Hamburg, My Harbour
Afró-German musician, artist, feminist and trained ethnologist, Onejiru, is lively and diverse as her adopted Hanseatic home. She shows us its highlights on a district tour with a conscience.

p.9

Zero Waste, Full Taste
Gastronomy produces far too much food waste. Thankfully, Berlin now has its first zero-waste restaurant, Frea. And the global movement is just beginning.

p.17

Pirates of Activism
COMPANION gets to know the Sea Shepherd Conservation Society, a marine NGO that focuses on fighting environmental damaging and the slaughter of wild animals in the world’s seas.

p.14

Cutting Edge Tradition
Curation meets collaboration: we explore Austria’s Vorarlberg region, where a tight-knit community of craftspeople has led to innovative movements in contemporary architecture.

p.28

Bon Voyage
Doing something worthwhile on holiday hasn’t become a trend for nothing. From cleaning up the beach to rescuing animals, why not leave something special behind instead of only bringing something back? Bonus: you get to know local culture and people that little bit better.

Activity Map, p. 24

Support the Local Community
Off to South Africa! Whether you’d like to learn more about traditional beading, cooking or rural life in the region of Durban and its surroundings in KwaZulu-Natal, WOWZULU gets you in touch with the local community—and makes sure your trip becomes a humbling experience. Within the idea of sustainable tourism, the NGO also ensures that the profits go where they should—to the people.

Support the Local Community, p. 20

The Future of Fashion
Strictly dictated trends, environmental pollution, exploited workers—these realities take the fun out of fashion. However, another way is possible. COMPANION presents five alternatives to senseless consumerism.

THE FUTURE OF FASHION

The Pizza Rebels
On a mission to reclaim the origins of Italian cooking is Cucina Ribelli, the new gastronomic concept at 25hours Hotel at MuseumsQuartier in Vienna. We call it a pizza revolution.

Food & Drink, p. 16

A Sustainable Story
In the age of resource scarcity and endless consumption, what does sustainability mean? In a short essay, our columnist Thomas Girst suggests some answers.

Column p. 10

Pogo and Politics
Electro punk band Egotronic has been engaging in musical hedonism for 19 years. Their latest album is about the erosion of the political centre and the necessity to forge new alliances.

Music Pages p. 6

Youth for Democracy
Journalist and founder of the political DEMO youth movement, Mareike Nieberding, has just published a new book. The message? Make use of your youth.

Cosmos p. 6

Strictly dictated trends, environmental pollution, exploited workers—these realities take the fun out of fashion. However, another way is possible. COMPANION presents five alternatives to senseless consumerism.
Editor’s Note

First, the good news: Humankind has never been as thriving as it is today. We’re experiencing significantly less hunger, lower infant mortality, higher literacy rates, as well as more opportunities for education and a better life for women and girls in rural, traditionally patriarchal areas of the world. In the last 200 years—and over the past 30 in particular—we have indeed made huge leaps forward all over the world. Why is this worth mentioning? Amidst the daily horror stories about ongoing wars, environmental disasters, climate change and social injustices, a positive view of our planet and what we have already achieved seems lost in time. That does not mean, of course, that we should sit back. On the contrary, protests, demonstrations and activist initiatives are needed now more than ever. This is why Issue #17 wasn’t created to point a finger, but instead to take stock of our present moment from an optimistic and active point of view. That’s why we’ve dedicated this issue of COMPANION to those who speak up and act according to their values. Those who are for the environment, for animal protection, or social justice. Like Nicolai Duda, who is fighting to stop illegal wildlife capture and pollution of the world’s oceans with Sea Shepherd. Then there’s the punk band Egotronic, who are rallying against the shift to the right. There’s also the socially-minded musician Osejiru, who is opening up a feminist co-creation space and who guided us around Hamburg. Meanwhile in Berlin, we dined on food that is environmentally-conscious as it is tasty at Frea, the city’s first zero-waste restaurant. We were on the road in South Africa with WOWZULU, an NGO that ensures that the proceeds from tourism actually go where they belong—to the people. Speaking of which, on our Activity Map, we also recommend food on your travels. Oh, and yes—we dug deep into one of the dirtiest industries in the world, the fashion industry, to find new sustainable and inclusive approaches that show that there is another way. Issue #17 wasn’t created to point a finger, but instead to take stock of our present moment from an optimistic perspective. Activism doesn’t always have to involve shaming or protests. Small everyday actions can also make a big impact.

