

Joachim Franz

life change through self-motivation | Vita



Joachim Franz - "You have lived, if you leave a trail!"

The early 90s: the obese, unhealthy living Joachim Franz mutates into a sports-loving adventurer, an Aids activist, an author, a speaker and seminar leader and last but not least a successful entrepreneur. This was a pioneering life change through self-motivation.

1960	11th November - Joachim Franz was born in Wolfsburg
1981	Apprenticeship as a toolmaker at Volkswagen
1990	January- unathletic and slow, body weight 118kg
1990	May- First marathon with 72 kg
2001	1st aids awareness expedition
2003	Health Ambassador of Volkswagen AG (until 2008)
Now	General Manager of the agency ABENTUEURHAUS GmbH

Joachim Franz likes

... when people are honest, direct and open.
... young people, who believe in the future.
... spaghetti in each and every cooking style,
a good steak and red wine.
... his friends and his life.

Joachim Franz doesn't like

... when people have no values, no morals and no ambition.
... when the value of work and commitment is not recognized.
... when children, regardless of which situation, are not considered
as the common future.
... eating rice pudding!

Adventurer - from the extreme athlete to the adventurer

After his radical life change, Joachim Franz becomes an extreme sportsman and participated to several adventurous challenges. No record was too high and no challenge was too audacious.

1991-1993	Participation in various triathlon competitions
1994-1995	World records and world minimum times in Ergometer and Versa Climbing, Inline Skating and Sidewalking (by scooter).
1996	West-Step-East-Tour - Ural crossing by scooter
1994-1998	Records in the Guinness Book of Records in Ergometer Climbing, Versa Climbing, Sidewalking
1993-2000	Participation in various extreme sports competitions (including Raid Gauloises, Elf-Autentique Adventure, X-Adventure Austria)
1991 to date	Joachim Franz finished over 150 marathons and ultra races





Aids activist



2000: The life change of Joachim Franz goes on. His success in the different sportive competitions was not enough for him. He starts to use sport and adventure for the good cause and initiates the aids awareness expedition. Since then, his life is focused on the global fight against HIV/Aids. As the leader of the expeditions, he succeeds in motivating more than thousand people to join in voluntary and become active. Year after year, he bears the responsibility of the expedition success and always brings his team healthy home.

2001/2002 Paris-Dakar – aids awareness expedition

On a mountain bike through the desert. Joachim Franz crossed the Sahara (6500 km) on bike as the first man worldwide. The objective of this expedition was to collect donations for the benefit of the German Aids Foundation and the international Aids Vaccine Initiative (IAVI).

2003 South Africa- run & bike for help - aids awareness expedition

2,600 km, 15 non-stop stages, with a daily covered distance up to 200 km (50 km running and 150 km cycling). Hand in hand with voluntary helpers, most of them runners from South African townships, Joachim Franz experienced a new highly acclaimed module of Aids education in South Africa.

2004 sign- aids awareness expedition

A 2,60 meter high Aids ribbon on the highest mountain between Kyrgyzstan and China, the Pik Pobedy (7,439 m). This is the sign of life in the death zone! The path of this huge ribbon led from Germany through Poland, Belarus, Ukraine, Russia, Kazakhstan and Kyrgyzstan to the target in the Tian Shan Mountains.

2005 pan americana – aids awareness expedition

23,000 kilometers by bike from Alaska to Tierra del Fuego in 36 days. Joachim Franz has led his team of 25 persons to this destination. He has managed to convince the countries on a whole continent to join hands in the fight against the scourge.

2006 child- aids awareness expedition

12/06/2006 a huge banner with the question “Why?” graced the 6962 m high Aconcagua in Argentina. Joachim Franz is preoccupied with the problem of mother-child-infection. The dark number of positive births reached the 1 million. This was a good reason to set a sign on America's highest mountain.

2007 be your own hero – aids awareness expedition

In 22 days, Joachim Franz and his team visited 44 cities in their home country Germany, to provide information on HIV/Aids. The 4,000 km route was planed in form of a symbolic Aids ribbon. According to the team, Germany appeared as a Third World country in terms of openness, understanding, humanity and information on the topic of HIV/Aids.

2008-2010 world aids awareness expedition

202 countries, 202 summits - on each of them the suitable national flag with the dark number of Aids victims. Joachim Franz dares the step to the first world expedition, because the summit has been reached – new infections on HIV/Aids have to be stopped and all people over the world have to face this challenge! He and his team made the prelude with the cape2cape - in 60 days from the North Cape to Cape Town - on this route, the highest peaks in 20 countries are climbed and flags are hoisted in record time.

2011/2013 move the world- aids awareness expedition

The topic “In Motion” will motivate people to fight for a mutual target: create more awareness on the topic of HIV/Aids and collect donations for affected children. People all over the world are called to be active once again and collect donations through different activities with symbolic globes. Pictures and statements of voluntary helpers with a symbolic globe will animate the communication platforms of the expedition. As usual the team around Joachim Franz will send out a distinctive message with the opening expedition “move the world- aids awareness expedition 2011” starting in April 2011. In 80 days for the world! Through 50 countries in five continents, the team will initiate press activities and round tables on the topic of HIV/Aids. This W. forming expedition is taking and becoming the world's largest sign in the fight against HIV/Aids. Join in and move the world! Visit our homepage on www.waae.de or send your pictures and statements at botschaft@waae.de.



Speaker and seminar leader

Joachim Franz thinks, it is important to share his experiences with others. For several years he has been traveling as a speaker and seminar leader throughout Europe. For a number of companies, Joachim Franz gives lectures and conducts seminars. He led to think differently, to reconsider and to think laterally with his authentic descriptions. Many students are among his listeners and have used the lecture title "be your own hero" to create ideas on a voluntary basis.

Seit 2000	lectures and seminars for top management, customers, employees throughout Europe
Seit 2003	lectures in schools: „be your own hero“

Additional references and information can be found at www.joachim-franz.com

International Awards

One who sets forth to change the world - and that is noticed!

Joachim Franz received awards and honorific prizes for his long lasting commitment to the fight against HIV/Aids and his belief on specific values.

In May 2004	signing of a partnership agreement with the United Nations UNAIDS
In March 2009	he was elected by 21 chief editors of the European editions of Reader's Digest to: The European of the Year.
In April 2009	he received, the Prix Romantik Liebold for European values and virtues, from the Romantik Hotels & Restaurants.
In October 2010	he received the HOPE Award Dresden for his long lasting commitment to the fight against HIV/Aids from the organizers of the HOPE Gala Dresden.



Publications

Joachim Franz looks back on five interesting, instructive, adventurous, successful and unique decades and at the same time he looks forward in a challenging future. The stuff of his dreams and his experiences is now filling up several books. Reading them provides an amazing experience.

2005	"Mit aller Kraft", published by Rowohlt Verlag
2008	"Ab heute alles anders", published by Campus-Verlag,
2010	"Das Hannibal Prinzip" published by Campus-Verlag