



Salzburg May 13th, 2020

#ESTUTNICHTWEH: WITH THIS CLUB THE TRASH HIKES FROM THE MOUNTAIN TOP DOWN INTO THE VALLEY

Cigarette butts, plastic bottles, packaging waste along the trail – it is an all too familiar sight for rambblers, hikers, and mountain climbers. That is something the newly founded non-profit organization wants to do away with. It campaigns for a clean natural environment and waste-free mountains – with practical information, events, tips, and tools.

HOW IT ALL STARTED: FROM AN ALPINE CROSSING TO THE FOUNDING OF AN ORGANIZATION

It all began with an alpine crossing during which mountain guide and club president Renate Steinacher picked up trash along her route. When asked why she was doing that, her quick response was: “Because doesn’t hurt!” The idea was born and in December 2018 she founded the organization “#estutnichtweh” (short: #ETNW; English: “itdoesnthurt”).



Copyright: #estutnichtweh

WHAT IS IT ALL ABOUT? OUR MISSION: CLEAN MOUNTAINS RATHER THAN MOUNTAINS OF TRASH

The main purpose of the non-profit organization is keeping the natural environment and the mountains clean. The philosophy of #estutnichtweh is as simple as it is effective: Whoever comes across some trash along their route picks it up and takes it with them: on the mountain, in the valley, by the river, and in town. Because it won’t doesn’t hurt and because each contribution, however no matter how small, makes aggregated, a huge difference for the environment.

In addition to actively collecting trash #estutnichtweh has committed itself to sensitize the broader community for the topic of sustainable environment protection. Through events, cooperative alliances, and focused content in social media the organization wants to strengthen the public awareness of our interactions with nature, the mountains, and our fellow human beings. #estutnichtweh is an active member on Facebook, Instagram, and LinkedIn and has had about 2000 fans and followers since its official start in May 2019.

THE TOOLS:

LIL TRASH BAGS, LIL GARBAGE TONGS, LIL STUBS CAN

Each club member is provided with an exclusive starter kit of useful tools for picking up trash:

Inside the **Drecksackerl**, English “lil trash bag”, the garbage hikes from the mountain top down into the valley. It is produced in the EU and made of fabric remnants. It may be attached to the backpack and can be washed at 30 degrees Celsius.

You can use your **Mistzangerl**, English “lil garbage tongs”, and while your hands are picking up garbage they will remain clean. The tongs are made of beech wood and have been sustainably produced in Germany.

The **Tschickdoserl**, English “lil stubs can” is a fireproof and lockable ashtray for the “summit smoke”.



GETTING ACTIVE: AS A SUPPORTING MEMBER, AS A SPONSOR, WITHIN THE COMMUNITY

There are several options to actively promote #estutnichtweh:

As a supporting member:

As with every organization this applies to #estutnichtweh: It is the members that keep the club going. Give 29 € annually and you are part of the supporting members community. You will receive the exclusive #ETNW starter kit and you are entitled to reductions on workshops and products plus receiving the regular newsletter.

Donations:

#estutnichtweh works solely on a voluntary basis. A donation will help to reach out to an increased number of people and win their support for the cause.

Donation account:

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Raiffeisenbank Wals-Siezenheim
IBAN: AT98 3507 1000 0015 7370
SWIFT Code (BIC): RSWAAT2S071

Community:

No expense, but surely lot of sense: Becoming part of our community on Facebook (@estutnichtweh) and Instagram (#estutnichtweh).

THE SUPPORTERS: #ETNW-BERGSPEZL AND SPONSORS

Among our prominent ambassadors you will find former free-ride champions Eva Walkner and Aline Bock as well as the professional mountaineer and extreme climber Alexander Huber.

In addition, we have prominent partners who support our organization through product sponsoring and communication: Hyphen Sports, Deuter, EDELRID, Hydro Flask, and Bergschule Wandererlebnis.

ABOUT US:

#estutnichtweh is a non-profit organization promoting increased awareness and protection of our environment as well as the sustainable interaction with its resources. Our mission: clean nature and trash-free mountains. When we come across trash on our route we pick it up and take it with us. Our vision: a better future through social change – in our interactions with our environment and our fellow human beings. Our location is at Niederalp, Salzburg, Austria. Since the foundation of our organization in December 2018 about 8 volunteers have been setting up and expanding it.

www.estutnichtweh.org

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