

Bundles
We love laundry

Canon
Imaging Solutions Group
Canon Ireland
10000000
10000000

Adobe

INHOUDSOPGAVE

- 
- 3 STORY - PPP
 - 4 CONCEPT
 - 5 MEDIA REACH
 - 6 SOCIAL MEDIA REACH
 - 7 MARKETING
 - 8 DOCUMENTARY
 - 9 SPONSORS & PARTNERS
 - 10 THE CAR
 - 11 PARTNERSHIP POSSIBILITIES & PROJECT GOALS
 - 12 ABOUT
 - 13 ROUTE

STORY

My Dream

I have a dream. To travel the world using only the energy of the people of the world. I don't want to leave any trace, to make it to places way beyond my imagination I need a vehicle that doesn't leave any trace either.

In 2015 I will start a journey around the world in a electric vehicle. Starting in The Netherlands I will travel to the other side of the world: Australia. Without any money I am relying completely on energy. Your energy. Plug me in with a place to sleep, food and car battery and I will give you energy in return. A sustainable Dopper bottle which is also adonation to the Dopper Foundation. During the trip I will visit inspiring people, exceptional projects, great stories and initiatives to make a documentary about sustainability. By using only what I need, local resources and having zero emissions I try to make this roadtrip as sustainable as possible.

It's all about energy; it's about the energy of a good story...
Charge it!

For a better world

People – Planet – Profit. A sustainabilty term. It symbolises the three elements people (followers), planet (planet/environment) and profit that should be harmoniously combined.

This project is a metafor for the 3 p's, I need people to travel around the world in a environmentally friendly vehicle and it's interesting to see what the profit eventually will be. The profit will mainly be social currency but also a breakthrough for the electric car industry and a better glimpse on how good people are.

CONCEPT

Travelling from The Netherlands to Australia by electric car. Without any money but by relying completely on the energy of others. People can plug me in with food, a place to sleep and electricity for the car. In return for their energy I offer them a sustainable Dopper bottle which is also a donation the Dopper Foundation. The countries of the journey are set but the exact route isn't: I will decide the route based upon the energy I receive.

The journey can be followed live on social media. I will use Facebook, Twitter and Instagram to share my experiences. Also I will record everything on video. Twice a week I will post a video compilation on Youtube. In this videos I will tell my personal story, the stories of the people I've met and I will search for an answer about what sustainability is. I want to answer this by visiting projects, organizations and events that have something to do with sustainability.

To make this journey as challenging as possible I have chosen for the destination that speaks most to the imagination: Australia. To make it to Australia I have to conquer a few obstacles: the mountainous areas of Scandinavia, cold Russia, the Kazakh steps, the Gobi desert in China and tropical Asia. Once arrived in Perth I will make my way through the Outback to reach the final destination: Sydney. The journey will take about a year.

"If you can dream it, you can do it."

During the journey I will wear a armband that counts my steps, knows when i'm sleeping and tracks my calory usage. This data will be send to the website so people can see how my energy levels are filled.

MEDIA ATTENTION



Nu Al Wakker, Radio 1 (WNL)

"Nu Al Wakker" is a Dutch program on national radiostation "Radio 1". Weekly they will call me about the progress of my journey.

Weekly reach: 40.000
Frequency: 78
Media value: €96.096

nrc·next

NRC.NEXT

There will be 3 publications in one of Hollands biggest newspapers "NRC Next". It will be a journalistic article.

Circulation: 55.000
Frequency: 3
Media value: €75.593

rtlz

Toekomstmakers

"Toekomstmakers" (meaning: futuremakers) is a Dutch TV program about innovation, entrepreneurship and sustainability. Toekomstmakers will follow Plug Me In online and during an one-off TV show.

Haarlems Dagblad

Haarlems Dagblad

Before the journey one article + pgoto about the plan and what I hope to achieve during the journey.

Circulation: 31.500
Frequency: 1
Media value: €29.835



Meltwater

Partner of Plug Me In Melwater has a address list of all 40.000 journalists in The Netherlands. Through mailings we will contact the journalists to gain attention for the project.

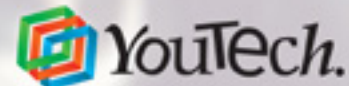
Green Car Reports

Green Car Reports

Green Car Reports will post regular updates about the journey.

Facebook fans: 200.000

Twitter followers: 14.000



YouTech

Tech-magazine YouTech will follow the journey with 4 articles and pictures.

