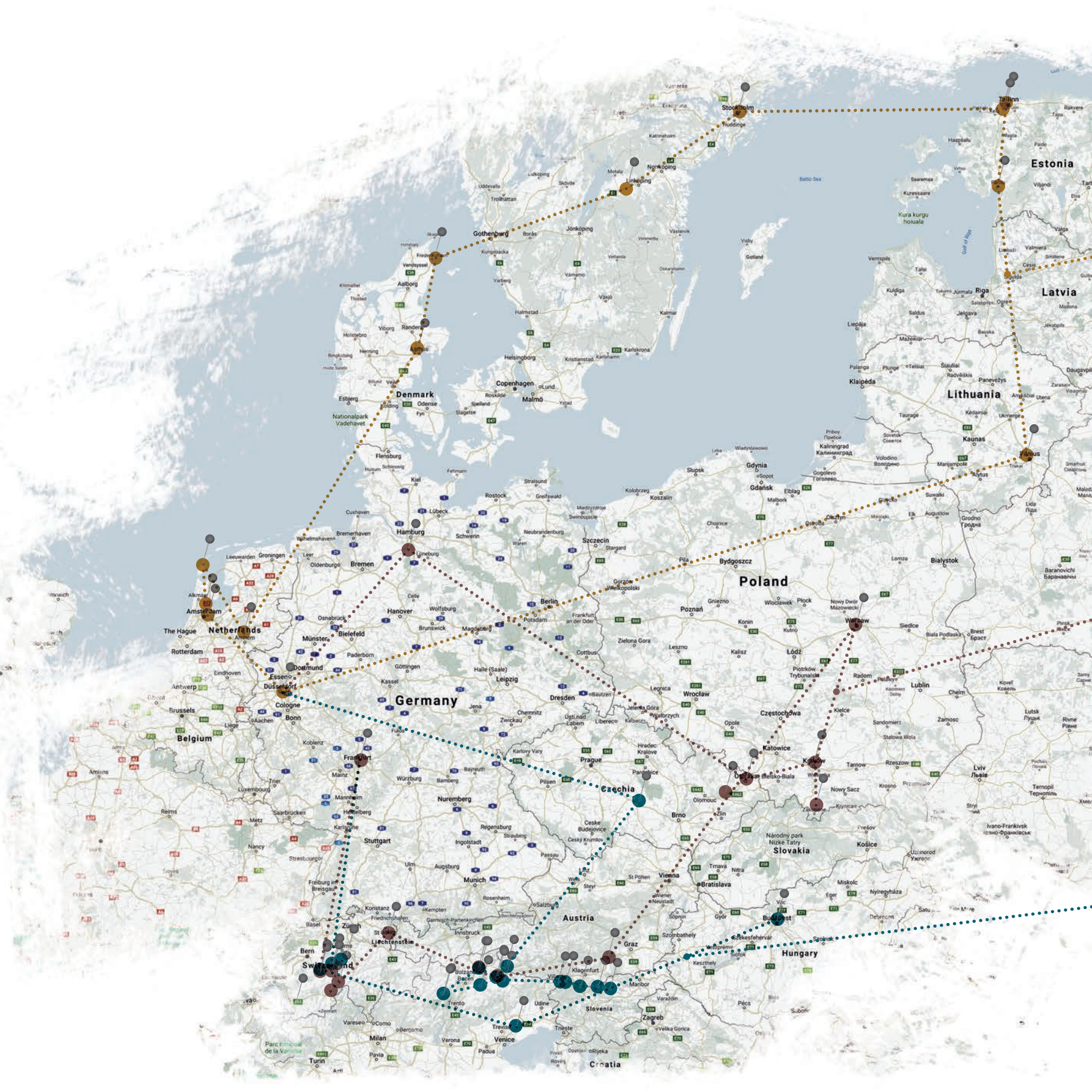


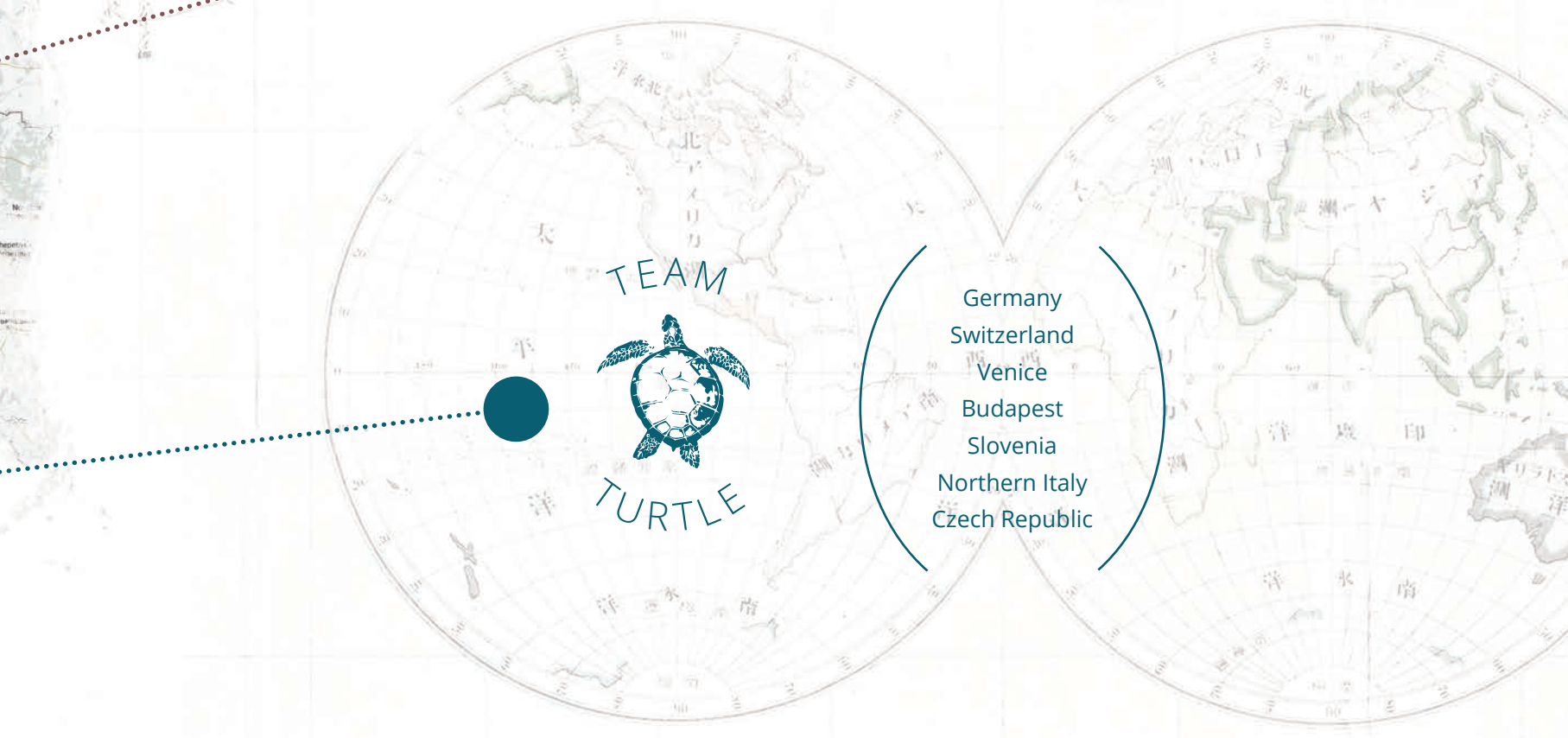
