



# Solar Impulse Foundation Activity Report 2020\_

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# The Address from Bertrand Piccard

Clean, efficient and modern technologies can allow us to preserve our environment while also bringing economic prosperity and social well-being for all. It has been my vision for two decades, speaking of the economic opportunity of fighting climate change as I initiated the Solar Impulse project.

Since then, I have put my heart and soul into convincing decision-makers in business and government of the profitability of Solutions through conferences, private discussions, or opinion pieces. For this, I needed to bring the proof that ecology was really the greatest economic opportunity of the century.

In the last 5 years, the Solar Impulse Foundation has established a process of selecting clean and profitable Solutions in start-ups and big companies across the world. Thanks to a group of over 350 independent Experts, these Solutions have been awarded

the Solar Impulse Efficient Solution Label if they were credible, profitable and environmentally friendly. Today, with the support of our Partners, Experts and devoted team members, we have reached the ambitious milestone of identifying the first 1000+ Solutions which prove that protecting the environment is more profitable than destroying it. These 1000+ technologies, services and processes in the sectors of water, energy, construction, mobility, industry and agriculture are the tools that can help the governments and big corporations to reach the carbon neutrality goals they have announced without always knowing how to get there.





— “My vision of the future is a clean’ one, not a ‘green’ one. All too often, ‘ecology’ has come to mean ‘reduced growth,’ which is not exactly motivating. We need to embrace clean technologies and Efficient Solutions, because they are ‘logical’ as much as ‘ecological’. They create jobs and generate profit, while also reducing CO<sub>2</sub> emissions and preserving natural resources. Even if climate change didn’t exist, they would make sense. Clean growth is much better than the dirty status quo we have today.”

Bertrand Piccard

But our work is far from over. Quite the opposite. The round-the-world flight started when we finished building the solar airplane. Now that we have the first 1000+ Solutions, the new adventure to boost the adoption of clean technologies really begins. We will work with entrepreneurs on building robust strategies, with businesses on implementing such Solutions, and with governments on ensuring that legal frameworks are updated to facilitate the adoption of these Solutions. Our main tool for this will be an open-source Guide, allowing all stakeholders to find the right Solutions for their specific needs.

The limits are not technological, but rather psychological. Our societies have become accustomed to old, inefficient and polluting infrastructures, when in fact we could do so much better in every sector. We must not be afraid of jumping into the change and pushing the boundaries of what we know. Not just because it’s ecological to do it, but because it’s logical.

I believe ecology must become the driving force of the economy. And I invite everyone – individuals, businesses and politicians – to embark with us on this journey as we have enough Solutions to make it a success.

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# About the Foundation

The Vision  
The Mission  
The Origins  
The Challenge  
The Label  
The Organization  
The Team



## — The Vision

Already at the beginning of this millennium, when climate change was not yet part of the global agenda, Bertrand was one of the firsts to promote clean technologies and renewable energy as profitable solutions to protect the environment. For him, fighting climate change with clean and efficient technologies is opening-up new industrial markets and offering a unique and profitable opportunity for 'qualitative growth'.





## The Mission

Selecting, labeling and promoting innovative, clean and profitable Solutions to support political and business decision-makers in their environmental targets is the challenge that Bertrand Piccard has set himself with the Solar Impulse Foundation. The 'Portfolio of 1000 Solutions' can enable the adoption of more ambitious environmental and energy policies that protect the environment while creating new jobs and generating profit. A way to take the symbol of the first round-the-world solar flight further and accelerate the transition to a carbon-neutral economy.





## — The Origins

The history of the Solar Impulse Foundation is part of an almost two decades-long project to promote the benefits of new existing efficient technologies and solutions to motivate governments and industries to take action. Beginning with Bertrand Piccard's vision, from which Solar Impulse was born, the initiative evolved into its second phase after the achievement of the round-the-world flight in 2016 and the subsequent launch of the #1000Solutions challenge. This was a new adventure bringing the message from the sky to the Earth, proving that Efficient Solutions not only exist but are the key to the 'qualitative growth' needed to ensure a sustainable world.

## A Zero-fuel Airplane Showcasing the Potential of Clean Technologies

Back in 2004 already, Bertrand Piccard defined the philosophy of Solar Impulse as well as its symbolic and political scope in a Manifesto\*. As an explorer who believes in concrete and tangible actions, Bertrand Piccard, with his wife Michèle, conceived the solar airplane project as a platform to raise public awareness and encourage political actions in favor of clean technologies and renewable energies. In the process, the Solar Impulse Foundation was established to give it an educational reach.

The zero-fuel airplane serves as a symbol of Bertrand Piccard's vision. In 2013, after the mission across the USA, he presented his "Clean Generation" initiative to Ban Ki Moon at the United Nations in New York, a strong message that converged with

the UN environmental policy. In 2015, on the request of the French President François Hollande, Bertrand Piccard set out for COP21 seven principles to solve climate change with clean technologies. As UN Environment Goodwill Ambassador, he delivered from the cockpit of Solar Impulse in mid-Pacific, a live message at the Assembly of the UN to Ban Ki-moon, as well as to the 175 countries gathered together to sign the Paris Agreement on climate change.

Even more than an aeronautical first, the round-the-world in a solar airplane was an energy first. The success of this historical flight demonstrated the enormous potential of modern technologies to save natural resources, use clean energy and improve our quality of life.

— “This challenge is a call to action to boost clean technologies. Solar Impulse was not built to carry passengers but to carry a message. What we can accomplish in the air, everyone on Earth can do in everyday life.”

Bertrand Piccard

\* [solarimpulse.com/bertrand-piccard-pioneering-vision](http://solarimpulse.com/bertrand-piccard-pioneering-vision)



## — The Challenge

After the achievement of the round-the-world flight without fuel, Bertrand Piccard initiated the second phase of his action by launching in December 2016, through the Solar Impulse Foundation, the challenge to select 1000 Solutions that can protect the environment in a profitable way and present them to decision-makers to fast-track their implementation. This portfolio of 1000 Efficient Solutions will serve as a reference tool to support political and business decision-makers in their ecological objectives. A concrete approach to building consensus around clean economic growth.





## — The Label

The Solar Impulse Efficient Solution Label is the only evaluation available today that assesses the economic profitability of products and processes that protect the environment in the fields of water, energy, mobility, infrastructure, industry and agriculture. It is awarded following a rigorous evaluation process carried out by a pool of independent Experts and based on verified standards covering the three main themes of feasibility, environmental impact and profitability.

## The Eligibility Scope

To be considered for the Solar Impulse Efficient Solution Label, the company owning the solution needs to be a Member of the World Alliance for Efficient Solutions.

### The Solution must:

- Be a product, a technology, an industrial process or a service
- Already be commercialized or heading toward commercialization
- Have reached the maturity stage of at-scale prototype 1:1 in a test environment (TRL 6 – 7)
- Contribute to the achievement of one of our five target Sustainable Development Goals (on the right)

## The Selection Criteria

The Solar Impulse Efficient Solution Label can be attributed to any Solution that fits within the scope defined above and that has been assessed according to our methodology, thus evaluated against **five criteria** grouped in three different themes:

**Feasibility, Environmental Impact and Profitability.**

### Support received from institutions such as:

- the UNFCCC
- the European Commission
- the International Renewable Energy Agency (IRENA)
- the International Energy Agency (IEA) etc.

### Covering Five UN Sustainable Development Goals



**Clean water and sanitation**



**Affordable and clean energy**



**Industry, innovation and infrastructure**



**Sustainable cities and communities**



**Responsible consumption and production**



## — The Organization

The Solar Impulse Foundation is recognized by the Swiss Confederation as being of public interest, and is subject to the supervision of the Swiss Federal Government's Department of Home Affairs, the department responsible for foundations. It is financed by annual donations from partner companies, as well as by foundations and sponsors. Bertrand Piccard and those within the organization aim to position the Foundation at the spearhead of the drive towards clean technologies, and to provide concrete and profitable solutions to today's environmental problems.



## The Foundation Board

The Foundation Board oversees the good governance, responsibility and orientation of the Foundation, in line with the mission it has set for itself.

**Dr Bertrand Piccard,**  
Initiator and Chairman of  
Solar Impulse SA and  
Bertrand Piccard SA

**Prof Stefan Catsicas,**  
Member, Founder and Partner  
of Skyviews, former Vice-President  
of EPFL and former Technology Director  
of Nestlé

**Me Patrick de Preux,**  
Member, Notary and former  
Lausanne councillor

**Michèle Piccard,**  
Member, Director of  
Institutional Communication,  
Solar Impulse Foundation

**Philippe Rathle,**  
Secretary, CFO, Solar Impulse Foundation

## The Strategic Committee

As part of the Foundation's governance structure, a Strategic Committee has been put into place, composed of representatives from the Foundation's partner companies as well as outside Experts renowned for their experience and knowledge in the field of renewable energy and clean technology. The Strategic Committee meets to discuss the Foundation's strategy, opportunities, challenges, best practices and joint activities, providing valuable input and guidance.

**Alexandre Mars,**  
CEO & Founder –  
Epic Foundation

**Michael Liebreich,**  
Chairman & CEO –  
Liebreich Associates

**Anne Lapierre,**  
Global Head of Energy –  
Norton Rose Fulbright

**Eric Scotto,**  
President – Akuo Energy

**Diego Pavia,**  
CEO – EIT InnoEnergy

**Kingsmill Bond,**  
CFA & Energy strategist –  
Carbon Tracker

**Denis Leclerc,**  
President & CEO –  
Ecotech Quebec

**André Borschberg,**  
Co-founder & Executive  
Chairman – H55

**François Vuille,**  
Director of Energy  
Department/Etat de Vaud;  
Former Executive Director  
of the EPFL Energy Center



## The Patrons Committee

Eminent personalities, brought together through shared values and a commitment to a cleaner world, are supporting us in our goals.

**H.S.H. Albert de Monaco**

**Al Gore**

**Richard Branson**

**James Cameron**

**Hubert Reeves**

**Sylvia Earle**

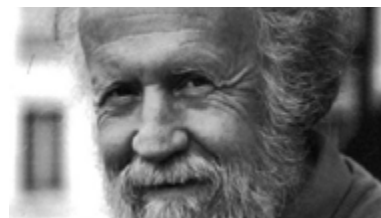
**Yann Arthus-Bertrand**

**Don Walsh**

**Robert Swan**

**Paulo Coelho**

**Dr. Sultan Al Jaber**

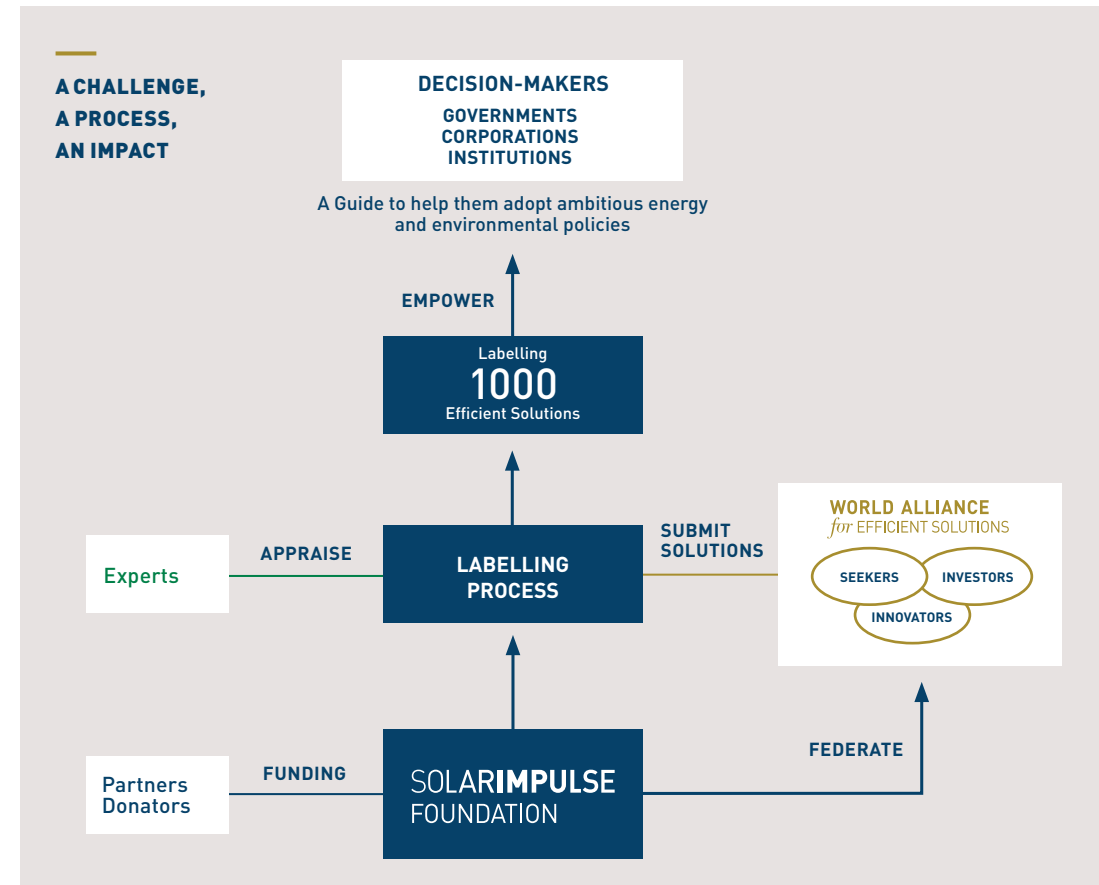


## The World Alliance for Efficient Solutions

As a firm believer in the power of synergies and convinced of the need to bring together clean technology players to solve environmental challenges, Bertrand Piccard created the World Alliance for Efficient Solutions (WAES). Its goal is to bring together the main actors in the field of clean technologies. This community is first and foremost a pool of more than 3,400 innovative companies, investors and public authorities seeking profitable solutions to protect the environment. The World Alliance facilitates matchmaking and allows members to accelerate their development.

