

NEXT GENERATION MAGAZINE



THE
SCHWARZENEGGER
CLIMATE INITIATIVE



**PUMP
FOR THE
PLANET**

**WE ARE
UNSTOPPABLE**

SMALL ACTIONS.
BIG IMPACT.



PLANET PUZZLE
P. 6



PEOPLE
DRIVING CHANGE
P. 9, 11, 13



TRAIN LIKE A
CLIMATE HERO
P. 14 - 15



IDEAS. INSPIRATION.
ACTION.
FOR A BETTER FUTURE.



JOIN
THE MOVEMENT
FOR OUR PLANET!

TOGETHER, WE CREATE A BETTER FUTURE.

The **Schwarzenegger Climate Initiative** was established by **Arnold Schwarzenegger**, who has been fighting pollution and climate change for over 20 years.



*Our vision is a planet where
pollution is terminated and a
healthy life is possible for
everyone.*

Let's take action, together.



Real solutions.
Real impact.
Real change.

This book belongs to: _____

Ideas for a
better planet:

scan here to
join the
movement



Follow us



@schwarzeneggerclimate



AUSTRIAN WORLD SUMMIT

THE SCHWARZENEGGER CLIMATE INITIATIVE

16|06|2026

A DECADE
of
CLIMATE
ACTION



WE ARE UNSTOPPABLE



Since 2017, the **Schwarzenegger Climate Initiative** has hosted the **AUSTRIAN WORLD SUMMIT (AWS)**, bringing together voices from around the world to drive climate action. Over the past decade, the Summit has grown into a leading international platform connecting leaders, businesses, and innovators committed to sustainable solutions. As it celebrates its 10th anniversary, AWS continues to inspire change by showcasing impactful projects, fostering collaboration, and encouraging people everywhere to take action for a **greener future**.



Check out our
Climate Action Stories!





A DECADE OF CLIMATE ACTION

10 years.
Countless solutions.
A better future.



2017



THE FIRST SUMMIT

2018



WITH SPECIAL GUEST

2019



CLIMATE KIRTAG

2020



TOGETHER, EVEN APART

2021



BE PART OF THE SOLUTION

2022



YOUTH LEADING CHANGE

2023



WE HAVE THE POWER

2024



BE USEFUL

2025



UNITED IN ACTION



WHY ENDURANCE CHANGES THE WORLD

Big change never happens by accident. It happens because people don't give up.

TOUGH TIMES SHAPE THE FUTURE

From wars to climate anxiety, today's challenges don't appear overnight. They've been building for years. What feels like chaos now is also a wake-up call, and a chance to do things differently.

PROGRESS TAKES PEOPLE WHO KEEP GOING

Real progress doesn't happen when things are easy. It happens when people keep going anyway. History is full of people who refused to quit. That's how change became possible.

CHANGE ALWAYS FACES RESISTANCE

Big systems don't like change. Powerful industries try to slow it down, especially when it comes to climate action. But resistance is normal. It's always been part of the journey.

ONE PERSON CAN KEEP PUSHING FORWARD

Arnold Schwarzenegger was told "impossible" again and again. Too small-town. Too foreign. Too unrealistic. But he didn't stop. Not in bodybuilding, in Hollywood, in politics, and in fighting for the planet.

A BOLD IDEA. A GLOBAL MOVEMENT.

The same mindset led him and Monika Langthaler to create the Austrian World Summit, a global meeting point for people who want real solutions. This year marks its 10th edition.
→ Proof that ideas can grow into movements when people unite in action.



ONE PLANET.
ONE FUTURE.
ONE ACTION
AT A TIME.

THE FUTURE BELONGS TO THOSE WHO KEEP GOING.



PLANET PUZZLE

CLIMATE DETECTIVES NEEDED!

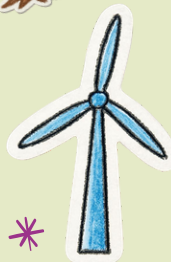
Can you find all 18 words?

Search left to right, top to bottom, and diagonally!

V	U	I	Q	S	V	T	N	M	C	I	R	C	U	L	A	R	I	T	Y
P	G	F	F	K	S	C	P	E	J	Y	X	M	N	D	U	E	Z	K	C
V	E	L	H	O	K	X	L	H	P	C	E	Q	U	I	T	Y	J	R	O
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N	G	J	E	R	O	J	M	V	G	I	A	O	X	O	G	T	H	X	J
C	T	J	S	N	K	J	F	V	D	E	E	O	M	J	N	B	B	E	Z
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Y	A	D	A	P	T	A	T	I	O	N	N	W	L	F	L	N	F	S	K

FIND THESE WORDS:

renewable sustainability ecosystem greenwashing upcycling reforestation
 biodiversity equity regeneration preservation transparency adaptation
 circularity wind climate innovation solar composting





HARD FACTS

Real numbers. Real impact. Real reasons to act.



