

SOLAR**IMPULSE**
FOUNDATION



Solar Impulse Foundation Activity Report 2021 —

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A year of Achievements & Promises by Bertrand Piccard

Dear readers,

The Solar Impulse Foundation team is very proud to share with you what an incredible year 2021 has been for us, our partners and our friends. From reaching our objective of finding, assessing, and labeling more than 1,000 clean, efficient, and profitable Solutions, and steadily growing this number ever since, to presenting our Solutions to government and business leaders at the UN Climate Change Conference in Glasgow, to launching the Solutions Explorer, to numerous partnerships built with public and private sector organizations: 2021 was successful, to say the least.

Unfortunately, these activities took place against a backdrop of discouraging developments in the global climate situation; Floods, droughts, hurricanes, and other devastating effects of a quickly changing climate occur at an increasing speed and make the slow and pain-staking international consensus on what needs to be done look even more ineffective.

After an eventful 2021, we are neither pessimistic nor optimistic, we are simply realistic when we say that more than one thousand Solutions exist that can help us foster qualitative growth. This qualitative growth is not solely measured by GDP indicators anymore but by the quality, longevity and efficiency of its processes, products and services and, most importantly, by its respect for our Earth's resources.

Today, climate change permeates our public conversation to the greatest extent. People are in real need of assurance, a way out, a solution that saves us. We know that the one omnipotent solution does not exist, but the simple fact that so many solutions exist should be mentioned each time this topic is raised.

The Solar Impulse Foundation proved this year that we can reverse the trend and tangibly fight climate change. Even more so, these Solutions can give hope when faced with a public discourse centered all too often around the sacrifice and burden of the ecological transition.

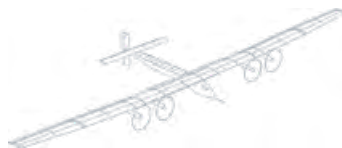
We can only win the hearts and minds of people if we change the narrative and finally start to paint an enthusiastic vision of climate action – a vision that promises social equality, improved living standards and healthier living conditions for everyone. People must realize that the ecological transition can represent the biggest market opportunity of the century and our greatest shot at human progress if embraced by politicians, businesses, and the public alike.

The Solutions exist; let's seize them. The fantastic team of the Solar Impulse Foundation will continue to dedicate its resources to this end.

“We will go nowhere if we try to protect the environment by threatening human comfort, mobility and economic development.”

Bertrand Piccard

How it began



Bertrand Piccard's Vision

Bertrand Piccard was among the first to consider ecology through the prism of the economy, encouraging the implementation of efficient technological solutions to protect the environment and improve quality of life. In the early 2000s, Bertrand's dedication emerged from a solid conviction: climate change can only be tackled through the lens of profitability and popular endorsement. He shared his vision through a Manifesto in which he defined the symbolic and political scope of the Solar Impulse project. His global circumnavigation in a solar airplane, 43,000 km without using any fuel, carried this message and demonstrated the immense potential of renewable energies and clean technologies.



RECONCILING ECOLOGY AND THE ECONOMY TO ACHIEVE QUALITATIVE GROWTH

1. Highlight the solutions instead of the problems
2. Stop threatening human mobility, comfort and economic development in order to protect nature
3. Speak of profitable investments instead of expensive costs:
4. Offer both rich and poor countries a share in the returns on investment
5. Refrain from setting goals without demonstrating how to reach them
6. Combine regulations with private initiative
7. Act in the interest of today's generation and not only for future generations

First round-the-world Flight



The creation of The Foundation

The Solar Impulse Foundation was created to add an educational angle to the flight-around-the-world project and **to raise public awareness** about the importance of **clean technologies and renewable energies**.

2004—2016—

More than a revolutionary aircraft capable of flying through day and night without fuel, Solar Impulse highlighted the enormous potential of renewable energy production and energy efficiency. A powerful demonstration of how clean technologies can give our planet a more sustainable future.



“A giant step forward that sends a strong message to the entire world.”

Ban Ki-moon, UN Secretary General

2004—

Looking Back

“Thousands of solutions exist that can preserve nature while boosting economic growth, but they are often hidden in start-ups or research labs. They remain unknown to decision makers and are not implemented at industry level.”

