



Report AWS 2024

**BE USEFUL:
TOOLS FOR A HEALTHY PLANET**

**AUSTRIAN
WORLD
SUMMIT**

THE SCHWARZENEGGER CLIMATE INITIATIVE

20|06|2024

MAIN TOPICS

- Accelerating Climate Action
- Money Makes the World go Green
- Driving Change: Great Power - Great Responsibility
- Make Climate-friendly Lives Easy
- The Art of Creating Impact
- Strides Towards a Sustainable Future



Summary

“Be Useful: Tools for a Healthy Planet” was the theme of the 8th AUSTRIAN WORLD SUMMIT on June 20th 2024. The world is facing increasingly complex conflicts and crises. Alongside the current geopolitical situation, the ecological challenges seem to be fading into the background. This is fatal because ecological and climate-related disasters and issues often accelerate political crises. The good news: We already have a variety of tools and solutions at hand. round 1000 attendees at the Hofburg and many more online joined Arnold Schwarzenegger and climate action

leaders from all around the world to discuss and present the tools for our healthy planet, ranging from politics, business to art and communication.

The new AUSTRIAN WORLD SUMMIT Solutions Expo made a successful debut, drawing 3,500 visitors to the Vienna Hofburg. As part of the summit, the Hofburg opened its doors for the first time on Thursday, allowing anyone interested to attend the fair free of charge and without registration.

www.schwarzeneggerclimateinitiative.com

www.austrianworldsummit.com

www.climateactionstories.com

#ClimateAction

ONE LOOK



1000

Summit
Guests

101

Journalists

3500

Expo
Guests

870

Online Media Reports
Worldwide

600

Online
Tool Guest

210

Online
Meetings

60

Nations

2,1 BILLION

Potential News Reach

19 MILLION

Advertising Value

35,5 MILLION

Social Reach (External)

7,7 MILLION

Social Reach (SCI Channels &
Collaborations)





The Festsaal at the Hofburg

INTRODUCTION

The 8th AUSTRIAN WORLD SUMMIT took place on June 20th 2024 in Vienna. The theme of this conference was "Be Useful: Tools for a Healthy Planet". The conference was once again held in the Hofburg and also livestreamed on various channels. It was hosted by **Matt Iseman** and **Nadja Bernhard**.

Based on the programme of the Summit, this report gives an overview and summarizes the key messages of the given keynote speeches (p. 4 - 5), panel discussions and additional program highlights (p. 6 - 16).

One section of the report deals with the AUSTRIAN WORLD SUMMIT Solutions Expo (p. 17), the environmental fair at the Summit.

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ACCELERATING CLIMATE ACTION

In the last forty years environmentalists fought hard for environmental legislation and legal frameworks. However, prime examples such as the European Green Deal and the US Inflation Reduction Act are being attacked. Climate and environmental policies are valuable and much needed to address the challenges ahead.

In his keynote speech **Arnold Schwarzenegger** criticized the bureaucracy and red tape that is slowing down progress towards a clean future. The founder of the AUSTRIAN WORLD SUMMIT paid tribute to the decades of work by many for environ-

mental protection, but also emphasized the need to go beyond visions, to develop and implement concrete plans – even if this is uncomfortable. He cited examples from Germany, the EU, the UK and the USA, where lengthy approval procedures are delaying the transition to clean energy and called for visions for a clean energy future to be backed up with concrete plans and hard work.

Austrian Federal President **Alexander Van der Bellen**, who traditionally took over the honorary patronage of the climate conference, emphasized the numerous advantages of climate protection in his speech and described a world in which people make good use of the earth's resources and experience summers without extreme heat waves, floods, water shortages, droughts and hailstorms. Van der Bellen concluded with the words: "We are winning a good future. So: Yes, it will be different. It will be different – and better."

EU Vice-President **Maroš Šefčovič** praised the EU's first-class legislation paving the way for the green transition. "But to continue making progress, we need full buy in. From citizens. From businesses. That means creating a better business case for investing in green and clean technologies." He also emphasized the importance of transatlantic collaboration to accelerate and scale up green transition. **John Podesta**, Special Envoy of the US President for Climate Action, spoke about how to catalyze the clean transformation and the efforts of the USA.

