

Hello



We think we've got a great idea for you!

Jules Verne Challenge

Cycle for Life

A celebration of 100 years of

Lions Club International (LCI) activity around the world

in aid of **Médecins Sans Frontières (MSF)**





Where There's a **NEED**, There's a **LION**

Whenever a Lions club gets together, problems get smaller and communities get better. That's because we help where help is needed – in our own communities and around the world – with integrity and energy.





The World's Largest Service Club Organization

Our **46,000 clubs**, and **1.4+ million members** make us the world's largest service club organization. Our members do whatever is needed to help their local communities. When it comes to meeting challenges, our response is simple: **We Serve.**

In **over 200** countries, in hospitals and senior centres, in regions battered by natural disaster, and in schools, **Lions** are doing community volunteer work helping, leading, planning and supporting. Because we're local, we can serve the unique needs of the communities we live in. And because we're global, we can address challenges that go beyond borders.





A worldwide movement

MSF was founded in Paris, France in 1971, is a non-profit, self-governed organisation. Today, **MSF** is a worldwide movement of 24 associations, bound together as **MSF International**, based in Switzerland.



DOCTORS WITHOUT BORDERS

MEDICOS SIN FRONTERAS

국경 없는 의사회

LÆGER UDEN GRÆNSER

LÄKARE UTAN GRÄNSER

无国界医生

MÉDICOS SEM FRONTEIRAS

MEDICI SENZA FRONTIERE

ARTSEN ZONDER GRENZEN

LEGER UTEN GRENSER

ΓΙΑΤΡΟΙ ΧΩΡΙΣ ΣΥΝΟΡΑ

LĚKAŘI BEZ HRANIC

ÄRZTE OHNE GRENZEN

أطباء بلا حدود





Médecins Sans Frontières (MSF)

provide assistance to:

- populations in distress
- victims of natural or man-made disasters
- victims of armed conflict

Both **MSF** and **LCI** observe and abide by:

- neutrality and impartiality
- provision of humanitarian services / supports
- independence from political, economic and religious powers





Jules Verne Challenge

Cycle for Life

Goals :

- A centenary project that links **Lions Clubs** around the world
- Generate significant funds for a global humanitarian organisation
- Raise awareness of the global network of **Lions Clubs** and the global activities of **Médecins Sans Frontières**
- Promote the vitality of the **Lions Club International** organisation and brand, in its centenary year





What

- A one-day event on **07 June 2017**
- A celebration of voluntary service around the world
- An international static bike cycling relay covering 40,000 kilometres in 80 hours
- Teams of cyclists, located at core hubs in different countries, linked by a common purpose and simple, shared IT support
- Fun events, interviews, presentations, VIP visits at each core cycle hub
- Potential for a multiplier effect beyond the core hubs - with latitude for local variances



How

Lions Club members, friends and sponsors from different parts of the world, all exercising together to raise funds for **MSF**

- Hubs of 20 stationary bikes
- Minimum of 8 core hubs around the globe
- Hubs to be located in high-profile, iconic – and therefore media-attractive - sites
- Each cycle hub contributes 5,000 kilometres over a 10 hour period on 07 June 2017
- Teams of 50+ cyclists at each hub, averaging 25 kilometres per hour
- Support teams organising food, drink and fun side events





Visualisation

We need to mesh together data from hubs of stationary bikes, crunch it together, and overlay it onto visualisations based on Google Maps.

- These visualisations need to be livestreamed to a website that is accessible at all times during the day at the 8 core hubs – projected on big screens or flat surfaces
- The visualisation should show both individual hub progress (0-5K kms) and the collective progress (0-40K kms) in an imaginative and motivating manner – tracking movement around the globe
- Stories, images, video clips of MSF, Lions Club activity and showcase imagery of the current location can be preloaded onto the website to illuminate the journey



Hub Animation

- **Technology** : master website, big screens, Google Maps integration tracking, prepared video clips
- **Master of ceremonies** (several ?)
- **Communication / Media manager** (several ?)
- **VIP / personality interviews** (=> TV coverage)
- **Costumes, music & dance** - national / regional
- **Images and Information** about each hub location
- **Food & beverages**
- **Local spin-off activities**
- **LCI “window”** - Lions in Action
- **MSF “window”** - representatives & children





Focus on Youth

- **Next generation:** looking forward to the next 100 years – involve children to describe the kind of world they want to live in.
- **Communication:** let children describe in their words the activities of MSF and LCI
- **Recognition:** let children describe community projects that they have been involved in
- **Static bikes:** encourage young people to participate, even for 15-minute bursts. Average speed required is 25 km / hr
- **Animation:** encourage children and young adults to participate in all aspects of the music and dance – perhaps changing styles every hour ?





Why it Works

This works because it reflects our values and what we do best

- **It's global:** it reflects the LCI and MSF global focus. All parts of the world matter.
- **It appeals to all age groups:** this event is designed to attract the whole community - perhaps with special focus on young people as participants and also beneficiaries
- **It's healthy:** it reflects our fitness / health values and encourages participation from all skill levels
- **It's fun !** It's cool to ride with friends and be part of something big
- **It's original:** should attract media, participants and sponsorship




Technology support

JVC requires certain technical capabilities outside of Lions Club International. Requirements include :

- **A dedicated project website** that weaves everything together, including links and/or pages for key sponsors, partners, etc
- **Online donation capabilities** - multi-currency usage
- **An integrated social media campaign** (for acquisition and engagement)
- **Live progress tracking** (custom Google Maps)
- **Live video feed** (Bitstream / Google Hangouts On Air)
- **Big screen projection capability** at the cycling hubs
- **A master communication hub** to manage & switch film clips & images and in real time as events unfold



Map Earth





CURRENT LOCATION
Victoria

NEXT LOCATION
Mahebourg

DEPARTING IN
00:49

PRESENTS DELIVERED
73466768



Santa Tracker is a great example of using Google Maps technology in a fun, new way.

+ Share

Santa Tracker





CYCLE FOR LIFE



All together

- Map of globe with zones
- Exercise bikes that contribute live data (speed, distance, etc.)
- Local official counters & laptops tracking scores of each exercise bike
- Local big screen and/or public projections showing local and international milestones
- Individual exercise bike distance (kms) covered
- Cumulative team distance (kms) tracked
- All hubs start at same time e.g 10h00 in their time zone and run for 10hrs – to finish well in time for the international evening TV news



INTERACTIVE MAP





CYCLE FOR LIFE



32° 78F



GLOBAL

SAMPLE DATA 2018

24H:02M:56S

TOTAL (EST.) 9.48M

INPUT DATA 67% LOADED

INTERACTIVE MAP



Thank you