



**ROBERT SWAN**  
OFFICER OF THE BRITISH EMPIRE

# THE COMMUNICATOR

Robert Swan is not only a polar explorer, an environmental leader and the first person in history to walk unsupported to the North and South Poles, but also an exceptionally gifted and natural communicator.

Regarded by many as one of the world's top motivational speakers, his experiences from the past 25 years have evolved into an exceptional and dramatic story of success, failure, the ability to learn from one's mistakes and ultimately, inspiring others to pursue their dreams.

In his talks, Robert Swan emphasizes the importance of inspiration, leadership and teamwork. His unique insights from expeditions to the world's most hazardous locations help Swan to engage, educate and stimulate his global audiences.

His inspirational message wins countless standing ovations from audiences of all ages and encourages corporations to invite him back year after year to inspire their new and established employees alike.

Key lessons from Robert Swan's presentations include:

- **Humor:** Audiences laugh as Swan describes some of the "wrong" decisions he made as a leader, and they will cheer as he demonstrates the power of humor in tense situations.
- **Diversity:** Robert explores the subtleties of selecting a powerful team and reveals why diversity is vital in team selection.
- **Communication:** In hostile environments, clear communication is not a luxury; it is a method of survival. Robert considers how effective leaders encourage open and honest communication within their teams.

- **Teamwork:** Great feats are rarely achieved by a single individual. Robert shows how a team which understands its strengths and weaknesses can pull together to achieve the seemingly impossible.
- **Inspiring Leadership:** Robert shares his experiences on what makes a truly great leader, and how to gain those skills from life, not a text book.

Each year Robert Swan presents to a diverse range of audiences in the corporate, non-profit and educational world. Recent high-profile clients include companies such as BP, Coca-Cola, Akzo Nobel, Shell, Credit Suisse, Nokia, Unilever, Philips, HSBC, HP and many more.



# THE VISIONARY

## How do you save Antarctica?

Inspired by his childhood dreams and invigorated by a personal promise to the late Jacques Cousteau, Robert Swan is 18 years into a 50-year mission to preserve the last great wilderness on earth, Antarctica.

As the first man to reach both the North and South Poles on foot, Swan's unwavering determination to bring dreams to reality is passionate and infectious, and he personifies the idea that "anything is possible".

Swan's experiences in polar isolation have taught him countless lessons about himself and leadership, all as relevant to business as they are to survival in the world's harshest climates.

Robert Swan understands the enormity of a 50-year mission, and has created operational and business strategies over the years to sustain such an undertaking. Swan's flexibility towards external factors and his unmistakable enthusiasm for short-term milestones enable him to work tirelessly towards his vision.

## A true visionary takes the impossible and makes it possible.

"But you'll die, Robert..." skeptics warned when Robert Swan decided to lead his expeditions to the South and North Poles.

"But it isn't your problem, Robert..." they pleaded when Robert Swan vowed to take action against the environmental pollution he witnessed during his two major polar expeditions.

"But it's a waste of money, Robert..." they argued when Robert Swan led the campaign that removed and recycled 1500 tons

of garbage and military debris from Bellingshausen Station on King George Island.

"But no one will care, Robert..." when Robert Swan created the world's first permanent education base in Antarctica and successfully lived there for 2 weeks, in the harshest climate on the planet, solely off of renewable energy.

Robert Swan doesn't follow the pack, he pushes boundaries. He knows how to take on the truly impossible and battle with tireless determination until his dreams become a reality.

Today he continues to inspire, involve and charge young leaders from around the world by challenging them to make a difference, and demonstrating to them that anything is possible with vision, passion and patience.



# THE STRATEGIST

Over 25 years ago, Robert Swan made his childhood dream of emulating Sir Robert Falcon Scott's 1912 journey to the South Pole a reality. Robert gained invaluable life and business experience as he strategically sourced sponsorship funds and high-profile patrons for his ambitious expeditions.

