUL CLIMATE HEROES

“As long as I’m above the grass, I want to fight. I want to be hungry, I want to struggle, I want to be useful,” Arnold Schwarzenegger, founder of the AUSTRIAN WORLD SUMMIT, explains. These young entrepreneurs and speakers at the 2024 conference show us he’s not alone in his quest for a clean future.

► By Natascha Unger



WOOLY SUCCESS INSTEAD OF PLASTIC POLLUTION

Each year, 64 billion parcels are shipped using bubble wrap, contributing to fossil fuel demand and single-use plastic reliance. Meanwhile, 90% of Europe’s sheep wool goes to waste. Woola, spearheaded by Anna-Liisa Palatu, addresses this issue by repurposing wool as an eco-friendly alternative to plastic. With €5 million in investments over four years, Woola’s innovative solution has gained traction among European retailers.

BUILDING GREEN HOPE IN IRAQ

BASIMA ABDULRAHMAN, a sustainable architect from Iraq, returned home after studying in the US during ISIS's takeover. Seeing an opportunity in Iraq's post-conflict reconstruction, she founded KESK, Iraq's first initiative dedicated to green building, offering design and consulting services. Despite challenges like power and water shortages as well a lack of awareness, she advocates for environmentally friendly construction methods, aiming to combat global warming and create Iraq's first sustainable city. "That is my ultimate goal," she told Time Magazine.



CLEANING OCEANS — ONE FLOATING BIN AT A TIME

Pete Ceglinski, surfer and industrial designer, launched the Seabin Project in 2014 to rid oceans of pollution. The floating bin catches debris, oil, and microplastics as small as 2mm, operating continuously. Initially in Mallorca, Spain, it's now in 16+ countries, favoured in marinas and ports. Over 50 sites have embraced this innovative solution.



CLEAN STOVES TRANSFORM LIVES

In Kenya, 70% of households use wood stoves, posing health risks, especially for women. Charlot Magayi, Founder of Mukuru Clean Stoves, grew up in Mukuru, one of Nairobi's largest slums, and became a mother at 16. She was moved to provide safer cooking technologies when her daughter got burned by a traditional stove. Her company now produces clean, affordable, and reliable cookstoves to help mothers keep their children safe, reduce household air pollution and save fuel. Over 400,000 lifesaving cookstoves have been manufactured and distributed, impacting the lives of 2 Mio. Kenyans living in poverty.



SUSTAINABLE MINI-FARMS

Nidhi Pant, co-founder of S4S Technologies, spearheads a platform for on-farm food processing in India. Their products minimize agricultural losses and save time, costs, and energy. The solar-powered systems assist 2000 female farmers in doubling their household income. The company collaborates with over 20,000 farmers and 800 entrepreneurs. This initiative has already saved over 300,000 tons of CO2.

THE GREAT TRANSFORMATION 2.0

The energy transition is incredibly challenging. But adjusting to climate change can also become a real opportunity. This is demonstrated by companies that are using the transformation to reinvent themselves.

► By Isabelle Kober

THE BMW GROUP plant in Steyr has been developing and producing combustion engines for over 40 years. But the BMW Group's diesel competence center is breaking new ground: Beginning in 2025, the site will transition to producing the next generation of electric motors, marking a significant shift towards electromobility- in terms of production and development.

MILESTONE FOR BMW

"THIS STEP is without question the most important milestone since the foundation stone was laid in 1979. In future, we will produce over 600,000 e-drives per year – parallel to the continuing high production capacity utilization with diesel and petrol engines," confirms Klaus von Moltke, Man-



BY 2030, AROUND HALF OF THE EMPLOYEES AT THE STEYR PLANT WILL BE WORKING IN E-MOBILITY.



aging Director of the BMW Group plant in Steyr. The development and expansion of e-mobility will cost the company around 1 billion euros.

The know-how of the employees from combustion engine production and development is being transferred to the new field of e-drives. "By 2030, around half of the site's employees will be working in e-mobility – and around 90% in development," confirms von Moltke.

CLIMATE-NEUTRAL PLANT

NOT ONLY is sustainability at the forefront of product development, but the BMW Group plant is also undergoing a transformation of its own. By 2025, the aim is to entirely eliminate the use of fossil fuels for electricity and heat energy. Klaus von Moltke explains, "On the one hand, the plant is constantly reducing its energy consumption through consistent efficiency measures. On the other hand, we are gradually switching to renewable sources." Currently, the plant obtains 100 percent green electricity. Plans are underway to replace natural gas heating with district heating sourced from biomass by 2025 at the latest.

ØRSTED: AN ENERGY REVOLUTION

ØRSTED HAS shown that a more sustainable approach can save a company from even the greatest misery. In 2009, the Danish energy company

failed to build coal-fired power plants in northern Germany due to resistance from politicians and environmentalists. At the time, the company – still operating under the name Dong Energy, which stands for Danish Oil and Natural Gas – only sourced energy from fossil fuels and was considered one of the most energy-intensive companies in the world.

But then the company changed its entire corporate culture and focused on sustainability. As a result, Ørsted is now the world's leading supplier of offshore wind energy and has been able to reduce its CO2 emissions by 86 percent, with the aim of being completely climate-neutral by 2040.