The WAES is a non-profit organization, chaired, managed and funded by the Solar Impulse Foundation, with no separate administration or accounts of its own.

## The Solar Impulse Foundation Organization





## — A Team Spirit

The esprit-de-corps of the Solar Impulse Foundation is the cement that holds the team together. As professionals from many different walks of life, the team members know that a different kind of future is possible, while still upholding our quality of life. Sharing Bertrand Piccard's faith in clean technologies, they support and feed into his messaging and are passionately involved in the search for new "solutions to change the world". Thanks to their enthusiasm and commitment, the "Take it Further" challenge that was launched on completion of the around-the-world flight without fuel can now become a reality.

## A Multi-disciplinary Team

During its fourth year of existence, the Foundation's Team continued to grow, reaching 37 employees at the end of 2020, including 2 interns. This team can also count on the support of 6 external freelancers, based in Switzerland, in Europe and in China. They have different backgrounds: engineers, international relations graduates, communication professionals or specialists in financial and administrative management.

Since September, the Foundation is headquartered in Chemin de Montolivet in a former school that has been re-purposed for offices and educational spaces. We left the premises of Debiopharm where we had been kindly welcomed by the CEO, Mr. Thierry de Mauvernay, for a period of two years. The entire

Foundation team would like to take this opportunity to express their sincere gratitude for the opportunity to work and evolve in a spacious and bright environment which was perfect for collaboration. By hosting the Foundation, he undoubtedly participated in our success.

### Professions

- Office of the chairman: 2
- Public affairs: 5
- Outreach: 6
- Operations: 10
- Partners & corporates: 6
- USA mission: 1
- Communication: 7
- Digital: 4
- Finances & administration: 2

## Foundation' Team 2019

—27 employees, 5 interns

### 2020

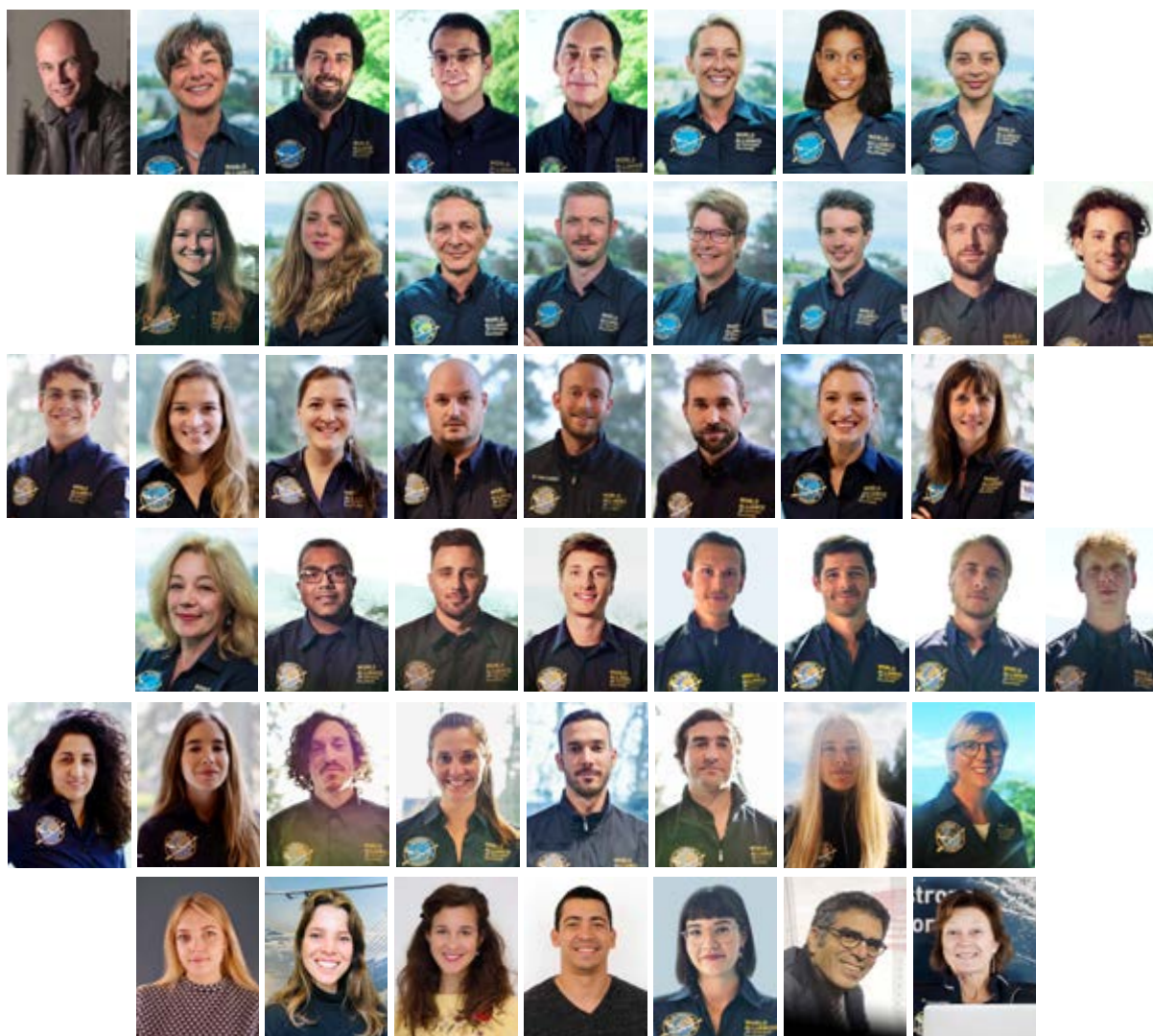
- Average age: 33
- Average time in post: 2 years and 7 month
- 11 different nationalities: 1/3 Swiss, 1/3 French, 1/3 from Czechia, Germany, Brazil, Finland, India, Luxemburg, the Netherlands, Portugal and the United Kingdom
- 6 external freelancers, 5 from additional nations (Belgium, Canada, China, Colombia and the USA)



## A Team in Action

As for many other organizations around the world, the pandemic profoundly affected the way the Foundation team operated. From all working together in a shared open space, we had to start working from home and as a rule communicate remotely. But this did not stop us from staying on course and moving forward towards the objectives set in each of the departments. These objectives were met, and even exceeded by a significant margin, and home office could be organized and implemented efficiently.

The team members are always keen and happy to develop and maintain their group spirit in shared moments after work. Despite the social distancing and the absence of available recreational activities in this year of restrictions, they found the imagination and creativity needed to maintain cohesion.



# 2 Collaborations

The Partners  
The Regions & Cities  
The Institutions  
Services & Support



## — The Partners

The Solar Impulse Foundation and its Partners share a strong long-term vision: a joint commitment in enabling and promoting clean and profitable technologies that have the potential to tackle climate change. Thanks to this continued support, the Solar Impulse Foundation can fulfill its 1000 Solutions Challenge, fund the World Alliance for Efficient Solutions and offer all services to its Members entirely free of charge. The Solar Impulse Partners family includes 15 corporate organizations. In 2020, The Solar Impulse Foundation had the pleasure of welcoming two new corporate Partners, Adeo and Deutsche Telekom.

## Partners supporting us







## — The Regions & Cities

International negotiations have for many years operated at the national level of politics, but it is well recognized that cities and sub-national entities have a major role in decarbonizing our society. The Solar Impulse Foundation engages with these entities to propose solutions based on their identified needs and help quantify what impact these solutions could have on their territory. By serving as an honest broker, without financial interest in the success of these solutions, the Solar Impulse Foundation acts as an intermediary placed at the center of innovators' issues and political will.

## Government Entities supporting us



## Regions & Cities collaborating with us

The Scottish government has generously supported the Solar Impulse Foundation since 2019 through grant funding. The Région Grand Est has partnered with the Solar Impulse Foundation since December 2019, and the region of Wallonia has also supported our efforts.





## — The Institutions

The Foundation collaborates with numerous international institutions with the aim to demonstrate the business case for environmental protection and to support efforts to move governments, business and civil society toward economic growth that is qualitative rather than quantitative. This form of collaboration takes many forms: advocacy and communications efforts, mutual participation to high-level events, contributions to programs and working groups. Solar Impulse labeled Solutions also benefit from these collaborations via introductions, business opportunities and awareness raising.

## Institutions endorsing us







## — Services & Support

The Solar Impulse Foundation is pleased to have the support of several companies providing valuable services to the Foundation's activities. The expertise, competencies and generous contribution of these companies have assisted the Foundation across several areas, including building up the Foundation's technical knowledge and operational efficiency.

## Pielleitalia, Official Team Clothing Supplier

As the Official Team Clothing Supplier, Pielleitalia is providing the entire the Solar Impulse Foundation team with branded clothing. This partnership is a new chapter in the Solar Impulse Foundation's collaboration with Pielleitalia, as the company was also the Team Clothing Supplier for more than a decade during the Solar Impulse round-the-world journey. Pielleitalia continued involvement is yet another example of the company's commitment to protecting the environment and the Solar Impulse Foundation is proud to be associated with a company providing sustainable innovative textile solutions.

## EY, Label Auditor Partner

As the Label Auditor Partner, EY's role is to ensure that the Solar Impulse Foundation follows and adheres to the labeling process of Solutions which have been put into place. EY supports the Solar Impulse Foundation in defining and reviewing targets, operational modalities and the selection criteria. EY assesses the appropriateness of the standards of the Label regarding its relevance, its exhaustiveness, its reliability, its objectivity and its clarity. EY periodically carries out audits and checks to verify the correct implementation of the procedures defined in the Standards.

## Roland Berger, Consulting Partner

Roland Berger has provided valuable support to the Solar Impulse Foundation in various ways over the course of the last couple of years. Notably, the company dedicated resources to the development and management of our community of independent Experts – a fundamental component in our effort to evaluate and identify these 1000 clean and profitable Solutions. More recently, Roland Berger has shifted focus to develop tools to help measure and visualize the impact of these Solutions on given territories, a project that is ongoing.





# 3 SIF Targets in 2020

1000 Solutions and Beyond



## — Ensuring the Transition Beyond 1000 Solutions

Beyond the search and selection of Solutions to achieve our goal of 1000 Solutions, the Solar Impulse Foundation's efforts were also focused this year on preparing for the future, including a new round-the-world tour to present the Solutions to decision-makers. The main pillars of our 2020 strategy were to leverage the quality of our portfolio in order to offer a range of Solutions that respond to major current issues, ensure a rigorous and smooth-running labeling process, gain recognition for our action at the international level through our unique positioning and vision, expand our network of political and economic relationships.