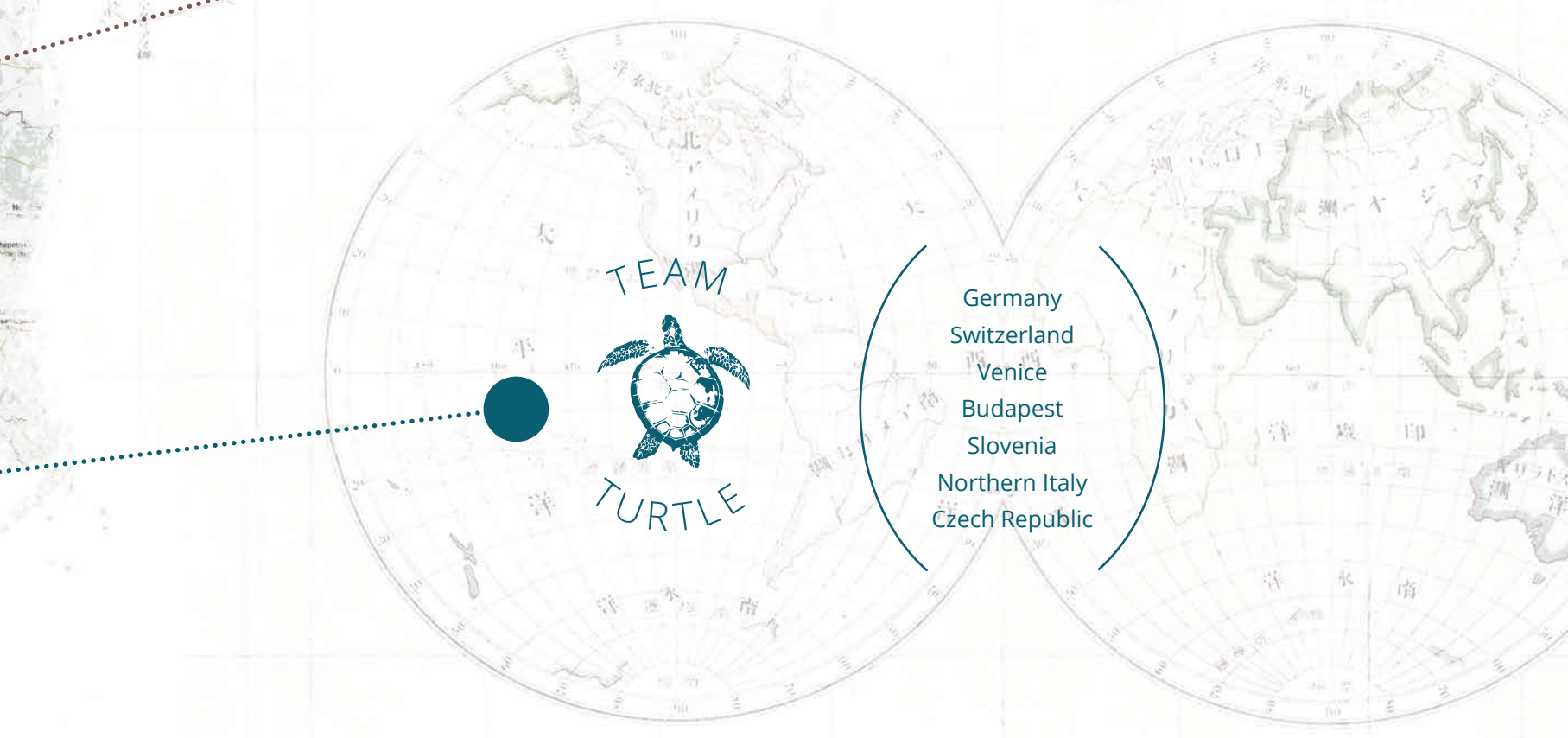
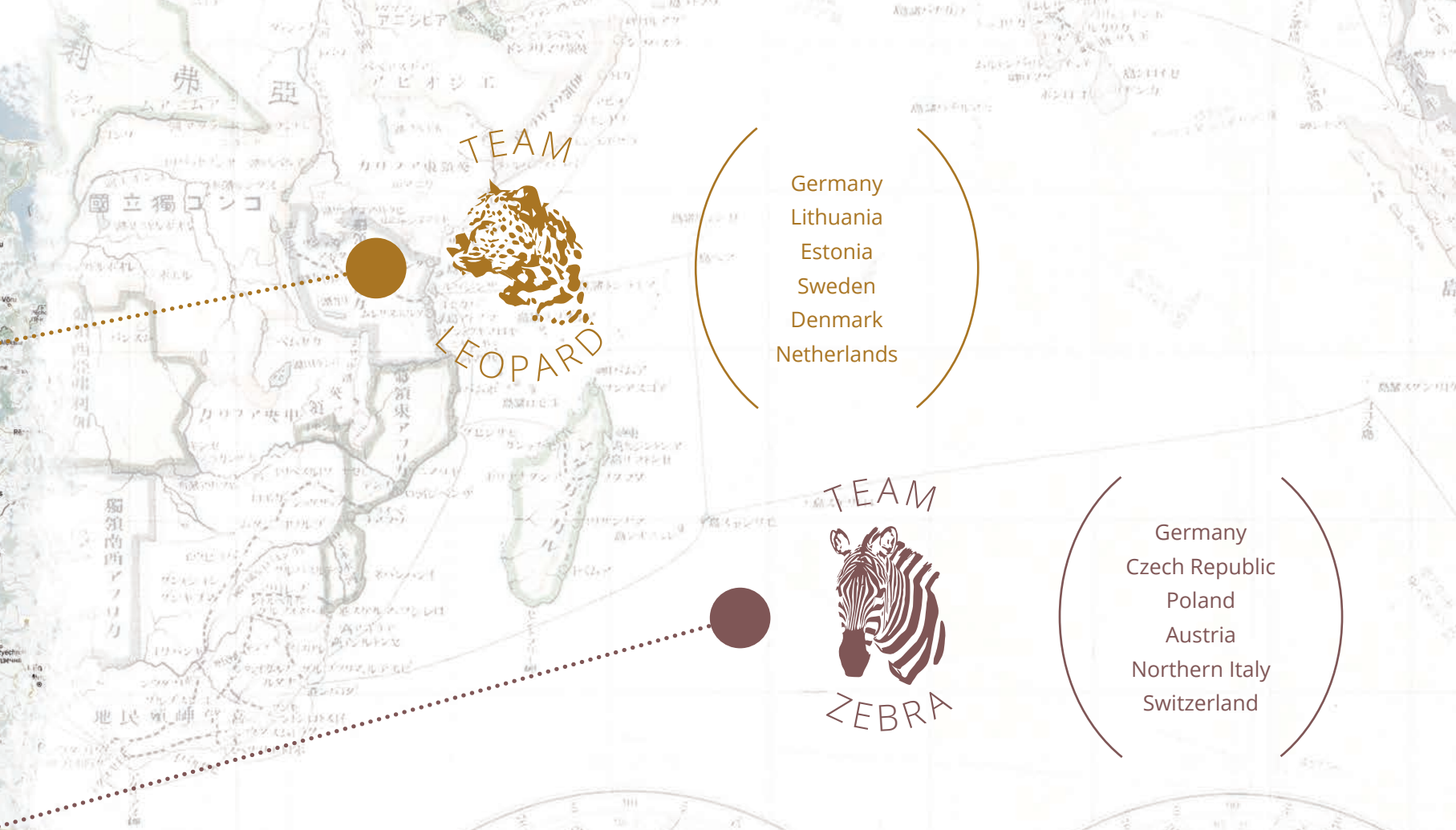


