

The Climate Journey: a tool for climate action, environmental education, responsible tourism, and cooperation



Climate Journey Presentation
13th of March 2026
BlueDots Project, Living Lab Milan

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What is the Climate Journey?

The Climate Journey is a tool for climate action, environmental education, responsible tourism, and cooperation.

The **main objective** is to develop **guided itineraries** that address the climate emergency through different activities to understand the causes, impacts, and solutions of climate change and to promote individual and collective climate action.

The **main impact** is to **empower and stimulate critical thinking**, promote social mobilization, direct democracy, local economies of well-being, nature-based solutions (NbS), regenerative cultures, gamification and art.



Which are the objectives of the Climate Journey?

COMMUNICATE: Providing tailored information and content to facilitate understanding of key concepts and foster dialogue among participants.

RAISE AWARENESS and TRAIN: Improving participants' understanding, awareness, and skills on environment and climate change, their social and economic connections.

EMPOWER: Providing participants with the necessary tools to develop critical thinking skills for dialogue, addressing socio-environmental problems, and making informed decisions.

ENGAGE: Enabling the sharing of diverse ideas, perceptions, knowledge, and experiences, promoting dialogue among participants.



Climate Journey roadmap

WHAT?

TO PROMOTE SOCIAL
AND ENVIRONMENTAL
RESPONSIBILITY

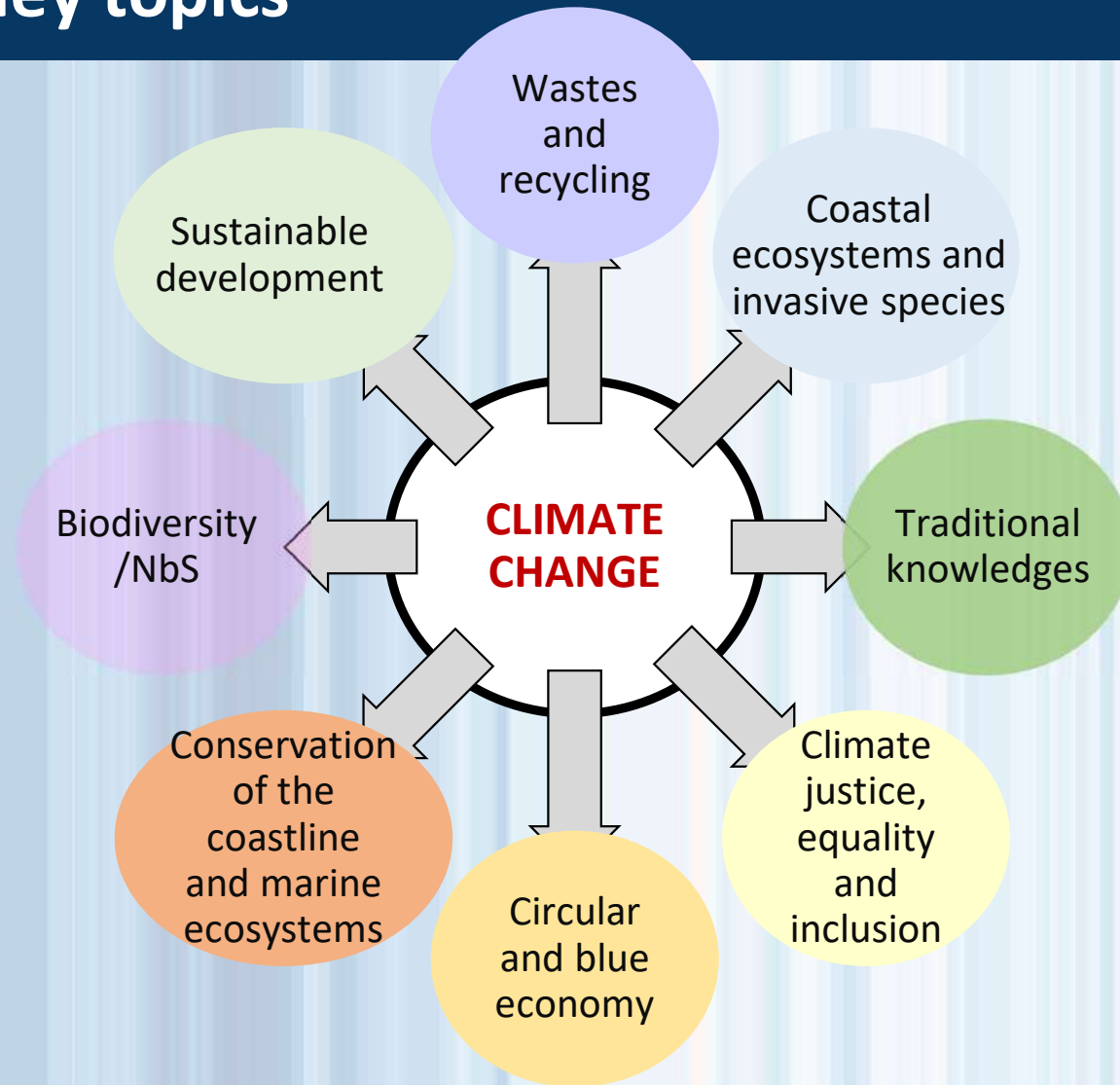
HOW?