## How did we reach the 2020 Objectives?

We focused on these four pillars above in 2020 and collaborated on this across all teams. We worked transversally with all teams in sub activities from Advocating to Inspiring – our achievements of 2020 will be detailed in Chapter 4 "SIF activities 2020":

### #1000 Solutions Challenge Milestones for 2020:

- 500 labeled Solutions in May
- 800 at the end of the year
- 1000 expected in early 2021

#### Build a large and international portfolio of labeled Solutions

- Increase the number of Solutions labeled each month
- Increase the quality, sector-wide and geographic range of the labeled Solutions

#### Be internationally recognized

- Reach international audiences
- Build a strong image of the Foundation
- Diversify institutional audiences

#### Influence energy and environmental policy at government level

- Help to implement Solutions
- Position Bertrand Piccard as an internationally recognized thought leader

#### Ensure the financial continuity/health of the Foundation

- Increase Partners satisfaction

“Initiatives like selecting 1000 Efficient Solutions are exactly what we need to further enable investors, governments, cities and citizens to harvest the rich variety of clean technologies, that already exist or are under development, and accomplish the goals of the Paris Climate Change Agreement and all the Sustainable Development Goals to catalyse a healthy and prosperous future for all.”

Patricia Espinosa, Executive Secretary, UNFCCC

# 4

## SIF Activities in 2020

Advocating  
Federating  
Selecting  
Empowering  
Enabling  
Implementing  
Expanding  
Collaborating  
Inspiring



# 4

## SIF Activities in 2020

Advocating  
\_The Ambassador  
\_The International Fora  
  
Federating  
Selecting  
Empowering  
Enabling  
Implementing  
Expanding  
Collaborating  
Inspiring



## — Advocating Bertrand Piccard an Ambassador

Appointed Champion of the Earth and UN Goodwill Ambassador for the Environment, Bertrand Piccard has become an influential voice heard within the most distinguished institutions across the globe over the years. Since the beginnings of the Solar Impulse Foundation, he has regularly spoken at high level events at international fora and engages with political decision-makers in order to highlight the solutions that already exist to make our economies both sustainable and prosperous. A continuous advocacy effort that has led the Foundation to build strong relationships with key political stakeholders and to position Bertrand Piccard as a key thinker on topics related to ecological transition.

## Special Advisor to European Commission Vice-President Maroš Šefčovič

After several years of engaging with the European Commission at the highest levels, in July 2020 Bertrand Piccard was selected to advise Vice-President Šefčovič on emerging mega-trends affecting the EU, with a focus on decarbonisation and circular economy. As a Special Advisor, he will also contribute to brainstorming on strategic foresight priorities, in particular those related to the green transition and challenges of sustainability. Vice-President Šefčovič has a broad mandate within his role in the current administration, including leading on interinstitutional relations, better policymaking and strategic foresight.







## — Advocating Engaging at International Fora

Although this year many of the events at which we conduct our advocacy were postponed or canceled, we were still able to occupy a good amount of the virtual space that was created. Moreover, our overarching message that seeks to make a business case for environmental protection took on renewed relevance in light of the pandemic. Indeed, we were amongst the first organizations to call on decision-makers to ensure that the economic recovery would not be a return to business as usual, but a unique opportunity to drive our societies toward new, sustainable economic models.



## Cooperation with Institutions

### European Commission

A significant focus in the first part of the year was to develop our relationship with the new administration of the European Commission – who would go on to demonstrate the most significant commitment of any major government to a “green recovery” – retaining much of their EU Green Deal that had been announced toward the end of 2019, and dedicating 30% of its EUR 750 Bn Recovery Fund to Green initiatives. This included a joint op-ed with Frans Timmermans, European Commission Executive Vice-President for the European Green Deal, and allowed us to strengthen this relationship at the highest echelons.

### Région Grand Est

This year also saw the development of a partnership with the Région Grand Est region in France. The region, home to some 5 million people, and a European center of industry, has set out to renew the territory and be central to the ecological transition. We work with them on various topics, including the identification of solutions to be labeled in the region and opportunities to test out Solutions on the territory (more on this below). The region was hit extremely hard by the pandemic, but despite this we worked closely with their teams to set the foundations for future activities across the territory.



Grand Est Masterclass Event, December 10th, 2020

### Citizens Assembly for Climate – France

The end of the year saw an interesting engagement with the French government, through our interactions with the new Minister for the Ecological Transition, Barbara Pompili. Minister Pompili asked us to identify regulatory barriers faced by our labeled Solutions in France, so as to take them into consideration in light of the citizens assembly on climate that has been established and culminated in January 2021.

This exercise served as a first step in helping us to identify channels we can use if we are to support efforts to remove regulatory barriers to the success of our Solutions, and in 2021 we will look to continue such efforts should opportunities arise to influence decision makers in this way.

— “The Green Deal is a growth strategy which happens to also protect the environment. Renewable energies and clean technologies are a massive economic and industrial opportunity that has a brighter future than going back to a fossil-fuel based economy riven with uncertainty and unpredictability.”

Co-signed Op-Ed by Bertrand Piccard and  
Frans Timmermans

## The Future Investment Initiative Institute

Taking place in June, this event brought together leading figures including H.E. Brune Poirson of the French Ministry for the Ecological and Inclusive Transition, Dr. Mario Molina, the 1995 Nobel Laureate in Chemistry, and Lord Adair Turner, Chairman of the Energy Transitions Commission and Senior Fellow. Bertrand Piccard joined these voices and talked about how we could move from vision to action, using the 1000 Solutions project as a means to do so, seeing ecology through the lens of profitability.



FII Institute Virtual Event, Richard Attias, CEO of FII Institute, with Bertrand Piccard.

## Exponential Climate Action Summit

Organized by the We Don't Have Time network and serving as one of the stand-out online moments in the climate calendar, this event brought together the foremost thinkers and doers in climate action to discuss what innovations and policies exist

that can bring the change required in order to halve emissions by 2030. Our message was focused on transport, still responsible for 24% of direct CO<sub>2</sub> emissions from fuel combustion. Bertrand Piccard emphasized the special nature of this moment to make the most of the shift in our economies to reach our shared goals.

## Alternative Events to COP26

The environment and a sustainable recovery were a major focus of the whole of 2020, and November in particular, a period which normally would have been when the UN Climate Change negotiations would have been held. Now pushed to 2021, its absence brought a big focus on the fifth anniversary of COP21 and the signing of the Paris Accord. The space was filled with a whole series of events, including many organized by the Race to Zero initiative launched by the UK's Climate Champion. Beside are two examples of events in which we participated.



Paris Peace Forum, Barbara Pompili, Minister of the Ecological Transition, with Bertrand Piccard.

### Building to Net Zero

Taking place as part of the Race to Zero Dialogues, this discussion gathered policy, industry and finance leaders that call for deeper climate action in the built environment. As one of the panelists, Bertrand Piccard emphasized that big corporations have to be the example and they need to communicate their commitments and success as much as possible to set the standards higher – policy and regulation is needed to align the companies that are resistant to change.

### Paris Peace Forum

During this event, which convened several world leaders who launched a global discussion on forging a new consensus for the post-COVID-19 world, Bertrand Piccard hosted a debate between key voices in the climate movement, including Minister Alok Sharma, the President of COP26, Minister Barbara Pompili of the Ministry for the Ecological and Inclusive Transition in France, and Secretary John Kerry. The latter has since been named as President Joe Biden's choice as the United States first special presidential envoy for climate.



## European Hydrogen Week

Reflecting the ambition of the European continent to set itself up as a leader on hydrogen technology, Bertrand Piccard was invited to engage at the inaugural edition of this event, recognizing the key strategic benefit of hydrogen for the continent to achieve its climate neutrality goals of a 55% emissions reduction by 2030.



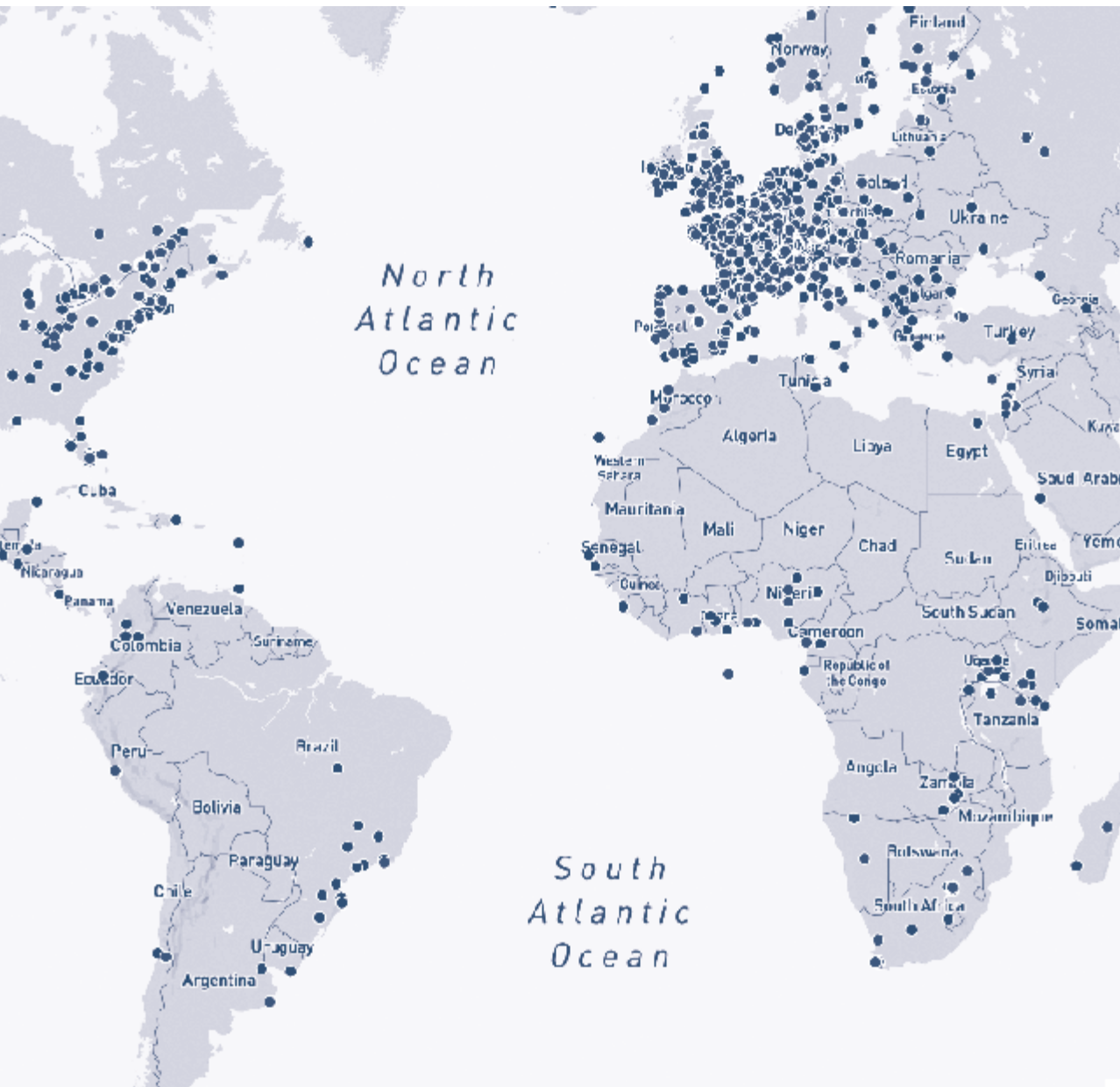
— “Europe has entered the hydrogen race thinking that there’s still a good chance of winning. Hydrogen represents a huge industrial potential that would yield numerous economic opportunities, with all the associated job creation and social stability.”

Bertrand Piccard

# 4

## SIF Activities in 2020

Advocating  
Federating  
**\_The International Network**  
Selecting  
Empowering  
Enabling  
Implementing  
Expanding  
Collaborating  
Inspiring



## — Federating Building an International Network

The World Alliance for Efficient Solutions was created at the initiative of Bertrand Piccard and the Solar Impulse Foundation to federate the main actors in the fields of sustainability and clean technologies. Members agree to improve the quality of life on Earth by tackling challenges facing global society with Solutions that are logical and would make sense even if climate change did not exist. The World Alliance is not bound by the interests of any nation, government, institution, or industry; and thus, is the strongest international voice for the cleantech sector. It gathers Members developing Solutions – the Innovators – looking to inject money to scale-up innovative businesses – the Investors – and looking for Solutions to achieve their environmental objectives – the Seekers.

## A Strong International Voice for the Cleantech Sector

The 2020 outreach strategy focused on the empowerment of collaborations with cleantech networks, using the “multiplier” effect to go faster in our innovators outreach and ensure long-term activation. To build a large and international portfolio of labeled Solutions, to be internationally recognized, to diversify our institutional audiences and to anchor the Foundation actions, it was crucial to count on the support of credible organizations with strong local and sectorial presence, and who share the same ambition for the sector growth. By collaborating with the Foundation, those entities have been able to promote cleantech Solutions from their network, offer opportunities to their members and work alongside the Foundation to advocate for the adoption of cleantech.

