



# Dr Sylvia Earle Antarctic Climate Expedition 2023 Partnership Proposal: Amplify Hong Kong Youth's Mission to Accelerate Carbon Neutrality

—

**Natalie Chung Sum Yue**

*Expedition Key Opinion Ambassador and  
Steering Committee Member*

Oxford MPhil Graduate (Environmental Change and Mgmt)

Co-Founder of V'air Hong Kong

Member of HKSARG Council for Sustainable Development  
and Green Tech Fund Assessment Committee

June, 2022

# A CLIMATE EXPEDITION TO THE ANTARCTICA IN FEB 2023

## Expedition Route (13-24 Feb, 2023):

Ushuaia- Drake Passage – Aitcho, Antarctic Peninsula – Hope Bay – Brown Bluff – Enterprise Island – Orne Harbour – Port Lockroy / Jougla Point – Paradise Harbour / Skontorp – Lemaire Channel – Pleneau – Whalers Bay – Robert Point – Frei



### Principal Organiser

It is the mission of the Ocean Geographic Society to kindle the natural compassion of human beings by informing and inspiring the citizens of the world to conserve and preserve our natural world.

<http://www.ogsociety.org/about-us/overview.html>



### Principal Partner

Led by legendary oceanographer Dr Sylvia Earle, Mission Blue is uniting a global coalition to inspire an upwelling of public awareness, access and support for a worldwide network of marine protected areas – Hope Spots.

<https://mission-blue.org/about/>



## Natalie Chung

Expedition Key Opinion  
Ambassador and Steering  
Committee Member

### Role and Duties

- Key Opinion Ambassadors serve as champions to expound the expedition's mission, goals, as well as lend expertise to outputs such as the 23 resolutions and the feature documentary
- Steering Committee helps initiate the development of 23 resolutions, contribute stories and perspectives to the documentary
- ["World-first expedition to Antarctica in 2023 to be filmed for feature documentary" \(C21 Media\)](#)

## Dr Sylvia Earle Antarctic Climate Expedition 2023 (13-24 February, 2023)

Organised by Ocean Geographic, in partnership with Mission Blue, supported by Aurora Expeditions

### Mission

- To propose and champion **23 resolutions** to reduce and offset emissions within our lives and communities to accelerate reaching Net Zero by 2035, representing voices across the Planet
- With the conviction and determination to want to inspire positive action, to shift our current trajectory away from a catastrophic outcome, towards a healthy, habitable planet

### Expedition Team

- Led by renowned oceanographers and conservationists: **Dr Sylvia Earle and Captain Don Walsh**
- Consists of 110 selected diverse global citizens, comprising scientists, conservationists, policymakers, celebrities, ocean luminaries, renowned wildlife photographers, musicians, artists
- Expedition member highlights: **Mohamed Nasheed** (Maldives' first elected president), **Prof Dan Laffoley** (IUCN Principal Advisor), **Laura Turner Seydel** (Environmental advocate), **Chen Qiufan** (Award-winning Chinese fiction author), **Prof Jing Tsu** (Yale University Professor in East Asian Languages and Literatures), **Joanna Ruxton** (Producer of documentary "A Plastic Ocean"), **Dr Olaf Meynecke** (Marine scientist on humpback whales), **Tom Gruber** (Co-founder of Siri), etc

ANTARCTIC CLIMATE EXPEDITION 2023



# About Natalie Chung 鍾芯豫

Climate Advocate | Social Entrepreneur | Climate Researcher - MPhil (Oxford), BSSc (CUHK)

Public Service: HKSARG Council for Sustainable Development, Green Tech Fund

Awards: Tatler Gen.T List 2021, Eco-Business Youth A-List 2020, Japan Times female climate activist driving change in Asia

Natalie Chung Sum Yue is a **25-year-old climate advocate** and **social entrepreneur** born and raised in Hong Kong. Inspired by a polar explorer since young, Natalie devotes her life to climate action and environmental education.

At the age of 18, she co-founded **V'air Hong Kong**, a social enterprise which promotes low-carbon local tourism as means to mitigate climate change. V'air has held **over 200 tours and educational programmes** for schools and corporate to inculcate values of ecocentrism and nature appreciation among the public.

At the policy level, Natalie is committed to advancing the **carbon neutrality** agenda of **Hong Kong and mainland China**. She represented Hong Kong at the **UN COP25** Climate Change Conference, and subsequently established **Hong Kong Youth for Climate Action**.

