

Company: Lisa Blair OAM, Sydney, Lisa Blair Sails the World, Warriewood, NSW Australia

Company Description: Lisa is the first woman in history to sail solo, non-stop and unassisted around Antarctica on her yacht, Climate Action Now, and holds eight world records. Best selling author, speaker and environmentalist, Lisa delivers a powerful message that taking care of the environment cannot wait, we need to take action now.

Nomination Category: Sustainability Categories

Nomination Sub Category: Climate Protection and Sustainability Campaign of the Year

Nomination Title: Lisa Blair Sails The World - Climate Action Now!



1. Briefly describe the nominated organization or individual: history and past performance (up to 200 words):

Total 3 words used.

Lisa Blair is an acclaimed Australian adventurer, author, inspirational speaker, and recognised climate activist. Since discovering sailing in 2005, she's amassed over 130,000 nautical miles, leveraging her passion for the sea to highlight the escalating impacts of climate change on our oceans.

Her exceptional sailing prowess, resulting in multiple world records, notably becoming the fastest person to sail solo, non-stop, and unassisted around Antarctica in 92 days, combines her passion for ocean racing with a driven desire to protect our environment.

Lisa's expeditions are uniquely intertwined with vital scientific research; she collaborates with organisations including the Bureau of Meteorology, the Australian Institute of Marine Science, and the Seabed 2030 project, collecting critical ocean health data and microplastic samples.

Her work earned recognition with the United Nations Decade of Ocean Science initiative through her partnership with Ocean Ops. Through her 'Climate Action Now' campaign, symbolised by her yacht wrapped in thousands of positive community messages, Lisa empowers individuals globally to take action for a healthier planet.

Her compelling feature documentary, 'Ice Maiden', has toured film festivals globally, lauded by critics as "an inspiring call to arms for climate and societal change", and encourages viewers to act for a healthier planet.

2. Outline the organization's or individual's achievements since July 1 2023 that you wish to bring to the judges' attention (up to 250 words):

Total 3 words used.

Lisa has significantly expanded her global campaign, driving climate action through record-setting expeditions and media initiatives.

She set three new world records; becoming the fastest person and first woman to sail solo, non-stop, and unassisted from Sydney to Auckland, completing the 1,400 nautical mile journey in just over 8 days, slicing over four days off the previous record, and establishing a new world record as the first person to sail solo, non-stop, and unassisted around New Zealand, sailing 2,200 in 16 days and 23 hours.

These record-setting voyages, part of her 'Cross the Ditch for Climate Action Now' campaign, powerfully amplified critical microplastic findings from her Antarctic circumnavigation, including the alarming discovery of high concentrations of fibres and microbeads in remote ocean areas.

Lisa's compelling feature documentary, 'Ice Maiden', released in June 2024, has garnered significant acclaim, touring global international film festivals and receiving nominations for 'Best Documentary Feature' at the Warsaw International Film Festival and 'Best Picture, Director, and Cinematography' at the Documentary Edge Awards.

Lisa generated extensive media coverage across major platforms, featuring in National Geographic, as a question on 'Who Wants To Be A Millionaire', and as a competitor on 'Million Dollar Island'.

Lisa also received the prestigious Order of Australia Medal for services to sailing and a Gold Stevie Award for Climate Hero of the Year.

Lisa leverages her substantial social media presence to spread her message, with 8.9 million total impressions on Facebook and 6.9 million total impressions on Instagram.

3. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words):

Total 3 words used.

The supporting document includes Lisa Blair's unparalleled contributions as a climate hero broadcasting impactful sustainability messages, powerful protection climate campaigns and environmental ambassadorships, along with her multiple world records, book, documentary film, speaking impact and media presence.

These materials are underscored by Lisa's unwavering commitment to scientific collaboration, showcasing her research, speaking impact and her recognition as a UN Decade of Ocean Science initiative. Her 'Climate Action Now' campaign's widespread engagement is evidenced through its permanent display at the Australian National Maritime Museum and interactive exhibits at major boat shows.

The significant public impact of her work is substantiated by extensive media coverage, including features on National Geographic, and appearances on popular television programmes like The Project, as a question on 'Who Wants To Be A Millionaire' and a featured competitor on 'Million Dollar Island'.

It also details her acclaimed feature documentary, 'Ice Maiden', including its global film festival nominations, viewership, and reviews, which demonstrate her powerful storytelling and educational reach.

A secondary document outlines the Arctic Impact Project proposal, Lisa's next unprecedented endeavour: becoming the first person to sail solo around the Arctic Circle. As the proposal asserts, 12 people walked on the moon, but no one has sailed the Arctic solo, yet!. This campaign will amplify the 'Climate Action Now' campaign on an unparalleled global scale, extending her vital work in ocean health and sustainability.

4. Which will you submit for your nomination in this category, a video of up to five (5) minutes, explaining the achievements since July 1, 2023 of the nominated organization or individual, OR written answers to the questions? (Choose one):

Written answers to the questions

5. If you are submitting a video of up to five (5) minutes in length, provide the URL of the video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video. If you are providing written answers to the questions, provide them in the appropriate spaces below:

6. Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other players in your industry and/or to the organization's or individual's past performance (up to 250 words):

Total 3 words used.

While many adventurers share experiences with environmental changes, Lisa's widespread public recognition is making her a household name. This unprecedented mainstream visibility ensures the 'Climate Action Now' campaign inspires more individuals to recognise their personal impact on our planet's waterways and oceans.

She's leveraged her new world records to amplify her vital microplastic research findings, including the largest survey of microplastics ever collected in Antarctic waters. These expeditions, coupled with the global acclaim for her feature documentary 'Ice Maiden' and its urgent environmental message, demonstrate her exceptional ability to transcend traditional boundaries.

Her consistent environmental impact and influence have received the highest recognition for outstanding achievement and service in the Australian honours system, and as an internationally awarded climate hero. Lisa's dedication to ocean health and climate action is reinforced by her active roles as a global ambassador, championing sustainability across key industry sectors and advocating for bio-fuels education.

Lisa's Arctic Impact Project pioneers an innovative sustainable boat-building approach, with a custom eco-engineered yacht made from basalt fibre and bio-resins – a 100% renewable-powered solution addressing the end-of-life fibreglass boat crisis and catalysing a greener \$9.5 billion marine industry. This expedition will also provide invaluable real-time scientific data from the rapidly changing Arctic, including extensive microplastic sampling, oceanographic, and meteorological data, plus seafloor mapping, contributing to critical climate research

Her widespread public recognition ensures the urgent 'Climate Action Now' campaign reaches a wider audience, making a real impact and encouraging individuals to create change, one small step at a time.

Attachments/Videos/Links:

[Lisa Blair Sails The World - Climate Action Now!](#)

[REDACTED FOR PUBLICATION]