Circulation: 55.000
Frequency: 4
Media value: n/a

Totale minimum mediavalue

€249.572

SOCIAL MEDIA REACH

All partners use their social media channels to bring attention to Plug Me In. Here you can find the reach of all partner's channels.

Company	Facebook fans	Twitter followers
Bundles	550	400
Wakawaka	18.000	8.000
Dopper	55.000	5.000
Adobe	13.000	3.600
Meltwater	13.000	14.000
Toekomstmakers	1.600	3.700
Flinndal	4.700	450
Plugsurfing	1,000	1.100
Skross	1.400	
Canon	62.000	3.600
Vico	4.900	200
Moxhi	700	200
Withlocals	128.000	2.400

Total reach through Facebook: 339.400
Total reach through Twitter: 70.400
Total social media reach: 409.800

MARKETING

Plug Me In is a social story. Several social media channels will be used to tell a cross-medial story.

Website: on the website www.plugmeinproject.com visitors can watch the trailer of the project, see what i'm doing through a social timeline, see the statistics of the project and they can plug me in with energy.



Instagram: Inspiring pictures



Twitter: statusupdates & interaction



Youtube: weekly video-updates



Facebook: integration of all channels

Watch the trailer: <http://bit.ly/PMI-Trailer>

Watch the pilot-episode: <http://bit.ly/PMI-V3>



ONE MAN



ONE DREAM



ONE MISSION



ONE CAR



ONE YEAR



ZERO MONEY



ZERO EMISSION



MILLIONS OF STORYS

DOCUMENTARY

This journey is a search to the meaning of sustainability. During the journey I will visit inspiring people, organizations and events who are actively working on sustainability. By interviewing them I want to know:

“What is sustainability?”

“What does sustainability mean for me?”

“How can I apply sustainability in my daily life?”

During the trip I'm mainly focussing on 'cool' sustainable projects to prove that sustainability is not "dull". For example think of a festival that makes their own energy or clothing that is being produced in a sustainable way.

Besides that i'm researching how people in the various countries I am visiting apply sustainability to their life. What means sustainability to them? What do non-western people think of sustainability? How are people aware of sustainability in various countries around the world?

The documentary will be completed once I returned in Holland.

SPONSORS & PARTNERS

MAIN SPONSOR



Canon

Adobe

FLINDAL

dopper.



Meltwater
Outside Insight

WAKA WAKA
share the sun

MOXHI
Buenos Aires - Amsterdam

MAKE YOU

PlugSurfing

VICO

Withlocals

SOLAR2DRIVE.COM

EV
COMPANY

THE CAR

DEADLINES

Deadline wrapping 2nd round: Thursday March 10 8pm.
During the journey it's possible to place logo's. Please contact
for information.

BUILDED:
2009

VW GOLF
VARIANT



FULL-ELECTRIC
37 KWH BATTERY

LIMITED SPOTS
AVAILABLE

PARTNERSHIP OPPORTUNITIES

Why Plug Me In?

Plug Me In is a project about making dreams come true, innovation, adventure, E-mobility, zero emissions, sustainability and inspiring people.

Project goals:

To reach Sydney - Using only the basic needs: sleep, food and electricity for the car - Promoting Electric Vehicles - Promoting E-mobility - Driving with zero emissions - Proving that sustainability is not dull
Travelling without money - Report daily through social media - Broadcast a weekly video compilation - Showing that humans are good

What Plug Me In can offer:

- Partner of Plug Me In: logo + text on the website & logo on the car
- Product placement
- Logo in outro of every vlog (365 at least)
- Exposure through social media
- Deliver content for your social media channels
- This project creates an experience around your brand
- Media exposure
- Speaker on your event
- Collecting data
- This project is an investment in sustainability
- More opportunities are negotiable

Return On Investment (ROI)

Thanks to partner Meltwater it's possible to gain insights into your ROI. Monthly I will send an overview with the achieved results.

ABOUT

ABOUT WIEBE

In august 2014 I finished my studies Arts & Economics at the Utrecht University of Arts.

My final project was 'Plug Me In' and this project rised from my passion for travelling, sustainability and electric cars.

I have a background in organizing events, creating marketing campaigns, concept development and media productions. I gained experience at ID&T (Sensation), UDC (Dance Valley) and I had my own freelance events-company 'KlaarWakker'.



wiebe@plugmeinproject.com



+31 (0)6-34639560



[linkedin.com/in/wiebewakker](https://www.linkedin.com/in/wiebewakker)

ABOUT PLUG ME IN

The Plug Me In Foundation has the goal to make a documentary to promote sustainability and e-mobility.

