

July 10, 2016

**2016 UIAA Respect the Mountains**

Freiburg, Schwarzwald, Germany

**UIAA RESPECT THE MOUNTAINS – FREIBURG, GERMANY**

***Spend a morning making a positive difference to the future of the environment and an afternoon enjoying the area's natural beauty by volunteering at the family-friendly UIAA and KEEN Respect the Mountains clean-up event on the Schauinsland, near Freiburg im Breisgau***

The UIAA Respect the Mountains series, partnered by KEEN, will take place throughout the summer of 2016, with nine events held across eight countries in some of Europe's most popular and beautiful mountain tourist destinations - from the lush green valleys of North Wales to the alluring, vibrant Black Forest to sun-kissed Tenerife and the imposing might of Mount Kazbek. With over 100 million visitors travelling to these areas each year, the environmental impact is considerable and the need to raise awareness about mountain protection greater than ever.

**Germany will host one of the UIAA Respect the Mountains events, with the Black Forest providing the setting on Sunday 10 July.**

All of the events unite clean-up initiatives, adventure and a chance for volunteers to share their appreciation of mountains. This is a genuine 'grass roots' concept welcoming all types of mountain visitors – tourists, local volunteers, sport enthusiasts and businesses to come together and foster their own mountain community. The event programmes are designed for all ages and a wide demographic, with an emphasis on team spirit and a mutual appreciation of mountains.



Throughout the 2016 series, the UIAA and KEEN will promote the ‘7 Ways to Respect the Mountains’. These are: *book smart, travel wise, support sustainable practices, be a respectful mountain tourist, leave no trace, Reduce, Reuse, Recycle & Upcycle (RRRU) and spread the word*. At each event, one of these rules will form part of the core message.

The event will start at 09:30 with participants arriving in time to catch a 10:00 cable car from from the Schauinsland-Talstation in Horben near Freiburg. Once at the summit, local guides providing a full briefing before distributing the participants in groups with the cleaning equipment. Volunteers will start collecting waste from the hiking trails at 11:00 (admiring the vistas at the same time!).

After a few hours of rewarding work, participants will then have the possibility to socialize around a BBQ provided to all volunteers at 13:00. In the afternoon the focus switches to enjoying one of the many types of activity the area has to offer. This includes geocaching, a ride with a downhill-roller and other activities.

Throughout the day, participants will need a *keen* eye as the volunteer discovering the most original piece of garbage will be awarded a prize from the KEEN product range. The event finishes at 16:00.

The event is organized by the Städtisches Forstamt Freiburg and the local DAV section Freiburg-Breisgau.

**Further Reading:**

[theuiaa.org/uiaarespectthemountains.html](http://theuiaa.org/uiaarespectthemountains.html)

[keenfootwear.com/respectthemountains](http://keenfootwear.com/respectthemountains)

The official hashtag for the project is #respectthemountains



## PROGRAMME DETAILS

### Times

- 09:30** Arrival of the participants
- 10:00** Departure by cable car
- 10:30** Welcome & introduction
- 11:00** Start of clean-up
- 13:00** End of clean-up and BBQ
- 13:45** Prize ceremony
- 14:00** Start of outdoor activities
- 16:00** End of programme

### Location

Schauinslandbahn-Talstation  
Bohrerstrasse 11  
79289 Horben bei Freiburg  
Germany

### Equipment Required

- Robust, comfortable footwear is recommended (even better if a pair of KEENs...)
- Drinking water
- Sunscreen
- All weather jacket
- Cleaning equipment will be provided by the UIAA and the local organiser.
- Please note children must be accompanied by a responsible adult.

### Registration

To volunteer, the online registration (online Registrierung) is [here](#).



### Local Partner

Städtisches Forstamt Freiburg, Mr. Andreas Schäfer:

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[DAV, Sektion Freiburg-Breisgau.f.didonato@caiabruzzo.it](mailto:DAV,SektionFreiburg-Breisgau.f.didonato@caiabruzzo.it)

### **MEDIA ENQUIRIES**

Media wishing to obtain further information about the event are invited to contact:

#### **UIAA**

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[www.theuiaa.org](http://www.theuiaa.org)

#### **KEEN**

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### **About the UIAA**

The UIAA was founded in 1932 and has 82 member associations in 58 countries representing about 3 million climbers and mountaineers. The organization's mission is to promote the growth and protection of climbing and mountaineering worldwide, advance safe and ethical mountain practices and promote responsible access, culture and environmental protection.

The organization operates through the work of its commissions which make recommendations, set policy and advocate on behalf of the climbing and mountaineering community. The UIAA is recognized by the International Olympic Committee.



[www.theuiaa.org](http://www.theuiaa.org), [www.facebook.com/theuiaa](https://www.facebook.com/theuiaa) <https://twitter.com/UIAAmountains> <https://www.instagram.com/uiaamountains/>

**About KEEN** Inspired by a love of the outdoors, KEEN Inc. manufacturer of hybrid outdoor and casual products, including footwear, bags and socks, is dedicated to creating quality products that support the lifestyles and outdoor adventures of active people around the world. KEEN products can be found online and through more than 5,000 retail locations in more than 60 countries, as well as in KEEN Garage retail stores in Portland, Palo Alto, Tokyo, Prague and Toronto, where fans can enjoy the branded experience. The company operations and culture reflect a stand-out commitment to building a strong community and a healthier planet so that all can create, play, care. Learn more at:

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