### A High-Level Network of Relay

Thank you to our more than 50 collaborators, without whom we could not have reached the current ecosystem’s quality and geographical diversity.

AFEP (France)	GCCA Association (World)	ICN – Tenerrdis (France)
Agropôle (Switzerland)	Greentech Alliance (Germany)	InnoEnergy (Europe)
AquaValley (France)	Pôle Hydreos (France)	International Cleantech Network (World)
ATAG (World)	Pôle IAR (France)	Materialia (France)
CanadaCleantech Alliance (Canada)	ICN – Aclima (Spain)	PEXE (France)
CLEAN – C40 Solutions (Denmark)	ICN – CLEAN (Denmark)	Plastic Free World (World)
Cleantech Group (World)	ICN – Clean Tech Delta (Netherlands)	Plastic Odyssee (World)
CLIX – Masdar (U.A.E.)	ICN – Cleantech Alps (Switzerland)	Sustainable Ocean Alliance (World)
European Commission (Europe)	ICN – Cleantech Bulgaria (Bulgaria)	SwissCleantech (Switzerland)
EIB Institute (Europe)	ICN – Ecotech Québec (Canada)	Tech4Islands Awards / La French Tech Polynésie (France)
Ellen MacArthur Foundation (World)	ICN – Flux50 (Belgium)	The Conference Board – Innovation Council (Europe)
Engageability (Switzerland)	ICN – Foresight (Canada)	Ubuntoo (USA)
Entreprise du futur (France)	ICN – Green Tech Cluster (Austria)	UNDP (World)
EuroMéditerranée (France)	ICN – GreenCape (South Africa)	UNIDO (World)
FAMAE (World)	ICN – Greentech South (UK)	Vehicule du Futur (France)
FCH Europa (Europe)	ICN – Las Brusquitas Greentech Cluster (Argentina, Chile)	Waterpreneurs (World)
Pôle Fibres Energivie (France)	ICN – NECEC (USA)	WEAC Zambia (Zambia)
French Cleantech (France)	ICN – NordicEdge (Norway)	WIPO Green (World)
Gardn: Green Aviation Research and Development Network (Canada)	ICN – Sustainable Business Hub (Sweden)	Ye! IT (World)
Global Business Inroads (India)		



## 2020 Highlights

- 15 new collaborations with cleantech networks
- 3 content activities in partnership with collaborators and Partners
- Clean Recovery: Global response for a Post-Covid 19 green economy
- Clean Investment: Championing Corporate Partnerships
- Clean Procurement: International cities engaged in cleantech Solutions
- 1177 new World Alliance for Efficient Solutions members



Cleantech Forum, Richard Youngman, CEO of Cleantech Group, with Bertrand Piccard

— “Believing that way more needs to be done by policy to grip the climate emergency and its inherent opportunities, Cleantech Group is committed to do what it can to help Bertrand Piccard and the Solar Impulse Foundation’s mission to accelerate the adoption of sustainable and transformative innovations.”

Richard Youngman, CEO, Cleantech Group

# 4

## SIF Activities in 2020

Advocating  
Federating  
Selecting  
\_The Assessement  
\_The Innovators  
\_The Experts  
\_The Developments  
Empowering  
Enabling  
Implementing  
Expanding  
Collaborating  
Inspiring



## Selecting — Assessing Clean and Profitable Solutions

By raising awareness of the Solar Impulse Efficient Solution Label and delivering tangible benefits for Innovators receiving the Label, the Solar Impulse Foundation has created a desirable, credible mark for Innovators to demonstrate their environmental sustainability and financial profitability. The Operations team guides Members in the application and through labeling process, recruits top quality Experts and supports them in their evaluation, ensuring that the labeling process is applied consistently, with integrity, and promoting the global reputation and credibility of the Label.

## The Selection Process

As a first step, Solutions are evaluated based on both the eligibility of the Solution (as explained above) and the relevance and completeness of the information provided. Once the submission is considered complete and accurate, it is validated and assigned to three independent external Experts.

Experts' evaluations are performed online and must be completed and submitted within fifteen days. Once all the three Experts assigned to a Solution have completed and submitted their assessments, our team will review and validate their work. This step is used to verify

whether the Experts have correctly applied the Assessment Guidelines. In this regard, SIF retains the right to invalidate assessments which are deemed to be not in line with Assessment Guidelines. Lastly, both rejected and labeled Solutions receive feedback in the form of the Assessment Summary Report (ASR) which compiles the three assessments performed by the Experts assigned to the Solution.



### Distribution of the Assessed Solutions

- 72% Commercial Stage (TRL 9 and above)
- 55% product, 31% services, 14% processes
- 31% already profitable





Change Now Summit, Boyan Slat, CEO of The Ocean Cleanup, with Bertrand Piccard

## Selecting — Providing Solutions, the Innovators

Constituting a vibrant community of over 3000 Members in the World Alliance who applied for the Efficient Solutions Label are start-ups, SMEs, as well as corporates, with a variety of different needs ranging from partnership, new clients, investments, network, credibility and visibility. To respond to their needs, we currently offer the labeled Solutions a number of different opportunities including communication assets materials, investors-related and matchmaking events; as well as introductions to corporates and public authorities.



## Distribution of the Innovators within the World Alliance

- 3087 Members (Innovators Member before 01-2021)
- ~30% have at least 1 labeled solution
- ~68% in Europe, ~18% Americas, ~8% Asia, ~4% Africa, ~1% Oceania

## A Powerful Tool to facilitate the Emergence of Efficient Solutions

— “The Solar Impulse Label allowed us to meet key people and gain visibility in a short time frame and people now refer to us as thought leaders. The friendly Solar Impulse team helped us to elevate our brand and to build a company with unlimited potential.”

Solveig Moisan, Head of Marketing and Communication, OpenAirlines

### Promoting the Efficient Solutions Label

- Showcase of the Label in 10 international events
- Organization of 25 information webinars for around 800 participants
- Use of 40 collaborators communication channels including mention of the Label on their landing page, social media and newsletters, as well as dedicated introductions

### Articulating the Label Benefits

- Development of a monthly Opportunities newsletter sent to members of the Alliance (12 Newsletters)
- Development of 25 concrete opportunities for innovators including invitations to matchmaking activities with potential clients, strategic Partners, investors, as well as visibility opportunities
- Highlight of success stories from satisfied labeled Solutions' providers

### Creating personalized Relationships with Innovators

- 1,300+ individual phone calls with Innovators
- 5 E-coaching sessions to accompany about 300 Innovators throughout the Labeling process

### Result

1,033 Solutions started the Labeling process compared to 381 in 2019





## Selecting — Assessing Solutions, the Experts Community

The Solar Impulse Experts community is a pool of voluntary assessors with a minimum of 5 years of academic or business experience in the field of Clean Water and Sanitation; Affordable and Clean Energy, Industry Innovation and Infrastructure, Sustainable Cities and Communities Responsible Production and Consumption. Experts come from various backgrounds, companies and world regions, having in common passion for sustainable Solutions and the will to contribute to the achievement of the 1000 Solutions Challenge.



## Over 350 Independent and Qualified Experts

### Solar Impulse Foundation Activities

- Around 200 assessments per month
- 4 online events per year

— “Contributing as an Expert is something that’s very close to my heart. The World Alliance is addressing the most pressing issue of our time. The least I can try is putting my experience and knowledge to the best possible use.”

Renato Haechler – External Independent Expert of the Solar Impulse Foundation





## — Selecting Developments and Accomplishments

This year, the Solar Impulse Team has worked intensively to create a better submission process for innovators, and a more enjoyable community for our Experts. The Technical Team was created with three full time members guiding the innovators through their Solution submission process providing technical insights and 1-1 support. A focus on automating the matchmaking between Experts and Solutions was brought to improve assignment and assessment capacity. With at heart the desire of creating a seamless experience for the innovators the Team has automated workflows and implemented clear timelines to ensure the process is fast and efficient. Lastly, two refreshes of the Expert Community were carried out in 2020, ensuring that the Experts are still playing an active role.

## Main Achievements

- More than 400 personalized 1:1 call with our Technical Team
- From submission to labeling in half of the time (approx. 90 days) compared to 2019
- The number of Experts stands at over 350 and remained strong throughout 2020. Despite some Experts being lost due to inactivity, 70 new Experts joined the Community.



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

Hannes Zimmermann – External Independent Expert of the Solar Impulse Foundation



## Labeled Solutions Highlights

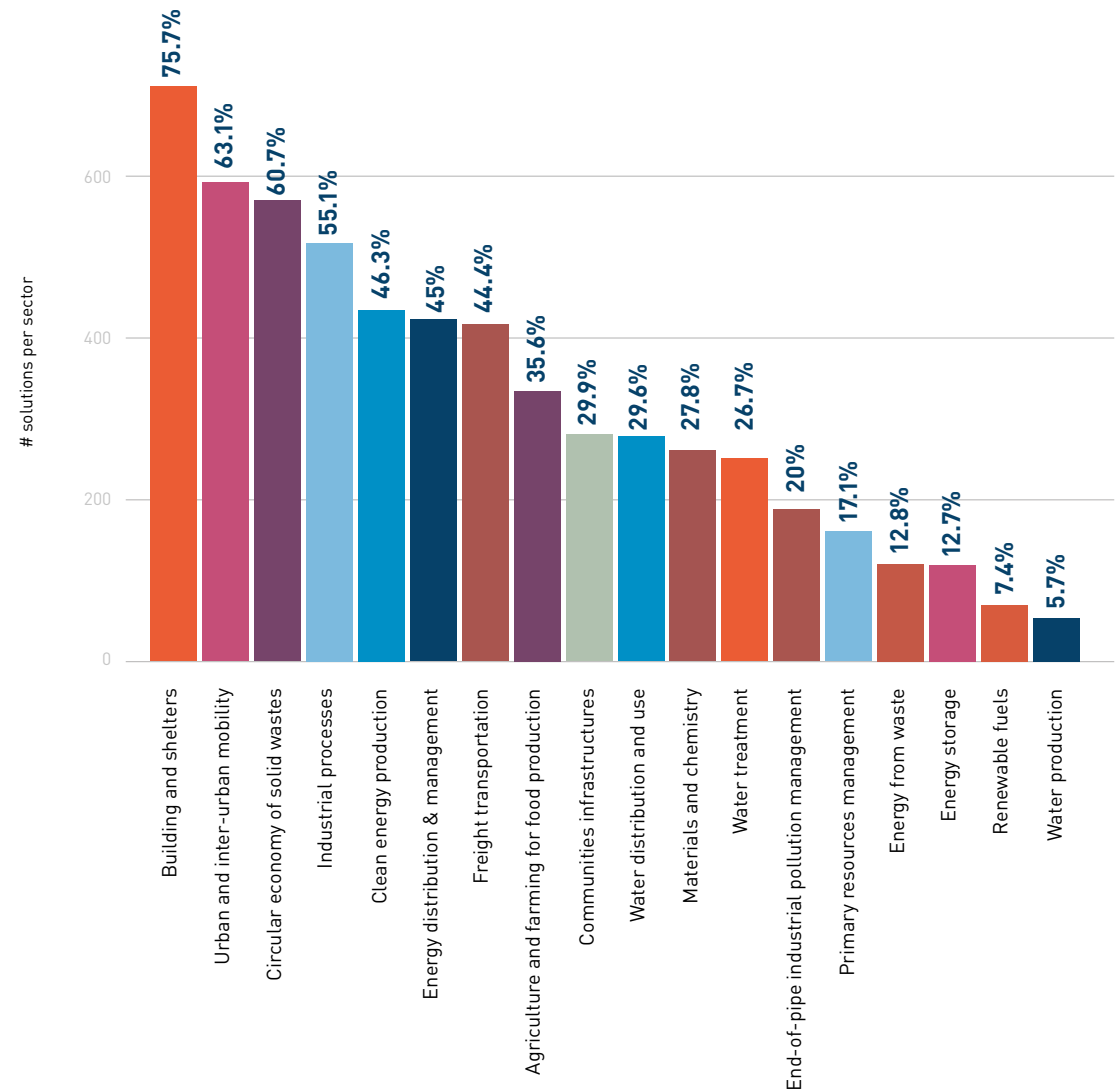
By the end of 2020, 810 Innovators (902 labels) have been awarded with the Solar Impulse Label across the themes of water, energy, cities, industry and circular economy (linked to five relevant Sustainable Development Goals 1).

The number of labeled Solutions increased from 331 to 902 from December 2019 – December 2020.