# RECHARGE

by

**eneloop**  
Ready to use Rechargeable Battery <sup>TM</sup>









## For a Sustainable Lifestyle

### Powered by eneloop.

eneloop is PANASONIC's answer on how the idealistic high power and yet eco-friendly battery for the future should look like: advanced materials, exceptional performance, long-life, pre-charged with solar energy, money saving and rechargeable up to 2100 times. Developed with the concept of sustainability and care for the Earth, eneloop embodies the principles of 'Recharge' and 'Reuse' for realizing a Clean Energy Society.

This journey is not just about recharging batteries; it is about recharging ourselves, recharging our planet through reconnecting with Mother Earth in the most sustainable way.

eneloop batteries present the [RE]CHARGE campaign according to Panasonic's wonderful aim:

### **"A Better Life, a Better World"**

Enjoy the most beautiful pictures of Europe, captured by three teams of photographers that sustainably travelled across the continent.

Supported by JAGUAR I-PACE & HIPPOCKETWIFI.



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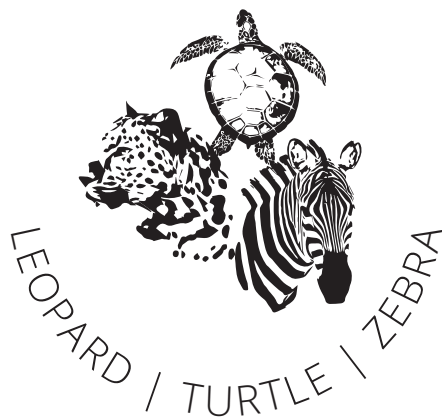
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On behalf  
of Mother Nature

# [RE] CHARGE

A photographic adventure

&

Crazy times  
the age  
progress.  
inventiveness  
humanity. Research and technology continuously yield  
pioneering answers to the questions of our time and serve  
humanity to become the most advanced civilization in  
history. We have never been as far as now. Yet one question  
remains unanswered: How long can we move forward wi-  
thout outbalancing the costs of that progress? It is not just  
serious environmental damages that impose themselves  
as an enormous and equally exponential growing problem  
that the exact same advanced civilization will have to solve  
real soon now. It is the uprooting of mankind from Mother  
Earth. Yet, progress does not necessarily mean disconnec-  
tion. Quite the opposite: true innovation arises in harmony  
and serves the progress of all life.

**sustainable  
photo tour  
through Europe**

we live in. It is  
of exponential  
Groundbreaking  
revolutionizes



# [RE] VIVE

What wholesome effect the mountains of Switzerland have. How salubrious the forests of Scandinavia are. How the rugged coasts of Estonia inspire and how re-rooting yourself with Mother Nature can

look like. Most stunningly:

how innovative, environmentally friendly solutions can accompany men while quenching the thirst for adventure and wanderlust in the most sustainable way.

