**EXTREME E MARKS EARTH DAY WITH AMAZON PROGRAMME VISIT**

**22 April 2022, London:**As part of Extreme E’s commitment to its Legacy Programme in Brazil, members of the Extreme E team, along with No. 99 GMC HUMMER EV Chip Ganassi Racing’s Sara Price, headed to the Amazon earlier this month to see the project’s progress for the first time.  
  
The theme for Earth Day 2022 is ‘Invest in our Planet’, with Extreme E using its platform as a sport for purpose championship to use its Legacy Programmes to provide both social and environmental impact in each race location.  
  
Despite being unable to compete in Brazil so far due to Covid restrictions, Extreme E has continued its vital legacy work in the Amazon. The Legacy Programme is led by Amazon deforestation expert, Dr Francisco Oliveira, a member of the championship’s Scientific Committee and leading global environmental organisation, The Nature Conservancy (TNC).   
  
Extreme E has partnered with TNC to develop its [Amazon-based Legacy Programmes](https://www.extreme-e.com/en/news/356_Extreme-E-makes-further-commitment-to-Amazon-restoration-on-Amazon-Day), which funds native forest restoration and a well-established cacao-based agroforestry programme.   
  
**With** [EARTHDAY.ORG](https://www.earthday.org/) **underlining the need to ‘act (boldly), innovate (broadly), and implement (equitably)’,** Extreme E is supporting a 1,000 hectare cacao-based agroforestry project, preventing the release of almost 150,000kgs of CO2 plus 100 hectares of a native forest restoration project.  
  
As part of Extreme E’s visit to Brazil, the team met with rural producers in the northeast region of the Amazon to understand the challenges they faced as a result of the climate crisis and how they are being overcome, as well as the positive actions on the ground undertaken by TNC.  
  
Upon arrival, Extreme E was able to see first hand the process of harvesting, fermenting and drying cocoa in Tucumã, as well as visit a new area of cocoa plantation and ecological restoration in the region.  
  
The team then travelled to São Félix do Xingu to meet with local operatives at Campax Cooperative to gain an understanding of how the cocoa chain works and how climate change has impacted them, as well as learning of the challenges regarding agroecological agroforestry systems from Aprax-Cacao.

**Ali Russell, Chief Marketing Officer at Extreme E, said:** “Visiting our Amazon legacy programme was unbelievable. We saw the size of the problems in the Amazon, but also the size of the solution – it was so enlightening. There is so much hope there, particularly from small farmers who are making the difference.   
  
“We saw the whole process throughout our time in the Amazon and what will stay with me is the people. The opportunities that come from local people with local solutions to tackle a global problem has been amazing. There is a real understanding here that the climate is changing– the rainfall isn’t as extreme, its at different times of the year which affects soil, and so they have had to change the way that they farm as global warming impacts them. The level of change that is impacting the people in the Amazon is something that will stay with me.  
  
“The legacy programme we have in the Amazon is amazing and being a part of this with Extreme E is something that will stay with me forever. The Amazon currently has its challenges, but it also has amazing opportunities. This is particularly due to the work from small landowners there, both in combating climate change but also for those small landowners to help themselves and their families. Their journeys had an impact on all of us and through working with TNC we have been able to see that first hand.”  
  
Agroforestry is the practice of growing food crops and native trees together. This approach is ideal for maintaining and regenerating the health of the planet’s soils, capturing carbon and providing habitat for wildlife, while fostering sustainable livelihoods and ensuring long-term agricultural production. Cocoa trees are native to the Amazon rainforest, making them particularly well-suited for agroforestry in this region. Young cocoa plants need shade and can be grown in forested areas without clearing the land, or planted on previously cleared lands alongside other vegetation to restore native forests.  
  
Since 2013, [TNC’s Forest Cocoa](https://www.nature.org/en-us/about-us/where-we-work/latin-america/brazil/stories-in-brazil/sustainable-cocoa/) Project has been providing technical assistance to farmers from the municipalities of São Félix do Xingu and Tucumã to encourage them to grow native cacao trees – the source of chocolate – to reforest degraded lands and to provide a more sustainable source of income. Farmers learn to grow multiple native species in the same area ensuring cocoa trees have the shade and nutrients they need to thrive, while diversifying their crops and making restoration a profitable activity.  
  
