

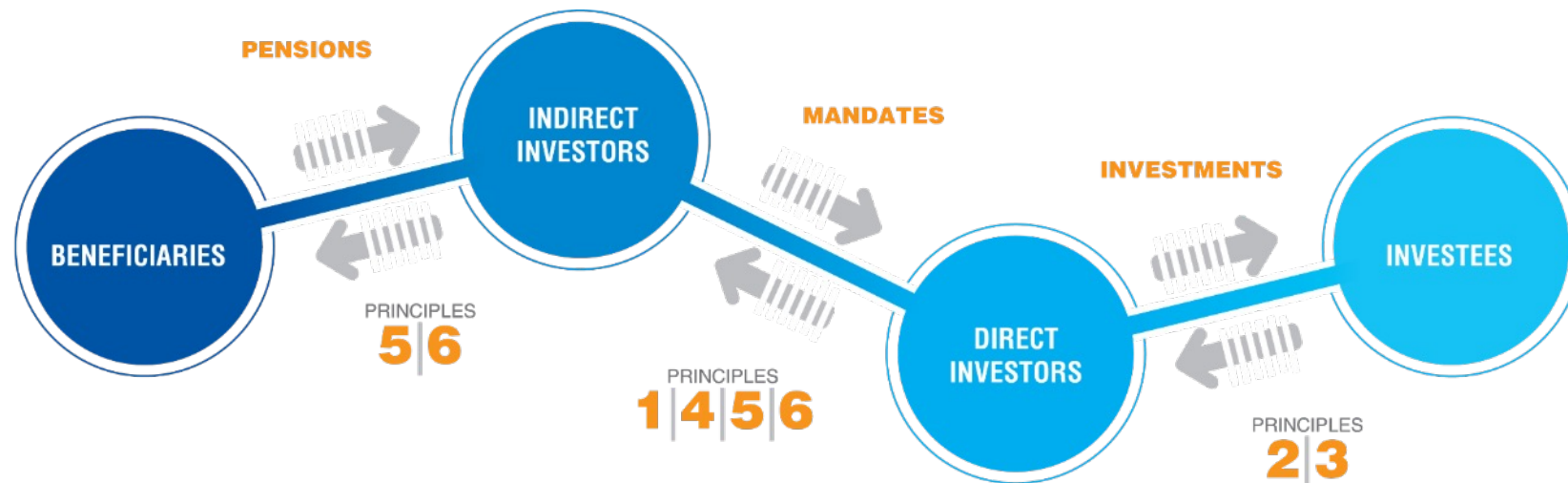
A “PRI AUTUMN CLASSIC”

ESG RIDE: Sustainability moving forward



Background

- The PRI promotes the integration of ESG factors into investor decision-making processes.
- There is appetite for raising awareness not only from investors but also beneficiaries (both ends of the investment chain)



The idea

A cycle ride open for both PRI staff and Signatories from London to Berlin with arrival at the German capital 1 or 2 days before the conference.



The idea

Why cycling?*

- Increase your brain power
- Save the planet
- Avoid pollution
- Enjoy healthy bonding time
- Staff member are already planning this ride autonomously and it seems to be an interest from signatories also.



* <http://www.bikeradar.com/road/gear/article/30-reasons-to-take-up-cycling-23965/>

The route

PRI have suggested two potential routes:

- **Option 1:** Taking the overnight ferry from Harwich to Hook of Holland, and then cycling along the Euroroute R1 to Berlin. We anticipate that this will take approximately 8 days to ride.
- **Option 2:** Take the Dover-Calais ferry and then ride to Berlin via famous cycling stages. We anticipate this will take around 10 days to ride (initially 7).

