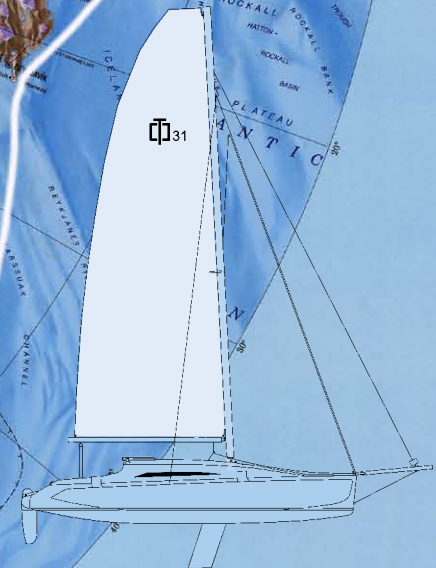


# THE NORTH POLE PASSAGE

BØRGE OUSLAND  
THORLEIF THORLEIFSSON





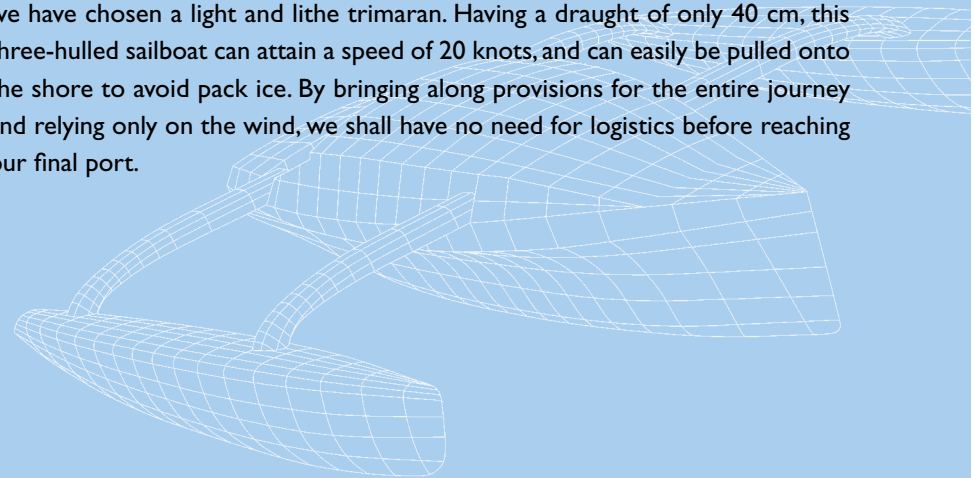


Ever since the 1500s, Europe has sent expeditions northward to search for a shorter trade route to Asia. These have sailed eastward along the desolate cold coasts of northern Siberia, (Northeast Passage) or westward through the icy waters north of Canada and Alaska (Northwest Passage). Despite much fanfare on departure and their strenuous efforts, few have succeeded in navigating their route to its destination. The obstructing ice has seemed insurmountable – until very recently. Today the Arctic sea ice is retreating. For the first time in modern history, both passages have opened simultaneously.

In the summer of 2010, one of the most notable sea voyages of our time will commence. Børge Ousland and Thorleif Thorleifsson intend to sail through both passages during the same season. To achieve this feat, they will use a fast light vessel, seeking to combine Børge's considerable experience in the arctic ice, with Thorleif's many years as mariner and yachtsman.

## TO DO IT INNOVATIVELY

Circumnavigating the Earth on the Arctic Ocean in a single summer is an impossible challenge – if you try to do it the traditional way. It would simply take too long. Instead of using a heavy, deep-draught steel vessel, like previous expeditions, we have chosen a light and lithe trimaran. Having a draught of only 40 cm, this three-hulled sailboat can attain a speed of 20 knots, and can easily be pulled onto the shore to avoid pack ice. By bringing along provisions for the entire journey and relying only on the wind, we shall have no need for logistics before reaching our final port.





## SHARING OUR STORY

We will do more than tell the story of an innovative Arctic journey; our focus is also on contemporary environmental issues, as well as the history of the Arctic waters. Especially Roald Amundsen's expeditions through both passages with the ships *Gjøa* and *Maud*. We expect our record-breaking sailing voyage to attract a far larger international audience than most other polar expeditions. Sailing is a popular sport, especially in the USA, England, France, Australia and New Zealand. Regattas like America's Cup, Vendée Globe and Volvo Ocean Race are among the most popular sporting events held.

The issue of global warming, and the fact that our voyage passes through some of the least charted waters on Earth, is sure to generate added interest. There is an increasing curiosity about the Arctic and growing efforts to learn more. What will be the impact of climate change? What are the consequences of the surge in oil and gas exploration, and of increased shipping? The rapid diminishment of the Arctic sea ice is a front-page topic, and few people have failed to register that drastic changes are taking place. When we sail the Arctic Ocean, we'll witness everything first hand. Naturally this will have a far stronger impact than satellite imagery or the view from an elevated ship's deck. It was when Thor Heyerdahl sailed across the Atlantic with the papyrus-boat *Ra II*, whose deck was merely a couple of feet above waves, that mankind truly realized how seriously polluted the Atlantic Ocean had become.