The Plug Me In Foundation is registred at the Dutch chamber of commerce (KVK) under registration number: 64077667.



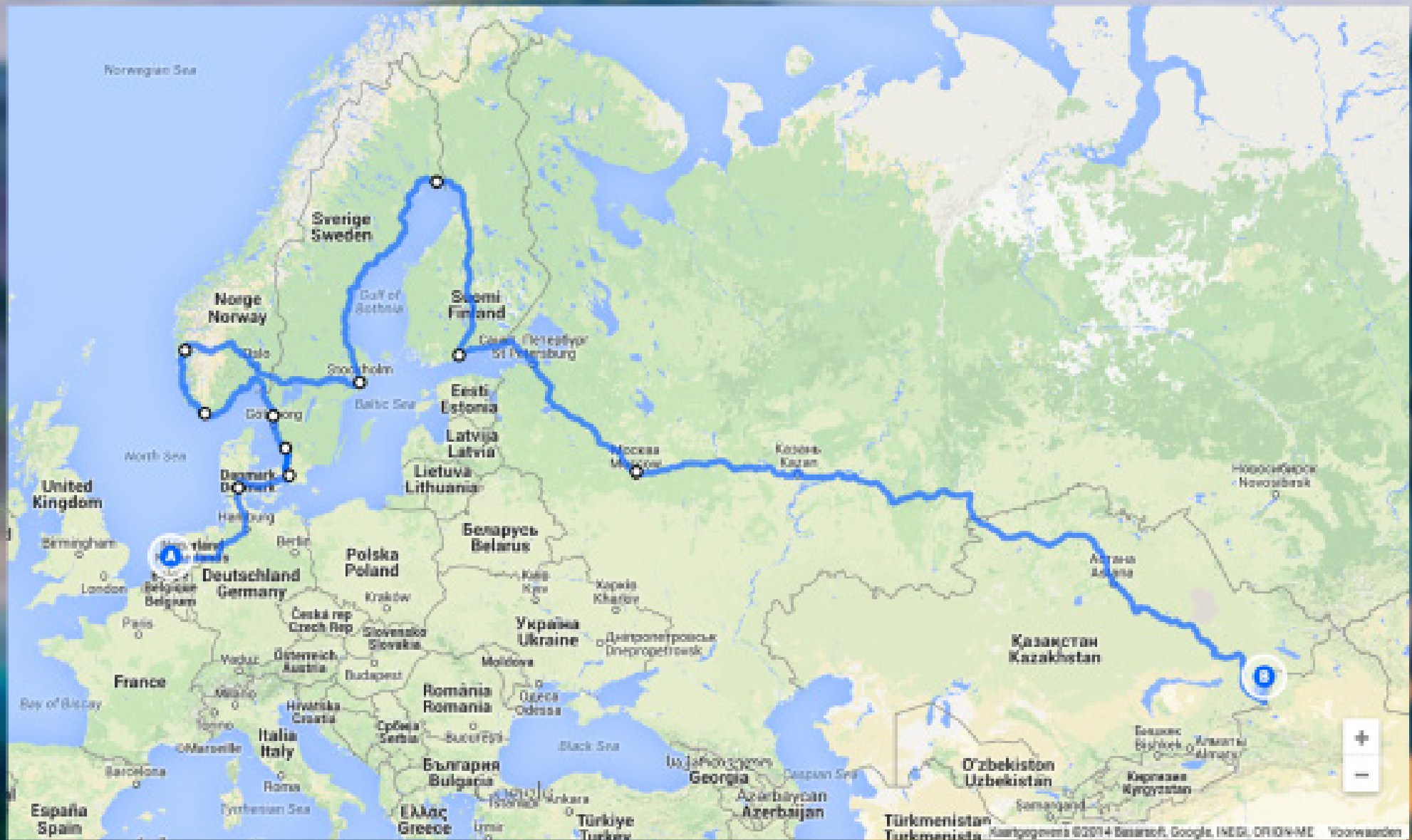
Soestdijkstraat 70
2012 KT Haarlem
The Netherlands

