



Renewable World

TACKLING POVERTY THROUGH RENEWABLE ENERGY

EARTH WIND & TYRE

**THE WIND FARM CYCLE CHALLENGE
DURHAM TO EDINBURGH | 10-11 JUNE 2017**

INFORMATION PACK



Join us for the challenge of a lifetime; a 200 mile cycle ride from Durham to Edinburgh via ten spectacular wind farms.

All funds raised will be used to bring clean energy to power-poor communities in the developing world; enabling them to power themselves out of poverty.

OVERVIEW AND ITINERARY

What is it?

A two-day 200 mile road cycling challenge from Durham to Edinburgh.

When is it taking place?

Saturday 10 - Sunday 11 June 2017.

What is the fundraising target?

We ask our cyclists to raise a minimum of £500.

How much does it cost?

We require each participant to pay a non-refundable registration fee of £125 (or £99 if you take advantage of our early bird offer and register by the end of January).

What does this include?

Included in the cost of your registration fee is:

- An event jersey, cap, water bottle and medal
- Lunch, snacks and water throughout the ride
- A broom wagon and full mechanical support
- Accommodation on Saturday 11 June at Kielder Water, including dinner, breakfast and 2 free drinks at the bar
- Food and drinks at our post-event reception in Edinburgh

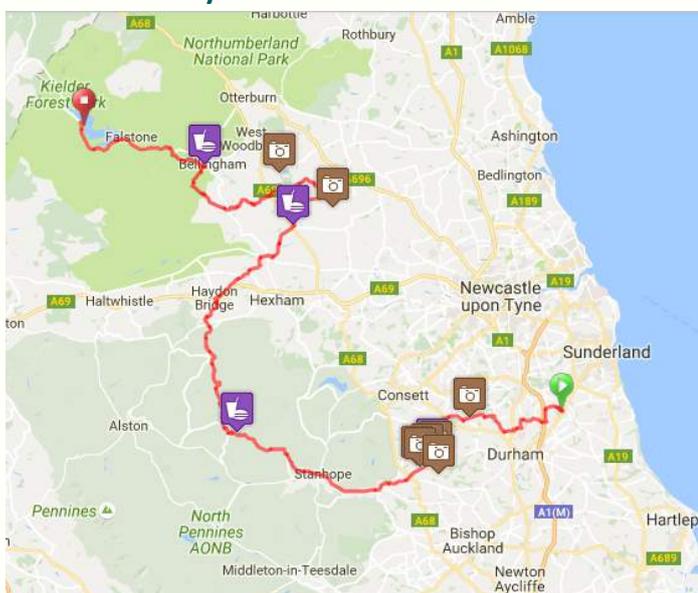
Do you offer any optional extras?

We can organise the following optional extras at an additional cost:

- Accommodation in Durham on 9 June - **£60**
- Accommodation in Edinburgh on 11 June - **£65**
- Return transport for you and your bike back to Durham on 11 June (departing from Edinburgh at approx. 8:30pm) - **£35**

Which wind farms will I see on the ride?

The Route: Day 1



Day 1: Langley Park, High Hedley Hope, Tow Law, West Durham, Broom Hill, Green Rig and Kirkheaton.

Day 2: Black Hill, Fallago Rig and Crystal Rig.

The Itinerary

Saturday 10 June

Total distance: 105 miles (169 km)

Total ascent: 7,612 ft. (2,320 metres)

Setting off bright and early at 8:30am, the challenge will start from the EDF offices just outside of Durham. You will cycle 105 miles through the stunning Northumberland countryside and past seven wind farms. The route is hilly and climbs slowly to an altitude of 1,763 ft. at its highest point. Food stops will be provided every 20-25 miles, allowing you to refuel and refresh along the way. We will be stopping for the night at Hawkhirst Scout Activity Centre, located on the shores of Kielder Water (an area that boasts the largest expanse of dark sky in Europe). A hearty meal will be provided in the evening and there will be a small bar on site.