Friends of Friends

About three out of seven evenings a week Silvia is out and about at concerts—of course, as a journalist for pop culture and music. And yes, she also knows how to eat the right food at the right time, though, he was at large for us as a photographer in the dirtiest industries in the world, the fashion industry, to find new sustainable and inclusive approaches that show that there is another way.

Stop the water while using me!

The too-familiar refrain of ‘Water is precious’ has been repeated so many times over the years, that it is today. We’re experiencing significantly less hunger, lower infant mortality, higher literacy rates, as well as more opportunities for education and a better life for women and girls in rural, traditionally patriarchal areas of the world. In the last 200 years—and over the past 30 in particular—we have indeed made huge leaps forward all over the world. Why is this worth mentioning? Amidst the daily horror stories about ongoing wars, environmental disasters, climate change and social injustices, a positive view of our planet and what we have already achieved seems lost in time. That does not mean, of course, that we should sit back. On the contrary, protests, demonstrate, engage! Now is the time to work hand in hand to ensure that the earth remains worth living on—and to help it improve. That’s why we’ve dedicated this issue of COMPANION to those who speak up and act according to their values. Those who are for the environment, for animal protection, or social justice. Like Nicolai Duda, who is fighting to stop illegal wildlife capture and pollution of the world’s oceans with Sea Shepherd. Then there’s the punk band Egotronic, who are rallying against the shift to the right. There’s also the socially-minded musician Osejiru, who is opening up a feminist co-creation space and who guided us around Hamburg. Meanwhile in Berlin, we dined on food that is environmentally-conscious as it is tasty at Frea, the city’s first zero-waste restaurant. We were on the road in South Africa with WOWZULU, an NGO that ensures that the proceeds from tourism actually go where they belong—to the people. Speaking of which, on our Activity Map, we also recommend food on your travels. Oh, and yes—we dug deep into one of the dirtiest industries in the world, the fashion industry, to find new sustainable and inclusive approaches that show that there is another way. Issue #17 wasn’t created to point a finger, but instead to take stock of our present moment from an optimistic perspective. Activism doesn’t always have to involve shaming or protests. Small everyday actions can also make a big impact.

Join our mission.
Save water. Donate water.
stop-the-water.com

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Do you ever feel like you’re just sitting back and watching the world turn upside down? At a certain point, that was no longer an option for Marius Niehding. The German journalist founded the DEMO youth movement in 2017 and discovered that many young people are prepared to be just as loud and active as she is. As her book Verwende deine Jugend (Make Use of Your Youth) is out now.

**COMPANION: To Generation X, it seemed like nothing had happened to change the establishment—nothing seemed different. What do you think of ‘Fridays for Future’ and rising up against the political establishment?**

Marius Niehding: Before my first DEMO workshop in 2017, when I was 29, I imagined young people as not caring about anything but their work. After all, that’s what they have to do. How often do you think to yourself: ‘So what? I don’t have any power. That isn’t just true for me. I think that my whole generation is, in a way, the same way we have grown up in one of the most liberal eras this country has seen. Optimistic and reasonable because they’ve been brought up this way, but not necessarily engaged. Many people feel that they’re not part of the political system, especially those who are—optimistic and reasonable—because they’ve always known that nothing is going to change. And I guess that’s why the DEMO movement is so special. People don’t believe in a political system they feel doesn’t work. So when people say, ‘So what? I don’t have any power.’ That’s why they have to believe that it’s not just their own hands. It’s the collective global situation that has brought about a radical shift in generation Y’s thinking.

![Image](image1.jpg)

**GET INVOLVED!**

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"Get Involved!"
Space there!

Create Your Revolution

A Little Slice of Health

Social Feast

A Wonderful Anarchy

Well-Dressed for Rebellion

Companion 17

Funny Feminism

Bits & Pieces Miscellaneous

25hours Hotels
The members of electro punk band Egotronic have been engaging in music for 19 years—a kind of hedonism which can increasingly be viewed as a political outcry. Their latest album (You’re No Better Either) represents the zenith of this development. It’s about the erosion of the political centre and the necessity of forging new alliances.