By **2030**,
global data centers
could use as much
electricity as the
entire country of
Japan.



Generating a single
AI IMAGE
can use as much
energy as fully
charging a smartphone.



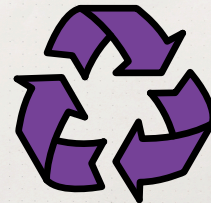
Plant-based diets can
reduce food-related
carbon emissions by
up to **50%**.



Around
ONE-THIRD
of all food produced
globally is wasted.



In industrialized countries
up to
30% of produced
clothing is never sold



Only **1%**
of the world's textile
waste is recycled
into new clothing.



TREND OR TRASH

Our choices
have style.
Our impact
has power.

FAIR FASHION

The fast-fashion industry produces huge amounts of clothing at lightning speed. These clothes are cheap to make, easy to buy, and quick to throw away. Many items are never even sold and end up in landfills brand new.

Along the way, toxic chemicals pollute the environment, textile waste harms ecosystems, and microplastics spread across the planet. The fashion industry is also a major contributor to climate change, producing enormous amounts of greenhouse gases every year.



WHAT CAN YOU ACTUALLY DO?



BUY LESS, CHOOSE BETTER

You don't need every trend. Choose quality over quantity. Ask yourself:

Will I wear this at least 30 times?

SWAP CLOTHES

Organize clothing swaps with friends or at school. New outfits without buying anything new.



SHOP SECONDHAND

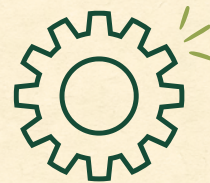
Try thrift stores, vintage shops, or clothing apps. ★

- ★ saves resources
- ★ unique styles
- ★ usually cheaper



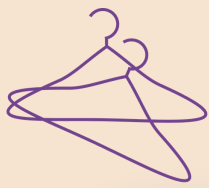
REPAIR INSTEAD OF REPLACE

Sew it. Patch it. Upcycle it. A ripped hoodie isn't trash. It could become your next DIY project!



Small choices. Big impact.





WHO IS A CHANGEMAKER IN FASHION?

Real people.
Real ideas.
Real impact.



OMOYEMI AKERELE

Founder of Style House Files & Lagos Fashion Week

@OMOYEMIAKERELE

O moyemi Akerele is working to make fashion more fair, inclusive, and sustainable. Through Lagos Fashion Week, she supports designers creating fashion that respects both people and the planet.

HER MISSION

- ✓ Promote ethical production
- ✓ Support local designers
- ✓ Move fashion away from fast trends

KEY IDEA

Fashion should create opportunity, not harm people or the environment.



ANNA GREIL

Founder of Uptraded

@ANNA_GREIL

Anna Greil created Uptraded, a digital clothing swap platform that helps give clothes a second life. Instead of buying new items, users can exchange pieces they no longer wear using virtual swap points.

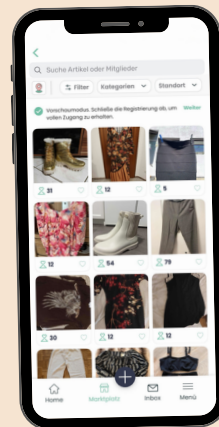
HER MISSION

- ✓ Break the fast-fashion cycle
- ✓ Help clothes last longer
- ✓ Make sustainable fashion easy and fun

KEY IDEA

There's already enough clothing for future generations. We just need to use it better.

Her work in action



Be inspired. Be a changemaker, too!

AI & CLIMATE: CURSE OR CURE?

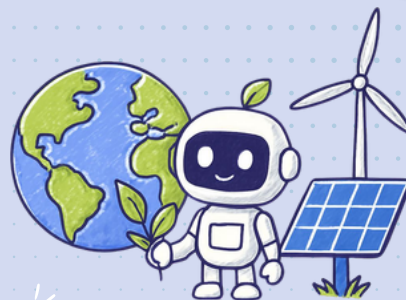
AI AND SUSTAINABILITY

AI is everywhere right now, from homework helpers to TikTok filters and music generators. It feels smart, fast, and futuristic. But behind the cool technology is a growing environmental problem.