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President Biden and Vice President Harris have set the goal of reducing US emissions by 50 to 52 percent below 2005 levels by 2030. This will be supported by the Inflation Reduction Act (IRA), the largest investment package in clean energy and climate protection in history. Podesta emphasized the need for a collective finance goal that scales the impact of the Paris Agreement. General-Secretary António Guterres reminded the audience in his video message that everyone has to play their part. He discussed several tools that are available and need to be put to work in order to deliver in terms of meeting the climate goals.

The fireside chat following the speeches and hosted by **Hannelore Veit** featured Governor **Arnold Schwarzenegger**, Vice President **Maroš Šefčovič** and **John Podesta**, discussing the transition to a green future. They highlighted the importance of environmental legislation, like the European Green Deal and the American Inflation Reduction Act (IRA), both of which face challenges but are crucial for meeting climate targets.

Schwarzenegger emphasized the need to streamline permitting processes to avoid delays in green initiatives, citing his experiences in California where bureaucratic obstacles slowed down projects. He stressed the importance of action over talk to make meaningful progress in combating climate change.

Podesta discussed the IRA's significant investments across various sectors in the



From left to right: Maroš Šefčovič, Arnold Schwarzenegger, John Podesta

U.S. to drive innovation and reduce emissions, emphasizing the act's broad reach and benefits, especially to disadvantaged communities.

Šefčovič praised the European Green Deal as a comprehensive framework inspiring global climate action. He underscored the need for public engagement and private investment to overcome obstacles and achieve green goals.

All three speakers concluded by sharing what gives them hope. Schwarzenegger highlighted the need for perseverance and action, Podesta found hope in local actions solving problems, and Šefčovič drew inspiration from the enthusiasm and concern of young people about the future.



From left to right: Magnus Brunner, Hannelore Veit, Justin Mundy, Gloria Walton

MONEY MAKES THE WORLD GO GREEN

Even if we drastically cut down CO₂ emissions by today, we are facing immense damages due to climate change. Protecting our climate is much cheaper than not doing so: A recently published study estimates 38 trillion dollars in damages each year. This is six times larger than the mitigation costs needed to limit global warming to two degrees. Even so, there is no green transformation without financial drivers. Recently, significant financial stakeholders have been establishing green funds and seeking green investments. Hannelore Veit hosted a panel focussing on green finance which featured notable speakers including **Magnus Brunner**, the Austrian Minister of Finance, **Gloria Walton**, CEO of The Solutions Project, and **Justin Mundy**, Chairman at SLM Partners. The focus was on the economic and financial aspects of combating climate change.

A significant investment of 620 billion euros annually until 2030 is needed to finance the EU Green Deal. Austria's Finance Minister **Magnus Brunner** discussed Austria's ambitious climate goals and highlighted the importance of public and private financing reaching these aims, reducing bureaucracy, and creating an integrated European capital market to facilitate green and digital transitions.

Justin Mundy addressed the financial challenges faced by emerging markets, stressing the need for more innovative mechanisms and risk mitigation to attract in-

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vestments in these regions. He underscored the complexity of securing funds due to high debt levels and unstable conditions in many developing countries. These countries are however also the most vulnerable regarding climate change. Private sector investments are greatly needed, however only materialise in a consistent political framework. Mundy applauded the European Union and the United States for providing these frameworks in the last years.

Gloria Walton highlighted the disproportionate impact of pollution on marginalized communities in the US and globally. Many communities around the world are black, indigenous, Latin American and other communities of colour. She showcased how these communities are leading climate solutions despite these challenges that not only reduce pollution but also generate quality-green jobs and improve local economies. Walton called for greater investment and inclusion of frontline communities and their expertise in decision-making processes,



stressing the need for a value shift towards sustainability and equity.

The panel concluded with a discussion on green budgeting, a method to ensure efficient and transparent use of taxpayer money including climate-related parameters.

Brunner shared Austria's success with green bonds and the establishment of a global green budgeting alliance to share best practices and enhance collaboration.

Overall, the discussion emphasized the necessity of substantial investments, systemic policy changes, and inclusive approaches to effectively tackle climate change and ensure a sustainable future.