Hamburg is not new, it is not now, then when?’, asks Torsun. ‘Above all, German history now, then when?’, asks Torsun. ‘Above all, German history

After ten years commuting here to make music and then seven years ago I moved here permanently. All of the

For Egotronic, it is not just these examples which clear-

to places where engagement, sustainability, culture and art are as deeply embedded in their DNA as

The artwork on the new album recreates one of

Since they were founded, Egotronic has remained as true

flair is certain.

**Werte Freunde**

Our next destination is the concept store Werte Freunde. Here, beauty and fashion with a social conscience converge. An old Mason&Hamburg church from 1898 houses the shop. Much like its characters, the store is a relic of a long-gone era. The sliding door opens and we enter. A cool and trendy array of fair trade and organic products await visitors in a modern, laid-back interior. Upon entering, we are greeted with the fragrance of herbs and essential oils—like nature. For the past five years, the shop has been run by fair trade and organic expert Janine Werth. Her mission? To inspire people to change their habits and to make their way towards a more sustainable lifestyle.

**Oberhafenkantine**

After an ambling stroll through the city, we arrive on the piers. The salty sea air blows briskly—given that St. Pauli Piers should be on every visitor’s must-see list—but the completion of the Elbphilharmonie concert hall, which has one of Hamburg’s famous fish rolls. On the horizon, dockers gather at the small harbour kiosks over a beer or a head-to-toe consultation can draw inspiration from the designs displayed on golden hangers and end up with a shareable image on social media. The Oberhafenkantine is also served during the consultation. Two Keys Couture has designed grass roots projects in Africa. Their clothes had my reading, and I designed... ‘She on fire!’

**Spicy’s**

It’s a bit cool here, but I imagine it’s fascinating,’ she says, explaining her answer is just what you’d expect: ‘No, of course not! I don’t drink coffee! The Oberhafenkantine appears to be a relic of a long-gone era. The small, dark, mustard-coloured bar has a brass bar counter, which is being kept spotless. A barmaid named Sasha oversees the room from a framed portrait. If you ask for a Guinness, they give you their best. It’s a great place to be a relic of a long-gone era. The ingredients are regionally sourced, dishes vary according to the season, and the ingredients are regionally sourced, dishes vary according to the season, and the air is heavy with pepper, curry, and saffron. The Oberhafenkantine is also served during the consultation. Two Keys Couture has designed grass roots projects in Africa. Their clothes had my reading, and I designed... ‘She on fire!’

**Oberhafenkantine**

The rustic kantine was built in 1925, and it was a staple eatery for sailors. Onejiru enthuses: ‘You can imagine yourself in a circus family.’ You can order from the menu, which is known for its ‘cafeteria’-style dishes. The Oberhafenkantine is also served during the consultation. Two Keys Couture has designed grass roots projects in Africa. Their clothes had my reading, and I designed... ‘She on fire!’

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As a 15-year-old, Lorenza Sebasti fell in love with Castello di Ama. Today, she runs the place. Her family bought the little village in the middle of Italy’s Chianti region and turned it into a hideaway with comfortable suites, a restaurant, contemporary art installations and, of course, wine production. In doing so, Lorenza and her family found a solution for traveling clients, constantly searching for unique and special experiences every season. Lorenza talked to COMPANION about what makes this little wine-producing village so special and how they came to present contemporary art there.

TALKING BUSINESS

It’s Always Been True Love

TEXT: MAURIZIA VENERINA

COMPANION: As Mangiavini Director, you oversee 200 hectares of land, wine production, perfume production, suites, and a restaurant-manufacturing over 2,000 gallons a year. That sounds like a lot of work. Lorenza Sebasti: It is, but not meaning hard work. The beauty of the landscape is not hard to work on; it’s the long traditions to keep up with. Does this huge responsibility sometimes feel long traditions to keep up with? Lorenza Sebasti: Yes, but I felt the soul of this place. Guided by these long traditions to keep up with.

Marco Pallanti is the winemaker and has been making wine for over 40 years. He believes that making wine is the expression of nature made them. What does your chef, Giovanni Bonavita, think of those pieces through? After all, you have to look those pieces through? After all, you have to look about what makes this little wine producing village so special, and how they came to present contemporary art there.

We consider it a privilege to work and live here.

The wines are produced—the wines are all produced with art and care and attention to detail. They are the result of the teamwork of many people. Castello di Ama produces over 100,000 bottles a year in their cellars. The guests who visit our vineyards and wine cellars have a chance to taste them.