This campaign is the result of greatest passion for true innovation and sincere respect for the world we live in.

# [RE] CONNECT



# [RE] CHARGE

## **This is what – the campaign**

Three teams, three routes, three non-governmental organizations and € 21,000 for a good cause: Equipped with Panasonic Lumix digital cameras, rechargeable eneloop batteries and the fully electric Jaguar I-PACE, World Green Car of the year 2019, Team Leopard, Team Turtle and Team Zebra started their 4-week trips through Europe in October 2019.

### **This is why – the mission**

Their mission objective: to capture breathtaking photos of Mother Nature in order to increase awareness for the beauty

of our planet as well as awareness for sustainability and environmental protection. Also: to win as much of the € 21,000 as possible for their respective NGO with those photos.

# [RE] BORN



### **This is how – the process**

During the first 4 weeks in October 2019, where the 3 teams were on the roads, they received 8 photographic challenges around a certain theme.

The higher the number of likes on Instagram on the

pictures they have taken and selected around the 8 given themes [1 per theme per team], the higher the amount gathered for the NGO that was appointed to them – 1 like gave 1 point.

During a second phase, in November, their online community could post pictures around the same 8

# [RE] BUILD

given themes, and 'donate' them to the teams by simply tagging the activation [eneloopjourney] as well as hashtagging the team [and hence the NGO], they support. These donated pictures added points to the team, 10 points per photo, raising the amount for their NGO.

## [RE] USE

### **This is who – winners and prizes**

With 103,044 likes on all of their panoramic photographs, Team Turtle was able to win € 7,554 for the Aktionsgemeinschaft Artenschutz [AGA]. Representing the African Conservation Foundation, Team Zebra won € 7,229. With 84,812 likes, Team Leopard could rake in € 6,217 for the Rainforest Trust.



### **A Better Life, a Better World**

With the [RE] CHARGE campaign, Panasonic has lived up to its brand promise "A Better Life, A Better World". The company pursues the vision to improve the life of each of its

## [RE] THINK

customers, whether at home, in everyday business or when traveling, and at the same time to make a significant contribution to a better world through extensive social commitment and the consistent commitment to environmental protection.





Katrina and Meelis are both self-taught photo- and videographers from Estonia. They feel most inspired by the great outdoors and enjoy going on photo trips together. They've done many of these, 50 countries to be precise. Although their photography trips are the essence of their time, in their day to day life Katrina and Meelis are all about their dogs, some unusual sports and cooking experiments [yes, free of animal products!]. Their motivation

for this project is to do something for a good cause while enjoying their common hobby.

## Rainforest Trust

Rainforest Trust purchases and protects the most threatened tropical forests and habitat, saving endangered wildlife and other at-risk species. Its unique conservation model for protecting species has been implemented successfully for over 30 years and has resulted in more than 23 million acres saved! Thanks to the generosity of donors, the expertise of partners and the participation of local indigenous communities, Rainforest Trust remains steadfast in its mission as it continues to help safeguard our shared planet's precious natural resources.



RAINFOREST  
TRUST®

❤️ 84812

TEAM



LEOPARD

6217 €

Meelis & Katrina

Claudiu and Raul are photographers and content creators from Romania and the

UK. They're friends ... but have never met in real life. Even though they are miles apart, they both share the same values, they love photography and the outdoors, they share ideas and plans for future trips and projects. Through their vision, they want to inspire people to escape routines, embrace the outdoors and thrive for a more sustainable life.



❤️ 103044

TEAM



TURTLE

7554 €

Raul & Claudiu

## AGA Artenschutz

Aktionsgemeinschaft Artenschutz [AGA] e.V. [Action Campaign for Endangered Species] is working for the conservation of endangered animals and plant species and their habitats since

1986. AGA emerged from the "Save the Turtles" campaign, which itself was initiated in 1981. "Save the Turtles" was a campaign by private individuals against the cruel slaughter of turtles. AGA works internationally with competent local partner organizations to protect and preserve nature, to raise environ-

mental awareness and to prevent the destruction of the livelihood of humans, animals and plants.





Dan and Josh are friends from Sheffield in the UK. They met through a love of photography and exploring the outdoors near their homes.

Together they have visited beautiful landscapes around Europe and reconnected with the environment. Their aim for the [RE]CHARGE journey is to inspire through captivating images as well as observations which will make people take a second look at the world around them.

## African Conservation Foundation

The African Conservation Foundation works to protect Africa's endangered wildlife and their habitats, by tackling the root causes of biodiversity loss. Founded in 1999, ACF was the first organization focusing on partnering with and building the capacity of grassroots conservation efforts in the region. They aim to change the approach of the management and utilization of natural resources to one in which the needs of human development in the region are reconciled with biodiversity conservation. ACF's focus is to build local capacity for conservation in Africa.



♥ 98623

TEAM



ZEBRA

7229 €

Dan & Josh





## JAGUAR

### ALL-ELECTRIC JAGUAR I-PACE

Jaguar I-PACE drives fresh emotion on the eneloop journey to capture new emotions through photography. Sharing our values of high performance in a greener world, it is Jaguar's first all-electric SUV and winner of World Car of the Year, World Car Design of the Year and World Green Car of 2019.

## HIPPOCKETWIFI

### MOBILE HOTSPOT

High speed connection everywhere in Europe: HippocketWifi offers pocket wifi rental for travels visiting Europe. Need to stay connected? Rent yourself a mobile hotspot and get a high-speed unlimited 4G LTE connection. From Spain to France, across the Alps to Italy and through Germany to the Scandinavian north: Get internet in 40 European countries!







## PANASONIC

### DC-G9 HIGH-END LUMIX G

The Lumix G interchangeable lens cameras set new professional standards. With its diverse shooting functions, extremely fast response times and solid, compact design, the camera is particularly recommended for reportage, action, sports and wildlife photography and is the ideal companion for your adventures.