Extreme E’s support will enable the expansion of cocoa agroforestry on degraded pasturelands, helping local farmers harvest higher value commodity beans and building sustainable livelihoods for their families. Moreover, Extreme E’s continued contribution to the ongoing maintenance of existing forests will sequester carbon dioxide from the atmosphere and benefit 425 hectares of rainforest, equivalent to an area one third larger than New York’s Central Park (340 hectares).

**Sara Price, No. 99 GMC HUMMER EV Chip Ganassi Racing, said:** “The trip to the Amazon was a life-changing experience and I am not even sure whether that does it justice. To see what is happening in the rainforest and what we can do to change it, and the actions of the farmers that Extreme E supports to make a difference, was pretty incredible.  
  
“When you visit a race track, you are not necessarily thinking about what you are doing to the environment or what you can do to help – you are going there to race. With Extreme E, and through the legacy programmes which the championship undertakes, you are thinking about it with a different mindset. When we visit Extreme E´s supported projects, we are taken out of the racing bubble and learning about things we probably never would have learned about before – and I love it! I enjoy learning about it and I take a lot from it.  
  
“Even though the visit to the Amazon was only for a few days, it has given me memories that will last a lifetime. It is has been incredible to see different cultures and a different way of life, which I feel makes me a better person as a result. Life on land is important to me – I want to help take care of the different environments that we race in and I also want to take care of the environments I live in and enjoy. From the Amazon to the deserts, caring for environments across the planet and seeing what we can do to improve them means the world to me.”  
  
**Dr. Francisco Oliveira, Extreme E’s Amazon scientist, said:** “The word I would use to sum up this visit is commitment. I saw great commitment from the people that are living in the Amazon to do the right thing as well as commitment from TNC to help the local people go in the right direction. There is also a lot of commitment from Extreme E to be part of the solution, too, in order to help these people change their lives in a better way.   
  
“The Amazon rainforest is vital, particularly regarding biodiversity, but also the people living there, because they are part of nature. It is inspiring every day to see the biodiversity we have in the Amazon and I want to ensure the Amazon is preserved for the future generations.  
  
“Commitment is certainly what we need more of to tackle this global problem – we all definitely recognised that as part of the visit. I saw that in the eyes of the people that were there. There was a determination from everyone who was there and that commitment is the kind of thing that touches our hearts that we can make a difference.”

**To learn more about the Extreme E / TNC Project and donate to the project, visit** [**https://www.nature.org/en-us/about-us/who-we-are/how-we-work/working-with-companies/cause-marketing/extreme-e/**](https://www.nature.org/en-us/about-us/who-we-are/how-we-work/working-with-companies/cause-marketing/extreme-e/)

**ENDS**

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*Please visit the Extreme E media centre to access images, videos and press releases:* <https://www.extreme-e.com/en/mediacentre>

**NOTES TO EDITORS**

**About Extreme E:** Now in its second season, Extreme E is a radical off-road racing series, founded by the same team behind Formula E, which showcases electric SUVs and futuristic technologies in some of the world’s most remote and challenging environments.

This five-event global voyage utilises its sporting platform for the purpose of promoting electrification, environment and equality. The series’ goal is to highlight the impact of climate change in some of the world’s most endangered environments, promote the adoption of electric vehicles to pave the way for a lower carbon future, and provide a world-first gender-equal motorsport platform.

The first sport to ever be built out of a social purpose, Extreme E aims to minimise environmental impact while maximising awareness, racing in places that have already been damaged or affected by climate change or human interference and taking fans deep into the heart of the most pressing issues facing our planet’s future.

Not only that, but Extreme E is also helping the car industry to develop future-facing technology using racing as a platform for road innovation, which accelerates change ten-fold.

Season 2 Calendar:

Neom, Saudi Arabia  
19-20 February 2022  
Sardinia, Italy  
07-08 May 2022  
Scotland or Senegal  
09-10 July 2022

Antofagasta, Chile  
10-11 September 2022  
Punta del Este, Uruguay     
26-27 November 2022

**About Continental Tires: Founding Partner and Official Tire Partner**

Continental develops pioneering technologies and services for sustainable and connected mobility of people and their goods. Founded in 1871, the technology company offers safe, efficient, intelligent, and affordable solutions for vehicles, machines, traffic and transportation.

