



walk it back campaign

A new campaign and global dialogue on carbon removal

The latest IPCC report insists that “carbon dioxide removal is necessary to achieve net-zero CO₂ and GHG emissions both globally and nationally [and] essential to limit warming to 1.5° C”.

Carbon removal solutions - which include nature-based approaches as well as technological applications - are evolving quickly. If scaled safely, the solutions could buy society some crucial time to decarbonise all key sectors. Cities, which account for up to 60% of carbon in the atmosphere are well placed to drive the carbon removal agenda, and yet only a handful are taking up the opportunity.

The global student movement, [Re-Earth](#), and the [walk it back](#) campaign have come together to raise awareness around carbon removing solutions, and drive a new dialogue on how to safely and fairly scale up removal in cities around the globe. See our Policy Dialogue paper.

walk it back with us...

walk it back was founded by Craig Cohon, who has undertaken a personal [‘lifetime carbon inventory’](#), the first of its kind, and is now on a mission to remove that carbon from the atmosphere. In October 2022 he signed over his entire Coca-Cola pension (\$1 million) towards a portfolio of carbon removal technologies (see latest coverage by [WEF](#) and in the [Scotsman](#)).

Starting in January 2023 Craig will undertake an epic endurance test. He will walk from [London to Istanbul](#), via 82 European cities, to raise awareness and understanding of carbon removal options. Travelling with a mobile exhibition space in recycled shipping containers, Craig will be joined along the way by celebrities, business leaders, politicians, artists, students, practitioners and researchers to explore all the different ways of removing historic carbon emissions from the air. We invite you to walk it back.

Join the conversation...

There are still evidence gaps and policy questions as to how to scale safe and fair carbon removal solutions. So, working with city networks, walk it back and Re-Earth Initiative are carrying out a dialogue amongst policy makers, practitioners, civil society, and businesses to understand:

- What are the challenges facing your city in meeting its Net Zero commitments?
- What are the best opportunities for carbon removal in your city?
- What support, investments and governance standards are needed to scale safe and fair carbon removal solutions in your city?

Walk with us. Join the conversation.

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