The route – Opt 1

Ride on the R1 (cyclist route)



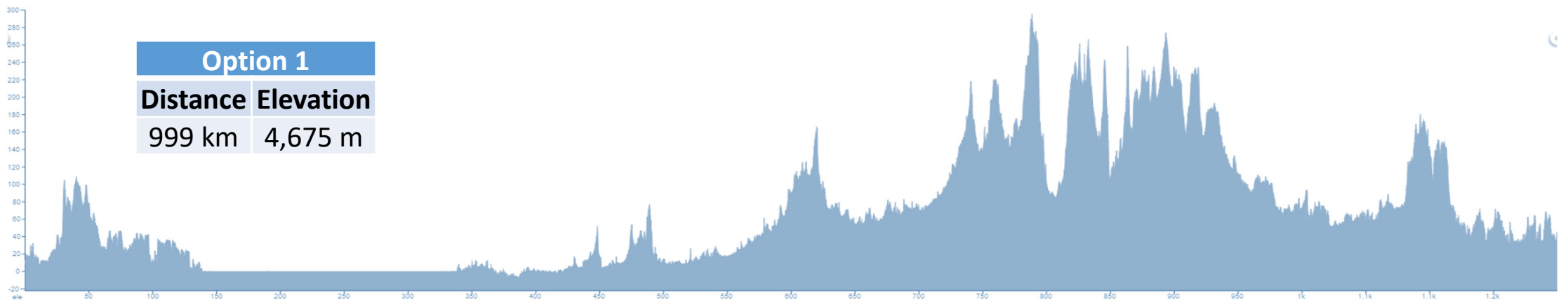
A cyclist-friendly route has been built in 2006 and goes from The Netherlands to Russia, via Berlin*

http://www.euroroute-r1.de/EN/Introduction/Details/Introducing_the_Euroroute_R1/K407.htm

*Although the route has been build for safety purposes, there is a need to check if team cars are allowed on the road.

The route – Opt 1

Ride on the R1 (cyclist route)



The route – Opt 1

Ride on the R1 (cyclist route)

Considering that an average cyclist can ride as much as 90/100 miles a day, here is a draft route plan

Days	Starting point	Arrival	Distance
1	London (UK)	Harwich (UK)	80 miles
2	Harwich (UK)	The Hague (NED)	139 miles (by ferry)*
3	The Hague (NED)	Utrecht (via Arnhem) (NED)	44 +37,5 miles
4	Arnhem (NED)	Vreden (GER)	51 miles
5	Vreden (GER)	Gütersloh (via Munster) (GER)	42,7+35,9 miles
6	Gütersloh (GER)	Hoxter (GER)	56 miles
7	Hoxter (GER)	Goslar (via Einbeck) (GER)	33,5+28 miles
8	Goslar (GER)	Staßfurt (GER)	59 miles
9	Staßfurt (GER)	Wittenberg (via Dessau) (GER)	34,6 + 21,6 miles
10	Wittenberg (GER)	Berlin (via BadBelzig and Potsdam)	21 + 33,5 + 19,3 miles
		Total	589 miles

* If ferry is taken overnight it is possible to save one day on the overall trip

The route – Opt 2

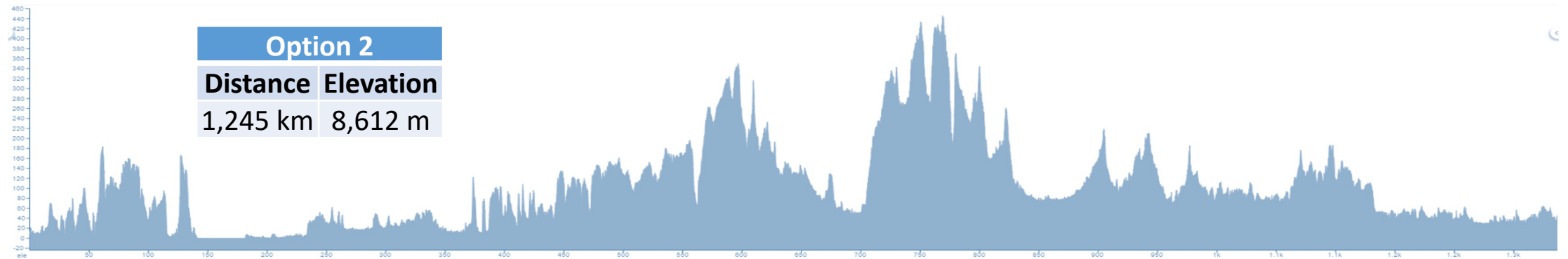
Historical stages



A route that PRI staff would be keen to undertake is one that touches main historical cyclist stages:

Roubaix, Carrefour de l'Arbre, Bourghelles to Wannehain, Camphin-en-Pévèle, De ronde, Paterber, Oude Kwaremont, Koppenberg, geraardsbergen, Liege-Bastogne-Liege.