HELPING TO DEVELOP
VALUES, ATTITUDES
AND SKILLS IN THE
PARTICIPATING PEOPLE

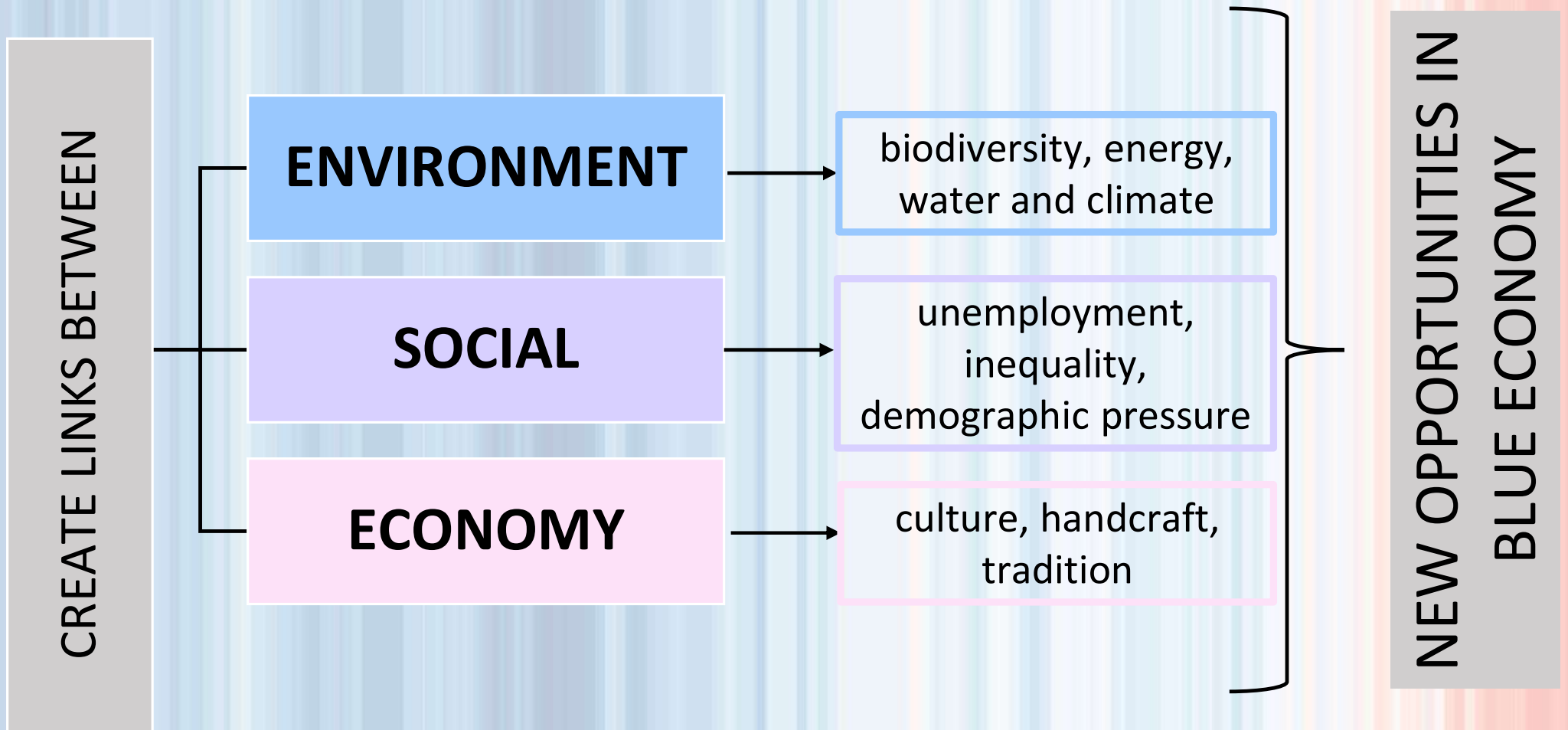
PURPOSE?

