

LONG way up



eden project

Long Way Up has measured and reduced the carbon footprint of the production and 13,000 mile journey made by Ewan McGregor and Charley Boorman on electric Harley Davidson LiveWire motorcycles from Ushuaia (Argentina) to Los Angeles (United States) for the Apple televised TV show

Certified: July 2020

Steve Malkin
Founder
The Planet Mark

Sir Tim Smit KBE
Co-Founder
The Eden Project



MEASURE

212.4 tCO₂e total carbon footprint

38 tCO₂e total carbon reduction

15% absolute carbon reduction*

0.2 tCO₂e carbon footprint per '000 km travelled

81 acres of rainforest protected with Cool Earth, mitigating the impact of over 100x the carbon footprint

We measured and reduced the carbon emissions associated with the planning and delivery of the Long Way Up, 2019. So that together, we can all halt climate change.

Reporting Boundary: London office, production operations and journey

- Emission sources: electricity, transmission and distribution losses, natural gas, water, waste, travel, paper and courier
- Reporting Period: 1 Feb 2019 – 31 Dec 2019

* Baseline figure includes all actual emissions plus avoided emissions (avoided flights, carbon savings replacing 2 petrol motorcycles by 2 electric Harley Davidson LiveWire motorcycles, carbon savings replacing 2 petrol SUVs by 2 electric Rivian R1T)



ENGAGE

We engaged the Long Way Up team in reducing the carbon emissions associated with the journey and its production and in embracing sustainability.



COMMUNICATE

The Long Way Up's team recognise that transparent communication is essential for transformational change and we are directly contributing to

7 SUSTAINABLE DEVELOPMENT GOALS