

THE ARCTIC IMPACT PROJECT



2026-2028

THE VOYAGE THAT CLIMATE CHANGE MAKES POSSIBLE.

LISA BLAIR OAM, AIMS TO BECOME THE FIRST PERSON TO SAIL A SOLO, NON-STOP, UNASSISTED CIRCUMNAVIGATION OF THE ARCTIC CIRCLE FOR CLIMATE ACTION NOW.

Our oceans are at a tipping point. Climate change is accelerating while plastic pollution is choking marine life. Millions of fibreglass boats are reaching end-of-life, which is leading to many of them being abandoned or sinking due to high disposal costs. These leach toxins into our seas with no sustainable solution in place, while our youth face ever-growing levels of climate anxiety. These challenges are just a few that the **Arctic Impact Project** will focus on.

EXPEDITION METRICS & GLOBAL IMPACT

The Arctic Impact Project delivers unparalleled exposure and impact across multiple levels.



- **World 1st Record** - The 1st solo, non-stop and unassisted transit of this route, securing a permanent world-record legacy across 8,000+ Nautical Miles.
- **Global Media Reach** - Millions in projected media reach, placing partners at the centre of the global climate narrative.
- **Global Education Impact** - 1 Million+ students will be engaged worldwide, delivering measurable educational impact.
- **Critical Data Acquisition** - 3 Months of uninterrupted, climate-critical science information from the Earth's most vulnerable and changing oceans.
- **Global Circular Solutions** - Open-sourcing research to accelerate the scale-up of sustainable composites for the marine industry.

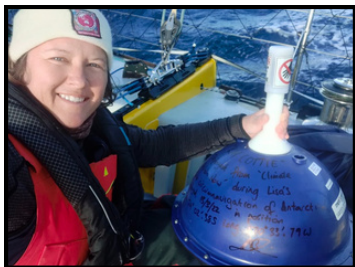
IMPACT AREAS: COMMUNITY, SCIENCE, AND INNOVATION

Lisa's vision extends far beyond the voyage itself, creating lasting global change by translating real-world data and experience into three distinct, measurable areas of impact: Community, Science, and Innovation.

COMMUNITY - Inspiring Climate Action Now

Lisa's global *Climate Action Now* campaign empowers people to take meaningful steps for the planet. Through partnerships with schools, community groups, and digital storytelling, she has inspired thousands to share their commitments to sustainability in this decade-long initiative.

- **Post-it Note Campaign** - Proving that "every action matters," this movement will scale globally through high-impact projection events and partnership displays to continue to inspire the message of Climate Action Now.
- **Action Stations Education Program** - A high-quality, curriculum-aligned educational resource for students aged 7-16 globally. It turns classrooms into 'adventure portals,' using Lisa's real-time data and experiences to teach STEM, geography, sustainability, and more.



SCIENCE - Advancing knowledge for ocean health

The Arctic is warming four times faster than the global average, reshaping ecosystems and influencing weather and ocean health. Using advanced research tools in her onboard lab, Lisa will collaborate with a global network of scientists, contributing to the United Nations Decade of Ocean Science.

- **Ocean Health & Microplastics** - Continuous data on dissolved CO₂, salinity, acidity, chlorophyll, and microplastic pollution across the entire route, capturing data in hard-to-access regions.
- **Global Science** - Serving as a mobile weather station, the yacht will deploy drifter buoys and contribute essential, real-time data to global climate models and initiatives like the Seabed 2030 Program.
- **Ecology & Human Limits** - Collecting eDNA to track biodiversity shifts and conducting Human Metrics studies to advance science for women's endurance and chronic fatigue.

INNOVATION - Building a sustainable future

The global marine industry is in **crisis: 40 million fibreglass boats are reaching end-of-life** with no recycling path, and we keep making plastic boats. The solution is a fully recyclable, circular composite using Basalt Fibre (from volcanic rock) and Bio-Resins (plant-based) as direct replacements. Lisa's expedition yacht serves as a proof-of-concept, validating this material in the harshest conditions on Earth.

- **Accelerating Circular Composites** - Establishing the commercial and environmental viability of next-generation materials by testing performance, scalability, sustainability and market impact across three research phases.
- **Open-Source Solutions & Education** - All research data will be open-sourced, accelerating sustainable solutions for industries worldwide while driving consumer education to support next-generation boat development.

By funding this research, partners are directly investing in the commercial future of sustainable boat building and material science for the entire marine industry.

Note: Core materials research begins in January 2026 with university partners.



LISA BLAIR OAM - TRAILBLAZING SAILOR AND EXPLORER



Lisa Blair OAM is an award-winning sailor, author, and environmental leader. With eight world records, over 130,000 nautical miles sailed, and a history of delivering successful global campaigns during her decade-long record-breaking sailing. She is the fastest person to sail solo around Antarctica, surviving 92 Days in the Southern Ocean, making her one of the most accomplished adventurers of her generation.

Lisa's bestselling book 'Facing Fear' and her documentary 'Ice Maiden' have reached global audiences, amplifying her message of courage, sustainability, and action.

Awarded the Order of Australia Medal in 2025 for her services to sailing and climate advocacy, Lisa continues to push boundaries not for records, but for purpose and sustainable impact, inspiring individuals, organisations, and governments to protect our oceans.

"The ocean has taught me resilience, humility, and hope. Through this voyage, I want to show that one person's actions can spark a global movement for change."

PARTNERING FOR IMPACT

This is the moment to move beyond ambition and into execution. The *Arctic Impact Project* offers a unique opportunity for visionary partners to align with an expedition that embodies innovation, education, and measurable environmental action. Partners will be profiled through global media, education programs, and the documentary film - reaching millions while contributing to a legacy of ocean health. Join Lisa Blair OAM in transforming exploration into action, safeguarding the planet for future generations. *"Just do, because the world is changed by doers."*

EXPEDITION TIMELINE

2026 - BUILD & TRAIN

- Arctic Vessel build
- New Composit Research
- Polar training
- Action Stations

2027 - RECORD

- Arctic circumnavigation
- Data collection
- Live engagement
- Global media

2028 - SHARE & SCALE

- Documentary release
- Open boat days
- Wrap events
- Long-term legacy projects

LET'S WORK TOGETHER.

CONTACT - LISA BLAIR OAM

PHONE - 0431 302 088

EMAIL & WEBSITE -

lisa@lisablairsailstheworld.com

LisaBlairSailtheWorld.com

This comprehensive, three-year global project requires a total combined budget of £3.6 million GBP. Your investment today ensures expedition departure and secures the delivery of all three critical impact pillars.



Book published by
Australian
Geographic in 2020

OVERALL SOCIAL MEDIA



13K 3.6K 7.4K



Released in 2024, Ice Maiden has now toured cinemas and film festivals globally

Facebook Unique Users
Total Impressions since 2017



8.9 Million

Instagram Unique Users
Total Impressions since 2021



6.9 Million

WEBSITE

Visits - **829k**

Unique Visits -
411K

Page Views -
1.69M