The tyres business area has 24 production and development locations worldwide. Continental is one of the leading tyre manufacturers with more than 56,000 employees and offers a broad product range for passenger cars, commercial and special-purpose vehicles as well as two-wheelers. Through continuous investment in research and development, Continental makes a major contribution to safe, cost effective and ecologically efficient mobility. The portfolio of the tyres business area includes services for the tyre trade and fleet applications, as well as digital management systems for tyres.

Continental has developed a new high-performance tyre for Extreme E Season 2, redesigned to include the use of more sustainable materials. Each of the 30 tyres that Continental has supplied to all ten Extreme E teams now contains recycled polyester made from approximately 60 PET bottles.  In total, around a third of each second-generation CrossContact Extreme E tyre consists of recycled and renewable raw materials.

**About AFC Energy:**

Extreme E embarked on a world-first collaboration with AFC Energy, whose pioneering hydrogen fuel cell technology enables the Championship’s race fleet to be charged using zero-emission energy. Extreme E is the first event organiser to utilise hydrogen fuel cell power generators for charging, and the decision supports the series’ goal of being sustainable and creating minimal local impact on the environments in which it races.  
  
AFC Energy has engineered a bespoke H-PowerTM fuel cell system for Extreme E, which has been designed with a clear specification and a focus on sustainable innovation. It offers a completely sustainable fuel production process, using water and sun to generate hydrogen power which is then used to charge all the ODYSSEY 21 e-SUVs off the grid. Not only does this process emit zero greenhouse emissions, but its only by-product is water, which is utilised elsewhere on-site.   
  
**About CBMM: Founding Supplier**  
CBMM | Niobium is a founding supplier of Extreme E and the Championship’s official Niobium Technology Supplier and Chassis Technology Supplier.   
  
Critical to the automotive sector, niobium produces stronger, lighter and more sustainable cars with better energy efficiency. Its technologies are already widely applied in different areas, including light-weighting, safety, emissions reduction and electronics that will help lead to a sustainable sector transformation. Key applications of niobium in the Mobility sector include chassis, brakes and exhaust systems, drivetrains, batteries and EV charging stations and any number of ancillary components. Its qualities mean materials can be made lighter, stronger, more robust and more reliable – all while being more sustainable than other materials.  
  
CBMM offers technical innovation to customers around the globe through a team of over 2,000 highly trained, dedicated professionals providing cutting-edge niobium products and technology to over 400 clients in around 40 countries.

**About LuisaViaRoma: Official Fashion Partner**  
Defined by the Financial Times as “a haven for directional fashion,” [LUISAVIAROMA.COM](https://gbr01.safelinks.protection.outlook.com/?url=https%3A%2F%2Furl6.mailanyone.net%2Fv1%2F%3Fm%3D1l40NA-00039a-3X%26i%3D57e1b682%26c%3D195AVmsnACejGQbj8XWTN7evBrvKJ1dnbRSlGauikIN1jvOJqayL11c08sfz5q1cceT_kfGhbO_Pgdul_vKgCHKD7IRSCNz5N1nGW9IZudTMsArXH_4RgkZJ_1yUJ1LCnfuAdJA1-KMInD6ZezFTWMgr389RpxOBDTwby2-m0iGBYpmPZjv9wwqhM1MxBH243uOw61cdEjXAR5FWvZyEV-xrW9U-ZTO-2PYSpSwfH4s&data=04%7C01%7CCarla.Corbet%40mpacreative.com%7C0caf6dd47e0f4a1eab8908d8c127765b%7C3891b9e18f6b4fe3a38ee5305dc2823a%7C1%7C0%7C637471722513203463%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=jOWRp6eyKk%2BAXQzlhUUINtGvz6Jil8elRhPIOfB8uOY%3D&reserved=0) is the top online luxury fashion destination with 5,000,000 visitors per month and worldwide shipping. With each new season, the website presents the collections of more than 600 established designers and young emerging talents.

