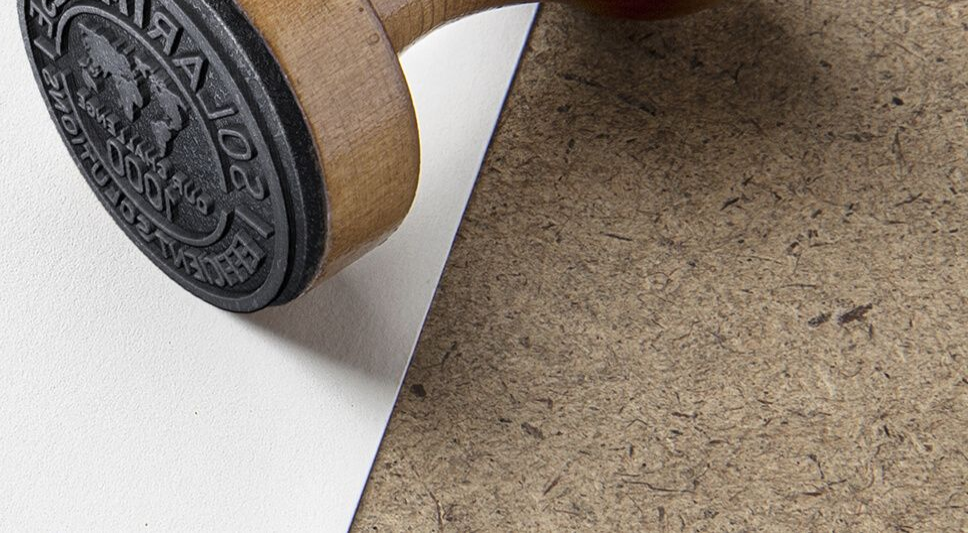


SOLARIMPULSE  
FOUNDATION



# Solar Impulse Foundation Label Impact Assessment

Report - April 2020

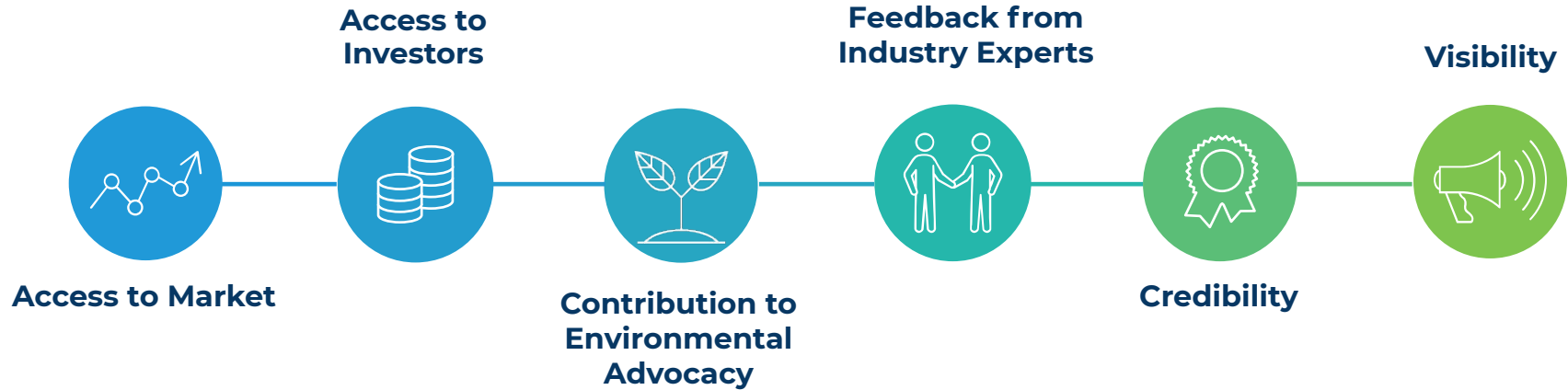
## EFFICIENT SOLUTIONS LABEL

Protecting the environment in a profitable way



One of the first labels for positive impact businesses **bringing together protection of the environment and financial viability** verified through a strict assessment process conducted by independent Experts.