LEARNING, REFLECTION,
BEHAVIORAL CHANGE,
AND SUSTAINABLE
DEVELOPMENT

Climate Journey topics



Climate Journey in Blue Economy



Climate Journey in Blue Economy: examples

Climate Journey “Nature-based Solutions in harbour and river”: focused on how NbS can help us to mitigate and adapt to the negative impacts of climate change, especially in harbours and rivers.

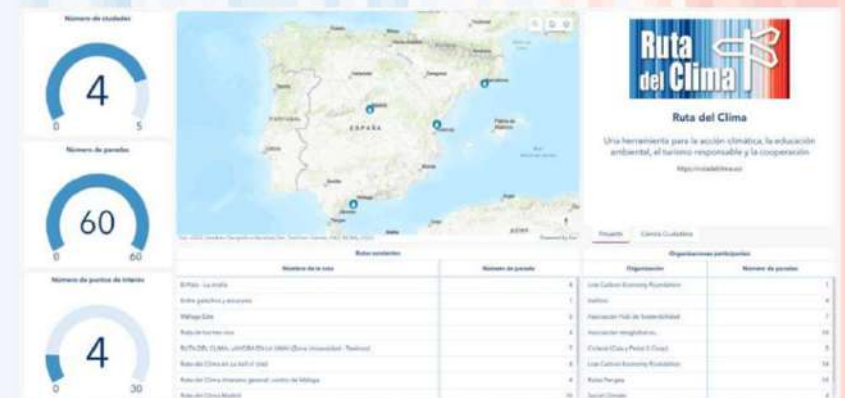
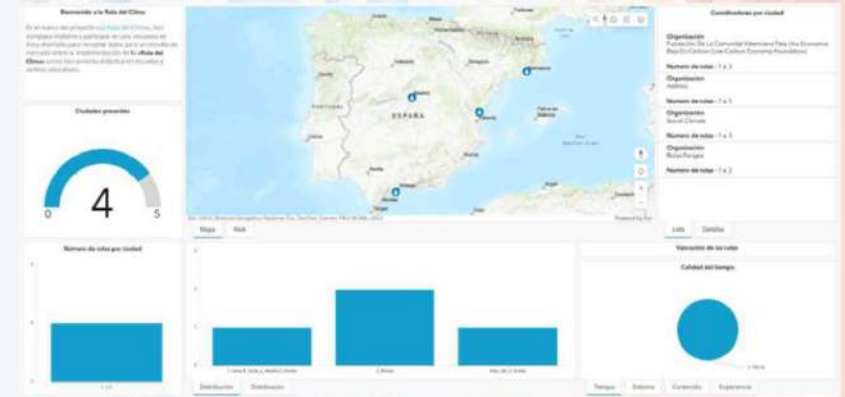
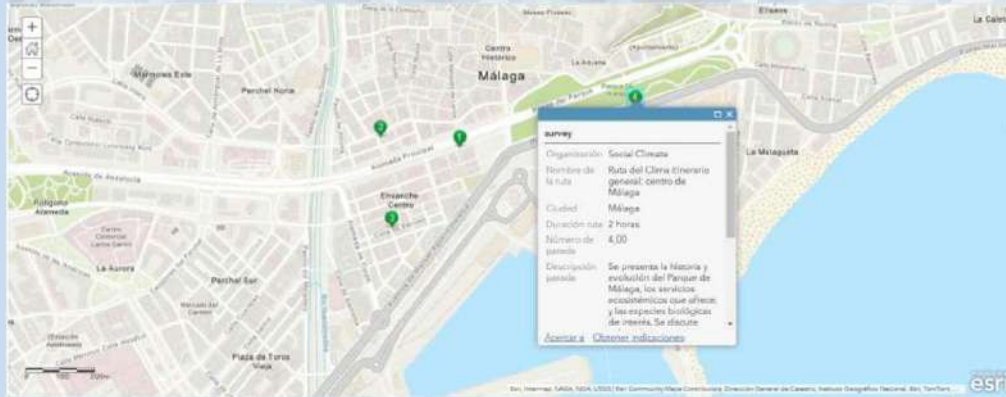
Climate Journey “Climate change in Malaga and its coastline”: focused on analysing the effects of climate change (impacts, causes) in Malaga and its coastline, and proposing mitigation and adaptation solutions (success stories and best practices).

