

Into Clean Air 2025

www.intocleanair.org

Information summary and business proposal



General Information

- UK expedition to the arid regions of SW South America.
- Please see website: <https://www.intocleanair.org/>
- Dates of expedition: 24th April to 15th May 2025
- Expedition comprising of 5 highly experienced and capable team members
 - Alan Crofts – Serial Desert Explorer
 - Alex O’Keefe – Adventure Film Maker
 - Chris Beer – Lifelong Expedition Mechanic
 - Becca Jevons – Conservationist & Expedition Leader
 - Garry Pratt – Author, Mountain Leader & Archaeologist
- The detailed route is provided as an attachment to this document. The expedition will begin the outward, northern leg by pathfinding and using tracks through the arid slopes of the Andes at the eastern edge with Chile running parallel to the Bolivian border. Crossing into Bolivia the expedition will cross the Salar de Uyuni - the largest salt pan in the world before starting the southern leg through the desert plains and pampas of central Chile. In all the expedition will cover about 2000 Km (1250 mi)

Objectives of the Expedition

- The primary objective: to demonstrate that remote and challenging vehicle-based expeditions can be accomplished using a cleaner, carbon mitigating strategy.
- The primary objective is defined as follows:
 - To cross the Atacama and other arid regions of Chile and Bolivia by using off-road tracks
 - To employ a feasible carbon mitigating strategy by using bio-mass fuel and solar energy to power the vehicles and equipment respectively
 - To engage in data collection for research into the human impact on atmospheric and ground pollutants in the desert regions of eastern South America.
 - To engage with the local communities to promote the use of renewable fuels and resources

Supporting Organisations and Sponsors

- The expedition is supported by the UK Ambassador to Chile; The Chilean Ministry of Economy, Development and Tourism and the Bolivian Energies Ministry (renewables)
- The expedition is co-promoting and raising funds with the UK charity. “Action for Stammering Children” (patron: Sir Michael Palin) [https:// actionforstammeringchildren.org/](https://actionforstammeringchildren.org/))
- The expedition is registered with the Royal Geographical Society (UK) • The expedition will receive photovoltaic solar transducing mats from MiPV co Ltd (UK)
- The expedition has received financial support from Huboo Logistics as headline sponsor

- Supported by adventurer, Charlie Boorman, famous from trips such as Long Way Round, Long Way Down and Long Way up. <https://www.intocleanair.org/message-from-charley-boorman/>

Media Relations

- The expedition is and will receive extensive coverage across media outlets in Chile and Bolivia (TV news and newspapers, online media)
- In the UK the expedition will liaise with the BBC and SKY for TV and online coverage
- Editorial space has been reserved in well-known international travel magazines
- Team 80,000+ Social media reach
- Film record of entire expedition
- A media schedule is available on request

Business Support and Sponsorship Proposal

- Sponsorship benefits: Logos digital and physical, media coverage, film inclusion, social content, tagging & push pre, during and post event, photography, TV, Radio, PR, news and more
- Target 1: Vehicle supply from suitable 4x4 brands or rental companies (otherwise funded via sponsorship)
- Target 2: Logistics, media, travel etc sponsorship total left to secure \$15,000
- Sponsorship Levels

1. Silver	\$5,000+
2. Gold	\$10,000+

Contact Information

For more information about any aspect of the expedition please contact:

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For information about expedition support and sponsorship please contact

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