



SOLARIMPULSE FOUNDATION

PRESS RELEASE

THE SOLAR IMPULSE EFFICIENT SOLUTION LABEL: A NEW APPROACH TO PROTECT THE ENVIRONMENT

Copenhagen, May 23rd, 2018 - By launching its Efficient Solution Label the Solar Impulse Foundation wants to prove that protection of the environment is profitable.

Bridging the gap between ecology and economy

Following the success of the first solar flight around the world, the Solar Impulse Foundation, led by Dr Bertrand Piccard, has set itself a new challenge: **select #1000solutions that can protect the environment in a profitable way.**

Today, on the occasion of the 3rd Mission Innovation (MI3) and on the eve of the 9th Clean Energy Ministerial (CEM9), the Solar Impulse Foundation is proud to announce a new step towards achieving this ambitious goal: the launch of the **Solar Impulse Efficient Solution Label**. This label is granted to solutions who meet high standards of both sustainability and profitability. Each solution will go through a strict assessment process performed by independent experts and serves as an indication of quality to those looking to implement clean solutions, and affords a competitive edge to the innovators behind them.

“Imagine the impact that this will have on the world! 1000 clean and efficient solutions with a label proving their profitability. They have the potential to create jobs and boost clean economic growth, while also reducing CO2 emissions and preserving natural resources. This is much more than ecological, it is logical!” says Bertrand Piccard, Initiator and Chairman of the Solar Impulse Foundation. *“Each time I speak of protecting the environment to heads of state or government officials, they tell me that it is too expensive. This label is a strong message to them: solutions exist, and represent the biggest market opportunity of our century. An opportunity which cannot be missed.”*

In 2019, Bertrand Piccard will undertake a new round the world journey to present the 1000 labelled solutions to decision-makers in businesses and governments. This aims at encouraging them to adopt more ambitious environmental targets and energy policies, which are necessary to unlock the full potential of labelled solutions.

The Label has already received support from major figures, including Carlos Moedas, European Commissioner for Research, Science & Innovation: *“The Efficient Solution Label clearly demonstrates the economic opportunities that innovative clean technologies bring. Its rigorous and strict criteria will help raise the profile of new breakthrough solutions and make them an attractive first pre-screening for investors. This is essential for implementing the Paris agreement. I am pleased to join forces with Bertrand Piccard's Solar Impulse Foundation on this unique initiative. Channelling promising innovations to the Efficient Solutions portfolio will increase the impact of EU investments in research and innovation.”*

A strict assessment methodology

The Efficient Solution Label can be awarded to Members of the World Alliance for Efficient Solutions who submit their solutions for review. Solutions can be products, processes or services contributing to achieving one or more of the following Sustainable Development Goals:

- Clean Water and Sanitation (SDG 6)
- Affordable and Clean Energy (SDG 7)
- Industry Innovation and Infrastructure (SDG 9)
- Sustainable Cities and Communities (SDG 11)
- Responsible Consumption and Production (SDG 12)

Furthermore, they must have reached a minimum maturity level of at-scale prototype testing to be eligible for consideration, thus having already identified a concrete application scenario.

If the solution meets these requirements, it will be assessed according to three main criteria:

- Technological feasibility
- Environmental and socio-economic benefits
- Economic profitability

Solutions that are rated highly enough will be awarded the Solar Impulse Efficient Solution Label.

An independent verifier has reviewed the procedure and guidelines for the attribution of the Solar Impulse Efficient Solution Label, with regards to their relevance, completeness, reliability, neutrality, and clarity. This independent verifier also reviews the implementation of the whole procedure, covering the successive steps of submission, pre-selection and match-making, expert assessment and finally deliberation and label attribution.

An internationally recognized Label

The latest challenge of the Solar Impulse Foundation has received widespread institutional support, including from the UNFCCC, the European Commission, The International Renewable Energy Agency (IRENA) and the International Energy Agency (IEA). Further collaborations include the EU Covenant of Mayors, a collection of more than 7,500 mayors from across the European continent looking to implement EU climate and energy objectives and to transition their cities toward sustainability.

For more information & interview request:

Solar Impulse Foundation Press Team

press@solarimpulse.com

+41 (0)58 219 24 60

To download premium multimedia content – <https://solarimpulse.com/media>

More information about:

Bertrand Piccard

It is in Bertrand Piccard's DNA to achieve the impossible. As part of a legendary dynasty of explorers and scientists who conquered the heights and depths of our planet, he made history by accomplishing the first ever non-stop around the world balloon flight on board Breitling

Orbiter 3. With a vision to demonstrate the immense potential of renewable energies, he then initiated the Solar Impulse challenge, and circumnavigated the globe in an airplane powered only by the sun. Being a pioneer of clean technologies, his goal is now to select 1000 economically profitable solutions to protect the environment. With his dual identity as a medical doctor and a serial-explorer, Bertrand Piccard has become an influential voice as a forward-thinking leader for progress and sustainability.

The Solar Impulse Foundation

Following the success of the first solar flight around the world, the Solar Impulse Foundation is dedicated to improving the quality of life on Earth by fast-tracking the implementation of clean and profitable solutions and help governments officials go beyond compromise and adopt modern legal frameworks to allow clean economic growth.

World Alliance for Efficient Solutions

The World Alliance for Efficient Solutions is a non-profit organization initiated by the Solar Impulse Foundation. Launched at the Bonn Climate Conference in November 2017, it brings together the main actors in the field of clean technologies. Members include innovators, investors, public institutions, innovation seekers, corporates committed to making our future sustainable. The World Alliance aims to federate and create synergies between its members to fast-track the implementation of clean and profitable solutions that have the potential to address the environmental challenges of today.

Collaborations:

The following organizations and governments are currently collaborating with the Solar Impulse Foundation: ADEME | CEA | City of Paris | Clean Energy Ministerial | European Commission | EU Covenant of Mayors | European Investment Bank | European Research Council | Government of Kazakhstan | Government of Luxembourg | Government of Mexico | InnoEnergy | International Energy Agency | IRENA | Joint Research Centre | R20 - Regions of Climate Action | Region of Occitanie | United Nations Environment Program | UNESCO | UNFCCC | Union for the Mediterranean | World Bank | World Economic Forum

Partners:

Thanks to the continued support of its partners, the Solar Impulse Foundation can fund the World Alliance for Efficient Solutions and offer all services to its Members entirely free of charge.

Covestro | Solvay | Nestlé | Engie | Air Liquide | BNP Paribas in Switzerland | Schlumberger | Soprema | Breitling | Private Donors

Connect with the Solar Impulse Foundation:

solarimpulse.com



[Facebook](#)



[Twitter](#)



[Instagram](#)



[YouTube](#)



[LinkedIn](#)

Connect with Bertrand Piccard – Initiator and Chairman of the Solar Impulse Foundation: bertrandpiccard.com



[Facebook](#)



[Twitter](#)



[LinkedIn](#)