Bertrand Piccard

The 1,000 Solutions Challenge

At COP22 in Marrakech, Bertrand Piccard set the challenge for the Solar Impulse Foundation to identify at least 1,000 Solutions capable of protecting the environment in a financially profitable way in order to accelerate the transition to a carbon-neutral economy. Five years later, in April 2021, the challenge was completed and the Foundation hasn't stopped labeling since.

“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

“Europe is committed to a clean energy transition. But this can only happen if we break down silos, if all those who share this commitment work together and focus on tangible and efficient solutions. That is why I support the World Alliance.”

Maroš Šefčovič,
former Vice-President,
European Commission

WORLD ALLIANCE for EFFICIENT SOLUTIONS

by
SOLARIMPULSE
FOUNDATION

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. This global network gathers Innovators, investors and decision-makers around a pool of solutions ready to be promoted and implemented to achieve environmental targets.

2016



2017

Solar Impulse Efficient Solution Label

Thanks to a rigorous assessment performed by external, independent Experts, the "Solar Impulse Efficient Solution" Label is the only evaluation available today that guarantees the economic profitability of products and processes that protect the environment. Considered a recognition for Innovators and a credible trademark of quality for governments and companies, it enables decision-makers to find efficient solutions to meet their environmental commitments.



A label focused on both the environment and profitability in the fields of water, energy, mobility, infrastructure, industry and agriculture.

Label Credibility

Ernst & Young supports the Solar Impulse Foundation in defining and reviewing targets, operational modalities, and the selection criteria. EY assessed the appropriateness of the standards of the Label regarding its relevance, its exhaustiveness, its reliability, its objectivity and its clarity.



Label Recognition

This powerful tool to facilitate the emergence of efficient solutions has received global support from institutions such as the UNFCCC, the European Commission, the International Renewable Energy Agency (IRENA), the International Energy Agency (IEA) and many others.



Credibility



Scalability



Environmental Benefits



Client's Economic Incentive



Seller's Profitability

Engaging at International Fora

A continuous advocacy effort has been 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. 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.



Special Advisor to European Commission Vice-President Maroš Šefčovič

After several years of engaging with the European Commission at the highest levels, 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 also contributes 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.



2019-2020



Present at the G7 Summit in Biarritz

Selected by the French government to speak at the 45th G7 meeting in Biarritz, Bertrand called on heads of state to adopt courageous policies to counter the climate crisis. Bertrand Piccard's intervention reflected his work with the One Planet Lab, and focused on the advancement of clean mobility and decarbonizing the transport sector.

June 2020

“My vision of the ecological transition is a peaceful and unifying one, yet we are still talking of carrying out a revolution.”

Bertrand Piccard

Milestones

2021

Reaching 1,000 Solutions

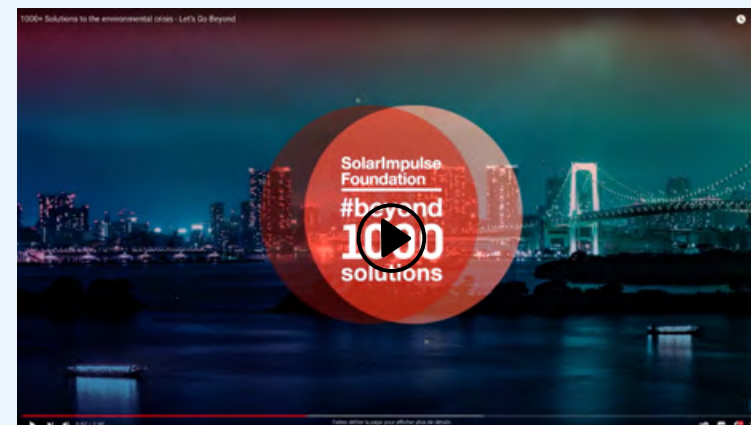
Getting to 1,000 Solutions was no easy task. It required a collective effort, from the teams at the Foundation to the independent Experts reviewing each application. On April 13th, 2021, after more than five years of outreach, reviews, coordination, and hard work, we crossed the line of 1,000 labeled Solutions from across the world.

These technologies, products, processes, or services coming from Start-ups, SMEs and big companies have all one thing in common: they benefit both the environment and the economy. By giving political and economic decision-makers the tools to adopt much more ambitious energy and environmental policies, the Foundation will help them set a roadmap to reach their carbon neutrality goals before 2050.

The critical mass brought together with this pool of over 1000+ solutions provides a unique resource and should become an essential part of all environmental decisions, media debates and political negotiations. And because innovation never stops, this milestone wasn't a finish line. As these words are being written there are more than 1,300 Solutions labeled, and more than a hundred in the pipeline.