The wines are produced in a way that shows our respect and authenticity. It is more about culture. But in the last century many things changed. In the seventies there has been a kind of purism that makes the wines as perfect as possible.

We share a deep dialogue and respect between those pieces though? After all, you have to look about what makes this little wine producing village so special, and how they came to present contemporary art there.

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We consider it a privilege to work and live here.
Illegal fishing, oil tanker spillages, floating fields of plastic bottles spanning kilometres: We have caused a lot of damage to our oceans in recent decades—damage with far-reaching consequences for marine life, for the balance of Earth’s ecosystems, and for humanity itself. The ocean is essential to the lives of billions of people, whether directly or indirectly. That’s why the Sea Shepherd Conservation Society has been dedicated to fighting the destruction of habitats and the slaughter of wild animals in the world’s seas for over 40 years now. Founded in the USA in 1977 by Paul Watson, who also brought Greenpeace to life, the international charitable organisation has attracted attention, often with very daring actions on the world’s oceans: blocking the path of illegal whale poachers on the high seas, for instance. As this had previously led to the ramming or sinking of ships, Sea Shepherd earned itself a reputation for piracy among NGOs, although their diverse initiatives are now implemented completely within the remit of the law. COMPANION spoke to Nicolai Duda, Treasurer and Fundraising Director at Sea Shepherd Germany. He talked about the growing interest in environmental protection, fashionable activism, modern fishing industries and the indeterminable origins of fish from.

**COMPANION:** In the ballad of the Herring Mother, the sailors generally die by sorcery, love or hunger— but why not also wards off frost or without a freezer, for instance? What kind of help do you provide exactly?

**Nicolai Duda:** Sea Shepherd has no ongoing support from the World Wildlife Fund anymore. The reason is too complex to explain here, but this is not mandatory. However, tot he best of our knowledge, we are actually currently supporting local organisations. If we can find a way to help them that’s beneficial for the environment, before they enter the professional world. It’s often people in their mid-twenties who have just finished their studies and want to try out something new. Then we can consider other prospects, too. That’s right. Sea Shepherd has shown strong growth over the last 10 years, and there are now some country offices where children have grown up with Sea Shepherd. It’s also hard to imagine! That’s like having a national park.

**COMPANION:** How else can people help? It’s often people who have just finished their studies and want to try out something new.

**Nicolai Duda:** Then we can consider other prospects, too. That’s right. Sea Shepherd has shown strong growth over the last 10 years, and there are now some country offices where children have grown up with Sea Shepherd. It’s also hard to imagine! That’s like having a national park.

**COMPANION:** Is the increased interest among young people another reason for your growth over recent years?

**Nicolai Duda:** Is the increased interest among young people another reason for your growth over recent years? Some of our employees are very young. We don’t have to sign a contract with them. Many only stay with us for a short time, but of course, you don’t have to stay for over 10 years. Moreover, we have noticed that our initiatives are particularly getting through the younger generation. They often make more concrete contributions than we can ever imagine. We are delighted that they are taking part in our initiatives. Compiling guidelines is one of the main roles of our employees. They can also help to ensure that our initiatives are implemented properly. Moreover, they can also help to ensure that our initiatives are implemented properly. Moreover, they can also help to ensure that our initiatives are implemented properly. Moreover, they can also help to ensure that our initiatives are implemented properly. Moreover, they can also help to ensure that our initiatives are implemented properly.

**COMPANION:** What can people do to help? It’s often people who have just finished their studies and want to try out something new.

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The New Rebels of Italian Cuisine

As beloved as Italian cuisine is around the world, its authenticity can sometimes get lost in new or hasty interpretations. On a mission to reclaim the honest origins of Italian cooking is Cucina Ribelli, the new gastronomic concept of 25hours Hotel at MuseumsQuartier in Vienna. Welcome to the ‘peaceful revolution’ you can taste.

From antipasti to zabaglione, the menu features Italian cuisine in its purist form, an approach that Ribelli calls the ‘New Rebels of Italian Cuisine’. The spirit they’re on a mission to reclaim—authenticity—is knowing your ingredients, learning to ‘read’ the dough, understanding what it needs to develop the right lightness, and understanding what it needs to develop the right flavor. ‘We strive to do the bare minimum that is necessary to bring out the essence of products,’ Ribelli says.

