

A GENUINE DEMONSTRATION OF THE LOW-CARBON TRANSITION ON A EUROPEAN SCALE
THE 1000 MILES CHALLENGE



A TRANSITION IN PROGRESS BUT STILL CHALLENGING TO ILLUSTRATE

A major challenge for the European transition

Transport is responsible for approximately **25%** of greenhouse gas emissions in Europe, with the overwhelming majority originating from road transport.

The technologies are available, the investments are secured, and the decarbonization strategies are established.

A continual obstruction

The transition continues to progress slowly, not due to a deficiency of solutions, but rather a lack of understanding, support, and, most importantly, trust in low-carbon mobility.

A TRANSFORMATION THAT TRANSCENDS TECHNOLOGY

The achievement of European climate goals no longer depends solely on innovation.

It is now necessary to demonstrate in practical settings that low-carbon solutions are effective on a large scale, over long distances and in challenging conditions.



ESG: THE MAIN CHALLENGE OF COMPANIES

Today, many initiatives are underway.

However, they struggle to gain traction outside the teams that support them.

The work that is done is rarely given the recognition it deserves, and what is communicated does not always reflect reality.

THAT IS WHERE THE DISCREPANCY OCCURS.

THE CHALLENGE: 1000 MILES

The Challenge:

To connect Brussels to Barcelona on a distance of 1,600 kilometers, by cycling non stop and exclusively using human power under 90 hours.

Symbolism:

It is an authentic journey across various European territories, encompassing all that this involves.

The objective is clear:

Rather than describing the transition, I will put it to the test.

In a challenging environment:

An attempt to achieve a Guinness World Record using monitored, verifiable and trackable data.



**THIS PROJECT DOES NOT SIMPLIFY REALITY.
IT CONFRONTS IT.**

IMPACT AND LEGACY



WHAT DOES IT LOOK LIKE TO BE OUR PARTNER?

HOW THIS INITIATIVE CONCRETELY ALIGNS WITH YOUR ORGANIZATION

Prior to the challenge

- Alignment with the company's ESG priorities
- We will assess your challenges, positioning and messages, and identify how this project can support you.
- Internal engagement (teams and employees)

During the challenge

- A clear demonstration of your solutions and expertise in practice.
- Your commitment isn't just theoretical; it is tested and demonstrated in real-world conditions (Live stream + social content)

After the challenge

- The project doesn't end there.
- It becomes an asset that you can leverage over time:

internally, externally, and in your communications (through a movie, photo exhibitions, conferences, and podcast interviews)



THIS PROJECT IS THE CATALYST OF YOUR COMPANY

ENVIRONMENTAL

BEYOND GREENWASHING

AN OPERATIONAL
DEMONSTRATION OF LOW-
CARBON MOBILITY
ALONG A 1,600 KM
TRANS-EUROPEAN
CORRIDOR, UNDER REAL-
WORLD CONDITIONS

SOCIAL

TANGIBLE IMPACT ON HUMAN CAPITAL

A PROJECT THAT
TRANSFORMS
COMMITMENT INTO A
SHARED EXPERIENCE FOR
YOUR EMPLOYEES AND
STAKEHOLDERS.

GOVERNANCE

A STORY READY FOR AUDITING.

A SYSTEM BASED ON
TRACKABLE AND
VERIFIABLE DATA THAT IS
VALIDATED BY THE
GUINNESS WORLD RECORD
ASSOCIATION

EXHIBITING YOUR ESG COMMITMENTS IN ACTION

A TANGIBLE INITIATIVE THAT CONVERTS YOUR ESG COMMITMENTS INTO VERIFIABLE AND ACTIONABLE EVIDENCE, SUITABLE FOR INCLUSION IN YOUR REPORTS, COMMUNICATIONS, AND STAKEHOLDER ENGAGEMENT.

WHAT IS ENABLED BY THIS PROJECT?

Internal:

Provide your teams with tangible proof of your commitments and a project capable of inspiring action beyond mere rhetoric.

External:

