1000 MILES

GIVE YOUR COMMITMENTS A HUMAN DIMENSION

A HUMAN ADVENTURE AT THE SERVICE OF THE TRANSITION AND YOUR BRAND



THE 1000 MILES CHALLENGE IS NOT A CYCLING STORY

IT IS A HUMAN STORY THAT USES CYCLING AS ITS VEHICLE

A STORY DESIGNED TO CREATE EMOTION, BRING COMMUNITIES TOGETHER AND GIVE A CONCRETE DIMENSION TO CORPORATE COMMITMENTS



I WAS NOT BORN A CYCLIST





My name is Olivier Jadoul.

My story doesn't begin with cycling.
It begins with **trials, moments of self-doubt, and the determination to push ourselves further than we thought possible.**

Through these experiences, I've realised that the limits we impose on ourselves are often far greater than the actual limits.
Sport has become my outlet, and the challenges I set myself have extended far beyond sporting performance over the years.

Thousands of people now follow my adventures because they recognise this determination to go further, overcome doubt, and turn the impossible into something tangible in themselves.

Cycling has become my means of expression, but the message goes far beyond cycling.

With 1,000 Miles, I want to use my ability to evoke emotion and foster a sense of connection to reach a much wider audience and enable businesses to bring their messages to life through real-life stories.



WHY 1000 MILES?

Companies are now investing in their transformation. They are developing solutions, reducing their environmental footprint, overhauling their transport systems and making commitments.

However, a transformation only becomes a reality when it is understood, visible and experienced.

This is precisely what I want to achieve with 1000 Miles. The aim is to cycle from Brussels to Barcelona, in under 90 hours, powered solely by human effort.

I am pushing my own body to its limits in order to create a tangible demonstration of an alternative way forward.

This makes the challenge a real-life platform for discussing mobility, transition and change.
Most importantly, it enables us to transform technical or institutional topics into human stories that the general public can understand and relate to.

I DON'T WANT TO TALK ABOUT THE TRANSITION.
I WANT TO PUT IT TO THE TEST, IN THE REAL WORLD.

THE ENGINE OF THE PLATFORM: **THE 1000 MILES CHALLENGE**

THE WORLD RECORD NATURALLY CATCHES THE ATTENTION.
THIS ATTENTION CAN BE TURNED BY PARTNERS INTO ENGAGEMENT, CONTENT, EVENTS AND TANGIBLE EVIDENCE.

THE CHALLENGE:

Built on the success of The Alert and The Shift, which inspired this challenge, 1000 Miles marks its final chapter. I will cycle non-stop from Brussels to Barcelona, a distance of 1,600 kilometres using only human power, in under 90 hours.

SYMBOLISM:

This is a real-world route, traversing several European countries, with all that this entails.

THE AIM IS SIMPLE:

To transform 1,600 kilometres across Europe into a real-life platform for commitment, demonstration and communication.

A DEMANDING FRAMEWORK:

A Guinness World Records attempt with monitored, verifiable and traceable data.



THE CHALLENGE CATCHES THE ATTENTION.
THE ACTIVATIONS CREATE THE VALUE.

COMMENT CELA S'INTÈGRE CHEZ VOUS?

HOW DOES THIS PROJECT FITS INTO YOUR ORGANISATION?

BEFORE THE CHALLENGE

- Alignment with the company's ESG priorities
- Identifying what the project can carry for you: your challenges, your positioning, your messages
- Internal mobilisation (teams and employees)

DURING THE CHALLENGE`

- Visible association of your solutions or expertise
- Your commitment does not remain theoretical.

It is exposed, tested and made visible in real-world conditions through social media, media coverage and press events.



THIS PROJECT IS NOW A DRIVING FORCE FOR YOUR BUSINESS

AFTER THE CHALLENGE

- The project does not stop moving
- It becomes an asset that you can activate over time: internally, externally and through your own communications

(feature film, photo exhibition, conferences and podcasts.)

HIGH-VALUE ACTIVATIONS

EXPERIENCES



Conferences
Partner events
Client activations
Team building

CONTENT



Photos & videos
Social media content
Feature film
Photo exhibition

CONNECTIONS



Clients & partners
Media & influence
Ecosystem integration

PROOFS



Measurable data
Verifiable data
Credibility for your commitments

HÉRITAGE



A communication asset that can be reused for years to come.

3 WAYS TO MAKE HISTORY

FOUNDING PARTNER: CO-ARCHITECT OF THE INITIATIVE

- Involvement at the heart of the project and its storytelling
- Direct contribution to the real-world demonstration
- Strong association with the vision and positioning
- Structuring visibility across the entire platform

You are not simply associated with the project. You help define it and bring it to life.

STRATEGIC PARTNER: A key player in the demonstration

- Showcase of a specific expertise or concrete solution
- Integration into the operational logic of the challenge
- Visible contribution to the credibility of the demonstration
- Targeted activation around your ESG priorities

Your commitment takes shape in the real world.



CREATE STRATEGICAL VALUE

CONTRIBUTING PARTNER: *An engaged supporter*

- Participation in the project
- Association with a high-impact initiative
- Visibility and alignment with the overall approach

You support an initiative aligned with your commitments.

WHAT IF WE IMAGINED WHAT 1000 MILES COULD DO FOR YOUR BRAND?

EVERY BRAND HAS ITS OWN CHALLENGES, AUDIENCES AND COMMITMENTS.
OUR NEXT CONVERSATION WILL ALLOW US TO EXPLORE HOW 1000 MILES COULD BECOME YOUR OWN PLATFORM FOR EXPRESSION.

LET’S DESIGN YOUR ACTIVATION