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From left to right: Anders Levermann, Leonore Gewessler, Hannelore Veit, Klaus von Moltke, Omoyemi Akerere

DRIVING CHANGE: GREAT POWER - GREAT RESPONSIBILITY

This panel discussion hosted by **Hannelore Veit** focused on the intersection of climate action, corporate responsibility, and political leadership. The panelists included **Anders Levermann** from the Potsdam Institute for Climate Impact Research, **Leonore Gewessler**, the Austrian Minister for Climate and Environment, **Klaus von Moltke**, Managing Director of BMW Group at Steyr/Austria, and **Omoyemi Akerere**, Founder and CEO of Lagos Fashion Week.

Anders Levermann highlighted the economic impacts of climate change, noting that unpredictable weather changes have historically affected GDP growth. The cumulative damage from these disruptions is significantly costlier than previously estimated, emphasizing the need for zero emissions to stabilize global temperatures. He stressed that innovation, not just reduction, is key for industries to transition to zero emissions. He argued that the term reduction is



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against the industry's mindset and incentive whereas zero (emissions) calls for doing things differently and for innovation.

Leonore Gewessler emphasized the importance of rapid implementation of climate policies and the need for collective action. She recounted her political journey, motivated by the belief that politics can drive substantial change. She highlighted the achievements of the European Green Deal and Austria's renewable energy milestones, advocating for policies that ensure no one is left behind in the climate transition. She also addressed the cultural and political resistance to climate action, urging continued commitment despite challenges. She also emphasized the importance of social inclusion on the way to a clean future.

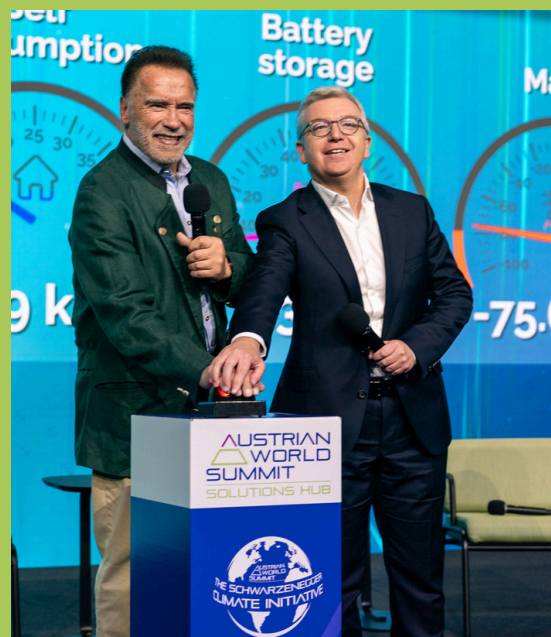
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EMPOWERING TOMORROW

In 2023 Arnold Schwarzenegger and Monika Langthaler opened the AUSTRIAN WORLD SUMMIT Solutions Hub. Located in Lower Austria, the refurbished, versatile estate not only serves as a lively meeting point for networking or lectures and workshops, but also presents best practice examples and concrete climate action.

The Schwarzenegger Climate Initiative implemented the next step and built a new, renewable best-practice energy system at the Hub, together with its partner Raiffeisen Niederösterreich – Wien. **Michael Höllerer**, CEO of Raiffeisen Niederösterreich-Wien, and **Arnold Schwarzenegger** opened this energy system on the AWS stage.





Klaus von Moltke is the General Manager of the BMW plant in Steyr/Austria. He discussed the plant's transition from combustion engines to electric vehicles (EV). He detailed the company's substantial investment in new production facilities and the shift towards renewable energy and circularity in manufacturing.

He highlighted the importance of innovation and the need to retrain and support employees through this transition, viewing it as an opportunity rather than a challenge. He voiced concern with regard to growth of e-mobility given the lack of accessible infrastructure. He called for politics and industry to work together to avoid new dependencies in the EV supply chain.

Omoyemi Akerele shared insights from the fashion industry in Africa, emphasizing the role of sustainable practices in addressing climate change.

She highlighted the economic and environmental benefits of supporting local textile and apparel sectors. Akerele called for increased investment in green infrastructure, regenerative/climate resilient-agriculture, education, and public-private partnerships to drive sustainable development in Africa. She stressed the importance of cultural sustainability and the need for global collaboration to achieve meaningful climate action.