### Main Achievements

- In 2020, 1,033 Solutions started the Labeling process compared to 381 in 2019
- Over 2000 evaluations completed (approx. 500 Solutions) in 2020
- 571 labeled Solutions in 2020
- Monthly labeling rate from 21 to 48 (+128%)

### 1000 Solutions sector proportion



Solutions can belong to one or more sector.

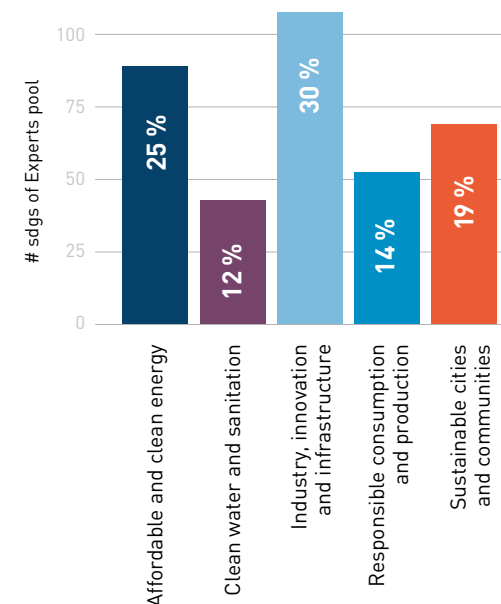


## Experts Community Highlights

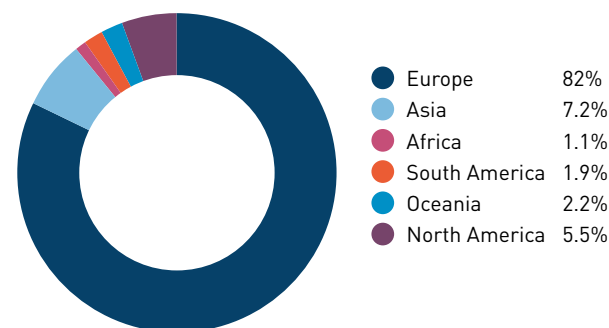
This has been a unique year for the Expert Community. After a successful Expert event at ChangeNow in January 2020, the COVID-19 pandemic meant that our Assessment Challenge events were no longer possible. This posed challenges to ensure that Experts remained motivated and content in their role. To do so, efforts were made to step up communication and interaction with them. A webinar exclusively for Experts was held in Autumn, which gave a chance to provide key updates, recognize the efforts of the Expert Community and let them pose questions to the Solar Impulse Foundation team. We also undertook other projects to increase engagement with the Community, such as the Expert of the Month award, which shines a spotlight on one Expert for their hard work. At the end of 2020 the Expert

of the Year award was finalized, seeing the 30 best performing Experts rewarded for their efforts with a selection of gifts from the labeled Solution portfolio. The challenge of maintaining engagement and motivation still exists, as the Assessment Challenge events were a key benefit of being part of the Expert Community. New roles for Experts are now being explored, not only to support the Solar Impulse Foundation in the next phase, but also to make this role motivating and enjoyable going forward.

### Experts SDGs distribution



### Experts continent distribution



# 4

## SIF Activities in 2020

Advocating  
Federating  
Selecting  
Empowering  
\_ The Benefits  
\_ The Workshops  
\_ The Communication  
Enabling  
Implementing  
Expanding  
Collaborating  
Inspiring



## — Empowering Supporting Cleantech Company Growth

The Solar Impulse Foundation aims to help the cleantech innovators behind the Efficient Solutions in order to accelerate their companies' success. Once their Capitalisation of Solution are labeled, the Foundation provides them support on six specific levels, giving them better access to the market, more appeal to investors, support in their advocacy work, feedback from industry Experts, more credibility and greater visibility.

## Benefits for Innovators

In 2020, about 75 concrete opportunities have been presented to the cleantech innovators behind the Efficient Solutions. As an example, in order to boost the Solutions' visibility in front of the Foundation Partners and public authorities across the globe, the Solar Impulse Foundation sent monthly shortlists of Solutions based on the seekers' interests and highlighted freshly labeled Solutions in monthly newsletters sent to 200 targeted contacts. Another example is the development of a mailing sent to 600 investors showcasing funding needs from Solutions. Innovators were also invited to pitch on a monthly basis and to present their Solution Assessment Report (the justification of each evaluating expert on the solutions positive environmental and economic impact) as an extra tool to enhance their credibility. Personalized promotion material for each Solution has also been developed to support

entrepreneurs with their branding efforts (image generator, social media posts, press release templates); they also are now invited to share their success stories on the blog of the Solar Impulse Foundation. Finally, to support the advocacy work of Solutions providers, the Solar Impulse Foundation developed a mechanism where the Public Affairs team could create letters of support upon request.





### Events: Discounted or free passes for our labeled Solutions

**Change Now 2020**  
**Generation Hydrogen**  
**CLIX (canceled)**  
**Cleantech Interactive**  
**E-waste World Conference**  
**Plastic-free World summit**  
**Rent2020**

### Matchmaking Events with Seekers

**Call for Solutions  
from Partners:**  
Deutsche Telekom,  
Air France, Adeo, Nestlé,  
LVMH, Covestro and  
Procter&Gamble

**Call for Solutions for  
public entities:**  
Cape Town, City of Brussels,  
Helsinki,  
Région Grand Est

**Introductions to Plastic  
Odyssee organizers**

**Call for Solutions  
for Diageo**

**Call for Agritech Solutions  
in India**

**Speed meeting  
with Innovation Council  
members of the Conference  
Board (postponed to 2021)**

### Matchmaking Events with Investors

**Monthly E-pitch  
in front of Investors**  
**NREL Industry  
Growth Forum**

### Nomination for Prizes

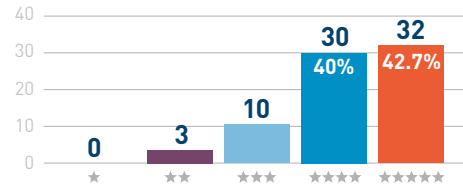
**Tech4Islands**  
**UNDP Growth Stage Impact  
Ventures Summit**  
**Umweltpreis  
der Wirtschaft**

## 2020 Highlights

- 3 labeled Solutions onboarding webinars to present all the tools they can use to benefit from the Label
- Development of 25 concrete opportunities for innovators

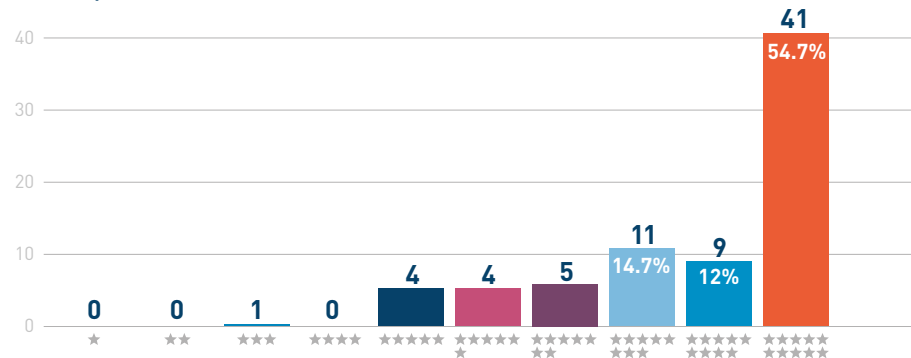
## Overall, how satisfied are you with the Efficient Solutions Label ?

75 responses



## How likely are you to recommend the Label to your network ?

75 responses



**“You are doing an incredible job, so positive, and helpful. You really set the example of what ecology AND economics should be like. Congrats! Congrats! Congrats!”**

Proud Member of the World  
Alliance – Innovator



## — Empowering Energizing the Labeled Solutions Community

The Solar Impulse Foundation built a strategy to bring value to the community by leveraging its own asset: experienced innovators. As the majority of cleantech entrepreneurs face the same strategic challenges, the Foundation created two initiatives that allow best practice sharing and peer-mentoring among the community: the E-Academy and the exclusive Slack channel.

## The E-Academy

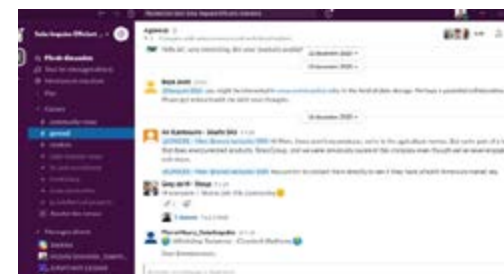
Every month, the Solar Impulse Foundation organizes workshops around themes that are at the center of cleantech entrepreneurs' strategy, such as market development, intellectual property protection strategies, industrial scale-up or fundraising. Renowned Experts are invited to present a 1-hour masterclass on a dedicated field to our labeled Solutions' innovators community which is then followed by an interactive Q&A session.

In 2020, three E-Academy were organized

- **Make eco-innovation an industrial reality thanks to the Michelin group's expertise (Start2Prod)**
- **Gain world-leading legal advice or take a deep dive into your own strategy (Tangible IP)**
- **Discover free online spaces to access international markets and opportunities (Solved & LEO)**

## Connect with other Innovators on the exclusive Slack channel for labeled Solutions

The Solar Impulse Foundation launched a Slack channel exclusively for the innovators behind the labeled Solutions where entrepreneurs can easily ask questions and get support from like-minded innovators. Already more than 150 Efficient Solutions providers have joined.







## — Empowering Communicating on our Activities

The Solar Impulse Foundation's communication efforts are based on two strategic axes. On the one hand, we highlight the work towards the achievement of the #1000Solutions challenge. We do so by setting up thematic campaigns according to our own agenda of the year, while continuously communicating around labeled Solutions through our own channels and in the media. On the other hand, we leverage Bertrand Piccard's public identity as an explorer and advocate for clean technologies and as a psychiatrist to position the Foundation on high-level international discussions.

## Corporate Communication

In order to develop the appropriate communication supports to relay the Foundation's message, the Corporate Communication team works closely with external graphic design and video agencies. This year's main new assets consisted of:

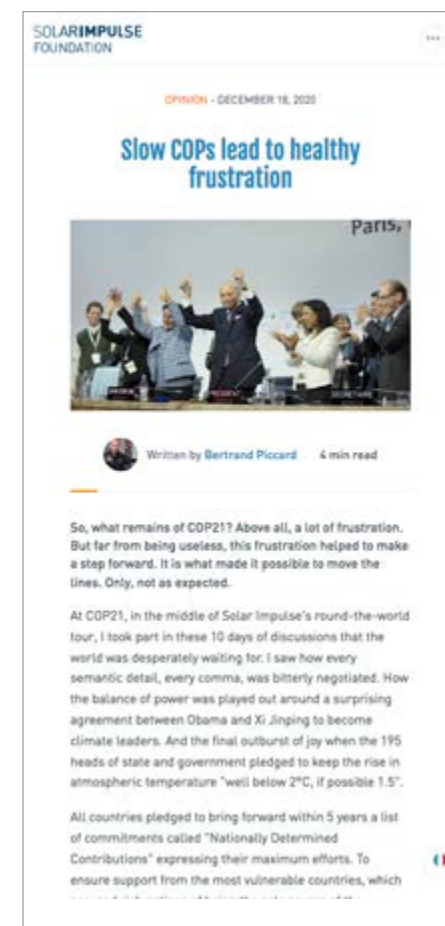
- **visuals for the many online events organized internally (e-Pitches, e-Coachings, etc.)**
- **a printed certificate for labeled Solutions**
- **advertising pages for print media**
- **a new institutional video to present the Foundation**

The team also launched different website related projects, to be finalized in 2021, such as Bertrand Piccard's new website and new "Advocacy" and "Education" sections.



## Editorial

Writing various types of content such as Solution presentations, opinion pieces, in-depth articles on sustainability, technical articles, news and interviews, the Editorial team tends to anticipate on the trends of topics, addressing and explaining specific subjects on a regular basis while also positioning the Foundation during key current events. In 2020, topics such as Future of Farming, Hydrogen, the Covid crisis and the five-year anniversary of the Accord de Paris were particularly well received by the public. As a result, we have had a significant increase in the number of pages viewed and unique users in our News section (see the chart on the right). To note also that two of the most read articles on our News section were related to Bertrand Piccard speaking with his experience as an explorer and psychiatrist to advise on the covid crisis (see the chart on the right).