## ENELOOP

eneloop is the perfect, long-life, pre-charged, energy and money saving, recyclable rechargeable battery which can now be charged and discharged even up to 2100 times. Developed with the concept of sustainability and care for the Earth, eneloop embodies the principles of 'Recharge' and 'Reuse' for realizing a Clean Energy Society.





## **[RE] BUILD**

[Growing, harvesting and making Riesling wine rebuilds communities along the River Rhine].



## **[RE] CONNECT**

[we can ALL do something when it comes to saving our planet. But perhaps we can also ask for a bit of external help. We are not alone!]

# [RE] UNITE

[RElight to REunite].



## [RE] USE

[The migrating dunes reuse the sand over and over again to form new landscapes].





## [ RE] LOAD

[Whenever you feel down, let nature reload you again].



## [RE] VIVE

[Revive your body and soul].

An aerial photograph of a vast forest at sunrise. The sun is low on the horizon, creating a bright glow that filters through the misty air. The forest is dense with green trees, and the mist is thick and white, covering the lower parts of the landscape. The sky is a mix of blue and white, with some clouds. The overall mood is serene and peaceful.

## [RE] THINK

[Rethink mornings. Good views happen to those who wake up early].



# [RE] BORN

[Reborn from the nature]



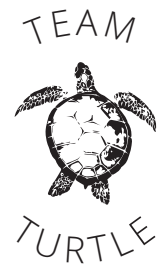


## [RE] BUILD

For our first hike in Switzerland, we chose Augstmatthorn, a place well-known for the epic panoramic views over Interlaken.

Even though we were the only "turtles" on the mountain, we stumbled across a herd of Alpine ibex grazing peacefully.

The truth is, no matter where we are in the world, we can all do as little or as much as we can, to help and protect our animals. Only together, we can rebuild the ecosystem of this beautiful planet called Earth. Let's spread the word and help Aktionsgemeinschaft Artenschutz (AGA) on their mission for protecting endangered animals around the world. Sharing is caring!





## [RE] CONNECT

A way to be happier is to leave our busy lives behind for a moment and reconnect with nature. And this is how we felt yesterday, when we hiked up to Bachalpsee, a beautiful lake with its glacial water reflecting the Schreckhorn mountain. It's a fact that being in nature is good for the mind and body.



## **[RE] UNITE**

Spend more time outdoors and appreciate nature. Reunite with the mountains and you will feel alive.

## [RE] USE

In a world of climate change, water reuse is one option that might help some communities to significantly expand their water supplies.





## [RE] LOAD

Hike a mountain, get inspired  
and reload yourself with  
positive thoughts.

## [RE] VIVE

Enjoy your moments and revive  
them as they are pure gold to  
your soul.





## [RE] THINK

We had to rethink our route after driving to Germany, realising that autumn was over in Bavaria. We are now back in Italy to check out a few more locations.





## [RE] BORN

Don't be afraid to make changes and open new doors. Every opportunity can reborn your soul.



## [RE] BUILD

For the theme of rebuild we focused our cameras on trees, because they play a vital role in rebuilding natural environments for us and other species. Here in Switzerland, they are building forests for the future which can adapt to the warming temperatures threatening existing tree species.



## [RE] CONNECT

Reconnect with nature by finding a quiet place to free your mind for a while.



## [RE] UNITE

Every time we visit the outdoors we reunite with nature in a new way.

## [RE] USE

We were impressed by these mountain guest houses which reuse rainwater from the mountains and reuse the sun's rays for power.



## [RE] LOAD

There isn't a reload button that will restore our environment, but we can take action to change our future impact.





## **[RE] VIVE**

Sometimes we get a little tired on our journey, but each morning we are revived by the beauty of our surroundings.

## [RE] THINK

Environmental sustainability is key to our future. In order to contribute, we should all try and rethink how we consume resources.





## [RE] BORN

As we spend more time  
surrounded by the beauty of  
nature, we feel reborn with a  
new ease of life.