She underlined the importance of cultural sustainability and the need for global collaboration to achieve meaningful climate action. To conclude, the panelists agreed on the necessity of innovative solutions, robust policy frameworks, and global cooperation to tackle climate change. They underscored the critical role of industry, government, and civil society in driving the transition to a sustainable future.

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From left to right: Louie Psihoyos, Jürgen Czernohorszky, Nadja Bernhard, Nollaig Forrest, Xenia zu Hohenlohe

MAKE IT EASY

The panel discussion hosted by **Nadja Bernhard** focused on various approaches to promoting sustainability and addressing climate change, featuring insights from leaders in policy, industry, media, and environmental advocacy.

Jürgen Czernohorszky, City Councillor for Climate in Vienna stressed the importance of policies and frameworks that enable sustainable living, such as comprehensive public transport systems and eco-friendly building regulations. He highlighted Vienna's goal to become climate neutral by 2040, including phasing out gas heating and promoting district heating systems. Czernohorszky also mentioned and discussed Vienna's initiatives to support organic farming and provide healthy, regional food options to its citizens.

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PUMP FOR THE PLANET

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. In the runup to the Summit the Schwarzenegger Climate Initiative initiated a 7-week campaign named "**Pump for the Planet**". Each week addressed an important aspect for more environmental protection and was shared on Social Media to engage with as many people as possible. Focus areas of the campaign were sustainable mobility, nutrition, resource management, clean energy, communication, conscious consumption, and a clean environment.

Nollaig Forrest, Chief Sustainability Officer of Holcim explained Holcim's efforts to decarbonize building materials and promote circular construction. She highlighted innovations like low-carbon concrete and self-sufficient buildings that generate, store and share renewable energy. Talking about climate resilience she emphasized the importance of integrating nature into urban environments through green roofs and permeable concrete to manage urban heat and water flow.

Xenia von Hohenlohe of the Sustainable Markets Initiative described the initiative's role in bringing together CEOs from various sectors to develop and implement sustainable business models (private sector collaboration). She highlighted projects such as regenerative farming in the US, which involves financing, insurance, and market integration to support farmers transitioning to sustainable practices. Part of the Sustainable Markets Initiative are also country-specific councils focusing on areas like agriculture, health, and energy to drive sustainability in regions



such as Africa, China, and India and how to bring the important stakeholders together.

Louie Psihoyos, renowned National Geographic photographer and filmmaker discussed the powerful role of films in driving societal change, citing the success of his documentaries "The Cove" and "The Game Changers" in raising awareness and altering public behaviour towards more sustainable lifestyles. He highlighted the significant impact of dietary choices on the environment, advocating for a plant-based diet as a major personal contribution to reducing carbon footprints and improving health.

In conclusion, sustainable living made easier involves a multifaceted approach that includes policy, industry innovation, public engagement, and lifestyle changes.

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THE ART OF CREATING IMPACT

In this panel **Nadja Bernhard** welcomed **Klemens Hallmann**, CEO of Hallmann Group and film producer, on stage to share his motivation for producing his latest documentary *DreamScapes*. Hallmann's intention was to show the beauty of our planet, its multifaceted characters and how crucial its protection is. The documentary should inspire people to act for our planet. Hallmann also shared details about his projects on building sustainable data centers.



Actor **Sebastian Ströbel** talked about his learnings and experiences when making his documentary “*Meine Alpen*” (My Alps) and shooting the German TV show “*Die Bergretter*” and reminded the audience of the big impact climate change has on the Alps. He called for engaging with people's emotions to drive change and climate action and for peace to tackle the problems ahead.

This panel presented the unique and creative channels and approaches to create impact and reach people.

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JOIN US ON OUR CLIMATE MISSION

The afternoon session hosted by **Barbara Meier** and **Matt Iseman** highlighted the contributions of individuals on the front lines of green technology, emphasizing the innovators who are making significant strides towards a sustainable future. The session featured various speakers, each sharing their experiences and insights into their work.