She published research on the climate resilience of Hong Kong's electricity grid and completed master research on sensitive intervention points to accelerate **energy decarbonisation in Beijing and Hong Kong**.

In 2022, Natalie was nominated to participate in the Antarctica Climate Expedition 2023, led by renowned marine biologist Dr Sylvia Earle, as the **only Hong Kong representative** among 110 crew members from the academia, government, arts and music industries.



 Natalie Chung Sum Yue

 @nataliechungsumyue

 @chungsumyue

 natchungx



# About Natalie - Dedicated Researcher and Communicator



**United Nations COP25 Climate Change Conference:** Engagement with UNFCCC Executive Secretary Patricia Espinosa, representing Hong Kong as an international delegate (1 December, 2019)



**Tatler and The Upper House:** Panel Speaker on 21st Century Climate Change in Asia (18 May, 2022)  
Link: <https://www.tatlerasia.com/power-purpose/ideas-education/house-stories-climate-change-in-asia>

# About Natalie - Advancing Carbon Neutrality Agenda for Hong Kong and mainland China



**ReThink Sustainability Conference:** Speaker at a panel on ocean conservation and youth climate action, in addition to engagement with Mr Kam Sing Wong as member of Council for Sustainable Development (5 October, 2021)



**China-UK International Research Network:** Oxford master research on sensitive intervention points to accelerate energy decarbonisation in Beijing and Hong Kong, interviewing Tsinghua University and Beijing Normal University professors, supervised by Professor Myles Allen and Dr Matthew Ives

Link: <https://eeist.co.uk/>

# CHIEF OF EXPEDITION

**DR. SYLVIA EARLE**

**TIME MAGAZINE : HERO FOR THE PLANET**

OCEANOGRAPHER | MARINE BIOLOGIST | EXPLORER

NATIONAL GEOGRAPHIC SOCIETY EXPLORER IN RESIDENCE SINCE 1998  
FIRST FEMALE CHIEF SCIENTIST  
OF THE US NATIONAL OCEANIC & ATMOSPHERIC ADMINISTRATION.

**TOGETHER WITH SCIENTISTS, ARTISTS,  
KEY OPINION INFLUENCERS & COMMUNITY CHAMPIONS**



*"We humans have to understand  
that our lives really depend on taking  
care of the aquatic parts of the planet."*



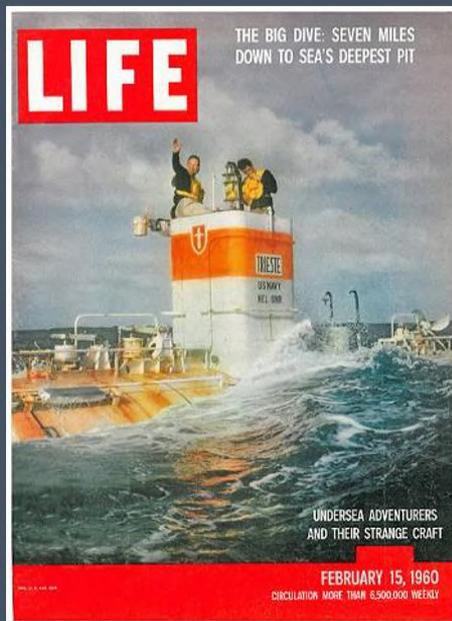
# CHIEF ADVISOR

## CPT. DON WALSH

OCEANOGRAPHER | EXPLORER | OCEAN ENGINEER | CAREER NAVAL OFFICER | PROFESSOR | AUTHOR

WORLD'S GREAT EXPLORERS BY *LIFE* MAGAZINE

AWARDS: HUBBARD MEDAL | NAVY DISTINGUISHED PUBLIC SERVICE AWARD | NMHS DISTINGUISHED SERVICE AWARD



# PRINCIPAL EXPEDITION PHOTOGRAPHER

## DAVID DOUBILET & JENNIFER HAYES

CELEBRATED UNDERWATER PHOTOGRAPHERS RECOGNISED BY NATIONAL GEOGRAPHIC

Rolex Testimonee – David Doubilet with over sixty five stories published in National Geographic



# EXPEDITION GOALS

23

Resolutions to inspire transformative changes for global net-zero emissions **by 2035, to implement from top down and bottom up**

5

Key expedition outputs to drive awareness, provide information & knowledge and inspire action.



