



Experience Life

Miles Ahead Background:

On 14 June 2005, Barclays undertook an overland expedition from their headquarter at Canary Wharf, London, which culminated six months later in Cape Town, South Africa. The aim of the team, a crew of eight, along with Barclays staff in each country, was to make a positive impact on, and a meaningful contribution to, all the communities in which Barclays operates.

These include United Kingdom, France, Portugal, Spain, Italy, Egypt, Uganda, Kenya, Tanzania, Zambia, Zimbabwe, Botswana and South Africa.

In addition, the hope was to raise a million pounds for charity, and touch the lives of hundreds of people en route. In Europe, the expedition was about fundraising for specifically chosen projects in Africa. This six-month journey, carried out in association with the United Nations Children’s Education Fund (UNICEF), celebrated a culture of caring for the community and was branded Miles Ahead.



Facts & Figures:

- 14th June - 13th December 2005
- 30,000 km over 157 days, 17 countries
- Over 6,000 Barclays staff actively involved
- 159 fundraising activities raised £1,600,000



180 degrees project responsibilities:

- Conceptualization and Project Management

Barclays responsibilities:

- Communications & PR and Fundraising Activities

Project duration:

Project Planning: February 2004 - May 2005

Project Execution: June 2005 - December 2005

