

**GOODGEAR**

Two Poles. One Journey. World First.

# Media Partners

How to get  
involved...



## **A limited number of global media partners have a unique, lifetime opportunity to connect the spirit of human adventure with the benefits of positive technology and create a landmark story.**

GOODGEAR was established in 2019 by an international group of expedition, technology and media partners with a landmark challenge of the first circumnavigation of the world with the crossing of both poles, without the use of flight.

The global Expedition will depart in late 2022 for a period of over 12 months and will be showcasing the latest positive technologies and science throughout the journey.

The Expedition will be used to test the latest technology innovations in the

remotest and most hostile regions and with some of the most marginal communities in the world.

GOODGEAR is a partnership organisation and embraces the involvement of non-governmental bodies, United Nations agencies, Scientific institutions and Foundations, together with the world's leading technology companies.

**GOODGEAR is a non-governmental organisation which promotes the link between the spirit of global adventure and positive technology.**





# Our Mission

## Global Context

In 2015, 195 nations agreed to change the world for the better by bringing together their respective governments, businesses, media, education and NGO communities to improve the lives of the people and environments in each of their countries by 2030. These became the United Nations Sustainable Development Goals.

## Mission

GOODGEAR believes in the potential of the human race to overcome challenges and create technology solutions that help create a sustainable, balanced and prosperous world for human beings, the global environment and its cultural heritage.

# Our Manifesto

01

The good technologies we use have an overall positive effect on the current challenges facing the planet.

02

The good technologies we use are socially inclusive and not only designed for a small percentage of the population.

03

The good technologies we use will help prove or catalyse new science and innovation.

04

The good technologies we use can be communicated to educate the next generation about positive technology.

05

The good technologies we use have no long term negative impacts on society, health or the environment.





## Participate

GOODGEAR welcomes direct involvement in the Expedition from the world's boldest and most innovative media partners.

## Opportunity

GOODGEAR provides a unique and innovative media platform for a period of two years - from planning in 2022 to Expedition completion in 2024, and opportunities to extend the GOODGEAR brand well beyond the Expedition.

## Benefits

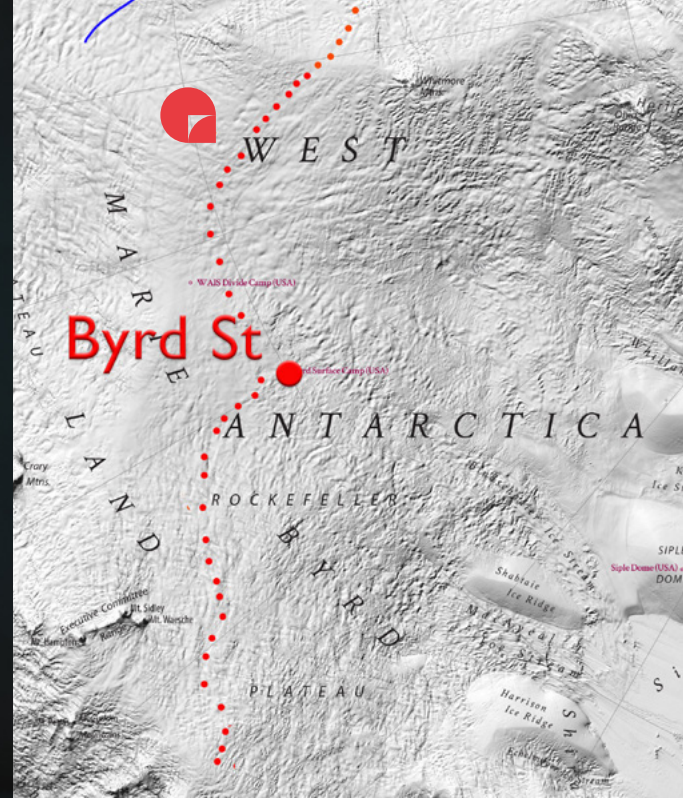
The Expedition will create compelling 'people + adventure + technology' content to achieve deep and inspirational engagement with global audiences in multiple languages.