## Press Relations

Consisting of three poles based in Switzerland, France and the USA, the Press team works on managing Bertrand Piccard's media interventions internationally as well as providing opportunities for the labeled Solutions to be featured in the media. This year, the team conducted a special action with the Financial Times in the form of an Opinion column co-signed by the CEOs of all our Partners (see results on the right). Bertrand Piccard's articles were regularly pitched to media and the co-signed Op-ed with Frans Timmermans, Executive Vice-President of the European Commission, was published by many top tier media, amongst which Euractiv, Les Echos, Bilan, Der Spiegel, EFEverde and NRC Handelsblad. The Press team also built and maintained media collaborations with two French media, France Info TV and Investir Magazine, enabling Bertrand Piccard and labeled Solutions to be featured on a regular basis on those media.



**EURACTIV** - The Capital - Innovation - Energy & Environment - Global Europe

**Which world do we want after COVID-19?**

DISCLAIMER: All opinions in this column reflect the views of the author(s), not of EURACTIV.

By Bertrand Piccard and Frans Timmermans | 16 Apr 2020

**Frans Timmermans, executive vice-president of the European Commission in charge of the European Green Deal, European Parliament**

The coronavirus crisis has caused a lot of suffering and uncertainty, but its aftermath offers us an opportunity to break with old habits and build a circular, sustainable and highly competitive economy, write Frans Timmermans and Bertrand Piccard.

Frans Timmermans is the executive vice-president of the European Commission. Bertrand Piccard is the founder and chairman of the Solar Impulse Foundation. EURACTIV is exclusively publishing the English version of this Op-Ed.

The coronavirus crisis is not over yet and a lot of people are suffering: those who have contracted it and their families, the healthcare workers on the frontline of the battle, workers losing their jobs, the self-employed and small businesses facing an uncertain future, and stock markets plunging.

For many, this is a terrible time.

Right now, our focus should be on fighting the virus while ensuring that we keep our economy and financial system afloat. However, as we emerge from the immediate crisis, we will need to reboot our economy as quickly as possible, getting production lines up and running, with people back to work and earning incomes again.






That leaves us with a choice: desperately fight to get back to what we had previously or try to reach a much better situation.

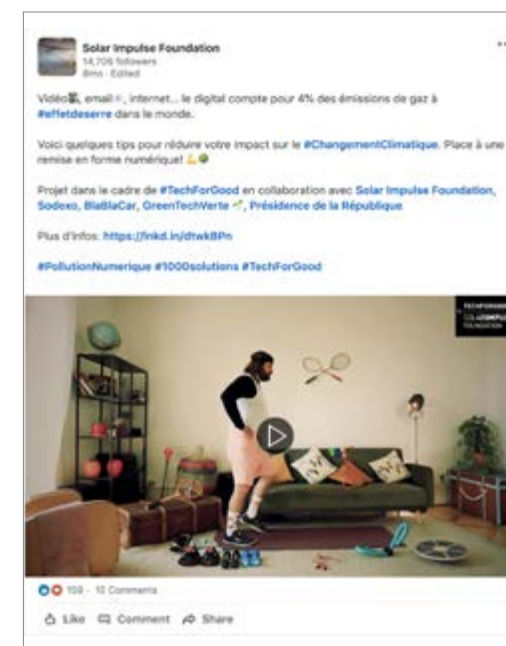


## Social Media

The Social Media department is managing the accounts for the Solar Impulse Foundation as well as for Bertrand Piccard on the following platforms: Twitter, Facebook, LinkedIn and Instagram (for the Foundation only). This year, LinkedIn has enjoyed a steady rise as the preferred platform of our Innovators and Experts communities. On our other channels, the changing nature of the Foundation since the Round-the-World tour, has meant more activity and interaction around Solution-centered news, climate issues and cleantech events, yet key topics such as aviation remain a strong legacy for fans. Some of the most successful campaigns on social media included topics such as Hydrogen, the reach of the 500 labeled Solutions, events related with our Partners or the Experts and Innovators communities, Digital pollution, amongst others.

## Solar Impulse Foundation in a Snap

					
Followers / Subscribers	95,340 →	328,356 - 2%	34,258 →	13,096 + 76%	29,304 →
Impressions	1,598,073 - 33%	1,926,528 - 36%	584,617 - 42%	352,505 + 13102%	1,657,587 + 34%



## Videos

Our video producer works on content mainly designed for our social media platforms and our Youtube channel. Different formats are developed according to the needs, from short weekly capsules presenting the range of labeled Solutions, to longer ones focused on specific topics according to the communication campaigns and events. In 2020, the main projects included a 01:15 minute video to present the 500 labeled Solutions, in which we asked the innovators to film themselves reading a script and edited the footage that we received. Before the beginning of the pandemic, we were also able to travel to France to attend Change Now Summit where we made a video to present our activities there. As part of a collaboration with Tech for Good, we also produced a video to give tips on how to reduce your digital pollution.

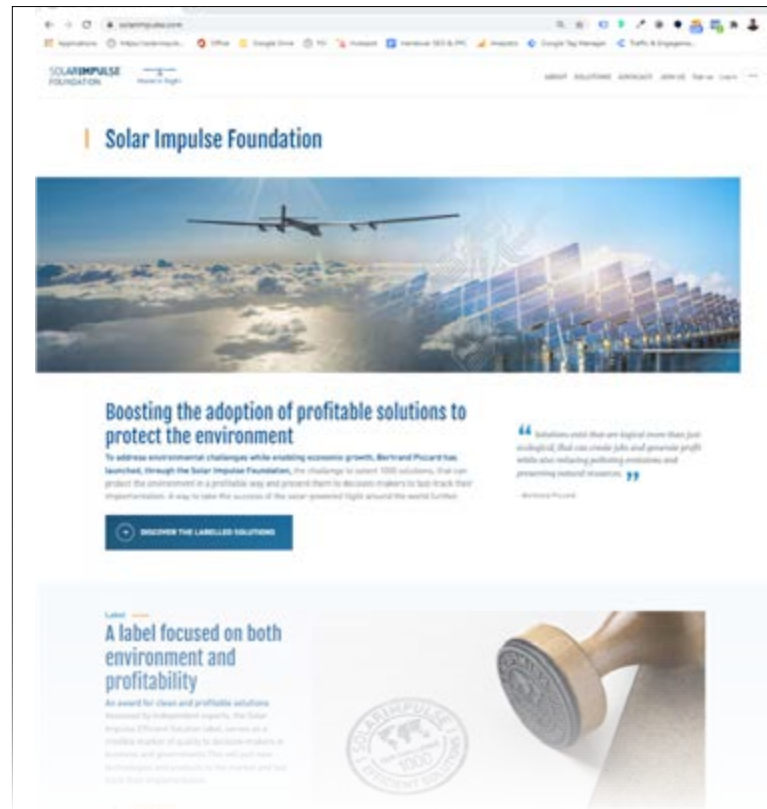


## Website

2020 has been an eventful year with the launch of the new website and improve user experience.

We have mostly focused on optimizing the Solutions submission experience to reduce the time to submit a Solution and overall time to have a decision on the application for the Label.

Other digital improvement this year include: an improved Expert recruitment, the launch of new members-oriented campaigns, the implementation of AMP and articles in Google News.



## KEY METRICS

<b>PAGE VIEWS</b> 3,105,053 (+14%)	
<b>ORGANIC SESSIONS</b> 3,105,053 (+14%)	
<b>NEW CONTACTS</b> 3,500 (+50%)	
<b>SOLUTIONS SUBMIT</b> 588 (+148%)	

# 4

## SIF Activities in 2020

Advocating  
Federating  
Selecting  
Empowering  
Enabling  
**— The Matchmaking**  
Implementing  
Expanding  
Collaborating  
Inspiring



An aerial night view of a city skyline, likely New York City, with the Empire State Building prominent on the left. The image is overlaid with a semi-transparent blue layer containing faint, white, stylized text and numbers, including '1.63', '0.69', '188.60', and 'Veränderung in'.

## — Enabling Facilitating the Funding of Clean and Efficient Solutions

As one of the three pillars of the World Alliance, Investors are crucial in financing Efficient Solutions to enable their scaling and implementation. Yet, unallocated Venture Capital and Private Equity capital hit a record of \$1.5 trillion worldwide. Amid growing concerns about climate change, fund managers are increasingly looking to deploy this capital to Solutions which offer both environmental and financial returns. The Solar Impulse Foundation seeks to bridge the gap between impact thirsty capital from around the globe and the 1000 Solutions, to enable their financing and ensure their implementation, success and survival.

## The Investors Community

The Solar Impulse investor community brings together investors from all around the world. Predominantly, these investors have activities in Venture Capital and Private Equity, and many of them have a strong focus on positive impact. But not exclusively: As environmental concerns become embedded across sectors, our community also houses tech investors with specific focus areas such as deeptech or IOT. A prominent part of our community also consists of Corporate Venture Capital funds (CVCs) who have strategic investment interests in line with their parent company's activities. Finally, we also see an increasing interest from institutional investors and public investment banks.

## 2020 Highlights

- The community grew this year from 54 ratified members to 84 (+56%)
- The broader network grew from 150 investor contacts to over 600
- Investors look at the 1000 Solutions portfolio as a source of pre-qualified deal flow and view the Label as a robust mark of credibility

— **“For us the Label is useful because it ensures that an environmental impact validation has already been done. If the Foundation's Experts have already gone through a file, it means that there is an interest for us to look at it more seriously.”**

Olivier Mougnot, Director at CITIZEN CAPITAL

## Matchmaking Efficient Solutions with Investors

Up until now, over 80 matchmaking introductions have been made, and 2020 has seen the launch of new engagement programs for investors with labeled Solutions. In particular, the COVID-induced lock down has spurred a joint initiative with Bpifrance to set up monthly e-pitches dedicated to giving an opportunity to the entrepreneurs behind the labeled Solutions who are raising funds to pitch their business in front of a relevant investor audience.

—“Thanks to the strong relationship we have with Solar Impulse, we had the opportunity to invest in Bioceanor to accelerate worldwide blue economy digitalization. Solar Impulse is the catalyser between investors and quality and impactful dealflow.”

Inventures Investment Partners

## 2020 Investment Success Stories

- First investment brokered by the Foundation: Inventures and Blue Ocean Partners, invested EUR 1.5m in labeled Solution Bioceanor
- Investment of EUR 1.3m by RAISE Impact in labeled Solution WeNow. In their press release the investor stated that this funding round would enable the start-up, that had been “selected among the 1000 projects of the Solar Impulse Foundation” to develop and expand its workforce

## Case Study: The E-Pitch Programme

In collaboration with Bpifrance's matchmaking platform EuroQuity, the Solar Impulse Foundation has set up an e-pitching program with the following objectives:

- **Facilitate Investor-Startup matchmaking during the difficult COVID times**
- **Strengthen the Solar Impulse Foundation and Label value proposition towards innovators**
- **Increase and accelerate the influx of labeled Solutions**
- **Build out the Solar Impulse investor community and database**

The events feature 5 or 6 labeled Solutions, chosen around a specific theme, who pitch their fundraising round to an audience of 30 to 100 investors. Q&A interaction and post-pitch introductions are facilitated to increase the potential for success.

The e-pitch program was turned into an active solution conversion tool, pulling prospects through the labeling process. Over 100 Solutions were labeled thanks to the incentive offered by the initiative. Analytics also show that the e-pitch increased the speed at which Solutions complete their application, and the high number of pitch registrations indicates the value in bringing investment opportunities to innovators. This value is reciprocated by the growing popularity of the program with investors.

## Actions

- 11 e-pitches organized over 7 months
- 61 companies pitched (out of 559 registrations)
- 539 investors participated

## Results

- 101 Solutions labeled thanks to the e-pitch incentive
- Investor mailing list grew from 120 investor contacts to 600 investor contacts
- Time spent to complete an application by Solutions signed up to the e-pitch was reduced to 9 days vs 21 days for those not signed up to the e-pitch
- 40+ introductions made between investors & Solutions
- The format was successfully repurposed as a solution scouting tool for Partners (e.g: Hydrogen e-pitch Air Liquide)



# 4

## SIF Activities in 2020

Advocating  
Federating  
Selecting  
Empowering  
Enabling  
Implementing

**\_The Selection of Solutions**

Expanding  
Collaborating  
Inspiring



## — Implementing Bringing Solutions to Cities & Businesses

In addition to identifying solutions that can protect the environment and bring financial returns to innovators and users, the Solar Impulse Foundation also works to bring these Solutions directly to those users. Having understood their needs, we will propose a selection of solutions where upon we will facilitate conversations between the relevant entities. We have engaged with dozens of cities, organizations and companies, including some of the Solar Impulse Partners. In 2020, we stepped up these efforts considerably, most notably with the Région Grand Est, an area of France home to some 5 million people, working closely to find solutions relevant to their needs.

