

1000 MILES



ONE PLATFORM

3 CHAPTERS • 1 STORY

THE CONCEPT

THREE CHALLENGES, THREE MESSAGES, ONE STORY



THE ALERT

TO RAISE AWAREERENESS



THE SHIFT

TO CHANGE THE TRAJECTORY

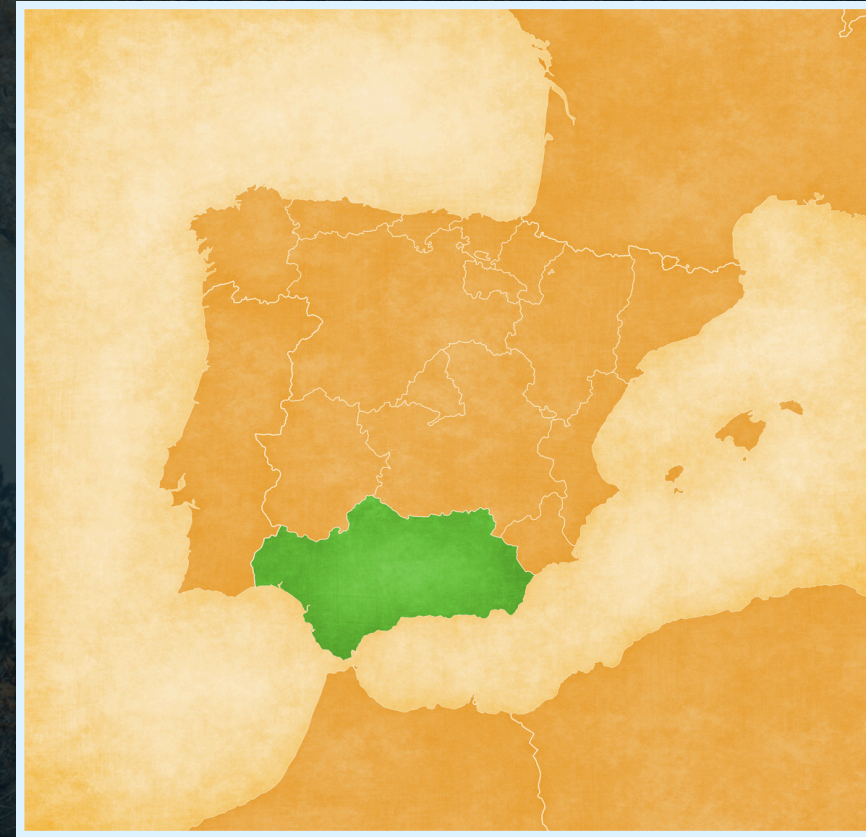


THE PROOF

TO PROVE THAT CHANGE IS POSSIBLE

WHY ?

THE ALERT raises awareness of the effects of extreme heat and climate change



THE CHALLENGE

24 hours non-stop
500 km | Malaga – Almería – Malaga
Across the hottest region of Europe.

KEY FIGURES

 500 km

 24 h

 Up to 45°C+

THE ALERT

TRANSFORMS CLIMATE DATA INTO A HUMAN EXPERIENCE.

OPPORTUNITY FOR PARTNERS

- Climate awareness
- Photo & video content
- Partner activation
- Launch of the platform



THE SHIFT

THE TRANSITION BEGINS WITH THE WAY WE CHOOSE TO MOVE.

WHY ?

THE SHIFT invites us to rethink how we travel and demonstrates that every kilometer traveled differently helps to reduce our footprint.

THE CHALLENGE

Everesting of the Gibralfaro in Malaga: Climb, without interruption, the equivalent of the elevation gain of Mount Everest by linking the ascents of the Citadel.

KEY FIGURES



8 848 m of elevation gain



24H Repeated ascents of the Citadel



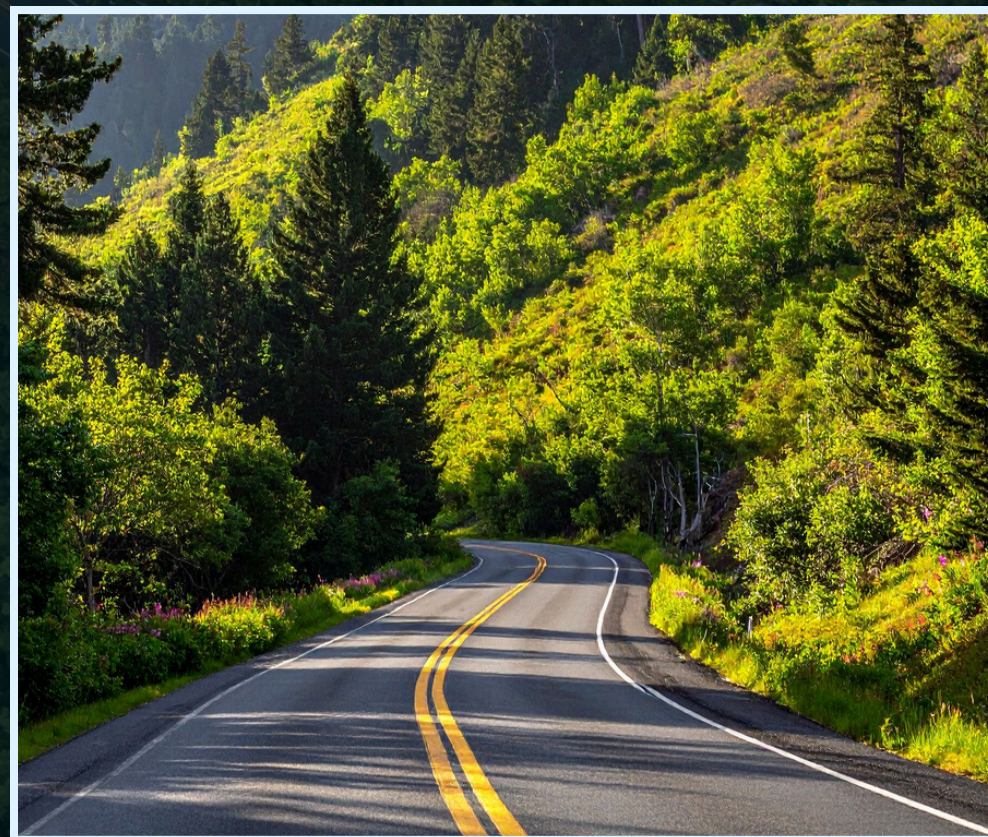
Active mobility & slow travel



Malaga – Spain

WHAT THIS CHAPTER CREATES

- Raising awareness of sustainable mobility
- Participatory experience
 - Photo & video content
 - Partner activation



THE PROOF

DEMONSTRATES THAT RESILIENCE TRANSFORMS AMBITION INTO REALITY.

WHY ?

THE PROOF demonstrates that vision, resilience and commitment can turn ambition into meaningful impact.

THE CHALLENGE

Guinness World Record
Brussels → Barcelona
Crossing Europe by covering 1,650 km
in less than 90 hours, non stop.

KEY FIGURES

- 🚴 1,650 km
- 🌐 3 countries crossed
- 🕒 Target: under 90 hours
- 🏆 Official Guinness World Record attempt

WHAT THIS CHAPTER CREATES

- International visibility
- A Film (feature film)
- Conferences and events
- A communication platform for partners

BECOME A PARTNER

THE STRONGEST PARTNERSHIPS DON'T BEGIN AT THE FINISH LINE.

THEY ARE BUILT FROM THE VERY FIRST CHAPTER.

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