“We have now the proof that enough solutions exist today to make our world more profitable, efficient and sustainable. Therefore, no excuses left for inaction as decision makers cannot pretend anymore that ecology is too expensive, hurts the economy and destroys jobs!”

Bertrand Piccard



Our community of Innovators, Experts, and followers celebrated with us on April 13th on social media, in online events, newspapers, TV, and radio. Together, we created a lasting impact that will allow us to achieve great things in the years to come.

**SolarImpulse
Foundation**
**#beyond
1000
solutions**

With this portfolio, we built tools for climate action:
**the Solutions Explorer and
the first Solutions Guides**

“These 1000 Efficient Solutions turn the challenge of our century into a historic opportunity. They provide concrete responses to immediate issues and allow us to work towards a sustainable future together.”

Florent Menegaux, CEO of Michelin

The Funds announcement

On the 26th of May, the Solar Impulse Foundation announced the launch of two investment funds that plan to invest a combined EUR 350m in some of the 1000+ clean solutions identified and labeled by the Foundation. The initiative was a next strategic step, following the 1000 solutions announcement, to prove that the protection of the environment is profitable.



“We are delighted to partner with Air Liquide and The Solar Impulse Foundation in this initiative. At the core of Rothschild & Co’s strategy is the strong belief in the benefits of responsible investing for long-term value creation. We believe that our strong track record of private equity investing, developed in our Merchant Banking business for over a decade, will be enhanced by the expertise brought by our partners in this exciting venture.”

Alexandre de Rothschild, Executive Chairman of Rothschild & Co,

➤ SIF accelerates the development of cleantech solutions which protect the environment by supporting the creation of two investment funds, a growth & buyout strategy with Rothschild & Co and Air Liquide, and a VC strategy with BNP Paribas



BNP PARIBAS

“New technologies will be essential to ensure a successful ecological transition. BNP Paribas already plays an active role in their financing and will strengthen its capacity to source and fund impactful solutions via the BNP Paribas Solar Impulse Venture Fund. Its creation will mark a new chapter in the joint actions undertaken by BNP Paribas and Solar Impulse since 2017 to preserve the environment.”

Jean-Laurent Bonnafé, CEO of BNP Paribas

The Solutions Explorer



In October 2021, the Foundation launched the Solutions Explorer – a dynamic, free-access database showcasing more than 1,300 clean and profitable Solutions from all over the world. It was presented at COP26 during three live web series.

The platform is purposefully selective and exclusively displays the Solutions assessed by independent experts for their environmental and economic performance through the Solar Impulse Efficient Solutions labeling process.

It proposes Solutions that can be directly purchased by individuals, NGOs, public authorities, and by approximately 50 different types of businesses – ranging from restaurants and crop farmers to plastic manufacturers and transporters. Users can expect to find Solutions which can be integrated at all stages of their value chain from design and choosing new materials, to improving energy efficiency and processes, to managing their waste streams.

Designed to incentivize matchmaking between different stakeholders that have climate targets to reach and solutions by proposing a contact feature to allow for the two parties to chat directly.

The Solutions Explorer seeks to become the “go-to” resource for finding credible and profitable Solutions to fight climate change. New Solutions will be integrated into the platform every week to keep this portfolio dynamic and up to date with the latest cleantech market products from all over the world.



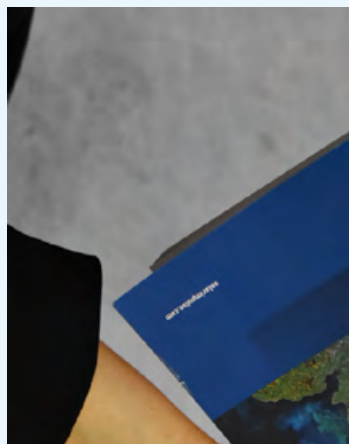
It introduces five new user-friendly search-filters to quickly identify what the user is looking for:

- > Sectors
- > Clients
- > Applications
- > Environmental benefits
- > Technologies

IN 2021

- > 20,000 unique users
- > 86,000 distinct searches
- > Only 2% of searches lead to no result
- > Searches from 🇺🇸 48% 🇫🇷 14% 🇨🇭 8%
- > 150 countries have completed at least one search

The first Solutions Report for COP26



The Solutions Guide is a first step in accompanying public authorities and businesses on their path to net-zero by highlighting specific innovations which could be incorporated into their climate strategies. With a customized selection of technologies, these reports are based on a contextualized analysis of major polluting sectors of the respective stakeholder. The suggested Solutions are accompanied by case studies, as well as information on market trends and legal barriers for implementation.