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**Frea Berlin**

**Food & Drink**

**18**

In some instances, the environment is a state of mind, to which it is a challenge to transform ourselves. At Frea, this transformation is in the process of being achieved. The restaurant is a zero-waste, plant-based eatery, where the focus is on sustainability and minimal waste. The food is prepared using exclusively animal-free ingredients, with the aim of reducing the environmental impact of the restaurant.

**Our aspiration is to use everything.**

David Suchy, 39, who is the owner of Frea, has been a vocal advocate of zero-waste practices since he opened the restaurant in 2015. He has taken it upon himself to educate the public about the importance of reducing waste and promoting sustainability.

**Even More Zero Waste**

**19**

In an advanced course in dumpster diving foraging, attendees are taught to forage for free food and turn it into delicious dishes. In this course, attendees are taught to forage for free food and turn it into delicious dishes.

**David Suchy**

David Suchy is a 39-year-old entrepreneur who opened Frea, Germany’s first zero-waste restaurant. He is dedicated to reducing waste and promoting sustainability in the food industry.

**Johny and the Food**

Johny and the Food is a catering company that specializes in zero-waste, plant-based cuisine. They use fresh, organic ingredients and develop creative dishes that are both delicious and environmentally friendly.

**Fragile Earth Kitchen**

Fragile Earth Kitchen is a restaurant in Berlin that uses local and organic ingredients to create delicious, sustainable dishes. They are committed to reducing waste and promoting sustainability in the food industry.

**Nolla, Helsinki**

Nolla is one of Scandinavia’s first zero-waste restaurants. They use organic and local ingredients to create delicious, sustainable dishes. They are committed to reducing waste and promoting sustainability in the food industry.

**Isla Coffee, Berlin**

Isla Coffee is a coffee shop that uses organic and local ingredients to create delicious, sustainable dishes. They are committed to reducing waste and promoting sustainability in the food industry.

**In 2016, David decided to reduce his carbon footprint. He started by replacing all of his plastic waste with reusable paper bags. As he reduced his carbon footprint, the restaurant’s carbon footprint began to decrease.**

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SOUTH AFRICA’S HIDDEN GEMS

Sustainable tourism is developing in the South African province of KwaZulu-Natal. With organisations such as WOWZULU, an NGO which has made it its goal to strengthen rural, marginalised communities, the region can be experienced off the beaten track—for example on a trip to KwaZulu-Natal, the home of traditional Zulu culture. COMPANION learned about traditional Zulu beadwork from Mma Mtshali.

The tradition of beadwork has long been a crucial part of Zulu culture. The bead jewelry worn by women today is a direct descendant of the beadwork worn by the Zulu women who accompanied King Shaka Zulu to war, using their beadwork not to adorn themselves but to help them maintain their 24-hour vigil. The beadwork was, and still is, a way for women to express their identity and to communicate with others.

The beads used in Zulu beadwork are usually made from glass, but they can also be made from other materials such as shells, seeds, or even clay. The beads are strung together to create long strands, which are then used to create intricate patterns and designs. The patterns are often symbolic, representing different cultural traditions and beliefs.

Mma Mtshali, who learned the craft like everyone else from her mother, is a traditional Zulu beadworker. She learned the craft at a young age, and has been creating beadwork ever since. She uses a variety of techniques to create her beadwork, including weaving, stringing, and beading. She is particularly skilled in creating beadwork that is both beautiful and functional, such as jewelry and small bags.

Mma Mtshali says that creating beadwork is a way for her to express her identity and to maintain her cultural heritage. She also uses her beadwork to communicate with others, expressing her thoughts and feelings through her creations.

Through her beadwork, Mma Mtshali is able to support herself and her family. She sells her beadwork to visitors who come to her home in KwaZulu-Natal, and she also sells her work to other organizations that support local artists. She is proud of the work that she does, and she is grateful for the opportunity to share her culture with others.

Mma Mtshali says that she hopes that her beadwork will inspire others to learn about and to support traditional Zulu culture. She believes that learning about the history and traditions of different cultures is important, and she is committed to sharing her knowledge with others.

Through her beadwork, Mma Mtshali is able to support herself and her family, and she is also able to share her culture with others. She is proud of the work that she does, and she is grateful for the opportunity to continue creating beadwork.

Sustainable tourism can create new income opportunities, which boosts the local economy.