MAERSK: SETTING COURSE FOR GREENER SHIPPING

HALF A DECADE ago, the Copenhagen-based shipping giant A.P. Moller-Maersk thrived on its oil ventures. However, those days are in the past. Maersk has committed to reaching net-zero greenhouse gas emissions by 2040. Leading by example, the company unveiled its strategy with the introduction of the first major container vessel fueled by methanol, signalling the dawn of a new era in environmentally friendly shipping.

"We're continually exploring sustainability opportunities across our supply chain and our overall business, as we work towards becoming a climate-neutral company by 2040," confirms COO Javier Varela. Over the next two years, Maersk plans to put another 17 container ships of this size into operation, which will run on so-called green methanol.

However, its production requires a lot of electricity from renewable sources, which is why fuel is still in short supply. This is where Ørsted comes back into play, as it is currently building a large production plant for green methanol in Sweden. The plant is expected to supply 50,000 tons of e-methanol for shipping every year from 2025.

These kinds of partnerships and the shifts towards sustainable economic practices not only represent a significant stride for the present but also let us hope for a promising future ahead.

MAKE IT EASY

© Drobot/Dean

SAFE, WIDE BIKE
HIGHWAYS MAKE
COMMUTING BY BICYCLE
EASY AND ATTRACTIVE



Our current lifestyle takes up 1.7 Earths – but we only have one. Old habits die hard and it is difficult to establish a more sustainable lifestyle. Practical solutions and cool ideas can help people to easily join in.

► By Rosa Hauser

CYCLISTS IN CITIES know the problem all too well: cars are dangerously close to them, it is difficult to ride smoothly and you constantly have to watch out. Things are very different in Copenhagen, which has become one of the world's most popular cycling cities for several years now. Half of the city's inhabitants use bicycles to get around the city center. Cycling here is safe, easy and fast thanks to wide, continuous and separated paths.

ON THE FAST LANE

THE SUBURBS of Copenhagen are also consciously committed to cycling with so-called "Super Cykelstier", or "super cycle paths". This is a network of bike highways that makes it easy for people on the outskirts of the city to cycle to work, at least part of the way. "It is crucial that cyclists enjoy the same benefits on their lanes as cars," Frits Bre-

dal from the Danish Cyclists' Association told the weekly newspaper Die Zeit. To this end, 28 municipalities and the capital region of Denmark have joined forces. So far, the cycle highway comprises more than 850 km and over 60 routes.

CITIES OF THE FUTURE

SUSTAINABLE CITIES require sustainably constructed buildings powered by renewable energy. After all, the building sector is responsible for 40 percent of global greenhouse gases. In order to constantly improve living standards and at the same time conserve limited resources, more must be built with less.

The circular economy within the construction industry is therefore essential. Holcim is Austria's largest producer of building materials such as cement and concrete and is strongly committed to decarbonization in order to reduce CO2 emissions along the entire value chain. With a recycling rate of 50%, the company has set international records and is therefore also driving forward the reduction of greenhouse gases. In addition to a high recycling rate, sustainable cities require revolutionary changes in construction itself. The so-called "thermal component activation" turns the building material concrete into a storage battery for heat and cold. This innovation from Austria has found a showcase project in the form of the "Wien Museum". The entire building was modernized and can now be heated and cooled self-sufficiently thanks to geothermal energy.



**WIEN MUSEUM:
NOW SELF-SUFFICIENTLY
HEATED AND COOLED.**

© Kollektiv Fischiva



**MAYOR ADAMS
INTRODUCES SUSTAINABLE
SCHOOL DIETS IN NYC.**

PLANT-BASED IN THE BIG APPLE

NEW YORK'S MAYOR Eric Adams is vegan. That wasn't always the case. After being diagnosed with type 2 diabetes, he discovered that a plant-based, wholefood diet is not only good for the environment, but also good for his health. He wants to share this insight with his city and has made it his mission to introduce New Yorkers to healthy and climate-friendly food. He has introduced a sustainable diet in schools, prisons and at community events.

VEGAN FOOD PREFERRED

IN THE CITY'S own eleven hospitals, patients are now offered two vegan meals as standard, with the option to switch to meat-based meals at any time. The hospitals report that 60% prefer the plant-based options, which leads to significant savings in emissions and promotes a healthier diet. Other measures range from broad communication campaigns to special lifestyle training programs for healthcare staff and accurate measurement of food emissions.

MAKE IT EASIER!

AS YOU CAN SEE: Companies, politicians and cities can support the population in making their everyday lives more sustainable – be it in terms of mobility, nutrition or construction. Anyone can choose to be more sustainable – it just needs to be made easier.



Zukunft statt Klimakrise

2050 soll es mehr Plastikmüll im Meer geben als Fische. Der Meeresspiegel wird so weit angestiegen sein, dass die Fluten verheerender Wirbelstürme und Taifune zahlreiche Städte weltweit jedes Jahr heimsuchen werden. Früher gab es solche gewaltigen Küstenüberschwemmungen nur etwa einmal im Jahrhundert. Heißere und längere Hitzewellen werden die Vegetation austrocknen. Das erhöht die Gefahr von Waldbränden, die viele Städte etwa in den USA und Australien gefährden. Laut Weltbank könnte die Erderwärmung bis zum Jahr 2050 rund 216 Millionen Menschen zur Klimaflucht innerhalb ihrer Länder oder Regionen zwingen. Retten wir unseren blauen Planeten!

KRONE. WIR BEWEGEN ÖSTERREICH.

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