# BENEFITS FOR LABELLED SOLUTIONS





# **01.** **Access to Market**



## ACCESS TO MARKET

4 ways to access potential clients & strategic partners

**Labelled solutions enjoy privileged access to market and industry players through:**

1

**Monthly  
Solutions Report  
To Partners**

2

**Tailored  
Connections  
to Partners  
& Corporations**

3

**Connections  
to Cities &  
Public Authorities**

4

**Participation in  
Business & Industry  
Events**

# MONTHLY SOLUTIONS REPORT TO PARTNERS

## Match-Making

Each month, a report featuring the latest labelled solutions is distributed to SIF Partner Teams (communications, sustainability, R&D and innovation, investment committees and business development)



### Distribution

+ 100 people  
from Partner companies

### Objectives

Match-making  
R&D  
Commercialization

# CONNECTION TO PARTNERS & CORPORATE ENTITIES

## Tailored introduction

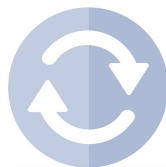
Tailored lists of labelled solution are presented on regular basis to partners based on their strategy, needs and across industries of interest. Upon request, the SIF team can facilitate introductions.



Clean Aviation



Air Pollution



Circular Economy



Smart Cities



Sustainable Agriculture



Green Buildings



Plastic Pollution



Water Pollution



Global Warming



Land Pollution



Water Scarcity



Clean Digital & ICT



Hydrogen Mobility



Sustainable Shipping



Waste Management



United Nations



# Results of Corporate Match-Making

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*“Following an introduction, we started preliminary tests with Bouygues Construction to validate the re-use of some of their products for applications in the field of fire protection and energy efficiency.”*

**Yves Le Corfec**  
CEO, IPSIIS



*“The Foundation put us in contact with one of its biggest partners, with whom we move towards a first exploratory project.”*

**Andrée Avogadri**  
Marketing  
Magic Pallet



*The SIF shared a video presenting Solar Green House Dryer from Covestro on social medias.-*

*The idea caught the attention of Trio Energy who manifested its interest in acquiring the system and for showcasing this product to farming cooperatives in the country and abroad. Discussions on-going*





# CONNECTION TO CITIES & PUBLIC AUTHORITIES

## Match-making

Engaging with local and regional governments to identify how SIF solutions can assist in meeting their sustainability goals



*Additional regions/cities include: Brussels, Paris, Metropole de Grand Paris, Occitanie, Region Sud, Luxembourg, Essonne, Geneva, Hauts de France, Union for the Mediterranean, Clean Energy for EU Islands, Lille, Helsinki, Ile de France, World Smart & Sustainable Cities Organization (WeGo).*

# Projects with Cities

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## **Nice Airport x Antismog**

Bertrand Piccard presented ANTISMOG to the Nice Côte d'Azur Airport in September 2019

### **Results**

The airport and ANTISMOG created a project together for ground vehicles at Nice Airport (February 2020)

## **City of Seoul x Starklab**

The World Smart Sustainable Cities Organization (WeGO) organized a challenge with the City of Seoul to reduce pollution in their subway. The SIF introduced the challenge to Starklab

### **Results**

Starklab implemented a first unit in the subway of Seoul

## **City of Brussels x Signify**

The City of Brussels committed to installing LEDs in a football stadium. The SIF team introduced Signify to the City of Brussels

### **Results**

After a first meeting in March, Signify is now working on a feasibility study for the stadium. Signify were also asked to perform two additional studies for 2 additional projects.

# PARTICIPATION IN BUSINESS EVENTS

Exclusive access

SIF facilitates exclusive access to major cleantech, innovation, and business events. E.g. Free entry tickets, booth to exhibit solutions, and program visibility to to present solutions



## Le TOP

3rd edition under the sign of ecological transition. Given the environmental...