A few years later, returning home from a successful trek to the North Pole and at the height of his polar career, Swan honed his lessons from the remote regions of the planet into one clear mission – the preservation of Antarctica as the last great wilderness on earth.

To succeed, Robert Swan would need to mobilize world opinion and influence business and political leaders. Through a combination of diplomacy, action and determination, Swan successfully transitioned from intrepid explorer to global motivator, and displayed a natural grasp of the importance of solid strategy to reach one's desired goals.

His long-term determination and consistent project success proves to sponsors that Robert Swan's strategy is driven, focused and delivers on its promises.

This is demonstrated by an impressive list of achievements:

- First person in history to walk to both North and South Poles.
- Raised over US \$45 million for global causes in the past 20 years.
- Spent over two decades inspiring industry, business and commerce to forward their environmental agendas.
- Created global model for taking corporate executives, young leaders and students to Antarctica on leadership sustainability program.
- Became first person to live in the Antarctic solely on renewable energy.

Robert's personal long-term vision and undeterred optimism has gained the confidence and support of many global corporations, such as BP, Coca-Cola, Goldman Sachs, AkzoNobel, Nokia,

Burberry, Estee Lauder, Shell, Philips, Unilever, RWE NPower, TIE and more.

Their belief in Robert's strategies and work encourages organizations to send their trusted employees and young leaders on Robert's renowned Inspire Antarctic Expeditions, where he shares his insights throughout his Leadership on the Edge personal development program.



# THE ENVIRONMENTAL LEADER

Robert was invited by the United Nations as a keynote speaker to the first Earth Summit for Sustainable Development, held in Rio de Janeiro in 1992. During the conference he was challenged to "Think Global, Act Local". Robert made a commitment to deliver a global and local environmental mission, carried out by young people from around the world, to the next World Summit, in 2002. Both missions were to involve leaders in industry and business, and engage youth in the process.

In 1993, in support of the Global Mission, Robert took 35 young people from 25 nations to Antarctica. With the cooperation of the Russian Government, the team would endeavor to remove and recycle 1,500 tons of waste from Antarctica.

Seven years later, through the team's enormous effort of fundraising, planning and executing the mission, the waste at the Russian base of Bellingshausen, King George Island was finally cleared. The wilderness area that had been uninhabitable for Antarctic wildlife was restored.

Inspired by the work of this committed group of young people, Robert envisioned an education base in Antarctica, a place from which the world would be able to experience the beauty of this incredible continent virtually.

The dream of building the world's first education station in Antarctica (E-Base) became a reality during the IAE 2002-2007 expeditions. Each year the IAE participants worked to plan,

build and promote the E-Base as a resource for teachers and a source of inspiration to students around the world.

These efforts culminated in the 2008 'E-Base Goes Live' expedition, where Robert and a small team lived at the E-Base for two weeks powered by renewable energy. The project transmitted educational dispatches from the field that demonstrated uses of renewable energy and sustainable living in one of the harshest environments on Earth.



# A LIFETIME OF ACHIEVEMENT

Robert Swan, OBE is one of the world's preeminent polar explorers and environmental leaders.

By age 33, Robert Swan, OBE became the first person to walk to both the North and South Poles, earning his place in history alongside the great explorers and adventurers. His 900 mile journey to the South Pole, 'In the Footsteps of Scott', stands as the longest unassisted walk ever made on earth.

During his expeditions, Swan experienced firsthand the effects of global warming at both Poles. In Antarctica, his eyes forever changed color after prolonged exposure under the hole in the ozone layer. In the Arctic, his team survived near-death encounters in a melting ocean, prematurely caused by global warming.

These powerful experiences only helped to shape and focus Swan's lifetime goal: working towards the preservation of Antarctica as the last great wilderness on earth.

In 1992, Robert Swan, OBE was the Keynote Speaker at the first 'World Summit for Sustainable Development' held in Rio de Janeiro. There he addressed world leaders and was charged with undertaking a 10 year global and local environmental mission which would involve industry, business and young people.

