

POLED FOR CHANGE



Opinion polls of global warming views in recent years have fluctuated faster than the red on a thermometer in springtime, and nowhere has debate been stronger than in the USA. Despite a series of catastrophic natural disasters, overwhelming evidence and the general acceptance of most of the scientific community, a band of sceptics have managed to launch the most aggressive attack on global warming since the trend was first noted. What has begun is a growing apathy towards all things 'green' and a callous disregard for natural resources from people across the world. This is not only delaying the implementation of urgently needed laws restricting carbon emissions, due to a lack of pressure from the public, but more to the point making a bad situation even worse. Yet change could be on its way, albeit in a very unorthodox form. Two young adventurers based in the UAE are setting out on an epic journey to show how easy it is to be green, the hard way. With the aid of a van, gallons of boiled down vegetable oil and the goodwill of common man, Victor and Josh will travel through the frozen tundra forests of Canada, the flat golden fields of the American Mid West, and down to the icy thick plains of the Antarctic to experience all the extremes Mother Nature has to offer. "The goal of the trip is to create

awareness for green lifestyle and to show people how easy it is to be green. We want people to do simple changes in their routine life like turning down the brightness of your phone or to recycle your rubbish properly," says Josh.

Landing in New York just last week, the pair will truck through the USA and Canada to the North Pole in the next few months, before travelling the full length of the American subcontinent to skirt the southernmost frost-bitten tip of the earth; and all this to raise general awareness of 'green living' and drum up support for the WWF partnered website, Ecosia. "Ecosia.org, the green search engine, will



benefit from our trip. Ecosia is a social business based in Berlin and for every search on their website you will save two square meters of rainforest," says Victor. Taking them on this journey will be a van running off recycled deep fat oil and with each stop at a major city on the route, small squares on the van's exterior will be sold off for 10 dollars apiece. With this small donation, businesses or individuals can leave a small written or visual message and see their handiwork travel all the way to the South Pole thanks to regular photo and video updates on the group's website. The pair hope to raise 20,000 dollars through this method with all donations going to the WWF's projects in the rainforest and from what I gather, they're already well on the way to reaching this goal. "We will also be visiting environmental projects, such as green nurseries or organic farms on our way to the North Pole. Everyone knows that the earth is in a bad shape and we felt we need to try to change something so we thought 'why not travel from north to south and try to inspire people to be green and to be different'," Josh adds.

Although this journey is a first for the pair, both are seasoned travellers with years of experience in backpacking and hitchhiking across the world, including Oman. Josh has been to over 50 countries in Europe and Asia, and says that he once 'thumbed it' all the way from Germany to Iran and back. Victor has toured South East Asia and Australia which is where he met Josh, and has put his own business on hold in Amsterdam for this Pole 2 Pole 4 Charity trip. Now, after relying on the kindness of others on their journey in Asia, Victor and Josh felt the need to give something back, along with combining a mutual dream of reaching both poles. "We received a lot of support from Ecosia.org and Backpackforever.com with the concept and promotion of this trip, along with friends and family. And we've had lots of support from the media.

We want to make a little change in our world and we hope that a lot of people are considering their daily routine more careful." By entering the heartlands of the doubters, Josh and Victor are taking a courageous trip of dual proportions, not only tackling the extreme weather conditions of the American subcontinent but also the full gale force of the global warming sceptics as media coverage of their mission grows. We wish them all the best on their journey.

To show your support, visit www.pole2pole4charity.com or make your next internet search on www.ecosia.com



● FIRST 3 MONTHS
● REST OF THE TRIP