**25 Solutions**  
Invited to pitch to **40 CEOs**



## Change Now Summit 2020

The "World Expo" of innovations for the Planet

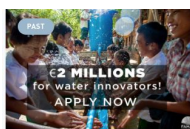
**25 Solutions**  
invited to exhibit at Change Now (at no cost)



## CLIX 2020

For 2020, CLIX organisers are searching the globe for the breakthrough innovations in...

**7 Solutions**  
invited to Abu Dhabi to exhibit their solutions



## FAMAE Challenge -> Apply!!

FAMAE launches PRECIOUS WATER! The Largest world competition dedicated to water...

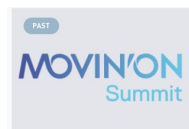
**1 Solution**  
finalist receiving a **300K prize**



## VIVATECH 2019

VivaTech is the world's rendezvous for startups and leaders to celebrate innovation....

**10 Solutions**  
invited to exhibit at Vivatech (at no cost)



## Movin'On Startup Challenge

World Summit on Sustainable Mobility

**14 Solutions**  
invited to exhibit their solutions at Movin'On



## Hello Tomorrow - Global Challenge

Win up to €100K equity-free funding

**1 Solution**  
finalist receiving a **1.5K prize**



## IFC Climate Business Forum

Pitching to 400 investors from the IFC and Hong Kong Monetary Authority

**5 Solutions**  
selected to pitch to **400 investors**

## Participation in Business Events

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"Having been awarded the Efficient Solutions label has offered us leveraged visibility, being presented to governments, institutions, investors and businesses, an increased credibility of our product and **many opportunities where we were allowed to present ourselves at exhibitions.** It is a privilege to be part of this fantastic movement with the most incredibly dedicated team, under the all inspiring leadership of Bertrand Piccard."



**Sabine Stuver**  
CMO and Co-founder, Hydralooop



## **02.** **Access to Investors**



# LINKING-UP SOLUTIONS WITH INVESTORS?

Monthly online pitch

## Monthly E-Pitch Programme for labelled solutions

Connect labelled solutions with  
Partners & Investors

Participation : 50 - 100 investors

A graphic for the E-Pitch Programme. It features a dark blue background with a faint globe and various icons like plus signs and circles. The text 'E-PITCH' is prominently displayed in white, with a yellow dash under the 'E'. Above it, 'SOLARIMPULSE FOUNDATION' is written in smaller white text. To the right, there is a circular logo for 'SOLARIMPULSE LABEL EFFICIENT SOLUTION' with a globe inside. Below the logo, it says 'in collaboration with' followed by the logos for 'eurequity' and 'bpifrance'. Two stylized human figures in speech bubbles are also present: one with long dark hair and a yellow shirt, and another with short brown hair and a dark blue shirt.

SOLARIMPULSE  
FOUNDATION

# E-PITCH

SOLARIMPULSE  
LABEL  
EFFICIENT SOLUTION

in collaboration with  
eurequity bpifrance



# HOW DO WE LINK UP SOLUTIONS WITH INVESTORS?

## Tailored introductions

**Over 40 introductions between Solutions & Investors**

6 due diligence processes triggered

### Understand **Funding Needs**

Through the many conversations we have with cleantech companies, we gather their funding needs. Based on this, we'll present their company to interested investors.

### Selecting the right **Investors**

We build relationships with investors by understanding their investment strategy. Only by understanding their needs, can we find the right companies for their portfolio.

### **+40 Introductions**

We present tailored lists of fundraising companies to investors based on their strategy. They pick the most relevant investment opportunities, and we make an introduction.