AI requires huge amounts of energy to operate, and the data centers powering it run 24/7, often using electricity generated from fossil fuels. They also use massive amounts of water to stay cool.

On top of that, constantly upgrading chips and servers creates large amounts of electronic waste.

As AI becomes part of everyday life, its hidden environmental impact could make the climate crisis even worse, unless we build and use it more sustainably.



WHAT CAN YOU ACTUALLY DO?



USE AI SMARTER

Not every task needs AI. Ask yourself: "Do I really need this right now?"



TALK ABOUT IT

Raise awareness with friends and online. Conversations can spark change.



SUPPORT GREEN TECH

Choose apps and platforms powered by renewable energy whenever possible. Every small action helps.



PAUSE BEFORE YOU CLICK

Every stream, AI image, and search query uses energy. Ask yourself: "Is this really necessary?"

Small clicks. Big difference.

WHO IS A CHANGEMAKER IN THIS FIELD?



BASIMA ABDULRAHMAN

Founder & CEO of KESK

Basima Abdulrahman is driving green technology in Iraq through KESK, a company that combines renewable energy with smart software. Her mission is to make sustainable energy solutions practical, efficient, and accessible to everyone.



HER GOAL

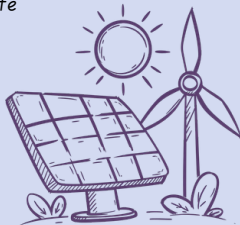
- ✓ Power communities with clean energy
- ✓ Use technology to tackle climate change
- ✓ Make sustainability part of everyday life

SHE BELIEVES

Real innovation happens when technology meets purpose and when people come together to create a greener future.

KEY IDEA

Green technology isn't just innovation. It's a tool to fight climate change and transform how we live and power our world.



LEARN MORE

📷 @BASIMA_ABDULRAHMAN



AMY MA

Founder & CEO of
Danu Robotics

Amy Ma is transforming waste management with Danu Robotics, a company that combines AI, computer vision, and robotics to improve recycling systems. Her mission is to make waste sorting more efficient, scalable, and sustainable.



HER GOAL

- ✓ Improve recycling through smart automation
- ✓ Integrate AI-powered robots into existing facilities
- ✓ Build a more efficient and sustainable waste system

SHE BELIEVES

Real impact comes from technology that works in the real world: practical, reliable, and continuously improving.

KEY IDEA

Recycling technology isn't just automation. It's a powerful tool that can improve efficiency and help reshape the future of sustainable waste management.



WANT TO LEARN
MORE ABOUT
DANU ROBOTICS?



NUTRITION: MORE THAN JUST FOOD



We think about food every single day— what to grab between classes, what's trending online, and what's considered "healthy" right now. From smoothie bowls to protein bars, nutrition has become part of our lives and our identity. Eating well can feel empowering, aesthetic, and modern.



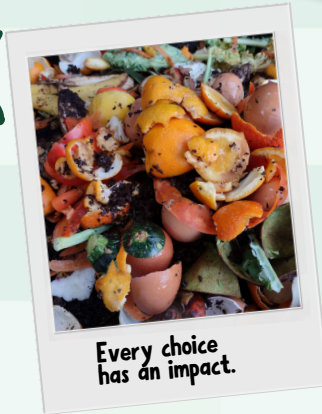
But food isn't just personal, it's global. Behind every avocado toast or chicken wrap is a long chain of farming, processing, packaging, and transportation. Industrial agriculture uses huge amounts of water and land. Meat and dairy production also create significant greenhouse gas emissions. And when food gets wasted, all the resources used to produce it are wasted too.



The way we eat doesn't just shape our bodies, it shapes the planet. As food trends move faster than ever, the question isn't only what's healthy for us but also what's sustainable for the world around us.



Good for me.
Good for the planet.



Every choice
has an impact.



WHAT CAN YOU ACTUALLY DO?

EAT WITH AWARENESS



Not every trend is worth following.

Ask yourself:
Is this good for me and the planet?

CHOOSE MORE PLANTS



You don't have to go fully vegan.

Start with small swaps:
Can I choose a plant-based option instead?

WASTE LESS



Plan your meals.
Use leftovers.

Ask yourself:
Can I turn this into something new?

BUY LOCAL & SEASONAL

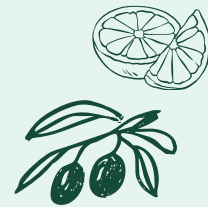


Food that travels less usually has a smaller environmental impact.