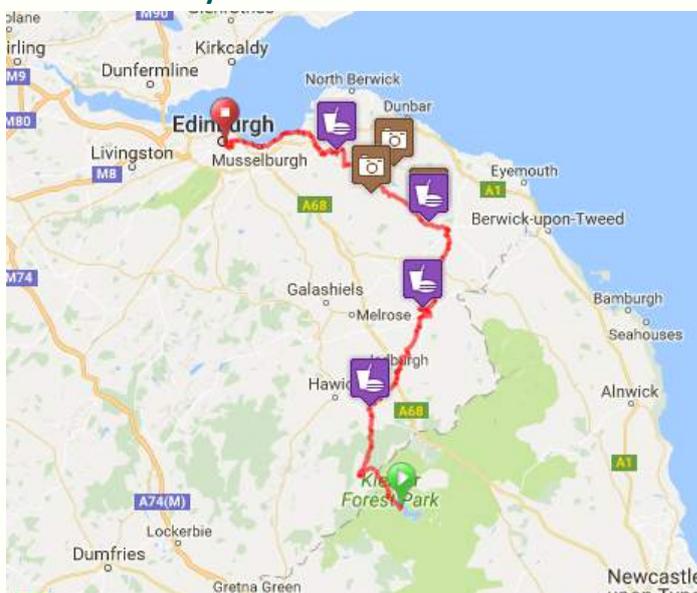
Sunday 11 June

Total distance: 107 miles (172 km)

Total ascent 5,960 ft. (1,817 metres)

Setting off at 7:30am, the route on day 2 will take you across the borderlands, weaving around a number of wind farms and towards our final destination of Edinburgh. The route climbs to an altitude of 1,420 ft. at its highest point. As on the first day, food stops will be provided every 20-25 miles. The finishing line is located on the Royal Mile, just up from Holyrood Palace and we will have a reserved space in the KilderKin pub for our post-event reception.

The Route: Day 2



FAQs

Will you transport my luggage whilst I'm cycling?

Your luggage will be transported by one of our support vehicles, so all you will need to cycle with is a small bag for essentials like sun cream and your phone. Please note that space in our support vehicles is limited so we ask that you limit your luggage to a small bag.

What food and drink is provided?

Your registration fee covers all food and drink for the duration of the ride, including lunch, regular snacks and lots of water during the ride. It also includes dinner on Saturday and breakfast on Sunday. Please let us know as soon as possible if you have any specific dietary requirements so that we can prepare accordingly.

What do I need to bring?

Cyclists must provide their own helmets and bikes, but no specialist equipment is required. We will provide branded cycling jerseys upon registration at the start. You may also want to consider bringing a Garmin or GPS device with the route loaded on it, to aid with navigation.

What support can I expect with my fundraising?

We offer full fundraising support to all riders. We will send you a fundraising pack full of advice, tips and marketing materials, and will also connect you with other riders to share stories and ideas. Renewable World staff will be available to contact via phone or email to answer your questions and support you throughout your fundraising journey. We will provide updates on our projects for you to share via social media and on your fundraising page, to encourage your contacts and sponsors to support your fundraising campaign.

Do I need insurance?

Earth Wind & Tyre is covered by public liability insurance as an event, but riders will need to take out their own insurance to cover personal loss, theft or damage.

When should I book my place?

As soon as possible! Places are strictly limited (we can accommodate a maximum of 80 riders) and registration closes on 28 April.

Is Earth Wind & Tyre suitable for corporate teams?

Yes, this event is ideal for group cycling and relay teams. We had a number of corporate teams take part in 2016, including RES, EDF, Vestas and GE Renewable Energy. Some choose to complete the route as a relay team, while others chose to complete the whole route as individuals.

How do I book my place?

To book your place, send your completed registration form to events@renewable-world.org and pay your registration fee (payment instructions are on the registration form). Once we receive this we will send you an induction pack with all the information you need to prepare for the big day.

Is Earth Wind & Tyre for me?

The route is challenging so a certain level of fitness is required and training is essential (a suggested training plan will be provided); however if you get tired or start to struggle there will be support vehicles on hand throughout the ride. You will also receive plenty of encouragement from the Renewable World Team along the route.

What happens if I drop out?

All registrations fees and accommodation/transport booking fees are non-refundable. However you can transfer your place to another cyclist at any time up to two weeks before the event by calling 01273 234801.



ABOUT RENEWABLE WORLD

1.2 billion people still live without access to electricity and over 660 million lack access to an adequate water supply.