# EXAMPLES OF SUCCESS STORIES

Positive investments results



EUR 1.3m  
investment round in



SIF label decisive for  
investment decision  
2019



EUR 1.5m  
investment round in



Introduction by SIF  
2020



Advisory  
Agreement  
Signed

Between the **EIB**  
and the **Solar  
Impulse  
Foundation**

# Investments Results

*"The Solar Impulse label was an important part of our fundraising success. RAISE Impact, being close to the Solar Impulse Foundation, was able to get an opinion on our solution.*

*The Label was also a major element in the decision-making of business angels, such as Lita.co and Women Business Angels. "*



**Valérie Mas** CEO,  
WeNow

## **Context**

The SIF provided decisive recommendations to RAISE Impact (2019)

## **Results**

1.3 million funding closed, led by RAISE Impact with the participation of LITA, the Women Business Angels and Bpifrance (January 2020)

# Feedback from the Investors

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## **Sophia Martin**

Investor Director, Raise Impact



*“For us, as investors, the Solar Impulse Label was a very positive sign during the due diligence, as it validated the technological part of the company, while we were more focused on the financial side.”*

## **Werner Hoyer**

President, European Investment Bank



*“This partnership between EIB and the Solar Impulse Foundation opens the doors for hundreds of project promoters that are already benefiting from the support of the Solar Impulse Foundation, and now also have access to the EIB Group and its network of investors.”*





# **03.** **Environmental Advocacy**

## PUBLIC POLICY HIGH LEVEL ENGAGEMENT

The Solar Impulse Efficient Solutions Label serves as a key contributor for decisive action on the environment.



- Invited to join President Macron's One Planet Summit, serving as co-lead on carbon neutrality. Advocating for changes in maritime transport and aviation.
- Addressing the G7 on Maritime transport and sharing our view of the potential of existing solutions to bring us in line with the Paris agreement.



- Continued advocacy within traditional fora, in addition to engaging with new audiences such as pension funds discussing the integration of ESG criteria at the Climate Action Summit
- Numerous high-level interventions at COP 25, and addressing new audiences touching on subjects as diverse as Food, internal displacement, and ensuring funding is aligned with the Paris climate accords.

## Recognition by Authorities

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**Maroš Šefčovič**

Vice-President, EU

*"Europe is committed to a clean energy transition. But this can only happen if we break down silos, if all those who share this commitment work together and focus on tangible and efficient solutions. I look forward to hearing about the 1000 solutions, and I can guarantee full support of the European Commission in this important journey."*



**Patricia Espinosa**

Executive Secretary, UNFCCC

*"Technology and innovation are crucial to achieve people's expectations throughout the world: a green, prosperous and sustainable future for all. Thank you, Bertrand Piccard, for your energy and determination to show 1000 solutions to solve climate change."*



**Fatih Birol**

Executive Director of the IEA

*"It is inspiring to see so many technology and business ideas with the Efficient Solutions Label that could help reduce emissions. The IEA supports efforts to achieve a secure, sustainable energy future for all – and innovation will play a vital role."*



## **04. Interacting with Industry Experts**



## INTERACTING WITH INDUSTRY EXPERTS ?

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- **Direct conversation with Experts** who assess Solutions' applications
- **Access to the Assessment Summary Report** which compiles the independent Experts' evaluations
- **Ongoing feedback and advices** from Industry Experts
- **Coaching opportunities** through Expert network after receiving the Label
- **Showcasing Solutions** at high level events organised by the SIF



## Interaction between Expert & Solutions

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**Wouter Schaekers**

Supply Chain Innovation,  
Capability & Sustainability, P&G



**Petra Koselka**

Chief Technology Officer, Clariter



**Pierre-Emmanuel Casanova**

Co-founder, HySiLabs

*"I had the pleasure to review the Magic Pallet solution for labelling. As one of their request for help was to get in contact with big companies, I engaged our P&G transport/pallet purchasing team and they responded very positively".*

*"It is the first time that I receive clear feedback from experts who understand my technology, usually we only receive a GO or NO GO when applying for a program. This helped us build a solid case."*