The Scotland Guide

The fact that the upcoming UNFCCC COP26 was to be held in Glasgow, and that Scotland's situation presented an interesting case study of a country with an evolving economy dedicated to a just ecological transition, pushed us to select the Scottish climate change plan as a source from which to write a first Guide.

230 SOLUTIONS ACROSS A RANGE OF ISSUES

- > Electrification
- > Buildings
- > Transport
- > Industry
- > Waste
- > Agriculture

The Glenmorangie Guide

As a key business in Scotland's economy, a case study on the local Scotch whisky industry focused on The Glenmorangie Company, a brand within the LVMH Group, demonstrates how the Scotch whisky industry could successfully transition towards its declared objective to reach net-zero by 2040.



“We must change the narrative of an ecology based on sacrifice and of economic degrowth. We must demonstrate that the interests of everyone can converge: industry, political, business leaders and environmental activists. Switching from utopian speech to an eco-realistic language will reduce resistance and allow financial targets to be achieved in ways that protect the environment, and do not destroy it.” Bertrand Piccard

We were able to present these Guides respectively to the First Minister of Scotland and ministers of other countries at COP26, from whom we heard of the challenges they face to combat climate change, and the support that these Solutions could bring, recognising that their existence – clean and profitable solutions – served as an argument in favor of taking ambitious action.





COP26 marked an important moment for the Solar Impulse Foundation, having reached our target of 1,000 Solutions earlier in the year, a pledge set five years earlier at COP22 in Marrakech. The 26th Conference of the Parties to the UN Framework Climate Change Convention – or COP26 – was the most important since the Paris Accord. It sought to define how to make those objectives set out in 2015 become a reality. There was the first ever conference at a COP to recognize the need to phase down the use of fossil fuels. This engagement allowed us to cover the challenges that the countries were facing, and talk about how the Solar Impulse Efficient solutions could support their efforts

This was the first opportunity to engage with decision-makers since we had reached our target of 1,000 labelled solutions, and we succeeded in meeting with a great many of them over the course of the two weeks, including Prime Minister Narendra Modi of India, His Serene Highness Prince Albert II of Monaco, The First Minister of Scotland Nicola Sturgeon, Federal Councillor Simonetta Sommaruga of Switzerland, the United States Special Presidential Envoy for Climate John Kerry, as well as Ministers and political leaders from countries in Africa, the Americas, Asia and Europe. The discussions will continue with the most promising to identify which technologies in particular could support their climate objectives.



> In Glasgow, we held talks with 16 country representatives and 6 local or regional governments including India, the USA, Paris, Scotland and Cyprus among others

> During COP26, Bertrand Piccard and the Foundation gave more than 20 interviews, published 14 op-eds in leading French and Swiss media and daily video updates which totaled almost 60,000 views



2021 Activities

Advocating for Qualitative Growth

Having reached the goal of identifying 1,000 Solutions, we fulfilled a promise made in late 2016. While each of the 1,000 Solutions individually represents an answer to a sustainability challenge, all of them together serve as the burden of evidence that we can reconcile ecology with economy. These solutions represent only a part of the puzzle. Equally important is to create the enabling environment for them to succeed, allowing them to be adopted rapidly and at scale. It is critical that regulation and standards are modernised to capture the benefits afforded by these technologies, be they more energy efficient, using less harmful chemicals, or making use of data in novel ways, to name but a few. There remain a host of structural challenges standing in the way of the adoption of these solutions – a number of which were addressed in Bertrand Piccard's most recent book *Réaliste* – and the Solar Impulse Foundation continues to address these moving forward, now backed up by the evidence of more than 1,000 clean, efficient and profitable Solutions.

Qualitative Growth, a driving philosophy

It goes without saying that the COVID pandemic had far-reaching impacts on society, not least on the environmental agenda. It sharpened the debates around government intervention in emergency situations, but also what kind of economy we wanted to go back to when normalcy returned. The notion of qualitative growth espoused by Bertrand Piccard subscribed not to mainstream ideas on quantitative economic growth versus those who espoused degrowth. Expanded upon in his book *Réaliste*, qualitative growth federates rather than divides, and focuses on producing better rather than consuming more. This logic has its routes in energy efficiency – the main reason for the success of the Solar Impulse aircraft – and a domain that unfortunately remains sorely neglected.

