



INSIDE ICELAND



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SKIING ACROSS ICELAND DRAGGING PULKAS FROM THE NORTH TO THE SOUTH IN AUTONOMY

MARCH 2020



"INSIDE ICELAND"

is the new project of the Mea Pulka Association. The team of explorers is a group of friends who want to ski across Iceland in the Winter **leaving « no trace » behind them**, limiting their carbon footprint as much as possible.

www.meapulka.com

A non-profit organization
for **responsible adventurers**.

Key figures

265

kilometers of skiing with pulkas

10

days in autonomy

30

kilograms of « home made » meals

0

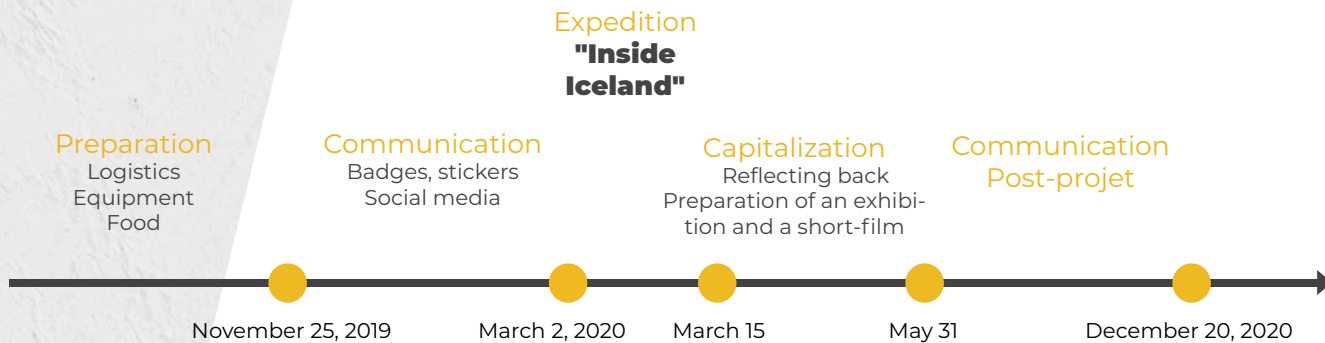
waste

20

trees planted to compensate
carbon emission



Action Plan

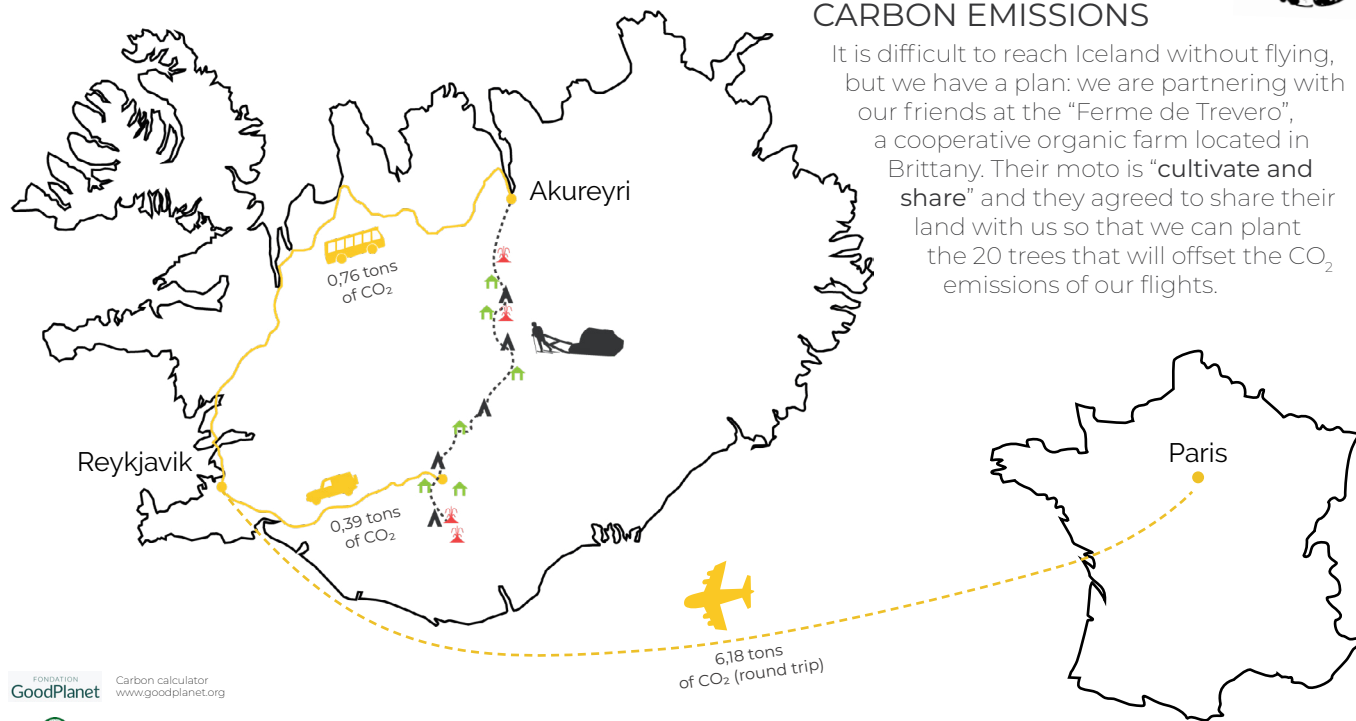


Itinerary



OFFSETTING OUR CARBON EMISSIONS

It is difficult to reach Iceland without flying, but we have a plan: we are partnering with our friends at the "Ferme de Trevero", a cooperative organic farm located in Brittany. Their motto is "cultivate and share" and they agreed to share their land with us so that we can plant the 20 trees that will offset the CO₂ emissions of our flights.



FONDATION
GoodPlanet

Carbon calculator
www.goodplanet.org



Model for calculating carbon
emissions ONF/PPC
www.onf.fr

Meet the team

Behind this project is a group of young explorers, united by **their love for outdoors sports and all working in the field of environment**. Each year, they would go on a ski touring adventure, skiing for days and dragging everything they need in pulkas. They thought there was more to do with this mode of travelling and created a non-profit organization. The name, **Mea Pulka**, is a pun definitely intended, including the name of the sledges that they use to carry their equipment during their ski touring expeditions, the pulkas; and referring to the latin mea culpa, evoking the humility of human beings facing the mightiness of Mother Nature.

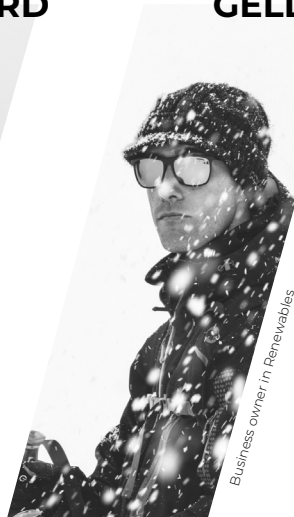
**Julien
TREGLIA**



**Quentin
MUGARD**



**Romain
GELLEE**



The team is not new to ski touring. Previous experiences (Norwegian Polar Circle, Vercors...) allowed them to acquire the necessary understanding of the technical and logistical aspects of a ski touring expedition in autonomy.