*"For us, the whole process was very valuable, because not only were the questions relevant for our Solution, but also the feedback from the Experts helped us to prepare our next fundraising round a few months later."*



## **05. Gain Credibility**



## EFFICIENT SOLUTIONS LABEL

A credible process, endorsed by Experts

A network of **+400 External independent Experts** from a range of disciplines and expertise assessing Solutions submitted for the Label



*"I was always interested and engaged to save our environment and the world's richness in nature. We can do this not only by political regulations and agreements but also via concrete commercial solutions like such in the 1000 Solution portfolio."*

**Christian Kryš** - External Independent Expert of SIF

*"The new paradigm is convincing stakeholders that environmental protection is already profitable financially. This message has not yet reached all and I find inspiring to be part of the community to spread the message and enlighten those lagging behind!"*

**Hannes Zimmermann** - External Independent Expert of SIF





# EFFICIENT SOLUTIONS LABEL

Recognised by the European Commission

The SIF evaluation criteria is recognized among other globally recognised labels. An **equivalence program** has been implemented between **the European Commission** EIC Accelerator Phase II selection process, **and the Efficient Solution Label**

This represents a major step towards ensuring an **integrated widely recognised assessment methodology** which can provide recommendations, support and encouragement to relevant stakeholders from government and industry.



# Feedback from Executives

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**Fabrice Bonnifet**  
Sustainability Director  
Bouygues

*"We are delighted that 2 of our solutions (BHEP and Wattway) are labelled by your foundation.*

*The Solar Impulse label confirms the credibility of our solutions with our customers and stakeholders"*



**Eric Scotto**  
CEO  
Akuo

*We are proud that four of our solutions - Solar and Storage GEM®, Agrinergie® and Sunstyle® solar tiles - have been awarded the "Solar Impulse Efficient Solutions" label by the Solar Impulse Foundation. Including demanding selection criteria, this label is a pledge of confidence, and underlines our innovations' technical and environmental efficiency.*

*This acknowledgement also proves that energy transition and economic viability can move forward in the same direction."*



**Inna Braverman**  
CEO  
Eco Wave Power

*The recognition from Solar Impulse serves as a credibility marker to Eco Wave Power's technology and strengthens the awareness to EWP's work around the globe.*

*We are proud to be a recipient of the Solar Impulse label and recommend other solutions to apply and have their technology evaluated by independent experts of the foundation. The Solar Impulse Label is an incredible opportunity, led by an inspirational person- Dr. Bertrand Piccard"*



## 06. Visibility

# BENEFITS OF VISIBILITY

Labelled Solutions get exposure through

1

PRESS ACTIVITIES



2

SOCIAL MEDIA



3

EDITORIAL







## ACCESS TO PRESS & INTERVIEWS

### Media collaboration

**Press releases** and interviews with media partners to boost solution visibility through collaborations with major news and media outlets worldwide.

**Monthly op-ed** signed by B. Piccard presenting solutions i.e. the technology and the economic impact. *(1 solution feature per month)*

**Bi-monthly TV Show** : examples of curated solutions by SIF on FranceInfo *(2-3 broadcasts per month)*

**Online Video Series**, working on Facebook with influencers

**Facilitating Press Contacts** for labelled solutions, example press interviews organized by SIF at major international events (Climate Week(NY) and COP 24, Boundd4blue)