Ask yourself:
What's in season right now?



WHO IS A CHANGEMAKER IN THIS FIELD?



LUCA FICHTINGER

Co-Founder of Kern Tec

Luca is transforming food waste into valuable resources. His startup, Kern Tec, upcycles fruit pits from the food industry into sustainable ingredients like plant-based milk, oils, and protein. By developing safe processing technologies, his company reduces waste at scale and is rethinking how food is produced, both locally and around the world.



From pits to plant-based goodness.

HIS GOAL

- turn food industry waste into valuable resources
- build a circular food system with less waste
- reduce emissions and resource use through innovation

WANT TO LEARN MORE ABOUT KERN TEC?



Upcycling what would otherwise be wasted.

KEY IDEA

True sustainability comes from turning what is considered "waste" into something valuable.



SHEILA DARNOS

Farmer & Social Entrepreneur

Sheila is rethinking nutrition from the ground up. On her family's olive and orange farm in southern Greece, she shows that healthy food starts with healthy soil. Through regenerative agriculture, she connects farming, education, and community to create a more sustainable food system.



Olive groves. Rooted in tradition.

HER GOAL

- grow nutrient-rich food through regenerative practices
- reconnect people with where their food comes from
- restore land while supporting communities



Healthy soil. Healthy people. Healthy planet.

KEY IDEA

Good nutrition isn't just about what's on your plate, it's about how it's grown and how it impacts the world around us.

LEARN MORE

@SHEILA.DARNOS



TRAIN LIKE A CLIMATE HERO



Small actions. Big impact.
Build habits that help the planet.

What type of climate hero are you?

Answer the questions below and keep track of your A, B, C, and D answers. Then check your results!

Pump for the Planet is a global movement created by the Schwarzenegger Climate Initiative.

But it's not really about workouts. It's about building habits.

Just like athletes train consistently to become stronger, small climate actions repeated over time can create real change too.



Use a reusable water bottle.

Take public transport.

Repair instead of replace.

**Small actions become routines.
Routines become habits.
Habits create impact.**

That's what #PumpForThePlanet is all about:

**Training for the future,
One action at a time.**

1 Your ideal weekend is:

- A** Sports, biking, hiking, or being active
- B** Cooking, relaxing, or spending time outdoors
- C** Creating content, art, music, or fashion
- D** Hanging out with friends or volunteering



2 What annoys you the most?

- A** Waste of energy
- B** Food waste
- C** Fast fashion trends
- D** People not caring about others



3 Pick a climate workout:

- A** Bike instead of driving
- B** Eat a plant-based meal
- C** Thrift or upcycle clothing
- D** Organize a cleanup with friends



4 Your biggest strength is:

- A** Motivation
- B** Responsibility
- C** Creativity
- D** Teamwork



CHECK YOUR RESULTS!

A Mostly A's THE ENERGY BOOSTER



You love action, movement, and motivating others.

Your superpower: getting people excited to create change.

B Mostly B's THE PLANET PROTECTOR



You care about everyday habits and making smart choices.

Your superpower: consistency and long-term impact.

C Mostly C's THE CREATIVE CHANGEMAKER



You use creativity, style, and ideas to inspire people.

Your superpower: making sustainability fun and accessible.

D Mostly D's THE COMMUNITY HERO



You believe change happens together.

Your superpower: bringing people together for a better future.



WANT WEEKLY CLIMATE CHALLENGES?

Scan the QR code to get:

- Weekly climate workouts
- Sustainability tips
- Inspiring changemakers
- Fun challenges & updates



BUILD YOUR PLANET WORKOUT



Real change doesn't happen in one day. It happens through small actions repeated again and again until they become **habits**. That's how athletes train. And that's how we can help the planet too.

★ CREATE YOUR OWN "WORKOUT" FOR THIS WEEK!

1 ONE HABIT I WANT TO START:
.....

2 ONE THING I WANT TO IMPROVE:
.....

3 ONE THING I CAN TEACH A FRIEND:
.....

4 ONE ACTION I CAN REPEAT EVERY WEEK:
.....

5 A GOAL I WANT TO REACH THIS MONTH:
.....

**Dream big. Start small.
Stay consistent. Make it count.**



MY CLIMATE WORKOUT CHECKLIST

-  BRING A REUSABLE BOTTLE
-  TAKE PUBLIC TRANSPORTATION
-  EAT ONE PLANT-BASED MEAL
-  RECYCLE CORRECTLY
-  SPEND LESS TIME ONLINE
-  REPAIR INSTEAD OF REPLACE
-  BUY SECONDHAND
-  SAVE WATER
-  TURN OFF LIGHTS & CHARGERS
-  SPEND TIME IN NATURE



**You don't need to be perfect.
You just need to start.**

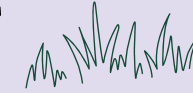
EVERY SMALL ACTION COUNTS

GREEN JOBS

CAREERS THAT ACTUALLY MAKES A DIFFERENCE



Green jobs aren't just for scientists. They exist in almost every field, and you don't need to become a climate researcher to make an impact.