ROUTE EUROPE 1



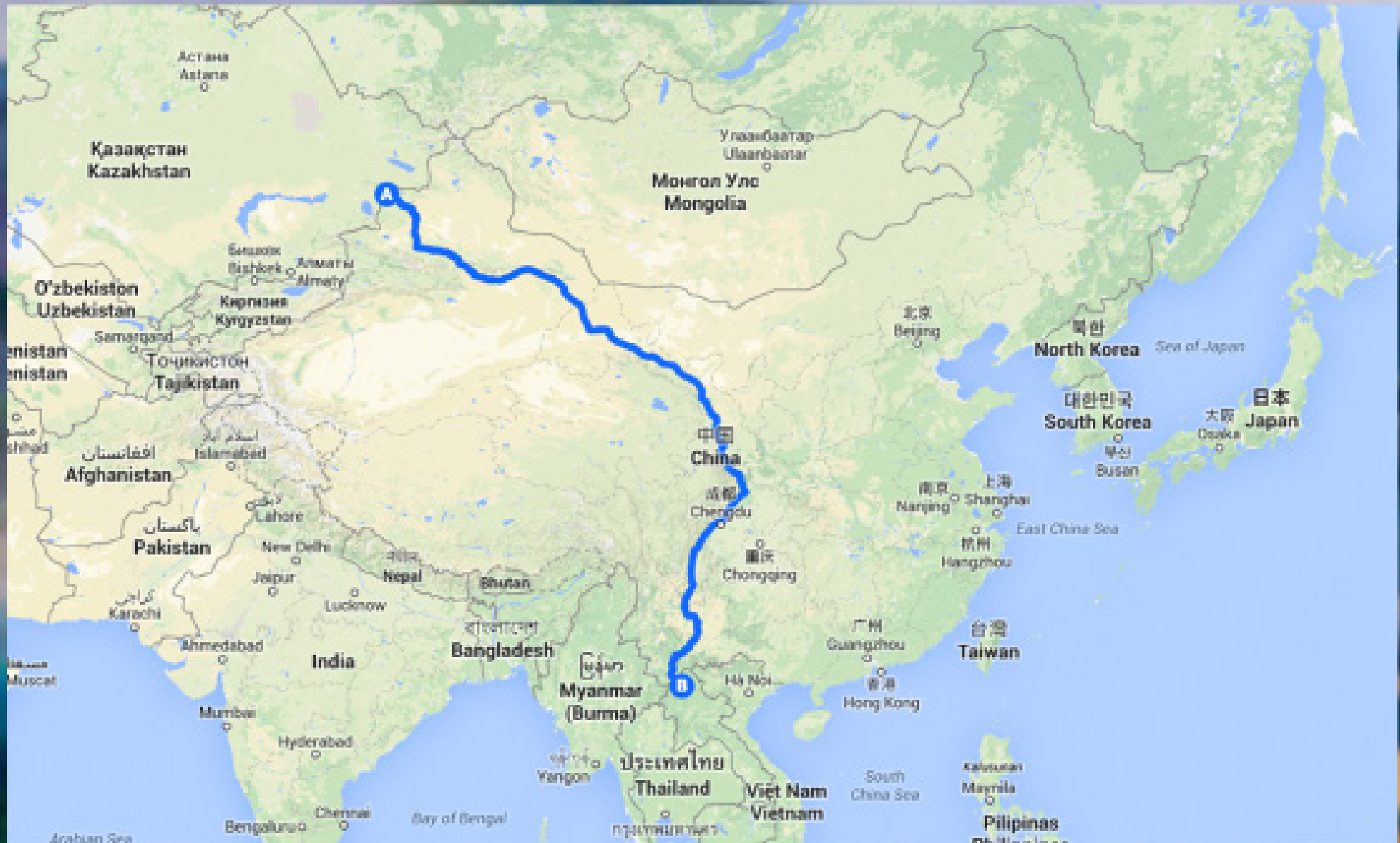
*START OF THE JOURNEY MARCH 2016. THREE MONTHS TOURING THROUGH EUROPE WIHTOUT A ROUTE, THIS WILL BE DECIDED BY THE FOLLOWERS.