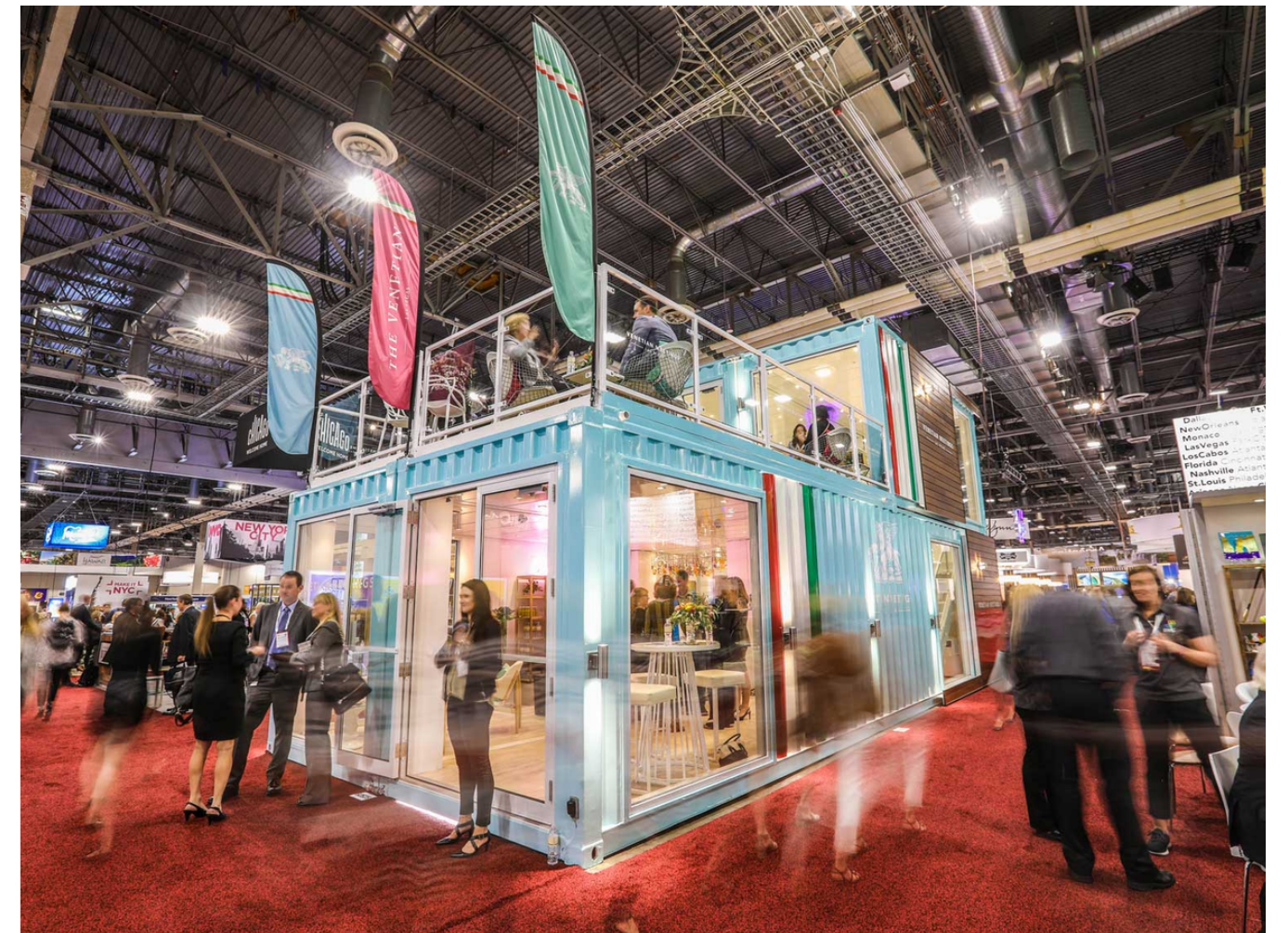
Speak from a place of lived experience rather than a theoretical stance.

In your ESG communications

Back up your commitments with concrete evidence that can be incorporated into your reports, public statements and content.

AN INITIATIVE THAT CREATES VALUE AT EVERY STAGE: BEFORE,
DURING AND AFTER.

ENABLEMENT AND APPLICATIONS



YOUR ROLE AND BENEFITS

Founding Partner: The initiative's co-architect

- Central involvement in the project and its narrative.
- Direct contribution to the field demonstration.
- Strong alignment with the vision and positioning.
- Significant visibility across the entire initiative.

You are not just associated with the project; you help define and embody it.

Strategic Partner: Key player in the demonstration

- Highlighting specific expertise or a concrete solution
- Integrating into the operational framework of the challenge
- Making a visible contribution to the credibility of the demonstration and targeted engagement focused on your ESG priorities.

Your commitment takes shape on the front line.



GENERATE STRATEGIC VALUE

Contributing partner: A committed advocacy

- Engagement in the project
- Affiliation with a high-impact initiative
- Visibility and alignment with the strategy

You endorse an initiative that aligns with your commitments.



The 1000 Miles Challenge is aimed at organisations that want to turn their commitments into reality.

Ideal partners are entities that aspire to:

- *have initiated a transformation (in terms of climate, mobility, the supply chain or business model);*
- *wish to make this transformation visible, comprehensible and tangible*
- *strive to encourage buy-in, both internally and externally.*

Regardless of their industry:

- *This project is particularly relevant for organisations that want to turn their commitments into tangible results.*

WHO IS THIS INITIATIVE DESIGNED FOR?



THE TRANSITION IS HAPPENING NOW

WE ARE ON THE LOOKOUT FOR PARTNERS WHO ARE EAGER TO TAKE THE NEXT STEP AND PUT THEIR IDEAS INTO ACTION

LET'S TALK!