Who we work with

Renewable World works with some of the most remote and vulnerable communities in the world. Without energy access and already struggling to survive on minimal resources, one crop failure can be the difference between survival and starvation.

Our approach

We ask communities about their needs and assess the natural resources available to them. We then plan renewable energy systems to bring them whatever they need most: whether that is water, light or refrigeration for their produce and medicines. We work with community members from initial planning through to project implementation, and train communities to use and maintain the installed technology.

Technology

We use a range of renewable technologies, including Hydram, biogas, solar and wind. The technology we install is sourced from local manufacturers meaning that parts are available when it needs repairing.

Life-changing impacts

Communities take these technologies under their own ownership and use them to build and maintain a sustainable, independent existence. The energy is used to increase and sustain crop yields, provide opportunities for education, improve sanitation and power local businesses. More stable income streams decrease the reliance on unpredictable crops, meaning that communities can prosper during the good times, and become more resilient during the bad.

Enterprise

We encourage communities to use their energy resources in innovative ways, whether this is charging mobile phones, pumping water to irrigate crops or creating micro-enterprises to generate diversified and increased income.

Sustainability

Our projects are designed to offer long-term solutions to issues such as food insecurity, poor health and extreme rural poverty. We ensure that community members are trained in maintenance, that they pay affordable tariffs to maintain the technology and that energy is distributed fairly.

SUSHMITA'S STORY

Sushmita is from Sirubari, a village in the foothills of the Himalayas. From a young age she used to leave her home at 6 every morning to collect water for her family. When she returned an hour later, she repeated the journey. An hour after that, she did it again.

Like so many Nepalese women and girls, Sushmita spent four backbreaking hours every day collecting water. This often made her late for school, disrupting her education. The 60 litres of water collected each day is less than what you or I would use in an 8-minute shower.

Renewable World installed a solar-powered water pump in Sushmita's village in 2013. Thanks to this technology it now takes her just 15-minutes to fetch water from a nearby tap, and she has never been late for school since. With the three hours saved each day, she can dedicate more time to her studies and to helping her parents with vegetable farming.

All the villagers grow crops now, improving their diet and income when they're sold at market. The women have more time, and the girls are able to go to school.



FUNDRAISING – WHERE DO I START?

We ask each rider to commit to a minimum fundraising target of £500. Follow our top tips to kick-start your Earth Wind & Tyre fundraising:

1. Renewable World is registered with **Virgin Money Giving** so that you can raise money quickly and easily online. Set up a secure fundraising page so that friends and family are able to donate online with a credit, debit or PayPal account. Simply go to our [Event Page](#) on Virgin Money Giving and click 'start fundraising' to set up your personalised fundraising page.
2. **Personalise your fundraising page.** Make it as compelling and personal as possible. What are you doing? Why are you doing it? How hard is the training? Why is Renewable World important to you? Whatever your reasons, sharing this information on your page will have a much more positive impact than simply asking people to donate without telling them about you and your cause - people with a personalised page rather than the standard template always raise more!
3. This one may seem obvious, but getting a generous sponsor to donate to your page first will make all the difference to the average size of donations that follow.
4. Keep people updated on your training progress via your social media. Become a social butterfly - get into the habit of sharing your training snaps and fundraising progress online.
5. Social media is also great for thanking people when they sponsor you.

Your fundraising can help change lives:

£500 could give one family in Nicaragua access to solar power for 5 years, meaning they no longer have to pollute their home with toxic kerosene fumes and that their children have light to study by in the evening.



With your help we are aiming to raise over

£60,000

Imagine how much good this will do when:

- **£5,000** could pay for the materials needed to install a hydraulic ram pump in a remote community in Nepal, giving them access to water for sanitation and the irrigation of crops, improving health and nutrition.
- **£15,000** could give a community on the shores of Lake Victoria access to information and communication. By installing a Marketing Information and Communication Hub (which houses low-powered computers) in their village, community members can access the internet and learning facilities.
- **£40,000** could give a remote community in Nepal access to solar-pumped water, improving their health, income and agricultural yields.
- **£60,000** could give a fishing community living on the shores of Lake Victoria access to electricity. By installing a solar microgrid in the heart of their village, community members can use the electricity to light up homes, refrigerate fish and power businesses.