Through our close cooperation with the National Geographic Society, we will share our experiences through daily reports that include our online expedition log, photographs, videos and live updates on the web. In addition we will use YouTube, Flickr, Twitter and Facebook to reach a wider audience.

Børge has published five articles for National Geographic Magazine, and made TV documentaries that have been broadcast in more than 30 countries. Thorleif is a professional consultant in organisational development, working on all levels for corporate clients in Norway and abroad. Both of us have many years experience as keynote speakers.

Together, we are able to offer a comprehensive package that includes lectures and workshops for corporate partners, their employees and clients, as well as hands-on experience. During parts of our voyage we are prepared to receive media representatives and representatives of our sponsors.

The name of our boat will be chosen in close consultation with our partners.



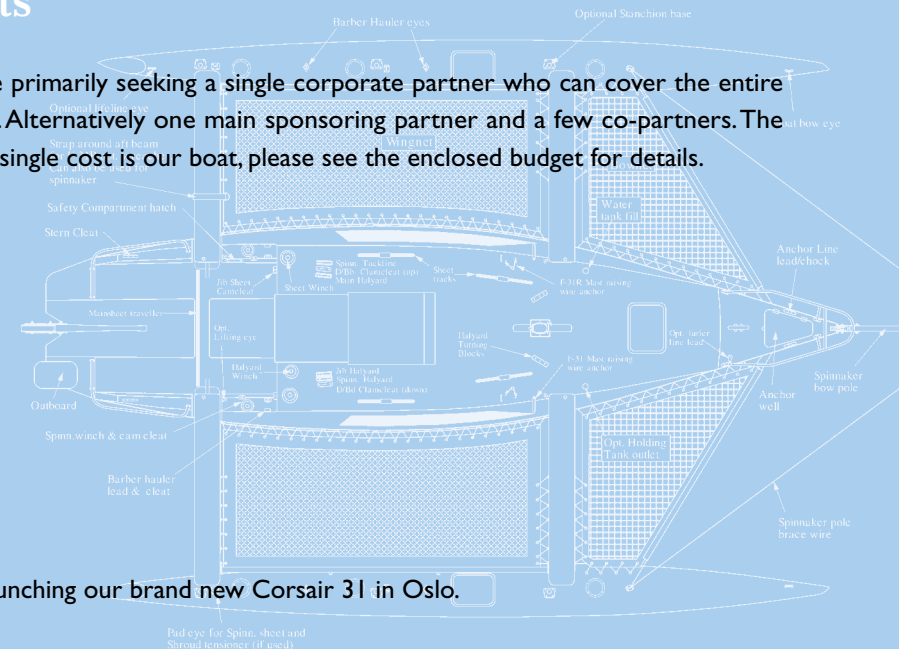


## Planned activities

- **Project launch – October 2009**
- **PR activities during preparations and departure – Oslo, June 2010**
- **Daily expedition reports**
- **Articles and TV news segments from expedition highlights and milestones**
- **Articles in National Geographic Magazine, or Yachting World and other magazines**
- **Lectures, talk shows, exhibitions and events**
- **Publication of a book**
- **Production of an international TV documentary**

## Costs

We are primarily seeking a single corporate partner who can cover the entire budget. Alternatively one main sponsoring partner and a few co-partners. The largest single cost is our boat, please see the enclosed budget for details.



◀ Launching our brand new Corsair 3I in Oslo.