Ten years later in 2002, Swan reported back to world leaders at the second World Summit held in Johannesburg. He had successfully completed all of his promised missions, including numerous international, youth-driven clean-up projects in Antarctica and Africa. A true visionary at heart, Swan committed to a third 10 year mission, this time to inspire youth to become sustainable leaders and promote the use of renewable energy throughout the planet.

Since 2003, Swan has led annual expeditions to Antarctica with students and business executives to focus on leadership training, environmental clean-up and education initiatives. The 'Inspire Antarctic Expedition' teams helped design and build the world's first renewable energy Education Station in Antarctica, called the E-Base.

In March 2008, Robert Swan, OBE made Antarctic history

again by living solely on renewable energy at the E-Base for over two weeks. Successful in the world's harshest climate, the positive message Swan sent to the world was "This is possible in Antarctica, and surely it is possible in the 'real world'!"

Currently Robert Swan, OBE is on a five-year global 'Voyage for Cleaner Energy' aboard his renewable energy sailboat, which will conclude at the third World Summit, currently expected to take place in Singapore. Swan aims to showcase sustainable living practices and transport alternatives that run solely on renewable energy.

Swan's contribution to education and the environment has been recognized on an international scale, seen through his appointment as United Nations Goodwill Ambassador for Youth and Special Envoy to the Director General of UNESCO. He was awarded the high distinction of OBE, Officer of the Order of the British Empire, as well as the Polar Medal by Her Majesty the Queen.

Robert Swan, OBE is an exceptionally gifted communicator and has an uncanny ability to motivate those around him into action. His unique insights and life experiences inspire and educate business leaders and young people around the world, and he clearly translates his icy experiences at the Poles to delicate maneuvers in the boardroom.

Swan's real-life discussion of leadership, trust and working together never ceases to thrill, uplift and stimulate crowds, drawing standing ovations throughout the globe.



# THE JOURNEY SO FAR

- 1979** BA Hons Ancient History, Durham University UK
- 1980-81** British Antarctic Survey, field guide
- 1984-87** 'In the Footsteps of Scott', South Pole Expedition; South Pole reached, 11 January 1986
- 1987-89** 'Icewalk', North Pole Expedition, North Pole reached, 14 May 1989  
Became the first person in history to walk to both Poles
- 1990** Winner of the United Nations Global 500 Award
- 1992** Invited by the United Nations as keynote speaker at the first Earth Summit, held in Rio de Janeiro
- 1992** Appointed United Nations Education / Science and Cultural organization Goodwill Ambassador with Special Responsibility for Youth (UNESCO)
- 1992-2002** The world leaders' challenge: 'Think Global, Act Local'  
The 'Global Mission': Initiated the removal of 1,500 tons of waste from Antarctica  
The 'Local Mission': Partnered with African organization 'loveLife' and reached 150,000 young people on the issue of AIDS
- 1994** Appointed the Special Envoy to the Director General of UNESCO
- 1998** Smithsonian Award for Information Technology in Education and Academia (USA)
- 2002** Presented the successful Global and Local Missions to world leaders at the Johannesburg World Summit for Sustainable Development
- 2003** Cape to Rio Yacht Race with sailboat '2041'
- 2003-04** Circumnavigation of Africa with sailboat '2041'
- 2004-05** Sailboat '2041' entered the Sydney Hobart Yacht Race with sails made from recycled plastic bottles
- 2003-present** Inspire Antarctic Expeditions: Involving industry & young people on the preservation of Antarctica and the need for renewable energy
- 2008** 'The E-Base Goes Live': Pioneered the world's first education base in Antarctica which ran solely off renewable energy
- The Voyage for Cleaner Energy Phase 1: Lectured at 26 prominent universities along the West coast of the U.S. to highlight the convenient ways that individuals can implement sustainable practices in their lives
- The Voyage for Cleaner Energy Phase II: Sailboat '2041' continued on the East coast of the U.S.
- 2012** The third World Summit for Sustainable Development
- 2041-48** The 'Madrid Protocol' and moratorium on mining and drilling in Antarctica will be reviewed



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