**About Zenith: Official Timekeeper and Founding Partner**

Zenith exists to inspire individuals to pursue their dreams and make them come true – against all odds. Since its establishment in 1865, Zenith became the first watch manufacture in the modern sense of the term, and its watches have accompanied extraordinary figures that dreamt big and strived to achieve the impossible – from Louis Blériot’s history-making flight across the English Channel to Felix Baumgartner’s record-setting stratospheric free-fall jump. Zenith is also highlighting visionary and trailblazing women – past and present – by celebrating their accomplishments and creating in 2020 its first-ever collection dedicated entirely to them, Defy Midnight.  
  
With innovation as its guiding star, Zenith features exceptional in-house developed and manufactured movements in all its watches. Since the creation of the El Primero in 1969, the world’s first automatic chronograph calibre, Zenith has gone on to master fractions of the second with the Chronomaster Sport and its 1/10th of a second precision and the DEFY 21 with a precision of 1/100th of a second.

**About Allianz: Founding Partner and Official Insurance Partner**

The Allianz Group is one of the world's leading insurers and asset managers with more than 100 million private and corporate customers in more than 70 countries. Allianz customers benefit from a broad range of personal and corporate insurance services, ranging from property, life and health insurance to assistance services to credit insurance and global business insurance. Allianz is one of the world’s largest investors, managing around 790 billion euros on behalf of its insurance customers. Furthermore, our asset managers PIMCO and Allianz Global Investors manage 1.7 trillion euros of third-party assets.

**About Neat Burger: Official Plant-based Partner**   
Neat Burger is the first of its kind – the planet-friendly, plant-based, full-flavoured game-changer the world has been waiting for. The world’s first plant-based sustainable burger chain, Neat Burger offers a menu that appeals to not only those who follow plant-based diets, but anyone, meat-eaters included, who wants to eat delicious meat-free dishes that are more sustainable, healthier and ethical.

The brand is backed by seven-time FIA Formula One World Champion Lewis Hamilton, in collaboration with hospitality organisation The Cream Group and investors, as well as UNICEF Ambassador and early backer of Beyond Meat Tommaso Chiabra. Neat Burger opened its first site in September 2019, just off Regent Street in London, and its second and third dine-in outlets at Camden Market and Soho in 2020. Plans for global expansion across Europe, the US and Middle East are already in place.

**About EY: Official Innovation Partner**

EY is a global leader in assurance, tax, strategy, transaction and consulting services. The insights and quality services they deliver help build trust and confidence in capital markets and in economies the world over. EY develops outstanding leaders who team to deliver on our promises to all of our stakeholders. In so doing, they play a critical role in building a better working world for their people, for their clients and for their communities.

EY originally joined the Championship to help Extreme E achieve its commitment of minimizing the overall footprint whilst creating a positive legacy. In collaborating with Extreme E, EY has become a vital part of creating an Environment Impact Assessment framework which further drives the championship in the direction of positive change. Whilst Extreme E strives to race without leaving a trace, the framework provided by EY has allowed the championship to minimize its environmental impact across each race location. Both prior and post-racing impact assessments have allowed Extreme E to strategically plan their actions within these areas.

**About INTERprotección: Official Insurance Broker**

INTERprotección is composed of a group of Mexican insurance, reinsurance and surety bond brokerage companies. With global presence and recognition, INTERprotección has more than 40 years of experience in management and comprehensive risk consulting in the Mexican market. Its business model is focused on bringing the client to the forefront and offering them the best service through innovative and disruptive products, more recently with its new brand ​[inter.mx](https://inter.mx/),​ its insurance digital platform that is transforming the insurtech game.

**About Enel X: Official Smart Charging Partner**

Enel X is the Enel Group's global business line that offers services that accelerate innovation and guide the energy transition. World leader in the sector of advanced energy solutions, Enel X manages services such as demand response for approximately 7.4 GW of total capacity globally and 137 MW of storage capacity installed worldwide, as well as 232,000 charging points for electric vehicles made available worldwide1.  
  
Through its advanced solutions, including energy management, financial services and electric mobility, Enel X provides each partner with an intuitive and personalized ecosystem of technological platforms and consulting services, focused on the principles of sustainability and the circular economy to provide people, communities, institutions and companies with an alternative model that respects the environment and integrates technological innovation into daily life. Each solution has the power to transform the goals of decarbonization, electrification and digitalization into sustainable actions for all, to build together a more sustainable and efficient world.  
  
1 Public and private charging points, including points of interoperability.