

## **ARK Communication encourages sustainable partnerships without borders with the eneloop ambassadors' tour**

***Rupelmonde, 4 July 2018*** – No less than 24 international brand ambassadors are heading out in teams of two to spread battery brand eneloop's sustainability message internationally in the 'eneloop ambassadors' tour'. ARK Communication, a strategic communication agency, came up with the idea to steer the entire tour in the right direction: from screening the candidates to building the Facebook page and organising the final event.

The eneloop ambassadors' tour is a sustainable relay race in which twelve duos travel through Europe, starting from different points around the globe, to support the environment. Each duo is given one week to complete three 'green' tasks and pass an eneloop battery on to the next team. The duos will compete with each other for an exclusive follow-up adventure and together will try to get as many page likes on the eneloop ambassadors' tour Facebook page. At the finale even in Berlin, these likes could be worth up to €21,000 to benefit Aktionsgemeinschaft Artenschutz, an NGO that works to protect threatened animal and plant species around the world.

### **Partnerships without borders**

The participating teams are from Italy, Estonia, Poland, Mexico, Latvia, Lithuania, Finland, and Venezuela. Two teams have already completed their legs, and ten others are busy preparing for their part of the adventure. The ambassadors travel between 240 and 935 kilometres per duo in Europe, depending on the degree of difficulty of their route and their means of transport. Six teams opted for the bike, four athletic teams are relying on their feet not to fail them, one team headed out on a sailboat, and another team is travelling by train. Together, they will travel through Poland, Estonia, Latvia, Lithuania, Slovakia, Hungary, Austria, the Czech Republic, Germany, Denmark, Switzerland, and Italy with a single, shared goal: collecting €21,000 for charity.

### **Sustainable brand story**

The ambassadors will build upon the green brand experience for the rechargeable eneloop batteries both online and offline. For example, the teams will share their adventures on the eneloop ambassadors' tour Facebook page and at the sales points where the next team takes over. The handover of the battery will be paired with a promotional campaign, which will also be announced on Facebook.

The eneloop ambassadors' tour lasts from 22 June to 14 September 2018. The finale is organised on the campaign website, after which the grand prize and the donation will be awarded on 29 September in Berlin. The entire adventure will be shared live on [www.facebook.com/eneloopambassadorstour](http://www.facebook.com/eneloopambassadorstour).

You can find more information about the participants and the various routes on [eneloopambassadorstour.eu](http://eneloopambassadorstour.eu).

### **About eneloop and Panasonic Energy Europe**

Panasonic Energy Europe, with its headquarters in Zellik, near Brussels (Belgium), is a part of Panasonic Corporation, a leading provider of electrical and electronic devices. Thanks to their extensive experience in consumer electronics built up over many years, Panasonic has grown into the largest battery manufacturer in Europe. Their wide range of products consists of, among others, recyclable eneloop batteries, which can be recharged up to 2,100 times. The batteries are charged using solar energy and still retain 70% of their capacity even after ten years. This is how eneloop cares for the environment and also invests money and energy in green initiatives sharing the same vision of the future. Read more about eneloop on [www.panasonic.com](http://www.panasonic.com) and [main.panasonic-eneloop.eu](http://main.panasonic-eneloop.eu).

### **About ARK Communication**

We are a strategic B2B marketing agency with partners around the world. You can rely on us for all your communication needs: from strategic marketing advice, concepts, and designs to digital integration, (social) content, and public relations – both nationally and internationally. [Check out our projects here.](#)

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