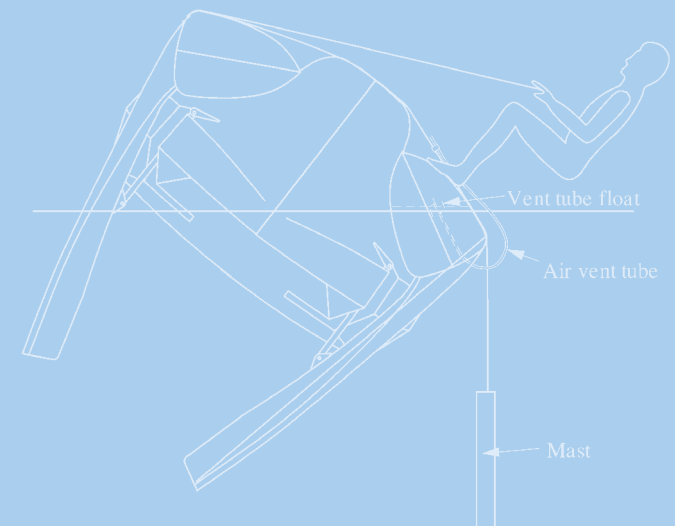


## VOYAGE ITINERARY

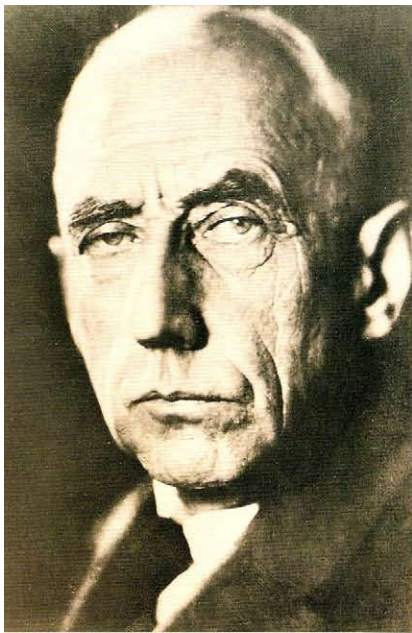
Our voyage starts on the quay below Fram Museum, Oslo – and it is also here that our journey ends. During the three summer months of 2010 we will sail 10 000 nautical miles (approx. 18 000 km). Just like Fridtjof Nansen and Roald Amundsen before us, we'll set sail on Midsummer's Eve. The first leg will take us up along the Norwegian coast to the Russian border. After obtaining official entry into Russia in Murmansk, we'll set course for the Northeast Passage. On this part of the expedition, a Russian adventurer will be joining us. We expect that Cape Chelyuskin, the northernmost point on the Eurasian mainland, will be a particularly challenging bottleneck. In past years the ice here clears sufficiently to allow passage only around the middle of August.

We will continue eastward across the Bering Strait and along the northern coast of Alaska. In the Northwest Passage a major challenge will be Peel Sound in the far north of Canada, a narrow sound that previously denied ships access to the Passage. Usually this Arctic waterway is open only for a few weeks; we must reach it and pass through before it closes toward the end of September. Our voyage then continues toward Greenland and Iceland, and in the beginning of October we expect to return to Oslo.

All successful expeditions require a strong focus on safety. Thorough preparations, hard training, carefully chosen equipment, and good teamwork are all key elements of this expedition.







Picture from left to right:  
Roald Amundsen, Fram in  
the ice, Nordenskiöld and  
Vega, Leiv Eiriksson, Franklin  
and his men, McClintock,  
Franklin, Investigator in  
the ice.

## A BRIEF HISTORY OF EARLY EXPEDITIONS

The first serious attempts to find an alternative sea route to Asia searched for an opening in the ice-covered waters north of Canada and Alaska. Later there were attempts to sail eastward, north of Siberia. One expedition after another was sent into the ice to search for a shortcut – and the price was high. The most catastrophic of the many British expeditions to the Northwest Passage, was the 1845 Franklin Expedition. After Erebus and Terror were crushed by ice, 129 sailors perished in the cold wasteland. It was not until 1903 that there was a successful expedition, when Roald Amundsen and Gjøa made it through, three years after leaving home.

There is reason to believe that the Viking tradesman Ohthere of Hålogaland undertook a lengthy eastward expedition into Arctic Siberia during the 9th century. In 1596 Willem Barentsz set out from The Netherlands to search for a Northeastern Passage to India; and Vitus Bering, a Danish navigator in the service for the Russian Navy, sailed the same waters in the 1700s. Not until 1879 and the Vega expedition of Adolf Erik Nordenskiöld, a Finnish-Swedish scientist, was there a successful voyage from west to east.

History is always an integral part of the present. We are well aware that we are sailing in the wake of great explorers and adventurers. Our voyage will therefore pay homage to those who have gone before us. Those who succeeded in the past did so because they were innovative: Amundsen by choosing his small and lithe ship Gjøa; Nansen with his specially constructed Fram, whose hull was shaped so that it would be lifted onto the ice rather than crushed; and the Vikings because they sailed light boats with little draught that could quickly be pulled ashore, and just as quickly set sail again.





## THE EXPEDITION MEMBERS

Børge has more than 20 years' experience with record-breaking Arctic and Antarctic expeditions. He was the first person to complete a solo expedition to the North Pole without re-supplying, and the first to cross the Antarctic continent alone. He is still the only person to have accomplished both feats. In 2007 he completed the expedition In the Footsteps of Nansen, a gruelling 5000-kilometre voyage from the North Pole to Oslo, via Franz Josef Land. Børge is a renowned photo and film photographer who has received several international awards for his expeditions and films.

Thorleif is a former Naval Officer – a submariner. In the last three decades he has sailed extensively in the North Atlantic, North Sea and Barents Sea. In August 2007 he sailed his yacht to Franz Josef Land to pick up Børge and his expedition partner Thomas Ulrich. Thorleif will be the skipper for the upcoming expedition.



Mike Horn and his Corsair 28

## THE BOAT

Our boat, a Corsair 31 trimaran, comes strongly recommended by experienced adventurers who have braved the Arctic ice, including Mike Horn. Mike circum-navigated the globe and crossed the Bering Straits with a Corsair; in 2006 he joined Børge on the first successful winter expedition to the North Pole.

The Corsair has repeatedly proven herself; she is fast and very safe. Thanks to her sandwich construction she cannot sink, even if she should become entirely filled with water. The pontoons are easily folded against the main hull, and a cap-sized boat can be turned even in open seas. Our boat has been specially built; the shipyard has reinforced the hull to withstand whatever punishment the ice may throw at us. The trimaran will be equipped with oars, so we can row should the wind subside. Our expedition boat was delivered in August 2009. We now have the great pleasure of inviting our partners to join us on training legs.

We look forward to telling you more about our projects – and joint opportunities!

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