# ACCESS TO PRESS & INTERVIEWS

## Media collaboration

Labelled Solutions exposure and visibility through print and digital media

**OVER 50 SOLUTIONS BENEFITED FROM SIF PRESS & MEDIA SUPPORT**

|  |   |  |
|--|---|--|
| <p>MAY 2018 Initial market</p> <p><b>LACTIPS</b><br/>Design a 100% biobased material for a sustainable packaging alternative</p> | <p>MAY 2018 Large market</p> <p><b>WeNow</b><br/>A plug-and-play solution to reduce fuel costs and air pollution by...</p>    | <p>MAY 2018 Prototype</p> <p><b>WOODOO</b><br/>Molecularly Enhanced // Wood Materials</p>  |
| <p>MAY 2018 Initial market</p> <p><b>ANTISM06</b><br/>Reliably measure and reduce air pollution from vehicles through...</p>     | <p>MAY 2018 Prototype</p> <p><b>Sion</b><br/>An Electric Vehicle able to recharge itself through integrated solar pane...</p> | <p>MAY 2018 Small market</p> <p><b>FLEXIBUSTER™</b><br/>A small-scale, easy to install, and modular designed container to...</p> |





# **SOCIAL MEDIA**

## Visibility booster

### **Online communication Support**

FSI provides a tool kit with content adapted for various Social Media Channels

### **Announcement amplification**

To amplify message, SIF re-post messages inclusive of the hashtag #1000solutions

### **Online Video Series** with influencers

i.e. : Social media campaign launched with UN Environment

### **Linkedin, Twitter, Facebook, Instagram**

Social media campaign and support for labelled solutions

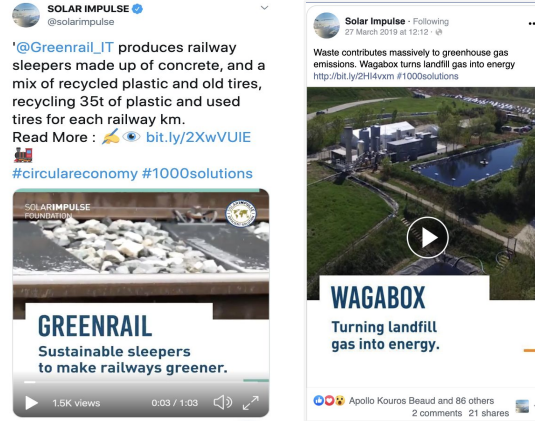
# SOCIAL MEDIA

## Examples of support

Labelled Solutions received exposure and visibility through Social Media



Label Announcement visuals



Example of posts Facebook, Twitter with production of video

**+721 K  
Followers**

- Twitter
- Facebook
- LinkedIn
- Instagram
- @BertrandPiccard
- @SolarImpulse

# EDITORIAL

Total audience since the launch of the Label (May 2018 - April 2020)

- 256 articles published
- 185,484 Page views
- 80,704 Sessions
- 76,490 Users





# EDITORIAL

## Articles & videos

Labelled Solutions get exposure and visibility through Editorial efforts.

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### Solution Article

Weekly articles explaining the problem the Solution is solving and why it is both clean and profitable.

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### Thematic Articles

Monthly article about on a major topic related to sustainability with a list of solutions related to this theme.

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### Solutions of the Month

Monthly listings of all the new solutions labelled in the past month

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### Solution Video Presentation

Weekly 1 minute video presenting a solution. Images of the solutions with motion design text.

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### Thematic Video

Video addressing a major issue related to sustainability with examples of how Solutions are tackling this issue

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### Innovator Video Interview

Short interviews with the innovators behind the technology

## Visibility

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**Antoine Meffre**  
CEO, EcotechCeram

*“We were quoted by Bertrand Piccard on television. This has attracted the attention from a multinational that has today become our strategic partner.”*



**Cristina Aleixendri Muñoz**  
COO, Bound4blue

*“Being one of the labelled solutions of Solar Impulse Foundation helped us to exponentially increase our media visibility and present our project to decision makers, with actions like our presence at COP24.”*



**Jean-Antoine Rochette**  
CFO, Lactips

*“We maintain a continuous and solid bond with the team of the Solar Impulse Foundation. This mutually reinforcing relationship allows us to benefit from direct benefits in terms of visibility and notoriety, leading us to the point of being presented to the UN.”*





# SOLARIMPULSE

## FOUNDATION

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[solarimpulse.com](http://solarimpulse.com)



[#1000solutions](#)