Andy Schleck is a former professional cyclist and 2010 Tour de France winner, he shared his journey from cycling to investing in sustainable companies. Schleck is particularly involved with nZero, a U.S.-based startup focused on reducing carbon footprints through AI-based data and de-carbonization platforms. He emphasized the importance of real-time CO2 emission tracking to make smarter environmental decisions.

Cosima Richardson is the Founder and CEO of Kynd Hair, which produces the first plant-based hair extensions. She explained the environmental and health issues with conventional hair extensions made from toxic plastic. Her plant-based, biodegradable hair extensions offer a sustainable and



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non-toxic alternative. Richardson encouraged aspiring entrepreneurs to start small and consider the impact of their work on the planet.

Basima Abdulrahman is the Founder and CEO of KESK, a green energy platform in Iraq. Motivated by the challenges posed by ISIS, Abdulrahman returned to Iraq to contribute positively by promoting renewable energy solutions.

KESK provides solar-powered air conditioning and heating systems, reducing

reliance on polluting diesel generators. Abdulrahman urged for more investment in climate tech and stressed the importance of building a strong network.

Founder and CEO of Mukuru Clean Stoves **Charlot Magayi** addressed the issue of household air pollution in impoverished communities. Her clean stoves, made from recycled metal, reduce the harmful effects of cooking with traditional methods.

Magayi shared her personal story of turning a traumatic experience into a mission to improve lives through clean energy solutions. She also announced the development of a mosquito repellent fuel to tackle malaria.

Nidhi Pant, co-founder of S4S Technologies, spoke about her company's mission to reduce food waste, improve energy access in rural India, and empower women

THE BOSSHOS

With their unique signature sound mix of rock, rockabilly, country, neoblues enriched with a bit of pop appeal, **The BossHoss** captivated the AWS audience.

The lead singers **Alec Völkel** and **Sascha Vollmer** have been long time supporters of the Schwarzenegger Climate Initiative and urged to work together for saving the planet and a safe future.



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farmers. She shared her personal story of witnessing food waste on her family's farm, which inspired her to develop renewable energy-powered food processing solutions. Pant emphasized the importance of being dedicated to solving problems and urged young people to use their education to make a positive impact on the planet and society. The next speaker, **Nalleli Cobo**, recounted her struggle of living near an oil well in Los Angeles, which severely impacted her health. Her activism led to the successful shutdown of the oil well near her home and the implementation of laws to ban new oil wells in Los Angeles. **Pete Ceglinski**, CEO of the Seabin Project, joined remotely from Australia. He described the Seabin as a device that filters plastic pollution from water and highlighted the project's focus on both cleanup and prevention.

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Ceglinski encouraged young people to pursue their ideas and make a positive impact on the environment.

Anna-Liisa Palatu, founder of Woola, discussed her innovative use of leftover sheep wool to replace plastic bubble wrap. She shared her journey of founding the company and her commitment to reducing plastic waste. Palatu urged the audience to take action against injustice and not be afraid of failure.



Anna Greil, Founder and CEO of uptraded, introduced her platform for swapping clothes, likening it to "Tinder for clothes." She emphasized the significant environmental impact of the fashion industry and shared her personal journey of reconnecting with nature and addressing her fast fashion addiction. Anna encouraged people to change their mindset about consumption and make more sustainable choices.

The AUSTRIAN WORLD SUMMIT Solutions Expo



New in 2024

The AWS Solutions Expo made a debut in 2024 at the Hofburg. As part of the AUSTRIAN WORLD SUMMIT this environmental fair opened its doors for the first time on Thursday, allowing anyone interested to attend the fair free of charge and without registration.



This unique opportunity attracted 3,500 visitors.

It featured 30 stands spread over 620 square meters, showcasing innovative environmental protection solutions and ideas from companies, start-ups, and NGOs.

An exciting stage program included presentations and interviews offering insights into environmental challenges and solutions throughout the day.

All Expo visitors were invited to a book signing session with Arnold Schwarzenegger in the afternoon.

All the booths are made of corrugated cardboard with innovative design and various presentation options. All participants could create their representative and individual design.

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Many thanks to all our partners,
speakers, and supporters for
being part of the solution!

Leading Partners



Business Gold Partners



Business Silver Partners



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IMPRINT

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