Climate Journey “Invasive species and climate change in Malaga”: focused on invasive species and climate change (impacts, causes) in Malaga province, proposing mitigation and adaptation solutions through success stories and best practices.

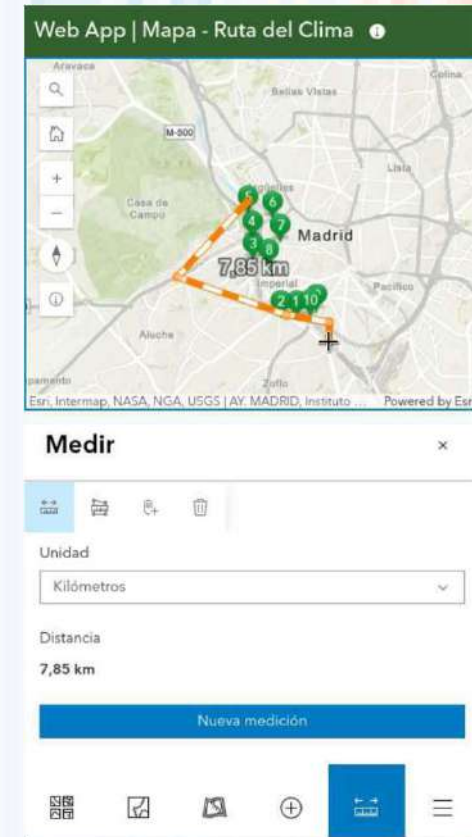
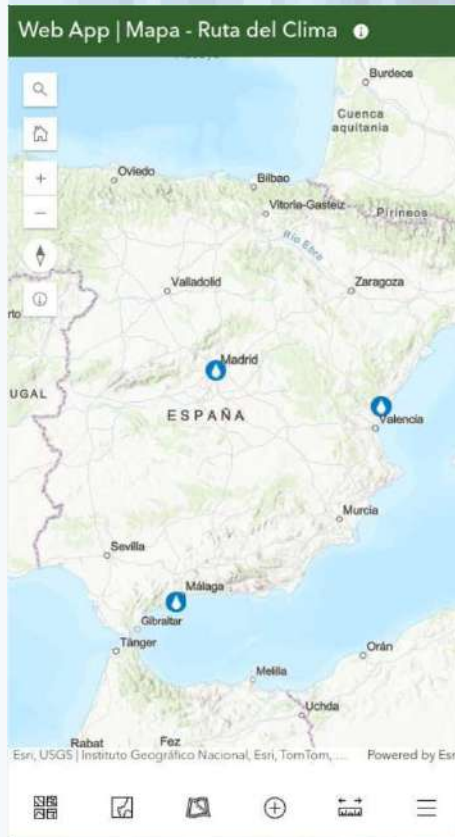
Climate Journey “DANA and climate change”: focused on the effects of climate change, especially linked to extreme weather events such as DANAs, and their impact on our environments.



