

WAT?

Walks And Talks

PRESS KIT

WALKS AND TALKS (WAT)

INTRODUCTION: A simple practice responding to a modern problem.

In our world generating constant cognitive noise, research has shown that walking can restore mental clarity. But there are very few initiatives allowing to do this in a structured way. WAT (Walks And Talks) is a guided mindful walk in nature helping people explore thoughts, emotions and feelings, and connect with one another.

WAT combines a repeatable evidence-based protocol, certified guides, programs for specific audiences and a broad community to spread the word: Changing how we walk and talk changes how we see our lives.

OVERVIEW

Walks and Talks (WAT) is an initiative exploring the relationship between walking, mental wellbeing, social connection and reflective conversation.

WAT combines moderate physical activity, nature exposure, guided reflection and human dialogue through structured group walks designed for a wide range of populations:

- general public,
- companies,
- schools and universities,
- elderly people,
- healthcare environments,
- vulnerable groups,
- and humanitarian contexts.

The initiative is based on growing scientific evidence showing that walking and moderate physical activity positively influence:

- stress regulation,
- emotional resilience,
- depression and anxiety symptoms,
- neuroplasticity,
- inflammation,

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- cognitive clarity,
- and social connection.

WAT seeks to reconnect movement, reflection and community in societies increasingly shaped by sedentary lifestyles, psychological overload and social fragmentation.

CORE IDEA

Modern life often separates:

- movement from reflection,
- health from community,
- and conversation from everyday experience.

WAT proposes a simple alternative: people walking side by side in meaningful environments while engaging in reflective dialogue, silence or guided symbolic themes.

The project is inspired by research in:

- psychology,
- neuroscience,
- public health,
- trauma-informed practices,
- ecotherapy,
- and existential approaches to wellbeing.

WHAT MAKES WAT DIFFERENT

WAT is not:

- hiking tourism,
- psychotherapy,
- fitness coaching,
- or traditional team-building.

It combines elements of all these domains while remaining intentionally accessible and non-clinical.

Key characteristics include:

- moderate and inclusive walking,

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- emotionally safe environments,
- guided themes and symbolic prompts,
- side-by-side conversations rather than face-to-face interaction,
- silence and reflective pauses,
- nature and urban formats,
- intergenerational and intercultural participation.

SCIENTIFIC FOUNDATIONS

Research increasingly suggests that walking and moderate physical activity can:

- regulate stress hormones,
- reduce chronic inflammation,
- stimulate neuroplasticity and brain regeneration,
- produce antidepressant-like biological effects,
- improve sleep and cognitive function,
- and strengthen emotional resilience.

Walking side by side also changes conversational dynamics:

- reducing social pressure,
- facilitating emotional disclosure,
- and creating more natural interpersonal exchanges.

Nature exposure and symbolic reflection further support emotional regulation and meaning-making processes.

EXAMPLES OF WAT FORMATS

Community Walks

Small local walks designed to reduce isolation and encourage social connection.

Executive Walks

Reflective walking sessions focused on leadership, stress, clarity and burnout prevention.

Youth & Education

Walking-based discussions with teenagers and students around identity, emotions and future orientation.

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Vulnerable Groups

Trauma-sensitive walks for refugees, isolated individuals or people experiencing psychological distress.

Hospitals & Care Environments

Gentle walking and reflective programmes supporting emotional wellbeing in healthcare contexts.

THEMES EXPLORED DURING WALKS

Themes vary depending on context and participants but may include:

- resilience,
- uncertainty,
- roots and belonging,
- transitions,
- identity,
- silence,
- attention,
- emotional regulation,
- meaning and purpose,
- relationship with nature,
- and collective wellbeing.

Themes are explored through:

- guided questions,
- metaphors,
- stories,
- silent reflection,
- paired conversations,
- and observation of the surrounding environment.

VISION

WAT believes walking is more than transportation or exercise.

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Walking can become:

- a public health tool,
- a mental wellbeing practice,
- a space for dialogue,
- a form of social reconnection,
- and a way of restoring reflection and presence in modern life.

CONTACT

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