## Région Grand Est

With the ambition to become “a positive energy and low-carbon region by 2050”, the Région Grand Est (France) joined forces with the Solar Impulse Foundation in November 2019. Focused on the following key topics: land use planning, environment, economic development and innovation, the Région will collaborate with the Foundation through a partnership that covers several strategic areas and based on common objectives such as:

- **The promotion of labeled Solutions to stakeholders in the Région, some 400 or so over the course of 2020, with 100 or so being presented to different government departments**
- **The promotion of the Région as a place for ecological experimentation and innovation. By the end of 2020, there were almost a dozen concrete conversations ongoing, with the following the most advanced**



Grand Est Masterclass Event, Jean Rottner, President of the Région Grand Est, with Bertrand Piccard.

## Some of the Solutions considered for Implementation by the Région Grand Est

### Antismog

A module that injects hydrogen into the fuel mix of a combustion engine, allowing for a more complete burn of the fuel – up to 80% less particulate emissions and 20% fuel reduction. The Région is looking to install the Solution on older vehicles in their fleet. We have facilitated discussions to date, including ensuring answers are gathered to questions.



### SHAYP

Shayp provides early detection of water leakages to reduce waste and also to help insurers to detect leaks early on and thus avoid significant damage in the event of a leak. We have organized meetings between the innovator and interested parties, including a high school in Charleville-Mézières. We are also setting up a meeting between the Région and the city of Brussels, who have reduced their water bills by 40% since the implementation two years ago. This is advancing quite quickly.





### Rootwave

Weeding using electric shocks instead of herbicides. The region is looking for such solutions, as since 2017 the french law prohibited the use of chemical plant protection products by local authorities to maintain green spaces and roads. From 2022, this will be extended to living spaces: gardens of condominiums, private parks, cemeteries or campsites. We have contacted Fredon, an organization supporting local authorities towards a more sustainable management of public spaces.



### RecyNet

Collection and recycling of agricultural nets that are transformed into recycled plastic granules (rPE- HD and rPP). This Solution is currently being financed to make the first unit operational in Normandy in 2021. The Normandy project has a goal of having the scale to treat the entirety of the country's agricultural nets. We are evaluating the possibility to spread this technology to other regions such as Région Grand Est.



### Actions

- Throughout 2020, we also negotiated a similar such agreement with the Région Île De France, and this work will begin in 2021

## Helsinki Energy Challenge

We managed a consortium of Solar Impulse labeled Solutions to apply for the Helsinki Energy Challenge, with the aim of decarbonizing the heating of the city of Helsinki. About a dozen Solutions were brought in to participate in this project. Our consortia was unfortunately not successful.



## Lisbon

As part of their efforts to identify projects to invest in to respond to calls from the EU Green Deal stimulus, the City of Lisbon have had direct talks with Celsius Energy, Windbox and SolarBox.

## Ramallah

Working with a third-party organization, we established contact with the city of Ramallah to try and identify Solutions that would help to solve their traffic congestion and pollution problem. We are currently in the process of advancing with this project.

## Rent 2020

Construction industry focused event that allowed for the presentations of four Solutions to some 300 representatives from the Construction Industry in Switzerland. Those companies were M IPSIIS, FWGRS, Gramitherm, Celsius.

## LVMH

On December 8th, after multiple postponements, 19 Solutions from the Solar Impulse Foundation were directly presented to the different business units of LVMH, the world largest luxury retail company. This was a digital event.

## Mayors Forum, Île de France

—We supported the organization of a virtual event in October. We had spots for 20 of our labeled Solutions to participate. It led to meetings between public authorities and innovators. In total, 138 meetings occurred, with 54% satisfaction rate. 40% led to further bilateral meetings

# 4

## SIF Activities in 2020

Advocating  
Federating  
Selecting  
Empowering  
Enabling  
Implementing  
Expanding  
**Presence in the US**  
Collaborating  
Inspiring



## Expanding — Presence in the US

To pave the way for the 2021 Solution's Round-the-World, the Solar Impulse Foundation sought to expand its influence and reach in the USA following two main objectives: to include more American solutions into its portfolio and to increase visibility while securing collaborations with local stakeholders (investors, startups accelerators, non-profit organizations and cleantech knowledge specialized entities).



## Opportunities to enhance the US Presence

We foresee an opportunity to enhance the US presence of the Solar Impulse Foundation by:

- **Managing dedicated communication channels and producing tailor made content on the Solutions and the Foundation's local activities**
- **Continuing to grow the persona recognition of the Solar Impulse Foundation Chairman Bertrand Piccard in the US media with the support of a PR agency**
- **Developing new local actions to contribute to the Solar Impulse Foundation' mission of boosting the adoption of clean and profitable Solutions**



### In 2020

- 48 new US labeled Solutions (vs. 19 in 2019)
- 94 new US created Solutions (vs. 22 in 2019)

## Strategic Collaborations with Multipliers

### Boundless Impact Research & Analytics

In August 2020, we put in place a Boundless\* Streamlined Process where innovators that are evaluated by Boundless can directly reuse data from their impact and costs analysis to apply to the Solar Impulse Efficient Solution Label. This was coupled with the incentive of a Boundless x Solar Impulse E-pitches series where only solutions that have been awarded the Solar Impulse Efficient Solution Label and went through the Climate Impact Assessment were invited to pitch in front of the Solar Impulse Foundation community of investors.

A NYC-based for-profit company, Boundless Impact Research & Analytics provides in-depth Climate Impact and Cost Analysis reports of products and processes from startups and larger companies mostly based in the US. These reports target cleantech investors who use the analysis to make informed impact investment decisions. In the scope of our collaboration.

— “Our chances of success have definitely increased and we gained insight that we would not have had if we did not have coaching. So, while we could have applied independently, this coaching session was invaluable and I would 100% recommend it.”

A coached innovator's testimony

## Results

- 95% of Solutions that are entering the Boundless process take the opportunity of our streamlined process to also apply for the Solar Impulse Label
- 12 Solutions from Boundless have been submitted
- Expecting 1-2 Solutions submitted per month

## Follow-up

- 9 labeled Solutions
- 1 e-pitch in December
- 1 e-pitch planned in April
- Ongoing discussions for upgrading our the environmental assessment involved in our labelling process

### Cleantech Open

In October 2020, Bertrand's keynote speech at the Cleantech Open Annual Global Forum was the occasion to announce a formalized new collaboration with the American cleantech accelerator. A fast-track process was put in place for selected high-potential alumni of their accelerator programs, – meaning that we offered a draft service of the application form for these startups.

Cleantech Open is America's oldest and largest cleantech accelerator dedicated to providing entrepreneurs and technologists the training, networking and access to resources needed to launch a successful cleantech company.

### Results

- 5 years of alumni list (+500) entities were accessed and scanned by the Solar Impulse Foundation team
- First round targeting 20 in scope startups for an exclusive invitation to be supported to apply for the Label with our fast track process was sent in early December

### Today

- 10 CTO Solutions took the opportunity of the fast track
- Second batch of communications to invite 20 new Solutions from Cleantech Open scheduled for Spring 2021

## Increasing our Visibility

### Social Media Campaign

In collaboration with the Communication team, we launched an awareness campaign on social media specifically targeting US audiences between September and December 2020. The goal of the campaign was to increase the number of followers based in the US and ultimately to increase the engagement level for posted opportunities on our platforms (e-pitches, coaching etc..).



—The Solar Impulse Foundation finds strategic alliances in USA



—Climate Week NYC transformed into global event amid COVID-19



## American labeled Solutions in the Press

Over the year 2020, an emphasis of the US PR mission was placed on providing visibility opportunities for US labeled Solutions to strategically position the value of the Label in targeted audiences and create success stories for local (not only European based) Solutions.

## Results

—Approx. 20 US Solutions  
appeared in the media  
in 2020

## Examples of articles:

June 9, 2020

[Green Aviation Initiatives Awarded by the Solar Impulse Foundation](#)

June 10, 2020

[Schneider Electric Receives the Solar Impulse Efficient Solution Label Award for Profitable Environmental Protection](#)

August 4, 2020

[Soletrac awarded World Alliance's Solar Impulse Efficient Solution Label](#)

August 5, 2020

[Arbnco's Indoor Environment Technology arbn well Named Solar Impulse Efficient Solution](#)

August 4, 2020

[Alexia Makes Meat Future Proof — Who's Saving the Planet? ... Podcast!](#)

August 25, 2020

[Rachel Builds the Hot Tub Infinity Shower — Who's Saving the Planet? ... Podcast!](#)

October 16, 2020

[Technosub veut tripler les revenus du système Mudwizard](#)

October 24, 2020

[Transition One Will Convert Your Old Gasmobile To Electric Power In About 4 Hours](#)

December 13, 2020

[Hydrogen Gains Steam As a Competitive Fuel and Energy](#)

## Bertrand Piccard main US Events Participations

**EarthX** (video) “Why we need to continue the Climate Dialogue”

### Climate Week NYC events

September 2020: Exponential Climate Action Summit Clean Energy & Climate; COVID-10 and Economic Recovery

### New York Times Live Event

“Applying Covid-19’s Hard-Earned Lessons to Climate Change”

### GridConnex 2020

Keynote speaker on “Bold Innovation: Aligning State of the Art Technology with Smart Regulation”



New York Times Live Event, moderated by Hannah Fairfield, NYT Climate Editor, with Christina Figures, Co-founder of Global Optimism, Alexandra Palt, Chief Corporate Responsibility Officer of L’Oréal and Bertrand Piccard.

## Bertrand Piccard main US Press Articles

**Thrive Global** – Bertrand Piccard:  
“The worst is not to fail. The worst  
is to not try”

June 30, 2020

**Climate Action News** – One on One  
With Bertrand Piccard

July 24, 2020

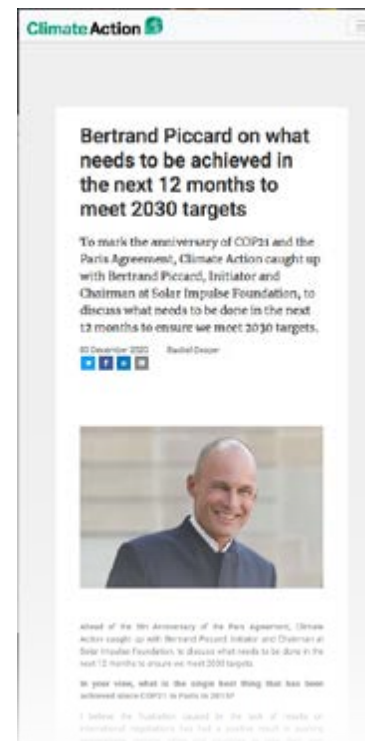
**World War Zero** – A Green Economic  
Recovery is Within Reach

**CNN** – Bertrand Piccard:  
The explorer who wants to clean up the  
skies, and the rest of the planet

October 2, 2020

**Climate Action News** – Bertrand  
Piccard on what needs to be achieved  
in the next 12 months to meet  
2030 targets

December 3, 2020



## Miscellaneous



### Success Story

A visibility record of 8.3 million viewers for Bertrand Piccard's participation in Climate Action Summit event at Climate Week NYC discussing efficiency, digitalization and transportation.

September 2020



— “Hydrogen is not the future;  
it's available now”

Bertrand Piccard, Chairman of the Solar Impulse Foundation

### Label Application Interviews

90' online interviews conducted to get to know local innovators' needs and expectations regarding the Solar Impulse Label.

March 2020



### An Online Event

In collaboration with the Cleantech Group to attract the attention of US cleantech innovators called “American Cleantech, get your business to the next level!” including three innovators' testimonies and one Expert intervention.

June 2020



# 4 SIF Activities in 2020

Advocating  
Federating  
Selecting  
Empowering  
Enabling  
Implementing  
Expanding  
Collaborating  
**The Partners activities**  
Inspiring



## Collaborating — Partners Activities

The year 2020 was very unique for the Solar Impulse Foundation. We welcomed Adeo and Deutsche Telekom amongst our Partners, and despite the Covid-19 crisis, the year marked an acceleration in the number of Partners' labeled Solutions as well as the rolling out of several new engagement activities: creative efforts in advocating sustainable development; boosting the number of labeled Solutions from Partners; and a series of matchmaking events linking Solutions to the Partners' business development priorities. Turning what were traditionally physical events into a virtual form, we were able to increase the frequency of external meetings and offer multiple activations.