Jobs that help preserve, protect, or restore the environment.



HERE ARE A FEW EXAMPLES:



RENEWABLE ENERGY ENGINEERS

Designing and improving solar, wind, and hydropower systems.



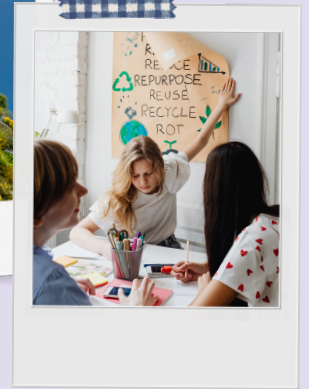
SUSTAINABLE ARCHITECTS & URBAN PLANNERS

Creating cities that are greener, more efficient, and more livable.



CREATIVE ROLES (MEDIA, DESIGN, MARKETING)

Communicating sustainability in ways people actually understand.



No matter your field, you can contribute to sustainability. Every job can become a "green job" by reducing waste, improving efficiency, and making more responsible choices.

HOW TO GET STARTED



Choose subjects or courses related to the environment, technology, or sustainability.



Look for internships, projects, or volunteer opportunities.



Stay informed and curious. Keep learning. Keep growing.



SEE WHERE IT CAN TAKE YOU

Over the past 10 years, many inspiring speakers have stood on our stage. Different backgrounds, different stories, but one thing in common.

From climate science to clean technology, from sustainable business to creative activism, their paths show what's actually possible.

They didn't just talk about change. They built careers around it.



Different paths. Same purpose.



TOMMI ERONEN

Co-Founder & CEO of Polar Night Energy

Tommi co-founded Polar Night Energy right after graduating and is now working on one of the most innovative climate solutions out there: storing energy in sand.

His company develops low-emission heat storage systems ("sand batteries") that could significantly reduce CO₂ emissions in the future.



MAYA PENN

Environmental Activist, Designer & Entrepreneur

Maya combines creativity with sustainability through design, animation, storytelling, and entrepreneurship. She has advised major brands, founded her own nonprofit, and uses creativity to make climate issues more accessible.



MAYA LEINENBACH

Plant-Based Food Creator, Entrepreneur & Digital Storyteller

Maya turned her passion for cooking into a career by building the global platform FitGreenMind. Through simple, creative recipes, she shows how social media, food, and sustainability can come together to inspire millions.

Her work combines content creation, entrepreneurship, and purpose. It proves that a career can start with what you love and grow into something meaningful.



Real people.
Real impact.



THERE MAY BE ANIMALS IN YOUR SCHOOL NOTEBOOKS

NO JOKE



gugler*

DruckSinn.at Druckerei
für nachhaltig Schönes



Safe. Circular.
Climate-friendly.

C2C Certified® SILVER by gugler*
drucksinn.at

Did you know...?
Even the staples in this magazine can involve animal products. The wire is often treated with wool grease.
Gugler is working on changing that too.

When you think of animal products, you probably think of food. But printing? Books? Notebooks?

The truth is: Many printed products also contain animal-based ingredients.

For example:



glues made with gelatin



inks with animal additives



coatings that aren't vegan

You can't see it, and hardly anyone talks about it. But this company does. Gugler is a printing company, and now they print **VEGAN**.

That means **NO** animal ingredients.

Recognized by the official V-Label.



WANT TO LEARN MORE?

Scan the QR code



Why does it matter? Because animal welfare doesn't stop at food.

And better animal welfare is also better for the climate.

Here are some other things they do for sustainable production:



Austrian Ecolabel



Climate-friendly production



Cradle to Cradle® Certified (designed for circularity)



IMPRINT

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YOU ARE A CLIMATE ACTION HERO!



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Habits create impact.
You don't need to be perfect.
You just need to start.

WE ARE UNSTOPPABLE

AUSTRIAN WORLD SUMMIT 2026
June 16 ☆ Vienna
We Are Unstoppable

Arnold Schwarzenegger