Mea Culpa

While we enjoy tremendously our expeditions in the nature, we are also very much aware of how fragile our playground is. We believe that it is crucial to protect it, which is why we are aiming at a “**no trace**” ski touring expedition in Iceland.

The aim is to neutralize completely our carbon footprint as much as possible.

Besides planting trees **to compensate for our flights**, we will prepare our food using **organic, locally sourced and seasonal produces**, making our own dry ready meals and cereal bars. Our equipment will be **either lent or second-hand**. We shall endeavor to go **zero waste** and to use as little energy as possible. Any waste we still have will be collected in order to be **recycled**.

We shall respect wild life and shall leave the nature untouched. We hope this human adventure will held as an example of sustainable travelling, so that, one day, our children will still be able to do the same.

!! Leaving
no trace
but those
of our skis !!



Communication Plan

- **Before:** Communicating on social media (Facebook, Instagram) and website meapulka.com to grow followership and attract interest.
- **During:** Live tracking of the trip, sending out pictures and vlogs whenever technically feasible.
- **After:** photo exhibition, editing of a video documentary with the aim at showing it at film festivals on the outdoors. Speaking at events.



All we need (is you)

Logistics

Flights, transportation...

3,500 €

Communication

Tracking devise, satellite phones,
promotional material

800 €

Specific gear

Tent, stove, technical clothing...

2,500 €

Food

Local, organic, seasonal food
to make our own dry ready meals

500 €

If you wish to support our project or our organization, we would love to be in touch and discuss the many ways in which we can associate your name to this sustainable yet adventurous project.

A yellow outline map of Iceland is positioned in the background of the page. The word "Contact" is written in large, bold, white letters in the upper right area of the map.

Contact

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