## Advocating Sustainable Messaging with our Partners

### Joint Online Conference and Interviews

Various online conferences and webinars addressing current environmental challenges and opportunities were co-organized with our Partners. The events were supported by active press and social media campaigns ensuring significant reach and impact.

Bertrand Piccard participated in several on-line forums and conferences and continued to engage with the press world-wide. This provided many opportunities to highlight Partner Solutions and explain their commitment and their companies' actions being taken to address climate change issues.

### Specifically this included:

- Air Liquide – Génération Hydrogen (Dec. 2020)
- LVMH – Climate Week (Dec. 2020)
- Breitling – Product launch & ITWs (Nov. 2020)
- BNP Paribas – Energy Efficiency workshop (Oct. 2020)
- Engie – Innovation Festival (Sept. 2020)
- Air France – ICAO Conference (August 2020)
- Schneider Electric – Electrification ITW (June 2020)
- Movin'On – Start-up Final (June 2020)
- Solvay – Cleantech webinar (June 2020)
- Movin'On – Mobility Stories ITW (May 2020)

#### LVMH -Climate Week



LVMH Climate Week Opening Ceremony with Bertrand Piccard.

#### Air Liquide – Génération Hydrogen



Air Liquide "Génération Hydrogène", moderated by Marjorie Paillon, Digital and Innovation Journalist, with Benoît Poitier, CEO of Air Liquide, and Bertrand Piccard.

## Op-Ed

In 2020, Bertrand Piccard and the Solar Impulse Foundation's team devoted much attention to creating and distributing content for international media. Many articles for example were published around hydrogen, the Paris Agreement, air transport and energy efficiency technologies. This offered a good opportunity to showcase various Partner technologies as well as communicating around ways in which Partners support the Solar Impulse Foundation, for example, providing highly qualified Experts for solution labeling and analysis.

Coinciding with the European Union's Green Deal recovery announcement, an opinion editorial article was co-authored by the Solar Impulse Foundation Partner CEOs. Well received by the media and public, this translated into a 3 month campaign entitled "Business Leaders Commit to Clean Recovery" Campaign with the OP-ED being published in Le Monde, the Financial Times, Le Soir and Social Media posts referring to all Partners CEOs. See Business Leaders Commit to Clean Recovery.





## Digital Platform for Partners

While all Partners are highly visible in all of the Solar Impulse Foundation printed and digital material including a dedicated Partner's page on the Solar Impulse Foundation website, a new type of communications platform was put into place around specific themes. Referred to as 'Verticals', these digital platforms serve to profile Partner labeled Solutions, attract other Solutions and promote specific technologies that respond to various environmental challenges.

### In 2020, 3 'Vertical' were created:

- Clean Aviation with Air France
- Digital & ICT with Deutsche Telekom
- Energy Efficiency with BNP Paribas



Thematic page



Partner page

## Accelerating Labelling

### Labeled Solutions

Partners' labeled Solutions play an important role in the portfolio of 1000 clean and profitable Solutions. They cover the 5 SDGs that the Solar Impulse Foundation is focused on. Combined together, Partner labeled Solutions represent approximately 10% of the 1000 Solution portfolio.

### Experts Participation

Partners' Experts have significantly helped to increase the quality and speed of the labeling process. To date Partners' Experts participated in the labeling of 540 Solutions, which represents 60% of the currently labeled Solutions. Currently 94 of the Solar Impulse Foundation Experts come from Partner companies.



## E-coaching with co-branded Activation

### Supporting Innovators

Organized through digital channels, the objective of this activity is to explain the process of applying for the Solar Impulse Efficient Solutions Label, discuss the benefits for labeled Solutions and facilitate the submission of Solution accompanying and supporting innovators through the entire application submission process.

— “Our chances of success have definitely increased and we gained insight that we would not have had if we did not have coaching. So, while we could have applied independently, this coaching session was invaluable and I would 100% recommend it.”

A coached innovator's testimony

### Events

- Solar Impulse x P&G: Innovator coaching
- Solar Impulse x ENGIE: Energy
- Solar Impulse x Movin'On: Mobility
- Solar Impulse x BNP: Energy Efficiency
- Solar Impulse x BNPP: Climate Week NYC e-coaching

### Results

- 150 applications for the label were generated by the e-coaching
- 60 labels were awarded thanks to this activity

### Thematic Challenges

Partners have been increasingly turning to the Solar Impulse Foundation to support their business development and environmental transition objectives. The Thematic Challenge platform accelerated the identification of tailored Solutions that match specific Partner's requirements i.e. product criteria, addressing regulatory hurdles, supply chain efficiency, etc. Looked at in a different light, the objective is to help a Partner solve a particular problem. An example of this can be seen with how the Solar Impulse Foundation helped Air France and Adeo.



Innovation Challenge by ADEO  
**Water Filtration**



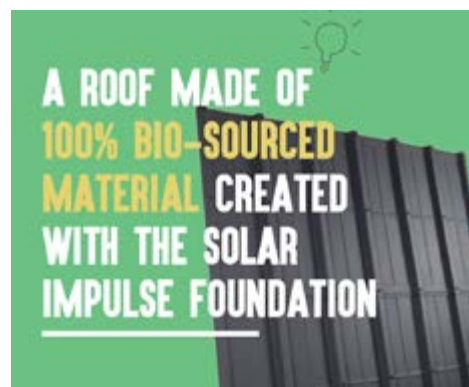
Innovation Challenge by Air France  
**Alternative to single use plastics**



## Boosting Solutions Matchmaking

### One-to-one Matchmaking

Creating synergies and one-to-one matchmaking between the Solar Impulse Foundation Partners and Solutions remains an important pillar of the Solar Impulse Foundation's on-going activities with its Partners. Throughout the year, Partners put forth requests around the type of solutions they are looking for. The Solar Impulse Foundation in turn provides the Partner with a list of solutions that meets their needs. Once the Partner short lists a few possible candidates, individual meetings are organized. Similarly, if a Partner identifies a particular company or technology which could be of interest to them, the Solar Impulse Foundation will undertake a first level of due diligence, award the Solution our Label (following an independent assessment by our Experts) and then make an introduction to the Partner company.



### Implementation of Labeled Solutions by our Partners

The results of our matchmaking efforts have led to commercial agreements whereby the Partner and the solution have put into place collaboration agreements.

#### Example of these include

- ADEO & MagicPallet
- Nestlé & MIWA
- BNP Paribas & METRON-EVA® Factory
- LVMH & Greenspector, EFICIA, Theia
- Air France & Skybreathe



### E-Pitch Activation with Partners

The Solar Impulse Foundation and our Partners jointly run calls for solutions in a specific sector. Together the Solar Impulse Foundation and Partners source Solutions around a specific theme and invite them to pitch their technologies.

#### Examples include

- Business e-pitch with Covestro in June (6 companies of strategic relevance to Covestro)
- Late stage venture e-pitch with the European Investment Bank in October
- Hydrogen e-pitch with Air Liquide in December

# 4

## SIF Activities in 2020

Advocating  
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Expanding  
Collaborating  
Inspiring  
\_Educational Activities



## Inspiring — Educational Activities

The Solar Impulse adventure brings together an impossible dream, the challenges of explorers, the commitments of men and women, and concrete Solutions for imagining the world of tomorrow... At a time when the public and young people are more than ever concerned by the future of our planet, Solar Impulse has sent a wonderful message of hope by demonstrating that clean solutions exist. Making children aware of environmental challenges, explaining to them how the round-the-world solar flight is a demonstration of what the world can do today in terms of energy and engaging them on the challenges to be met to invent a better world is an essential part of the Foundation's mission.

## Inspiring Article

During the lockdown, we published an article on our website, widely relayed through our network, to introduce young people to the Solar Impulse adventure and to invite them to rethink the world of tomorrow with examples of innovative, clean and Efficient Solutions. This was a fun way to take families on board in the wake of this silent plane to continue the journey with the Solar Impulse Foundation. A video message from Bertrand Piccard to the children accompanied this publication, as well as short films of very meaningful and engaging Solutions.



— “Today’s heroes are those who commit themselves to improve the quality of life on our planet. It is they who should inspire you, through their ways of thinking and doing, to become a modern times explorer.”

Bertrand Piccard



## Sustainable Innovation Forum 2020: Youth Agenda

In November 2020, Bertrand Piccard spoke at the Climate Leader Live session of the Youth Agenda on Empowering youth about the new opportunities ahead. Bertrand's intervention highlighted the new jobs opportunities and fields that solving climate change problems will offer to today's young generation.



— “Climate Solutions are where the new jobs will be most promising (...). Children that today are envisioning their future studies or career paths have to know about it to make the right choices.”

Bertrand Piccard

— “Children feel depressed all over the world because climate change makes them believe they have no future. Climate education is crucial to give hope, to explain to those children that there are profitable ways to deal with it and inspire them to be part of it.”

Bertrand Piccard

## “Beyond the Limits” Exhibition

Bertrand Piccard was among the eight pioneers presented at an exhibition entitled “Beyond the Limits” (Au-delà des limites) at the “L’envol des Pionniers” Museum for children in Toulouse. We liked the way this exhibition aimed to let children find out about, and understand better, the values embodied by these adventurers, past and present, and then apply those values in their own projects. Eight pioneers were presented, revealing the values that had led them to push back the limits of what is possible.



### Believe in your Dreams and give yourself the Means to achieve them

- Demonstrate tenacity
- Be ingenious
- Face up to challenges
- Be bold
- Invent your own way forward
- Risk tackling the impossible
- Collaborate to advance
- Know how to adapt

## Educational Talks

Michèle Piccard was with her husband at every stage of the Solar Impulse adventure. Now, after “Flying on Sunshine”, the book she wrote for children, she brings the epic adventure to life once again for youngsters, explaining the message it conveys and the changed world it foretells. From project design to completion, Michèle helps her audience to appreciate the technological and human challenges involved in this madcap project, before taking them through the ups and downs of the flight itself – all around the world without fuel. A skillful communicator, she leads children on a journey behind this plane of endless energy, and its multinational team. In so doing, she also highlights the major challenges facing our society, and the sustainable Solutions that will shape the world of tomorrow.

# 5

## Finances

Financial Situation



## Financial Situation

Declared as being in the public interest in 2007, the Solar Impulse Foundation benefits from a tax exemption, both at cantonal and federal level. More than 90 % of its funding is provided by companies and patrons who are both donors to the Foundation and active participants in its campaigns, in particular in the challenge of identifying 1000 efficient Solutions. This funding is supplemented by partnerships concluded with national and regional institutions in order to help them to develop a coherent environmental and economic policy, and to highlight Solutions available in their own territory. Apart from this funding, the Foundation generates no income from its activities.





## Beyond the #1000 Solutions

As 2020 comes to an end, we are getting closer to achieving our goal of selecting 1000 clean and profitable Solutions to the environmental crisis. In the next steps, Bertrand Piccard and the Solar Impulse Foundation will go even further by giving political and economic decision-makers concrete tools to help them advancing on their climate pledges. This new phase will allow the transformation of a unique asset into concrete answers, therefore transitioning from promise to action.

The critical mass brought together with this pool of over 1000 Solutions will provide a unique resource and should become an essential part of all environmental decisions, media debates and political negotiations. And because innovation never stops, the Foundation will keep labeling and adding Solutions to the Portfolio.

The Solutions will be organized under a Guide that allows individuals, businesses, and governments to find and implement concrete Solutions at scale. This tool will allow everyone to find answers to problems in specific geographical, industrial or financial settings in just three clicks.

To illustrate this approach of solving environmental problems, while staying economically competitive, the Foundation will provide interested public authorities with a Cleanprint, i.e. a report providing a clear and concrete path for them to reach carbon neutrality. As the cleanprint is linked to a specific context, it will quantify the impact of solutions being implemented. It will also identify where authorities could modernize their legal framework to allow a wider deployment of the Solutions.

At the COP26 taking place on November 2021 in Glasgow, Bertrand Piccard will present the first Cleanprint, based on the Scottish Government's Climate Change Plan, to serve as a demonstration of what any territory would be able to do using our Guide. The following step will be to initiate a new round the world journey to provide other political and business leaders with the tools they need to implement more ambitious energy and environmental policies. We will also push governments to modernize the legal frameworks in line with the realities generated by these Solutions.

**Clean technologies for a sustainable planet, the Solar Impulse Foundation is working to make this vision a reality.**

## Highlights

- The Cleanprint seeks to bridge the gap between the sustainability goals of a territory and their current situation
- Begin with the National-Level Climate Strategy
- Map our solutions onto those targets
- Calculate the potential for impact in a given context
- Recommend legislation to advance these changes more effectively

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