10 Major Points from *Réaliste* book, published in October 2022

1. Decoupling growth from GDP – for a new Qualitative Growth
2. The Green transition – the market opportunity of the century
3. The Solutions exist – we just need to use them
4. Efficiency – a world of no waste
5. Federating actors – pulling on one rope
6. Climate activists should call for solutions as much as denounce problems
7. Law shapes reality – modern legislation is key
8. Human nature – ally or enemy in the fight against climate change
9. A clean future – how our lives could change
10. Reversing paradigms – and achieving the “impossible”



“The impossible does not exist as such in reality, it only exists in the mindset of those who see the future as an extrapolation of the past.” Bertrand Piccard

“Thank you Bertrand Piccard for writing this book and showing the way how to work smartly on sustainability whilst delivering on Return on Investment.” Andras Csiky – Supply Chain Transformation Practice at IBM Consulting DACH

Participation in Summits, Conferences, Events

Whilst further waves of the pandemic swept around the globe, in-person events were much reduced. Fortunately, the Solar Impulse Foundation were still able to engage with decision-makers in business and government through various events and fora, including the UNFCCC COP26 held in Glasgow in November 2021 – a year later than had been originally intended.

Berlin Energy Transition Dialogue

This event came shortly after the announcement of the Carbon Border Adjustment Mechanism by the European Commission, an action which heralded an elevation of climate to a strategic, geopolitical issue in a way that it had not previously enjoyed. Bertrand was able to address the audience highlighting that clean and profitable solutions have the opportunity to offer a strategic and economic advantage to those that embrace them fully.

Nobel Prize Summit

The inaugural Nobel Prize Summit, the organizers sought for Nobel laureates and scientists to serve as messengers of sustainability – and Bertrand was invited to do just that, bringing his message of inspiration and the opportunity to improve quality of life around the world through clean and efficient solutions.

TEDx

As part of TEDx Countdown, a series of talks specifically dedicated to climate change in the run-up to COP26, Bertrand Piccard joined with many other voices to indicate the possibilities afforded by protecting the environment through cleantech solutions.

High Level Climate Champions Team

In advance of the COP in November, Bertrand engaged with the team supporting the High Level Climate Champion for COP26, to inspire them to go further and think in novel ways to overcome challenges and fully realize climate ambitions, recognizing that this team had a significant impact on driving the narrative around COP26.

Solarpower Summit

Bertrand spoke to the members of Solar Power Europe, one of the primary advocacy groups in Brussels (whose work goes way beyond only solar), clearly advocating to speak the language of those you are trying to convince to try and change things in Brussels, demonstrating the opportunity presented by the energy transition.

Event to support the CO₂ law in Switzerland with Federal Councilor Sommaruga



Bertrand joined with Federal Councilor responsible for the environment in Switzerland to support the then upcoming referendum on the CO₂ law, seeking to highlight the types of technologies that existed and the opportunities that this would give to Switzerland as a global center for innovation.

Rencontres Economiques d'Aix en Provence

An economic forum organized by *Le Cercle des Economistes* since 2001, they have become the essential meeting place for reflection and debate in the French economic world. Bertrand participated in several sessions, including a debate on how we build a society that is at once sustainable and desirable.



ChangeNow 2021

Bertrand participated in a discussion on the subject of Hydrogen, which has become central to many debates around the energy transition, particularly in Europe. Executive Vice-President of the European Green Deal Frans Timmermans also participated in this portion of the event, with the European Commission placing much faith in Hydrogen as an opportunity to help Europe decarbonize various sectors.

Vivatech 2021

Bertrand participated on the main stage in this event which has become Europe's biggest startup and tech event, this time being able to announce that the Solar Impulse Foundation had identified the 1,000 clean and profitable solutions that he had promised to bring two years prior.

High-Level Political Forum (UNESCO)

The HLPF is the central United Nations platform for the follow-up and review of the 2030 Agenda for Sustainable Development and the Sustainable Development Goals (SDGs) at the global level. Bertrand intervened to share how the 2030 agenda can be reached by creating the conditions that will draw those solutions to market that we need to scale the ecological transition.

