

Karl Wagner

Sailing to Barcelona Senior and Strategic Advisor



Karl comes from Austria, a landlocked country with no direct access to the sea. However, his first sailing experience at the age of 20 in Papeete (Tahiti) was one most of us would dream of. Whilst he was travelling around the world, a simple invitation for an onboard drink ended up in a sailing trip with the crew to Bora Bora, and a couple of months on various boats in the Society Islands.

Back in Austria, Karl studied biology and joined the environmental movement. Over the last 25 years Karl has conceptualized and run numerous conservation campaigns, first national, then international ones, mostly for WWF. Key international campaigns were the Living Planet Campaign and two European Union campaigns, one on the reform of the Common Fisheries Policy and one on the chemical legislation REACH.

Karl is an expert in realizing “wild ideas” nobody initially believes. He works currently as a consultant, providing strategic advice as well as helping with the operational aspects of IUCN’s *Sailing to Barcelona* initiative, WWF’s Baltic and Carpathian Programmes, and in Brussels on the EU budget review.