Historical stages



The route – Opt 2

Historical stages

This route is not meant for casual cyclist. But it will touch cities like Brussels (a half ride stop at the UN offices perhaps?)

Route key numbers:

- 10 days* (initially estimate: 7 days)
- 180km a day (110 miles)
- Average speed 25-30km/h
- 7000m of climbing over the route (most of which is the middle 2 days).
- Total distance: 783 miles

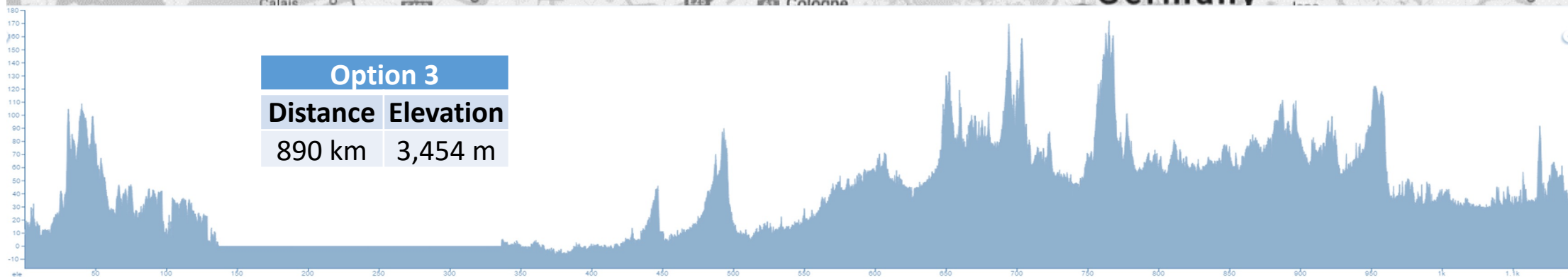
*based on feedback, cycling 180km a day for 7 days is not feasible (even with low elevation), unless you are a professional cyclist. We suggest an average of 130km a day is more achievable.

The route

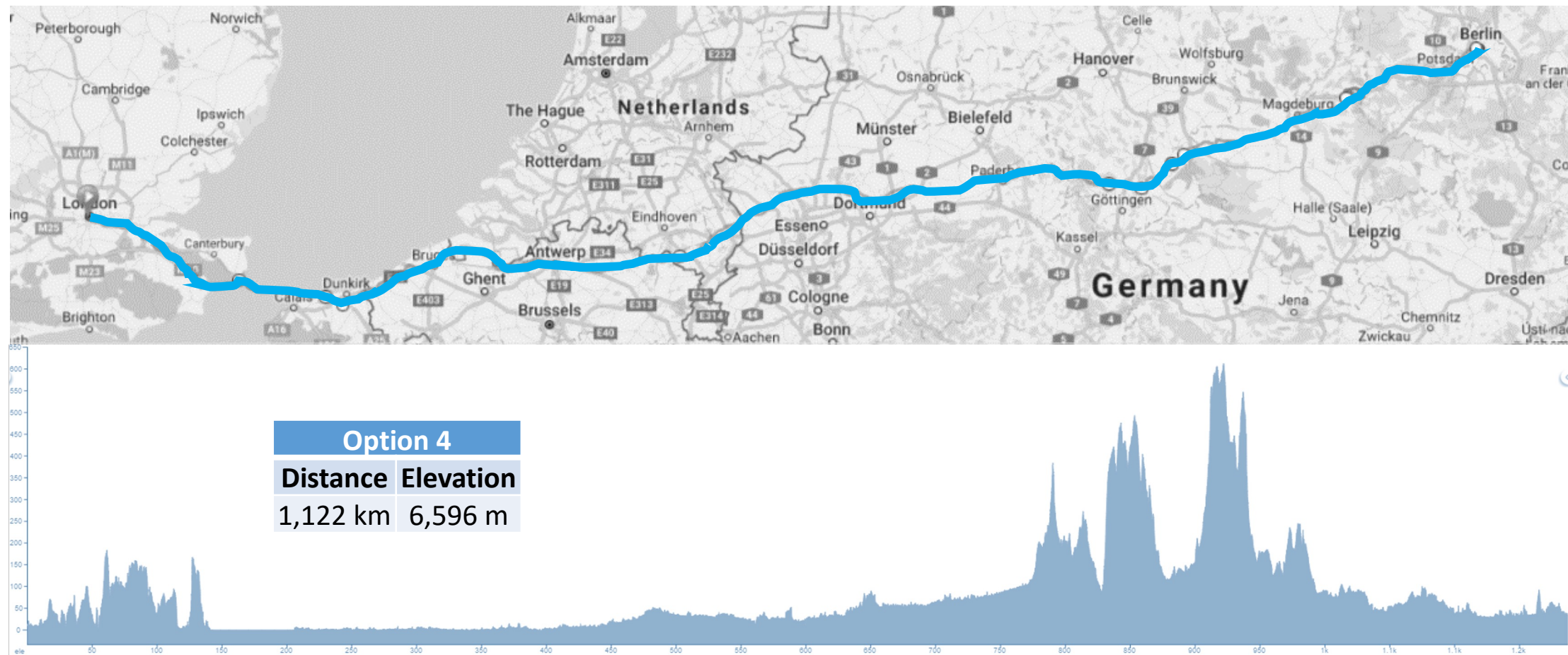
Whilst both of these Options are viable, initial research suggests that they are not the most direct route to Berlin. We have therefore been suggested two alternatives that are based on these routes, but will save around a day's cycling:

- **Option 3:** Again taking the overnight ferry from Harwich to Hook of Holland, then cycling directly to Berlin – taking 7 days
- **Option 4:** Taking the Dover-Dunkirk ferry and cycling directly to Berlin – taking 9 days

The route – Opt 3



The route – Opt 4



Planning

Challenges - What needs to be addressed

- Safety (insurance + team car to follow the race + trained staff – first AID and bikes)
- Route: potential site visit or contact local authorities
- Set leaders (equipped with a GO PRO camera – in charge of social media)
- Accommodation
- Equipment (jersey)
- Event advertising via social media channels / website / newsletter / events
- Coverage during the ride
- Costs (collaboration with the partnership team?)

Planning

Who can help

pie operates in the UK and Europe developing and delivering high quality bespoke fundraising and corporate events, tailoring everything to suit our client's needs.

We have worked with a range of clients, including blue-chip companies, charities and individuals, with some examples including:

- Scope: London to Berlin bike ride for 60 cyclists, arriving in time for the 2006 World Cup
- RICOH: London to Barcelona bike ride for 36 cyclists, over 10 days.
- Tesco: Annual events raising money for Action Medical Research with locations ranging from Portugal to Switzerland with 70 people, 3 routes per day for 4 nights.



www.pieevents.co.uk

Pie's offer

On the road

- **Event Manager** – develops and delivers your perfect event
- **Cycle Guides** – on a 1:10 basis navigate the route, provide mechanical support, advice on cycling etiquette - all with a passion for what they do
- **Medics** – provided on a 1:50 basis all with recognised qualifications
- **Tour Leaders** – on the ground support such as refreshment stops, hotel management and route back stop service
- **Emergency Cards** – given to all cyclists with important phone numbers for the event
- **Route Provision** – route plotting, full recce and risk assessment
- **Support Vehicles** – transports equipment, food, bikes and luggage
- **Cyclist Information Document** – given to the cyclists prior to the event containing useful logistical info e.g. kit list, itinerary
- **Calendar of Actions** - detailing what information we will provide when, along with deadlines for information we require from you



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Pie's offer

On and off road

Included:

- ✓ Dedicated event manager
- ✓ Pre-event support
- ✓ Guides, tour leaders, medics at the ratio indicated
- ✓ All food each day including breakfast, lunch and dinner as well as 2 daily snack stops (AM and PM)
- ✓ Accommodation in twin rooms / ferry cabins each night, except in Berlin
- ✓ Ferries
- ✓ All support vehicles during the event
- ✓ Use of village halls/ cafés for refreshment stops
- ✓ All the small print – risk assessments, fully insured operator, contract, kit lists, briefing sessions x 2 (or one recruitment session and one briefing)
- ✓ Bike return back to London
- ✓ Free places for PRI representative(s) on the trip, according to resource table
- ✓ On-line registration facility
- ✓ On-line payment facility
- ✓ Route plotting
- ✓ Full recce of the route



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Pie's offer

On and off road

Excluded:

- Personal travel and bike insurance
- Single supplement costs
- Drinks with meals
- Accommodation in Berlin
- Individual return from Berlin
- Cycle jersey(s)



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Media coverage

Cyclists and by-passers are encouraged to use the dedicated hashtag **#ESGRIDE** to collect pictures /videos and thoughts during the race.

