



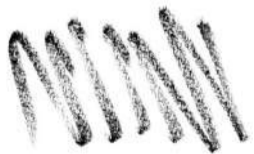
PlanetMark

We are Planet Mark Certified



Long Way Up production by Long Way Productions 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 televised show by Apple TV+

Certified: July 2020



Empowering change for a brighter future.

The Planet Mark is a sustainability certification for every type of organisation, for products and for real estate. Our certification recognises continuous improvement, encourages action and builds an empowered community of like-minded individuals who make a world of difference.



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 production by Long Way Productions, 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 Productions team in reducing the carbon emissions associated with the journey on its production and in embracing sustainability.



Communicate

7

Sustainable Development Goals.

The Long Way Productions team recognise that transparent communication is essential for transformational change and we are directly contributing to 7 Sustainable Development Goals.