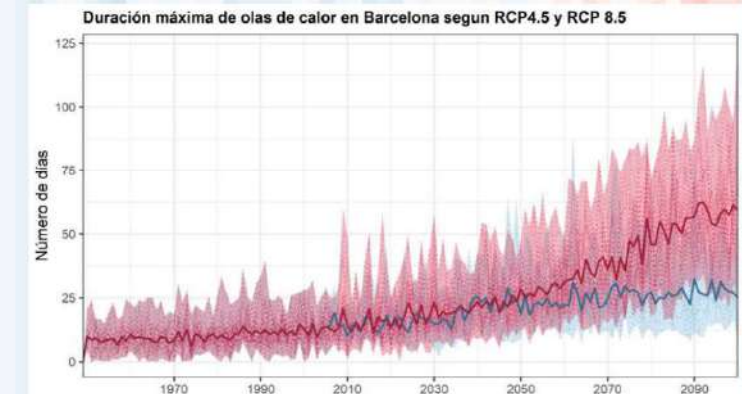
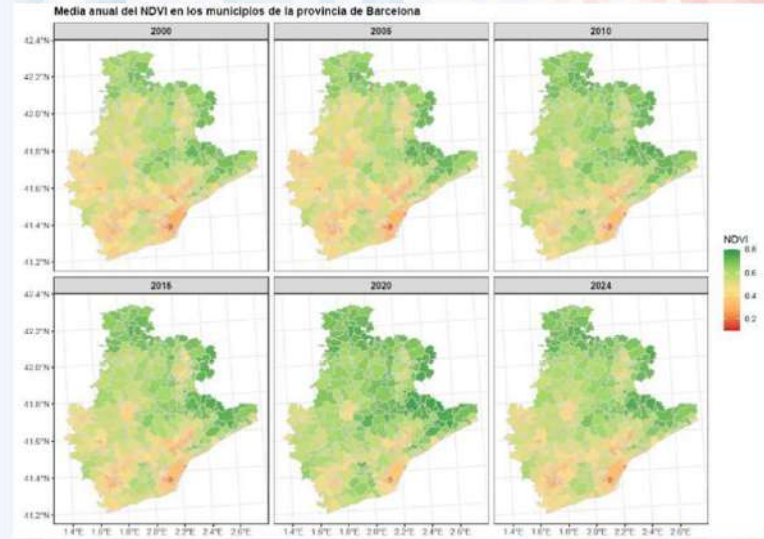
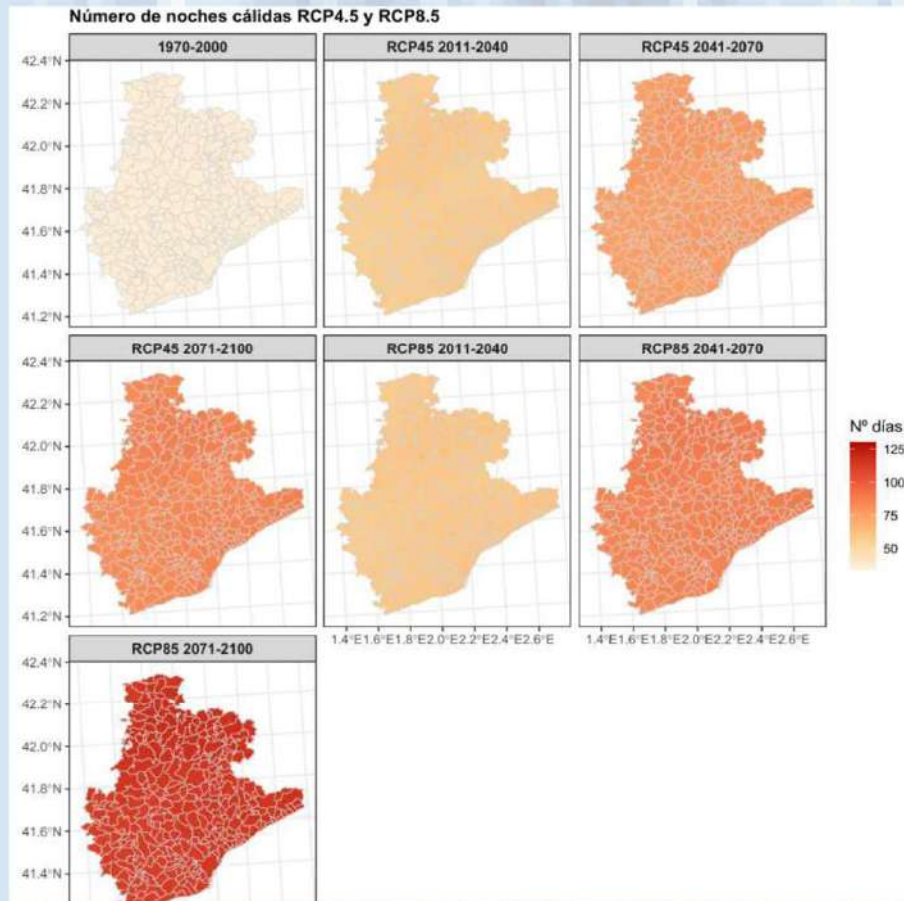
Climate Journey tools: Citizen science map



Climate Journey tools: Citizen science map



Climate Journey tools: Climate scenarios



Climate Journey tools: The Clima Academy

CLIMA academy

¡Bienvenid@s a Clima Academy!