The hashtag will be used in conjunction with the main PRI in Person hashtag.

Dedicated media crew will follow the race, documenting key moments from each day.

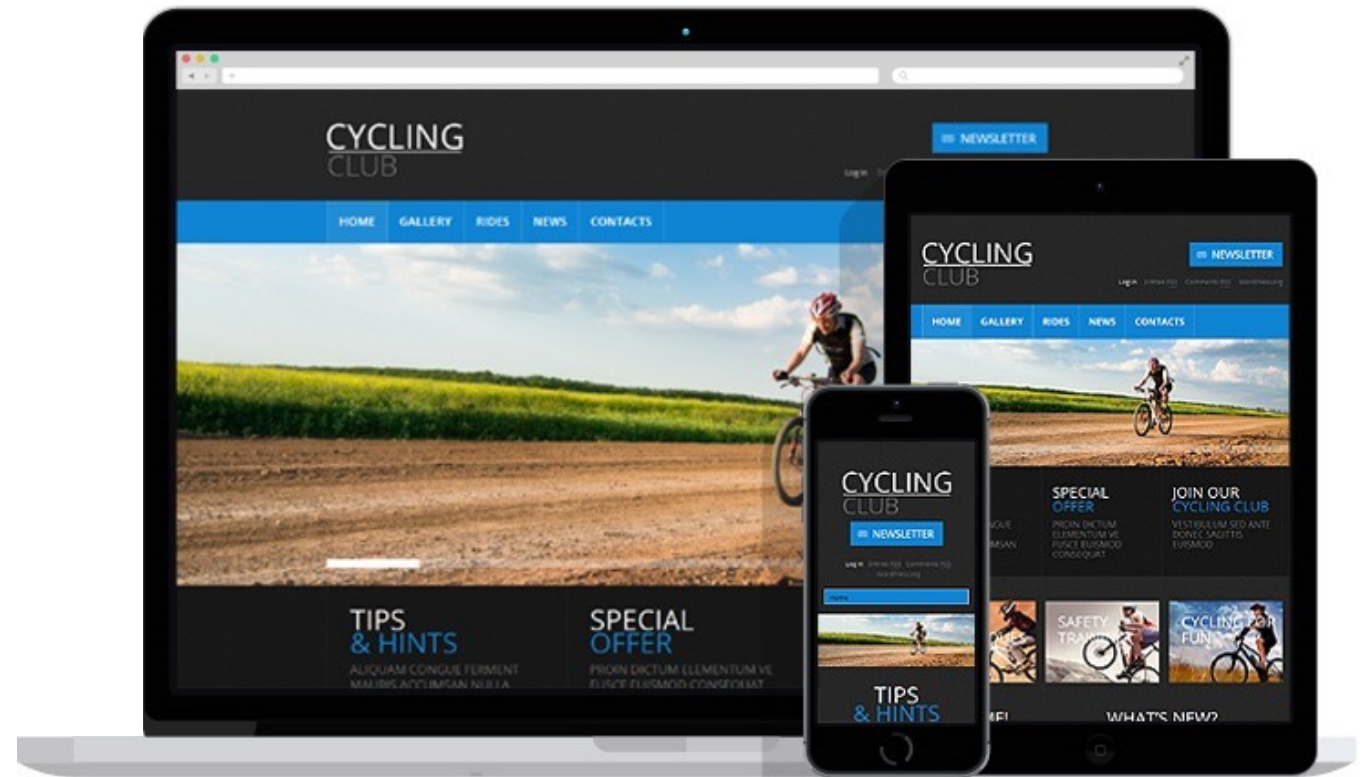


Media coverage

Creation of a microsite/landing page might be considered (to be built on either event or under the PRI main site – esgride.unpri.org).

- Daily video journal
- Image gallery
- Tweet panel

The microsite would also serve for registration and Payment (if needed)



The finish line

The journey will ideally ends at the InterContinental hotel in Berlin.

Although this is not to be considered a “race” (no trophy for the winner), it would be nice to have some sort of ceremony.