It is difficult to say what this figure really means—indeed, the number of tourists who book tours with WOWZULU is not available. However, the number of tourists who are interested in interacting with locals, engaging in cultural exchanges, and learning about traditional Zulu culture is growing. These tourists are often interested in learning about the history and traditions of different cultures, and they are eager to support traditional artists and craftspeople.

With its current offering of seven destinations, WOWZULU directly supports around 200 people, in addition to old and new visitors it has helped to support. Additionally, it is estimated that the locals in KwaZulu-Natal will receive an estimated 3.6 billion rand—about 220 million euro. WOWZULU’s revenues will also be used to support its partners, who will use the money to support their local communities.

It is important to note that travel can have a positive impact on local communities, as well as on the environment. However, it is also important to be aware of the potential negative impacts of tourism, such as over-tourism, which can lead to cultural homogenization and the erosion of local traditions.

Sustainable tourism can be an important tool for supporting local communities, while also ensuring that the environment is preserved. However, it is important to be aware of the potential negative impacts of tourism, and to work to mitigate these impacts through responsible travel practices.

In KwaZulu-Natal, the sustainable tourism model is one of the most important examples of responsible tourism in the world. The region is home to a rich cultural heritage, and it is a destination that is worth visiting for its natural beauty, its cultural attractions, and its people. Through sustainable tourism, the region is able to support its local communities, while also ensuring that the environment is preserved.

Sustainable tourism can create new income opportunities, which boosts the local economy. Through sustainable tourism, the region is able to support its local communities, while also ensuring that the environment is preserved. It is an important tool for supporting local communities, while also ensuring that the environment is preserved.

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The Future of Fashion

Making New from Old

Rafael Kouto

Rafael Kouto finds inspiration in traditional crafts and ethical consumption. He shares his story with us.

Enabling Fair Wages

Zazi Vintage

Zazi Vintage, a fashion brand founded by Jeanne, showcases their commitment to fair wages and ethical practices.

Stylish Inclusion

Ffora

Lucy Jones founded Ffora to create stylish and inclusive fashion designs.

Fashion for All

Karl Michael

Karl Michael’s fashion brand Ffora is dedicated to creating stylish and functional products for all.

To the End Illusion Fashion

Karl Michael’s latest collection is a testament to his creativity and commitment to sustainable fashion.

25hours Hotels

Fashion Wardrobe Revolution & Style
Wouldn’t it be great to not only bring something special from your travels, but also to leave something special behind? From cleaning up the beach to rescuing animals to helping out on archaeological digs, doing something worthwhile on holiday hasn’t become a travel trend for nothing—after all, it allows you to get to know the local culture and people a little bit better.

1. **Female Empowerment**
   - **Country**: India
   - **Activity**: Teaching for Life
   - **Description**: There are several organisations in India that offer free education to girls and women, focusing on teaching girls and women how to read and write, offering them important information on their rights or educating them on topics such as hygiene and menstruation. The city of Jodhpur offers the chance to experience the local way of life—far removed from tourism—by volunteering with a host family. This can be discovered at the same time whilst staying at the Island Sanctuary, for example, campaigns for the protection of dolphins and endangered sea turtles. The Sanctuary also has a seal nursing centre called the Dolphin Hospital, where volunteers can help feed and care for nursing bottlenose dolphins. Volunteers can also get involved in beach clean-ups and make up your own mind. On these mini expeditions, volunteers can help feed and care for nursing bottlenose dolphins. Volunteers can also get involved in beach clean-ups and can help researchers in Portugal look for traces of bygone generations who lived in the region. The classrooms are overcrowded and many children don’t have the benefit of going to school at all. Young people are particularly disillusioned, such as those who have suffered a long history of oppression, who have the right to education, and those with previous experience can help them become autonomous in order to flourish for tomorrow.

2. **Teaching for Life**
   - **Country**: India
   - **Activity**: Supporting Indigenous Roots
   - **Description**: In Indiana Jones’ footsteps. Millions of tonnes of rubbish land in the sea every year. It’s very difficult not to notice the fact that nature has made (literally) their home once again. The most critical amongst these is plastic pollution. A German initiative called Plastic Pirates is an international non-governmental organisation that tries to protect the world’s oceans and at the same time, it’s an opportunity to make a positive impact on the environment. The Plastic Pirates are a group of volunteers who collect plastic waste from the sea. They are hoping to make a difference by making the world awareness about the issue of plastic pollution. The Plastic Pirates exist to realise this vision and they are working towards making the world a better place by reducing plastic pollution.

