

June 16-18, 2016

**2016 UIAA Respect the Mountains**

Tenerife, Spain

**UIAA RESPECT THE MOUNTAINS - TENERIFE**

***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 in Tenerife. The event features as part of the Tenerife Walking Festival.***

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.

Spain will host one of the UIAA Respect the Mountains events, with Tenerife providing the setting on Thursday 16 June and Saturday 18 June. The event is organized by the Tenerife Tourism Corporation as part of the [Tenerife Walking Festival](#).

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 programme in Tenerife will take place over two days. On the evening of Thursday 16 June two educational lectures will take place at the Hotel Escuela Santa Cruz. Topics will include 'zero footprint' and 'respect for the mountain environment'.

Saturday 18 June is reserved for the clean-up operation. Two different sessions will take place. The first will be held on the "Afur – Taganana" path – in the Anaga Biosphere Reserve by UNESCO. Volunteers will be picked up from both Santa Cruz (07:30) and La Laguna (07:45) bus stations before arriving in Afur. The clean-up operation will commence at 09:00. All participants will be provided with a full briefing before being distributed into groups with the cleaning equipment. After a few hours of rewarding work, participants will then have the possibility to socialize around a lunchtime picnic. In the afternoon the focus switches to the sampling of local products in a nearby restaurant. The event finishes at 17:00.

The second session will take place on the "Roques de García" path – in the Teide National Park, recognised as a World Heritage site by UNESCO. Following pick-up on route from La Laguna (14:00) bus station, the clean-up operation will commence at 15:30. During both the morning and afternoon sessions, participants will be treated to a 'Herdsman's Leap', a traditional sport practised in Tenerife. After a few hours of rewarding work, participants will then have the



possibility to socialize around an evening picnic at 20:30 ahead of a chance to take part in some stargazing. The event finishes at 23:00.

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 is organized by the Tenerife Tourism Corporation as part of the [Tenerife Walking Festival](#).

### **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**

#### **Thursday 16 June**

**20:00 – 20:15** Tenerife Walking Festival "Zero Footprint".

Mr. Miguel Ángel Noriega, representing AGRESTA, the company which has made "Zero Footprint" calculation of the Tenerife Walking Festival, will present the results.

**20:15 – 22:00** Main lecture about respect for the mountain environment Mr. Pedro Nicolas Martinez

#### **Saturday 18 June**

Clean-up Session 1. **07:30 – 17:00**

Clean-up Session 2. **14:00 – 23:00**



## **Location**

Thursday 16 June

Hotel Escuela Santa Cruz

Av. de San Sebastián, 152, 38005 Santa Cruz de Tenerife, Spain

## **Saturday 18 June**

Clean-up Session 1: "Afur – Taganana" path

**07:30** Pick up in Santa Cruz (Bus Station)

**07:45** Pick up in La Laguna (old Bus Station)

**08:45** Arrival in Afur

**09:00** Start of the clean-up activity

*Performance of the traditional sport practiced in Tenerife called "Herdsmen's Leap" while walking the path.*

**12.00** Short picnic break

**15.00** End of the clean-up activity

*Due to the location of the end of this path, the collected garbage will be evacuated by sea (zodiac)*

**15:30** Canary local products degustation in a local restaurant

**17.00** Programme end and return to the two bus stops

Clean-up Session 2: "Roques de García" path

**14:00** Pick-up in La Laguna (old Bus Station)

**15:15** Arrival in Roques de García

**15:30** Start of the clean-up activity

*Performance of the traditional sport practiced in Tenerife called "Herdsmen's Leap" while walking the path.*



**20:30** End of the clean-up activity

**20.30** Short picnic break

**21.30** Stargazing

**23.00** Programme end and return to the two bus stops

### **Equipment Required**

- Robust, comfortable footwear is recommended (even better if a pair of KEENs...)
- Drinking water · Sunscreen · All weather jacket · A warm jacket for those taking part in the Teide National Park clean-up as conditions will be cooler during the evening hours.

Minimum age for participants is 18 years.

Cleaning equipment will be provided by the UIAA and the local organiser.

### **LOCAL ORGANISER CONTACT**

Tenerife Tourism Corporation, Ms. Sonsoles Ravina García

[sonsoles@webtenerife.com](mailto:sonsoles@webtenerife.com)

in collaboration with

FEDME, Mr. Juan Jesús Ibáñez Martín

[secretarianaturaleza@fedme.es](mailto:secretarianaturaleza@fedme.es)



## **MEDIA ENQUIRIES**

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

### **UIAA**

Katharina Gettmann

UIAA Sustainability Coordinator

T: +41 (0)31 370 1828

E: [mountainprotection@theuiaa.org](mailto:mountainprotection@theuiaa.org)

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

### **KEEN**

Perry Laukens

Marketing Director EMEA

[perry.laukens@keenfootwear.com](mailto:perry.laukens@keenfootwear.com)

T: +31 (0)10 221 1444

### **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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