Costs

All costs are subject to change as the event develops. Without a confirmed route for example, we have used estimates for all hotels, ferries, etc. This means prices may vary. Fluctuations in the exchange rate may also impact the cost of the event – in this instance, we have assumed a rate of **£1 = €1.15**

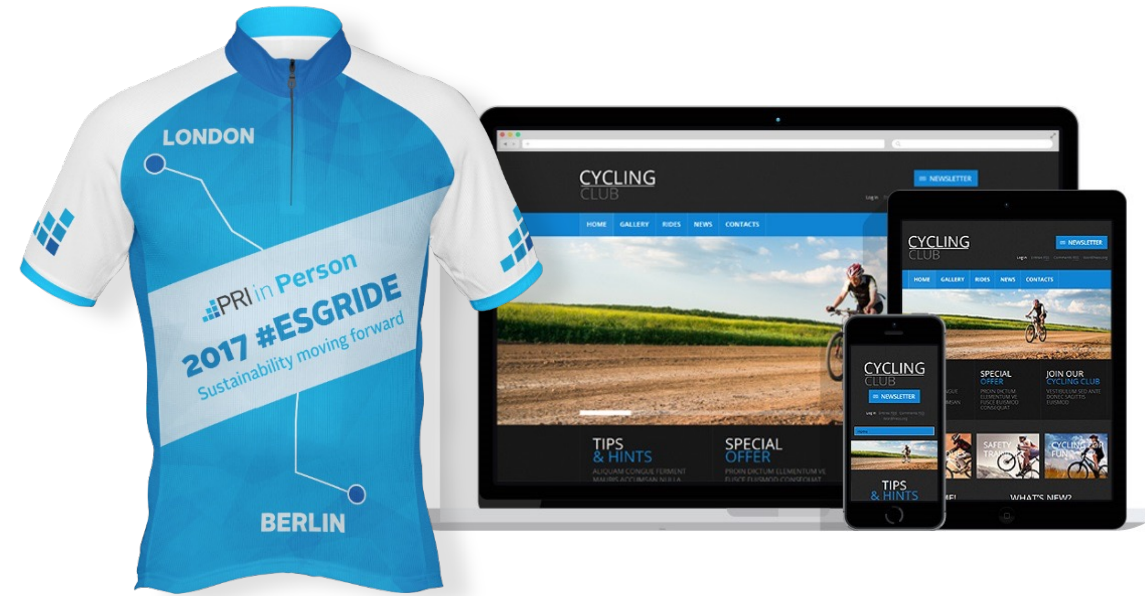
Number of Cyclists	69-65	64-60	59-55	54-50	49-45	44-40	39-35	34-30	29-25	24-20
Event Manager	1	1	1	1	1	1	1	1	1	1
Guides	7	7	6	6	5	5	4	4	3	3
Tour Leaders	3	3	3	3	2	2	2	2	1	1
Medics	2	2	2	2	1	1	1	1	1	1
Free places for PRI Rep	2	2	2	2	1	1	1	1	1	1
Support Vehicles	4	4	3	3	3	3	3	3	2	2
Cost per Cyclist – Option 1	£1,680	£1,740	£1,740	£1,825	£1,765	£1,870	£1,950	£2,115	£2,120	£2,400
Cost per Cyclist – Option 2	£1,995	£2,065	£2,065	£2,165	£2,095	£2,215	£2,305	£2,495	£2,500	£2,850
Cost per Cyclist – Option 3	£1,540	£1,595	£1,595	£1,675	£1,625	£1,720	£1,795	£1,950	£1,960	£2,220
Cost per Cyclist – Option 4	£1,855	£1,920	£1,920	£2,015	£1,950	£2,065	£2,145	£2,330	£2,335	£2,650



www.pieevents.co.uk

Additional costs

- Jersey
- Dedicated microsite*



*Pie is currently updating their website, to be launched imminently. Once launched, they will be able to offer on-line registration and payment collections from the cyclists. They will be able to provide regular updates on the number of registrations received, and will be able to send through contact information etc. so that we can get in touch with the cyclists if required.

Of course, if PRI prefers to collect this information, they can provide us with a list of information they require from the cyclists in order to deliver the ride safely – for example mobile phone, medical information and next of kin.

#ESGRIDE

Sustainability moving forward



Thank you