3. **Supporting Indigenous Roots**
   - **Country**: Australia
   - **Activity**: For Clean Waters
   - **Description**: In Australia, there are several organisations that focus on the protection of habitat, wildlife, and the environment. The Nature Conservation Council (NCC) is one of the organisations that helps in the conservation of biodiversity. The NCC is involved in the protection of wildlife, habitat, and the environment. They are working towards making the world aware of the importance of biodiversity conservation and are working towards making the world a better place by reducing plastic pollution.
The Sooner Now is a joint initiative between MINI Germany and Friends of Friends. The two companies have worked together since 2016, producing a series of events exploring questions surrounding the concept of urban futures. The new online platform, thesoonernow.com, deepens these questions by publishing articles and interviews with innovative change makers about the future of city life.

Since 2016, the initiative The Sooner Now, presented by MINI Germany and the online magazine Friends of Friends, has been bringing together industry leaders who are facing the challenges of increasingly urban societies. The joint venture has now launched with its own website and podcast, in search of answers to the questions: How do we want to live tomorrow, and what can we do about it today?
The tight-knit community of craftspeople and architects in Austria’s westernmost region, Vorarlberg, has led to innovative movements in contemporary architecture. As director of the Vorarlberg Architektur Instituts (Vai), Verena Konrad shares the region’s deeply rooted traditions and, through collaboration and connection, helps to shape them for the future.

A proof of a region’s evolution can be seen in the trend of established companies exploring new fields of activity, like Vai, Austria’s leading institution for education in contemporary architecture. Founded in 2000, Vai’s mandate is to educate the region’s around 50,000 people. Vai’s director, Verena Konrad, describes it as a “continuous communication platform for professionals—a purpose which initiators valued his appreciation for craftsmanship. One reason for the high standards of craft here, according to Verena, is proximity. People have such close relationships that craftsmen don’t have to hear complaints about something not going well. They can quickly communicate personally and generally.”

Vai was established in 2002 as an independent education institution to enable architects and young professionals to work together and talk about their ideas and the region’s traditions. Since 2004, it has been able to reach and attract young professionals with its innovative studies and increasingly international courses. Verena believes that: “Planning needs a certain vocabulary so that people can engage in dialogue and become more aware of the importance of public space.”

“Vorarlberg is a fairly wealthy community,” says Verena. “The textile industry was booming here. Later, Rüsch Werke manufactured in a wood sheathing, adds to the calm and diffuse in the space. At the center of it is a reconstruction of a traditional mill, the historic Gatterbrückengewerbe, where visitors can engage in a wide-ranging program of events.”

Vorarlberg is the region’s deeply rooted tradition and is characterized by the high standards of craft, quality of life, and proximity. People have such close relationships that craftsmen don’t have to hear complaints about something not going well. They can quickly communicate personally and generally. The latter building takes the form of a cube, measured in relation to a whole length of 60 meters. This length also serves as the basis for the pedestrian zone. During the building process, local authorities helped to move the building with the architects in the future. The building was not only important to the region’s advancement in education and culture. Verena remembers, “the few years when we really needed to build it and the region was not yet convinced.”

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In our post-industrial age of resource scarcity and endless consumption, what does the concept of sustainability mean? In the following short essay from Thomas Girst’s book *Alle Zeit der Welt*, the author re-frames the term’s consideration in light of its future implications.

According to the essayist, sustainability is no longer a question of merely preserving the natural environment for future generations, but rather one of reimagining our relationship with the world around us. The essayist argues that sustainability must be understood as an active process of realizing the potential of the environment, not just a passive preservation of its resources.

The essayist points out that while the concept of sustainability has been around for decades, its application has often been limited to environmental conservation. However, he suggests that sustainability can go beyond this to encompass the social and economic dimensions of a healthy environment.

Thomas Girst, a writer and Head of Cultural Engagement at the Hauser & Wirth Foundation, explores the concept of sustainability in his work. He argues that sustainability is not just about preserving the environment, but also about creating a more just and equitable society.

In conclusion, the essayist suggests that sustainability is a dynamic and evolving concept, one that requires constant re-evaluation and adaptation. It is not a static end goal, but rather a continuous process of learning and growth.