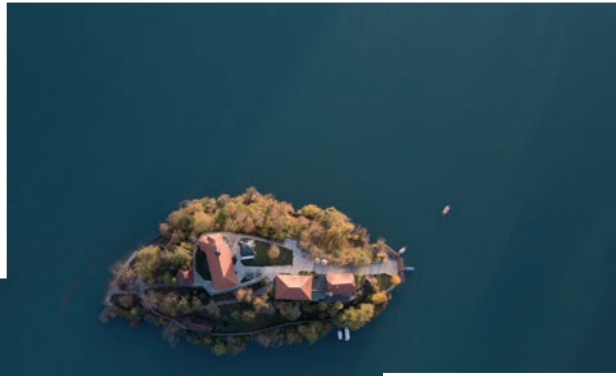
# BEHIND



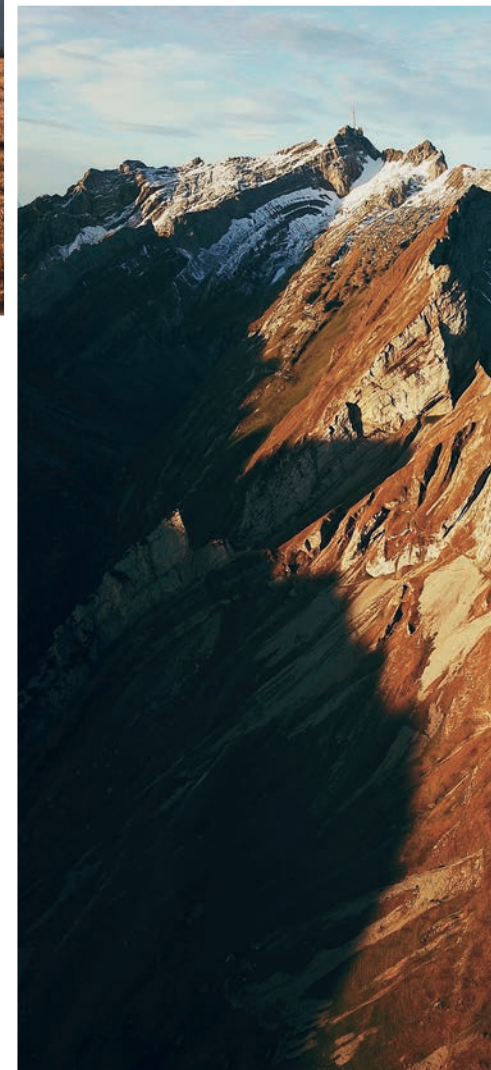
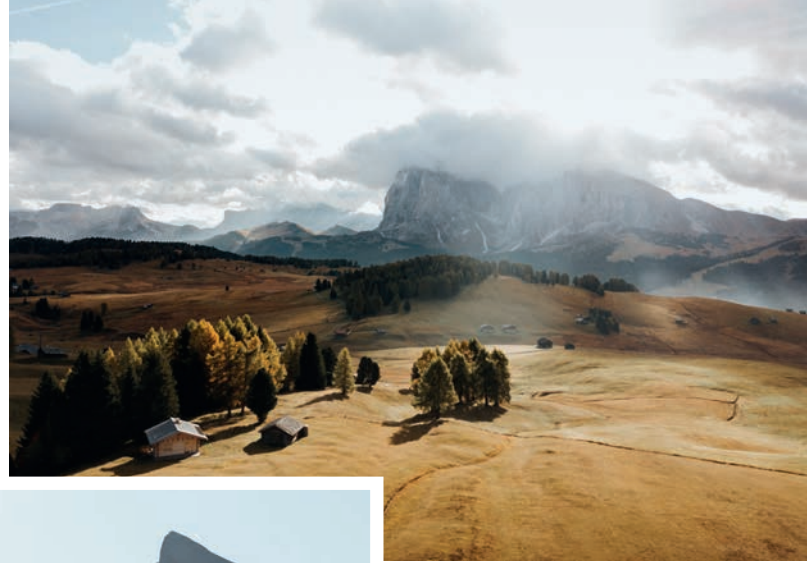
# THE



# SCENES









# Panasonic eneloop wants to say a big **THANK YOU** to

## our Teams



Katrina Toompere, Meelis Tamm



Claudiu Maxim, Raul Caramizaru



Dan Cook, Josh Kemp Smith

## our NGO's



Rainforest Trust - Beth, Chris & Kira



AGA Artenschutz - Birgit, Teresia, Sonja



African Conservation Foundation - Arend

## our Sponsors



Jaguar Land Rover Ltd. for sponsoring our teams with three all-electric I-Pace Jaguars.



A special thank you to Federico Funaro, Na Li, Vinay Sidaraddi & Anna Baunach as well as the full Panasonic Jaguar racing team.



HippoDev SARL for sponsoring our teams with three HippocketWifi devices.

A special thank you to Camille.



Oliver Merk from Panasonic appliances Europe.



Mirum Agency, in particular Charline Luyckx and Anaïs Goossens.