**Create awareness and interest.**

**Drive education especially to children**

**Ignite further partnerships and action plan with Governments, Organisations, Corporates, Individuals.**

**Stimulate the Blue-Green Economy**

# EXPEDITION OUTPUT

Feature  
Documentary

Short Content

Expedition  
Book

Exhibitions /  
Roadshow

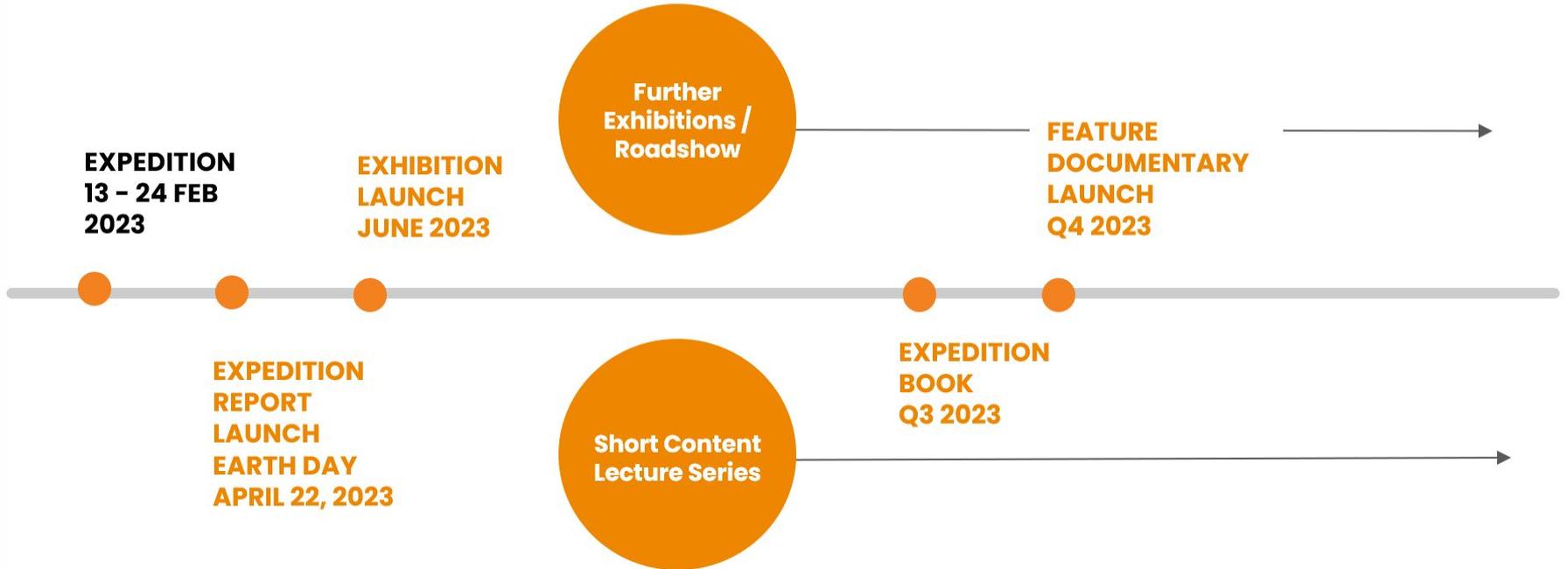
Education  
Material /  
Lectures

The narratives and images from this Expedition aim to encourage the way people see and understand the Antarctic.

**Enlightenment that will catalyse a much-needed paradigm shift  
away from indifference and into action to protect our natural world.**

Expedition output will be produced by the Principal Expedition Team + Key Ambassadors

# TENTATIVE KEY OUTPUT RELEASE DATES



# POTENTIAL PARTNERS / CONTENT PLATFORM

**NETFLIX**



Smithsonian

**ADEX**



**Ogilvy**

# PROPOSED DELIVERABLES BY NATALIE

## 1. Public Education

- Partner with marine scientists and students from The Chinese University of Hong Kong, ocean conservation non-profit Ocean3C and my environmental organisation V'air to carry out small-scale research, lecture series and seminars during and after the expedition



香港中文大學理學院  
**FACULTY OF SCIENCE**  
THE CHINESE UNIVERSITY OF HONG KONG



## 2. Corporate Training

- After the expedition, Natalie can offer in-person sharing to colleagues as a form of corporate training, on topics related to ESG integration, climate change mitigation and adaptation
- Hybrid roundtables and seminars can also be held with other exclusive expedition crew members