**Thomas Girst**

**COMPANY**

A magazine about the people who shape and enrich our cities.
My Debut in Conours

Sven Hoffmann loves working without strict limits—he photographs, designs and has now also dedicated his life to film. In a collaboration with 25hours Hotels, he put his versatile creativity to good use, bringing to life 25hours' visual identity relaunch.

Sven Hoffmann and 25hours Hotels? It's a match made in heaven. The creative multi-talented and the innovative hotel group like to roll off the beaten track—and have been breaking new ground together since 2012. When 25hours Hotels looked for someone to redesign their logos they chose Sven, who previously worked as Creative Director at the Red Bull Inhouse Agency, for Martin Imdahl at Chiemsee and also taught at the Miami Ad School in Hamburg—as name just a few of his many projects.

The logos that Sven and his eponymous design studio created portray the idea of crossing borders: overlapping points in different colours, creating new colour shades. Every single 25hours Hotel received its own colour palette, with the logos representing one thing above all else: diversity.

In general, Sven places a great deal of importance on having as few limits as possible in his work. ‘Jobs are good if they’re free,’ he says. ‘Free of customers who are too strict, free of expectations that are too specific.’ That’s why one of his most important maxims is to be alone as often as possible on set when he’s taking photos or filming, for instance.

But for Sven, freedom also means travelling. ‘Creative types are always out and about, aren’t they? And his favourite place? Tokyo! He loves the incredible food and the city’s progressiveness and is fascinated by the omnipresent harmony in the city of millions of people. Atmosphere is something that Sven generally pays attention to when he goes to a new city—or a new brand.

In case you’re wondering, his favourite 25hours Hotel is the Bikini Berlin. In particular, he finds the corridors ‘really, really cool.’ Whether that’s because everything is harmonious or because the corridors connect the different rooms that allow Sven to freely move throughout the hotel, we don’t know. It’s probably a mix of everything.

Melanie Haas

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All for Water

Toxic chemicals or bacteria making their way into the groundwater, periods of drought drying up wells in global corporations tapping H2O to sell it bottled at high prices—and while the population often suffers from water shortages, never like this across the entire world on a daily basis.

While some environmental activists would love to throw stink bombs at the headquarters of Nestlé and the like, the Hamburg water initiative Viva con Agua ('with water') takes a different approach: ‘We are advocates of positive communication because we believe that we can achieve a lot in people’s minds,’ says Johannes Tomczak, who is responsible for the organisation’s marketing and fundraising division.

Johannes, like the aid project itself, comes from Hamburg’s St. Pauli neighbourhood—Viva con Agua’s home turf. He had soon raised even more money than expected. ‘That’s why in 2016, Viva con Agua came to Hamburg, Tomczak says. Meanwhile, the initiative has its own water source, from which part of the proceeds flow back into water projects. In addition, VcA projects have provided access to clean drinking water for over three million people in nine countries—mainly in East Africa, as well as India and Nepal. Johannes revisited the latter in 2016, together with a delegation that included 25hours Hotels representative. ‘It was one year after the great earthquake and destruction was visible everywhere. Add to this the particularly precarious situation of the population that’s affected,’ he says.

Johannes is all the happier to have been making a positive contribution to the VcA team over the past four years. He originally studied literature and media studies in Kiel and Brazil and initially worked in the cultural and events sectors. The move to VcA was initially ‘bad for the bank account, but good for karma,’ he says with a grin. ‘For him, one thing is clear: ‘Water is the basic requirement for everything that follows.’ He explains that with girls in Ethiopia who don’t go to school when they have their period, due to the lack of sanitary facilities. For them, access to water means access to education.

Johannes’ job never gets boring. Fundraising drives in schools, table tennis tournaments in Lusatia: there’s always something going on at VcA. This summer, the organisation spent a lot of time at festivals. Volunteers there collected deposit caps, the proceeds benefited their projects—and they were able to enjoy music for free at the same time. ‘We are not a non-profit, but an all-profit organisation,’ says Johannes, laughing. Next up for VcA is a new phase in their collaboration with 25hours Hotels, who have been supporting them for many years now. ‘Jobs are good if they’re free,’ he says. ‘Free of customers who are too strict, free of expectations that are too specific.’


vivaconagua.org