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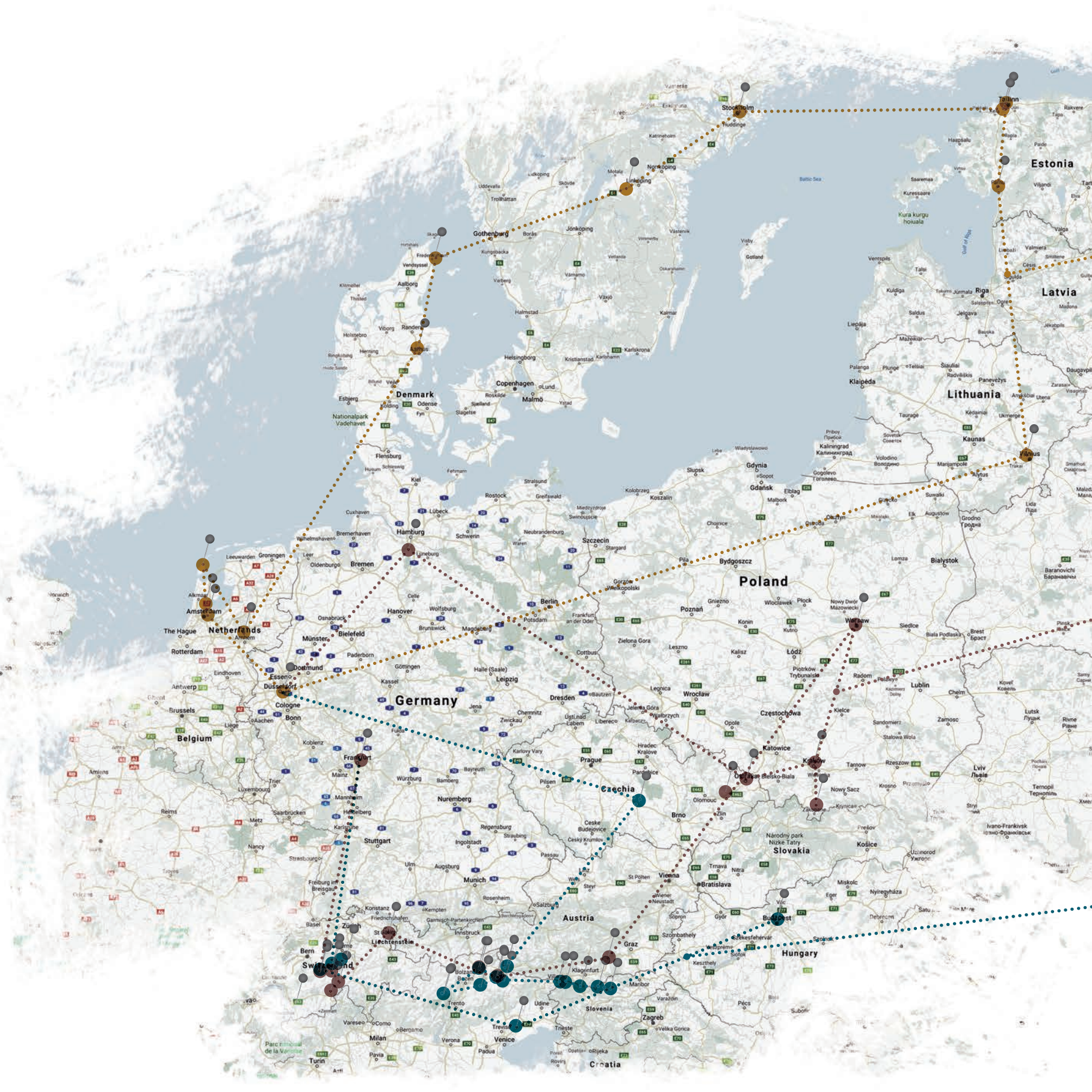
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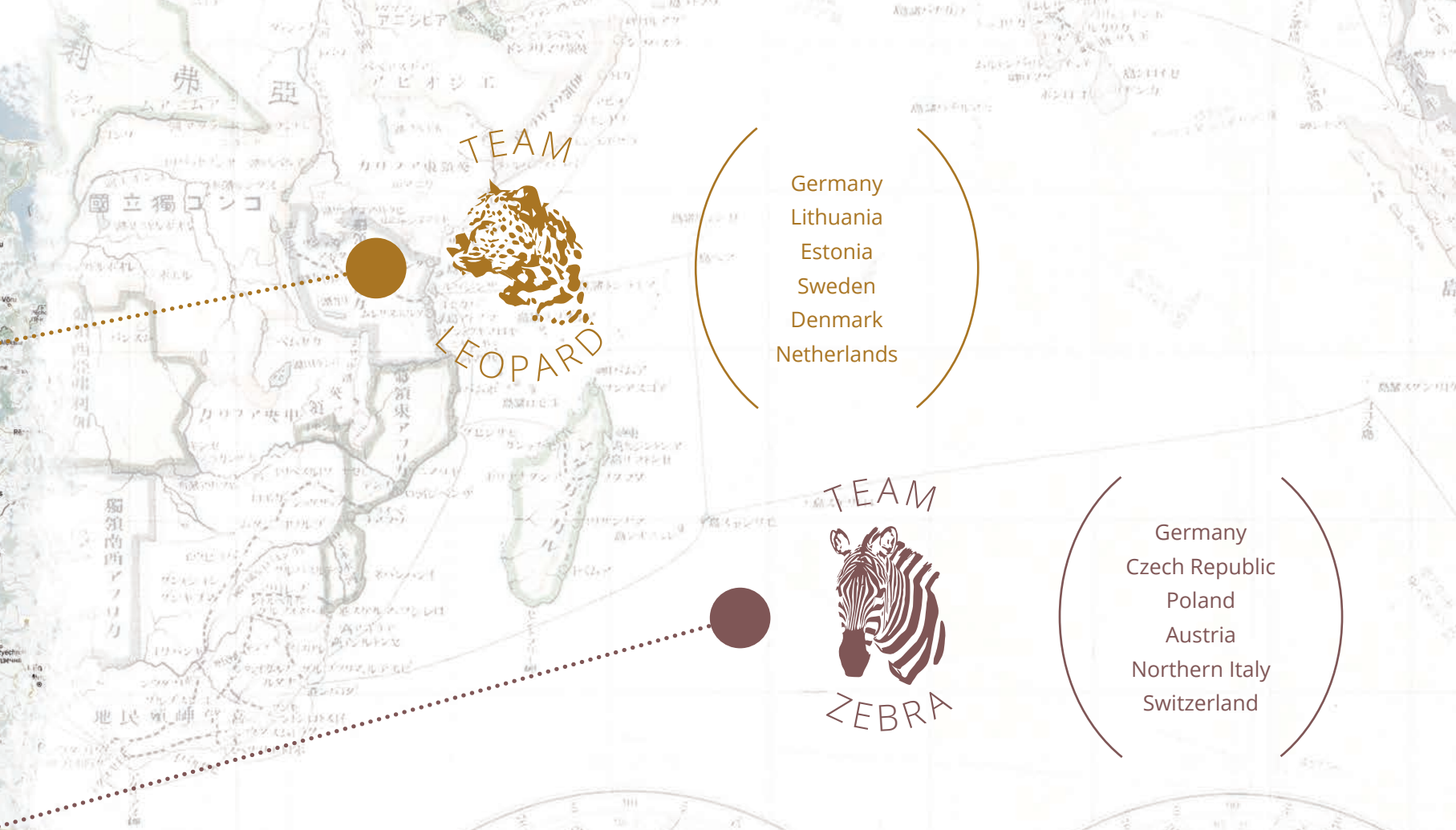


The [RE]CHARGE Journey illustrated book has been printed under the conditions of blue-greenprint – an internationally acknowledged trademark for sustainable media production and the promotion of ecological as well as social projects worldwide.