## 3. Media and Communications

- Ensure mention on press releases and reports
- Exploring media partnership with Tatler on a post-expedition feature article. In discussion with SCMP and other media outlets to share the insights and knowledge gathered
- Existing exposure: interview by Ogilvy and Tatler on the expedition objectives



South China  
Morning Post

# SPONSORSHIP TIERS

## **Diamond Sponsor (1 position): HKD 100,000**

- 2 sessions of in-person sharing by Natalie post expedition to colleagues
- 1 session of roundtable (hybrid) with exclusive expedition crew members
- Brand logo recognition on individual expedition wear, expedition media board, expedition website profile page, as well as acknowledgement in expedition book, report and exhibition
- 1 dedicated paragraph in the expedition report, in a pre-aligned format and necessary arrangement with Natalie before the expedition
- Brand presence and endorsement on Natalie's Instagram channel (@chungsumyue)
- Selection of 15 images by renowned Expedition Photographers, for three times usage across 90 consecutive days, in a pre-aligned format and necessary arrangement with Natalie before the expedition

## **Emerald Sponsor (4 positions): HKD 50,000**

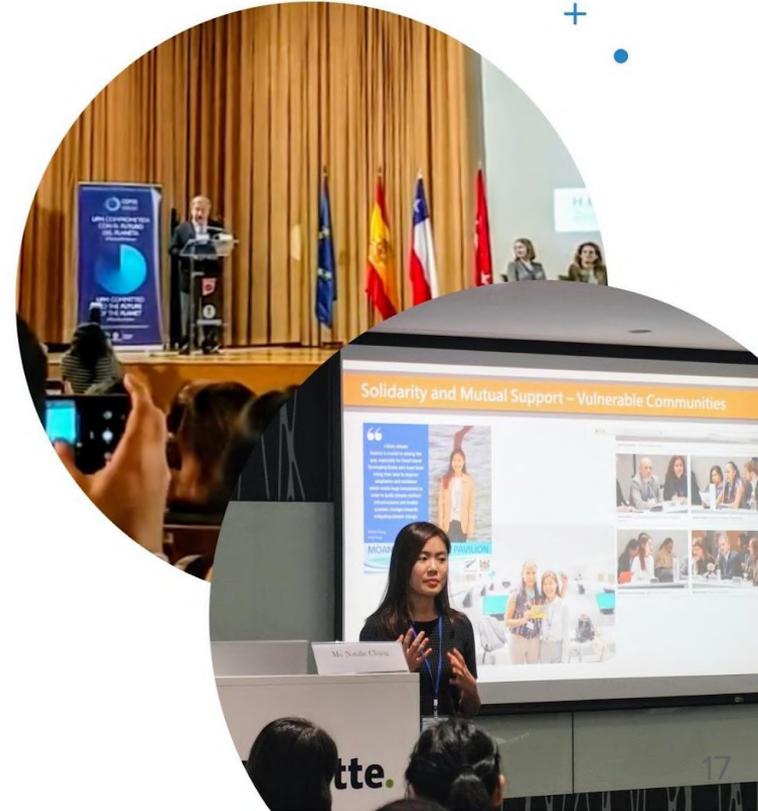
- 1 session of in-person sharing by Natalie post expedition to colleagues
- Brand logo recognition on individual expedition wear, expedition media board, expedition website profile page, as well as acknowledgement in expedition book, report and exhibition
- Brand presence and endorsement on Natalie's Instagram channel (@chungsumyue)
- Selection of 5 images by renowned Expedition Photographers, for three times usage across 90 consecutive days, in a pre-aligned format and necessary arrangement with Natalie before the expedition

## **Supporting Organisations (unlimited): Education Partner, Media Partner, Equipment and Gear Supplies**

- Brand logo recognition on expedition media board and expedition website profile page
- Brand presence and endorsement on Natalie's Instagram channel (@chungsumyue)

**“Our message must be not a message of despair, but a message of hope. Things can be done, the resources exist, what is still missing is political will, that is where youth initiative is extremely important.”**

– UN Secretary-General António Guterres at COY15 (Conference of Youth)



# Dr Sylvia Earle Antarctic Climate Expedition 2023



# Thank You!



Thank you for spending time to read this proposal.

I look forward to embarking on a meaningful journey with you to pursue carbon neutrality.

Feel free to contact me anytime if you have questions via email or mobile -

Email: [natalie@vairhk.com](mailto:natalie@vairhk.com)

Whatsapp: +852 9856 0301