ROUTE EUROPE



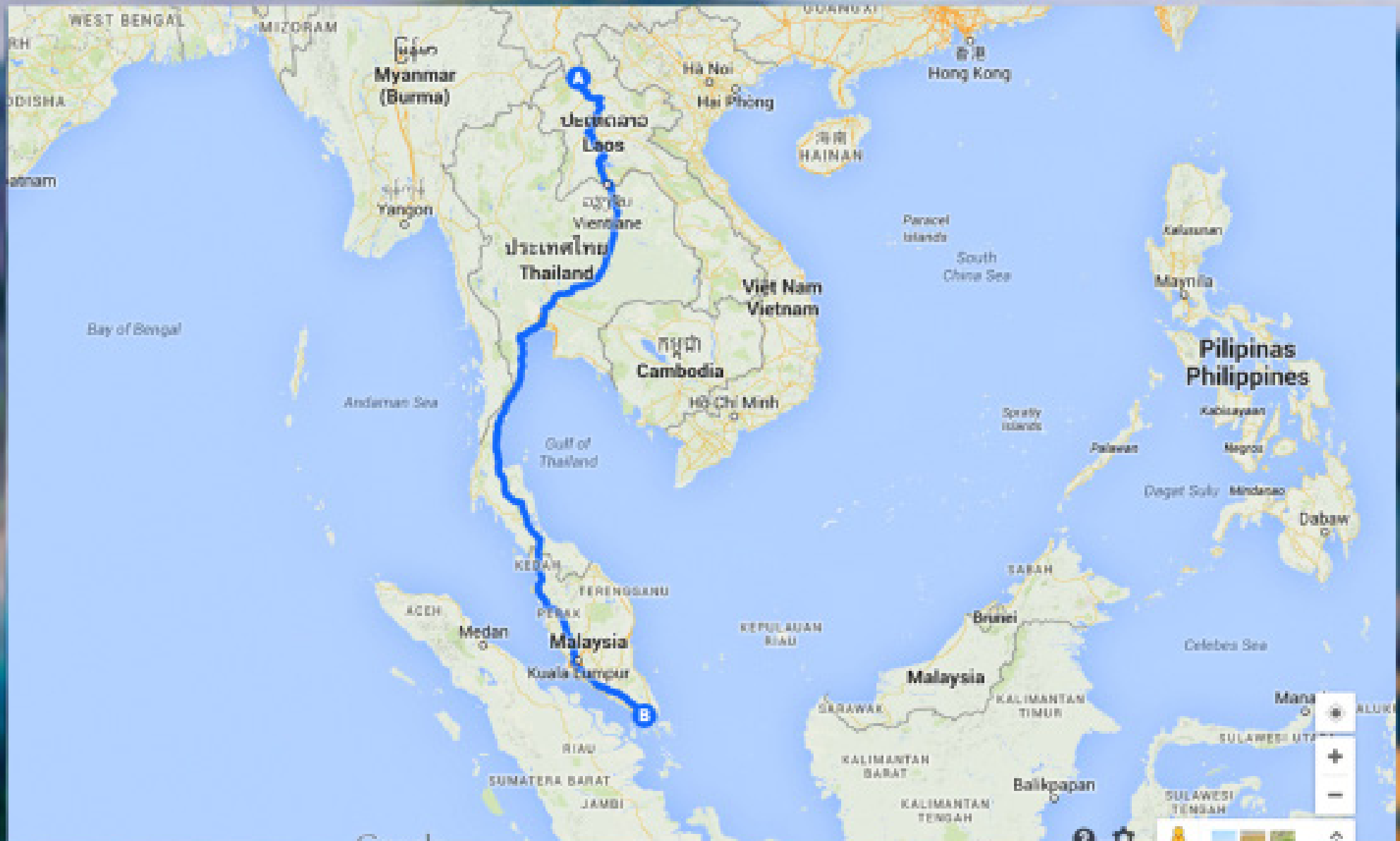
*CONTINUATION OF THE ROUTE THROUGH EUROPE FROM JUNE 2016. THE COUNTRIES ARE SET BUT THE ROUTE IS DECIDED BY THE FOLLOWERS.

ROUTE CHINA



*THE ROUTE IN CHINA IS DEFINITIVE. BECAUSE OF CHINESE LAWS THE ROUTE HAS TO BE COMMUNICATED THREE MONTHS BEFORE ENTERING THE COUNTRY.

ROUTE SOUTHEAST ASIA



*GIVEN ROUTE IS AN INDICATION. THE COUNTRIES ARE SET BUT THE ROUTE WILL BE DECIDED UPON THE ENERGY THAT IS PROVIDED BY THE 'PLUGGERS'.

ROUTE AUSTRALIA



*GIVEN ROUTE IS AN INDICATION. THE COUNTRIES ARE SET BUT THE ROUTE WILL BE DECIDED UPON THE ENERGY THAT IS PROVIDED BY THE 'PLUGGERS'.