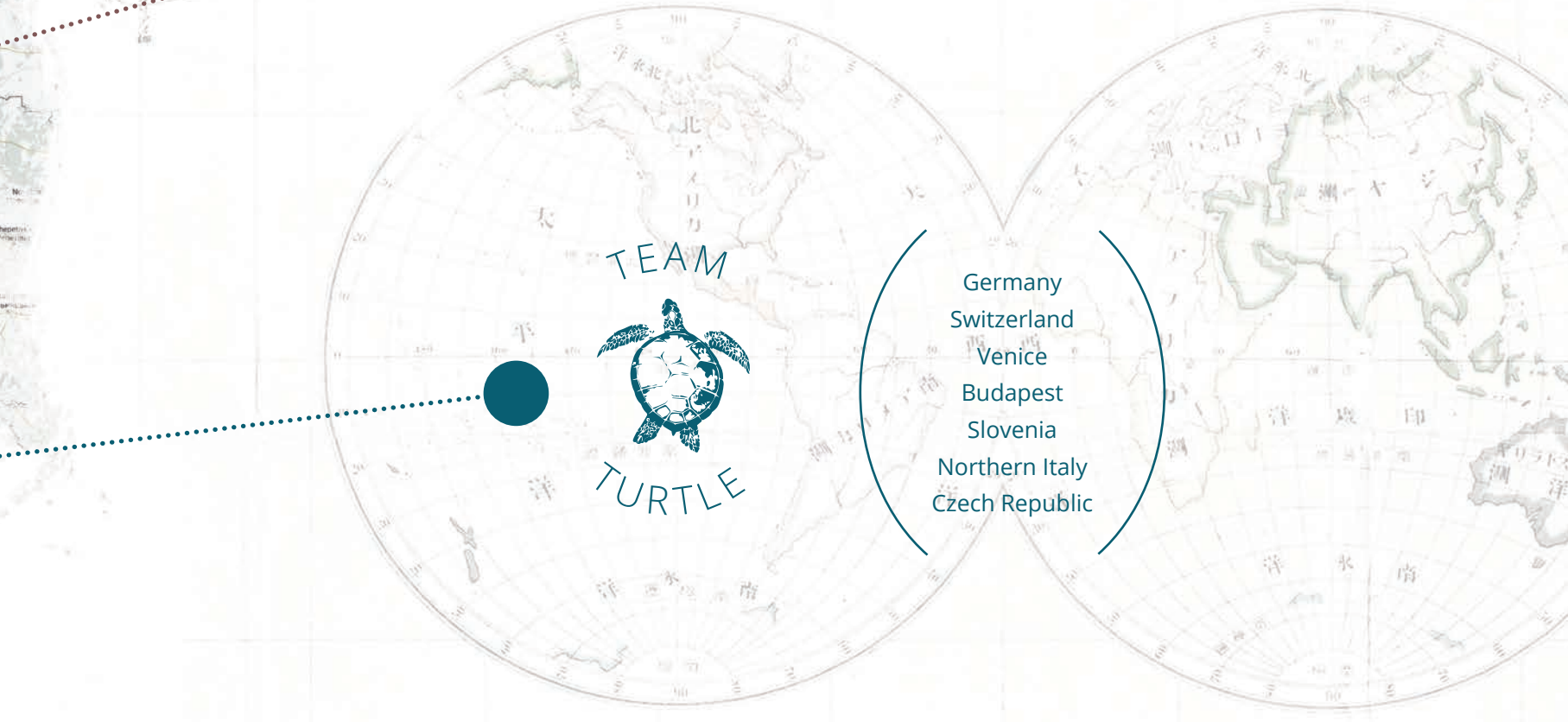




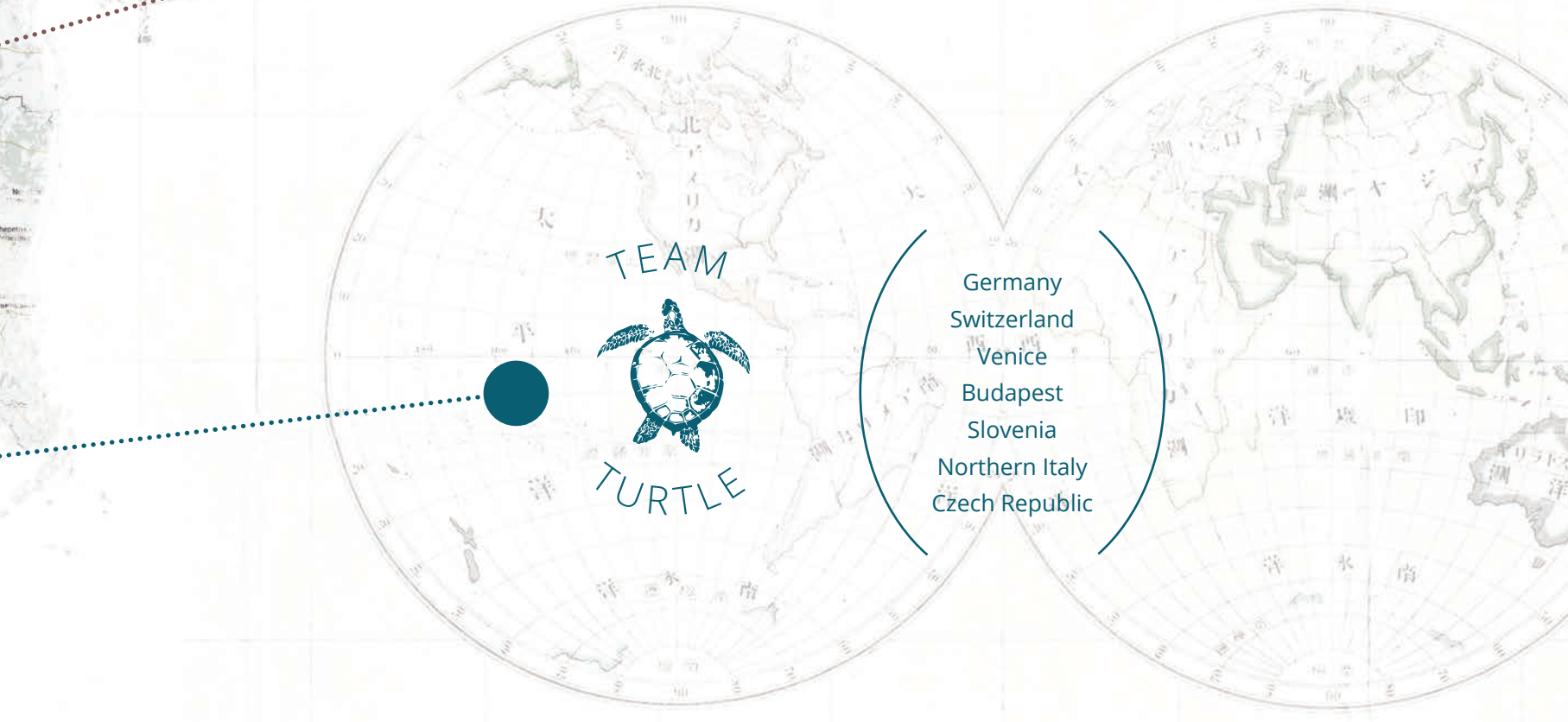




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