

eneloop launches ambassadors' tour through Europe

Zellik, 2 March 2018 – On 22 June 2018, the eneloop ambassadors' tour will start touring Europe as a follow-up to last year's hugely successful eneloop expedition 2100. During this tour, twelve two-person teams will travel across Europe in twelve weeks with one common goal: to raise €21,000 to support the environment.

The ambassadors' tour will follow the same principle as last year's expedition: the promotion of a green and sustainable vision. The participating teams will, via eneloop and its partners, help to raise awareness using (social) media. Whilst the principle is the same, the implementation is slightly different: each two-person team will now be an ambassador for one week, after which the torch – or better yet, the 'battery' – will be passed on to the next week's team. The collective goal is to raise €21,000 to support the environment. The 'green' organisation that will benefit from the prize will be announced by eneloop before the start of the tour.

Three weekly tasks, one shared charity

Each team must complete three tasks during their ambassador week: to travel from location A to location B using the 'greenest' method possible (from a skateboard or bicycle to a horse or something else); complete three challenges set for them; and get as many likes as possible on the shared eneloop ambassadors' tour Facebook page. For every 'like' eneloop will gift €1 to a 'green' charity, up to a maximum of €21,000. In total, the twelve teams will cross through thirteen locations during the twelve week period, with the final meeting point in Milan.

A green adventure as a prize

The challenge is to travel green, build awareness for sustainability, and raise €21,000 to support the environment. In addition to the unique experience, each team member will get to take home the entire set of trekking gear (like shoes, clothing, and backpacks). Moreover, one team will win a follow-up adventure for two. We'll find out who the lucky team is after the finale, in which the twelve teams compete against each other with a team video. In Berlin, the winning duo will pass the torch to the next generation. Together with organizer eneloop they will invite press to present the cheque for the amount of money raised for the green cause.

Would you like to know more or do you want to participate?

You can register between 2 March and 1 April 2018 on eneloopambassadorstour.eu. [Be sure to keep an eye on the eneloop ambassadors' tour Facebook page.](#)

About the previous edition: the eneloop expedition 2100

In the eneloop expedition 2100, three teams competed against each other in a 2,100 km hike through Europe that lasted 120 days. In addition to the hiking, each team had to complete tasks and collect likes on their personal Facebook team pages to earn points. The highest-scoring team that finished on time

in Milan won €21,000 for a charity they selected themselves – that was Team Yellow (Simona & Romas) benefiting Čepkeliai-Dzūkija PAN park, a Lithuanian NGO that protects the Dainava forest. The two other teams each earned €2,100 for their sustainable organisation – i.e. Team Red (Michał & Paweł) benefiting Amnesty International and Team Purple (Anders & Kasper) benefiting the Estonian NGO Student Society for Environmental Protection. Each team also received all their gear plus a selection of prizes. [Read more about the competition here.](#)

About 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 Panasonic's extensive experience in consumer electronics built up over many years, Panasonic has grown into the largest battery manufacturer in Europe. There are production units in Tessenderlo (Belgium) and Gniezo (Poland). Panasonic Energy Europe supplies 'mobile' energy in over 30 European countries. There is an extensive product range consisting of rechargeable batteries, chargers, carbon-zinc batteries, alkaline batteries, and specialised batteries (such as batteries for hearing aids, photo lithium, lithium button cells, micro-alkaline, and silver oxide). You can find more information on www.panasonic-batteries.com.

About Panasonic

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