## Value

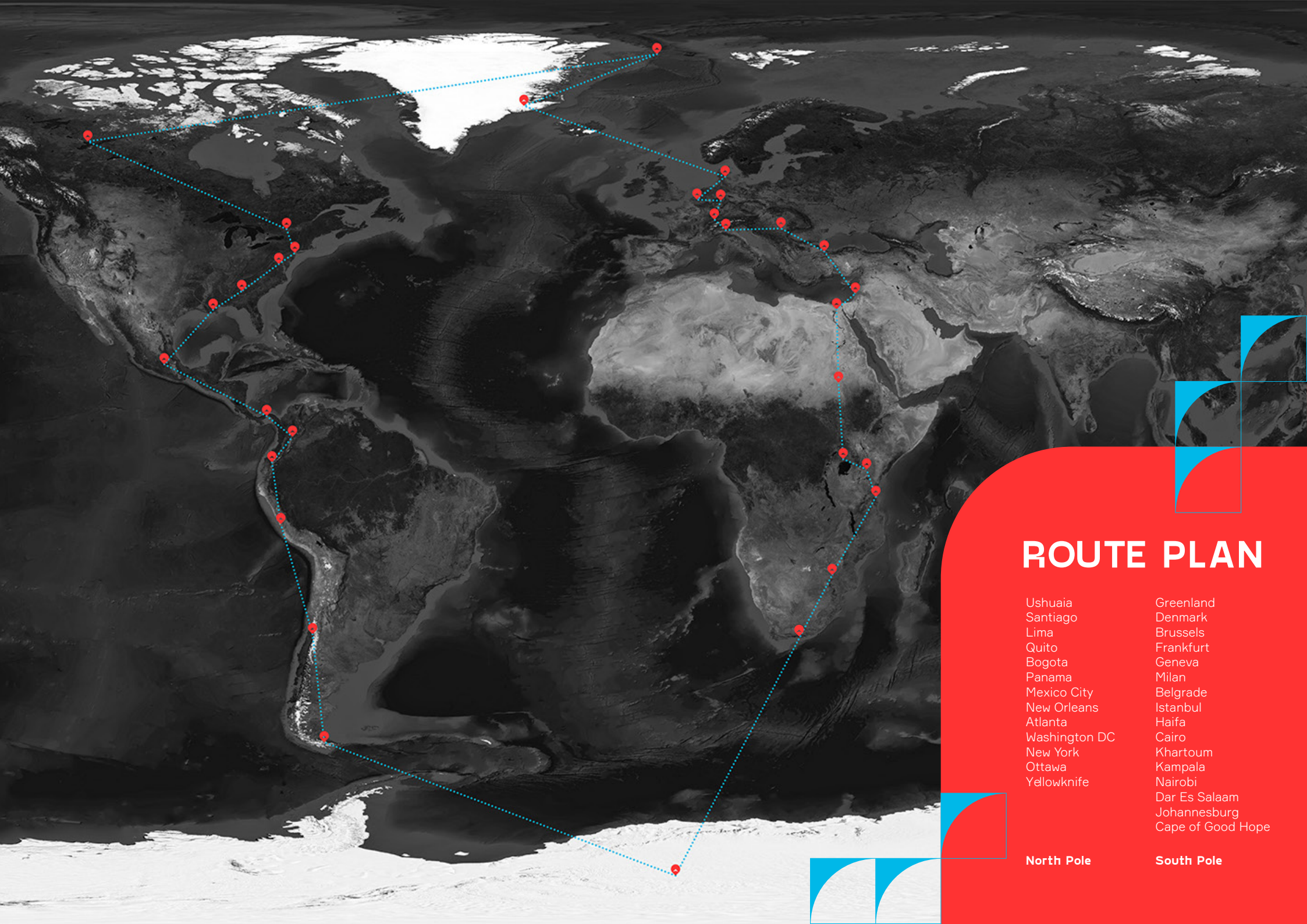
With the support of the right media partners, the GOODGEAR brand will become the global badge for innovators, scientists, organisations, technology companies and individuals who believe in the power of positive technology and the spirit of adventure. It has the opportunity to become a powerful media asset in its own right.

## Contact

Contact [media@goodgear.world](mailto:media@goodgear.world) - to start the conversation.







## ROUTE PLAN

Ushuaia  
Santiago  
Lima  
Quito  
Bogota  
Panama  
Mexico City  
New Orleans  
Atlanta  
Washington DC  
New York  
Ottawa  
Yellowknife

Greenland  
Denmark  
Brussels  
Frankfurt  
Geneva  
Milan  
Belgrade  
Istanbul  
Haifa  
Cairo  
Khartoum  
Kampala  
Nairobi  
Dar Es Salaam  
Johannesburg  
Cape of Good Hope

North Pole

South Pole

THE TIMELINE

2022

OCTOBER  
2022

Ushuaia,  
Argentina

DECEMBER  
2022

New York,  
USA

NOVEMBER  
2022

Mexico City,  
Mexico

FEBRUARY  
2023

Arctic  
Crossing

JANUARY  
2023

Yellowknife,  
Canada

MARCH  
2023

North  
Pole

APRIL  
2023

Arctic  
Crossing

MAY  
2023

Denmark

JUNE  
2023

European  
Tour

JULY  
2023

European  
Tour

AUGUST  
2023

European  
Tour

SEPTEMBER  
2023

Middle East/  
African Tour

OCTOBER  
2023

African  
Tour

NOVEMBER  
2023

Cape of Good Hope,  
South Africa

DECEMBER  
2023

Antarctic  
Crossing

JANUARY  
2024

South  
Pole

FEBRUARY  
2024

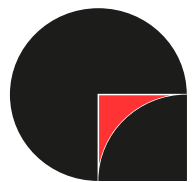
Antarctic  
Crossing

MARCH  
2024

Ushuaia,  
Argentina

2024





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**Contact**

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