ACCEDER

QUIERO SER GUIA



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GOBIERNO
DE ESPAÑA

MINISTERIO
DE INDUSTRIA, COMERCIO
Y TURISMO



Plan de Recuperación,
Transformación
y Resiliencia

Climate Journey tools: Studies and guides



Guía de buenas prácticas y recursos para la comunicación en la Ruta del Clima



Decálogo para la replicación de la Ruta del Clima



Estudio de Mercado: Cambio Climático y actividades vinculadas al sector turístico.



Actividades turísticas para la concienciación sobre la crisis climática.



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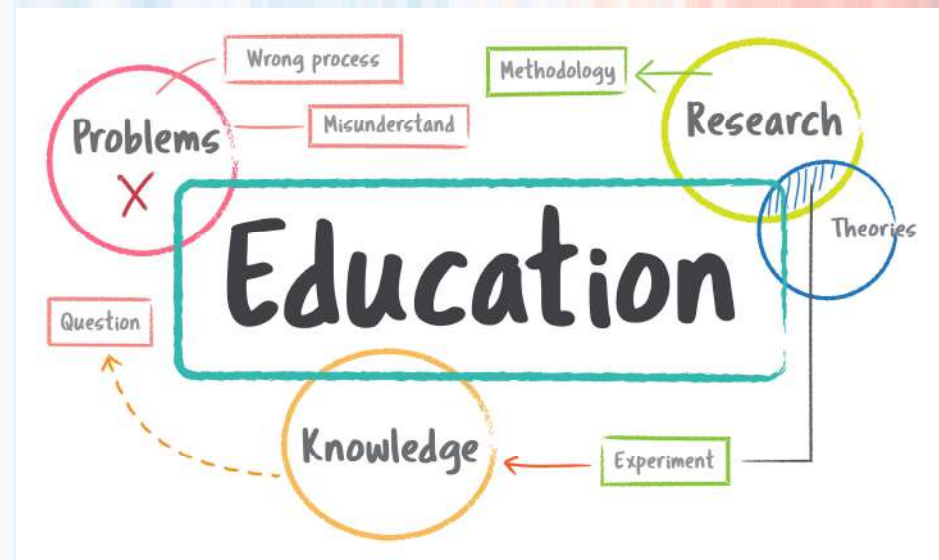
Plan de Recuperación, Transformación y Resiliencia

Climate Journey tools: Key lessons and replicability

Key lessons: Focus on solutions and provide tools of action.

Main advice: Good knowledge of the local context, work with local collaborators, test the initiative with different target audiences, be adaptable to focus activities, contexts and dynamics according to the needs of your audience.

Most important message: this initiative helps to boost responsible tourism activities, which are based on environmental education helping to increase knowledge and awareness about climate change, and providing tools and solutions to fight it. Its scale-up and replication is cheap, does not require much time, and helps to create an ecosystem and network of persons working on climate change, sustainability, responsible tourism, biodiversity, etc., which are exchanging knowledge and experiences.



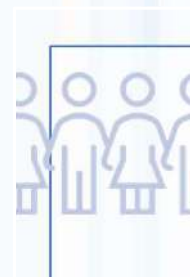
The Climate Journey in a nutshell



Tourism-educational experience focusing on the climate emergency: causes, impacts, and solutions



Through interpretive and interactive routes that combine conceptual understanding, critical thinking development, and gamification.



For citizens, educational centres, public and private entities, tourists, etc.

Climate Journey: impact



Over 75
developed
Climate
Journeys

+500 participants
+25 countries

Over 65 entities and
entrepreneurs trained

7 new entities



Join the Climate Journey



BARCELONA



MÁLAGA



MADRID



VALENCIA



ZARAGOZA

THANK YOU!



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