European Policy and Strategy Analysis System (ESPAS) Conference

Vice-President of the European Commission Maroš Šefčovič is in charge of strategic foresight for the European Commission. Bertrand serves as one of his special advisors. In this capacity, he shared his perspective on the upcoming challenges and future policy agenda to the ESPAS conference attendees, highlighting the opportunities afforded by the ecological transition.

Toulouse Festival for Innovation and Sustainability

Bertrand delivered a keynote and participated in two panels, the first on sustainable cities and then on the subject of the ecological transition and participatory democracy.



Eurocontrol Aviation Sustainability Summit

Bertrand delivered a keynote on the technologies of the future at this conference attended by the top aviation and manufacturing CEO's, legislators and innovators, who were brought together to discuss European aviation plans in light of the European Green Deal.

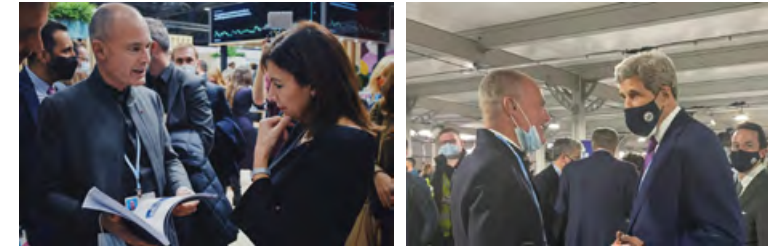
COP26 and reinforcing the economic argument for addressing climate change

COP26 was a landmark moment for climate negotiations. Since the signing of the Paris Accord in 2015, the discourse around climate change has changed enormously. Furthermore, the economic argument for addressing climate change – especially in terms of the financial viability of the solutions that could help to mitigate it – had only been strengthened. The message of the Solar Impulse Foundation was especially relevant at this event.

Bilateral meetings and direct engagement with leaders at COP26

Highlighting the 1,000 solutions, we engaged with a host of Ministers and other government representatives to ensure that they recognized that with the right enabling environment, these solutions were ready to scale, and thus they should be ambitious in their negotiations.

- His Serene Highness, Prince Albert II of Monaco
- Narendra Modi, Prime Minister of India
- Federal Councillor Simonetta Sommaruga of Switzerland
- Nicola Sturgeon, First Minister of Scotland
- John Kerry, Special Presidential Envoy for Climate, United States of America
- Frans Timmermans, Executive Vice-President of the European Commission (Europea Green Deal)
- Anne Hidalgo, Mayor of Paris
- John Bel Edwards, Governor of Louisiana
- Yannick Jadot, Member of the European Parliament
- Cyprus
- Burkina Faso
- Madagascar
- Estonia
- Portugal
- Netherlands
- Lithuania
- Austria
- France
- Belgium
- Russia
- Oman



UNFCCC COP26

Engaging with 16 ministerial representatives from attending delegations, sharing our solutions guide for Scotland to demonstrate what each of these countries could do themselves, by making use of our newly launched Solutions Explorer.



Bertrand Piccard's COP26 articles

[Climate: A possible win-win at COP26](#)

[COP26: from "what" to "how"](#)

[Negotiators and Heads of state on a tightrope at COP26](#)

[The financial misunderstanding of the ecological transition](#)

[Climate change: adaptation or mitigation](#)

[Climate activists should call for solutions as much as denounce problems](#)

[Finally implementing and almost already obsolete Paris Agreement](#)

[Support the diversification of oil companies, an alliance with the devil?](#)

[The climate transition will be just or will not happen](#)

[Cities, both problems and solutions](#)

[In the shoes of a negotiator](#)

[COP26: Bad ending or new start](#)

En direct de la COP26 avec Bertrand Piccard : la transition climatique sera équitable ou ne sera pas !

LES TOPS ET LES FLOPS DE LA COP26. La lutte contre le changement climatique doit faire davantage de gagnants que de perdants, et l'on devra s'occuper des perdants, sinon elle n'aura jamais lieu. Protéger les populations les plus démunies est une nécessité, les aider à se développer de manière durable aussi, tout comme préserver les emplois venant des entreprises qui devront se reconverter. Par Bertrand Piccard, président de la Fondation Solar Impulse.



Écoutez cet article

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Bertrand Piccard
11 Nov 2021, 8:30



The climate transition will be just or will not happen!



United Nations
Climate Change



UN CLIMATE
CHANGE
CONFERENCE
2021



OPINION

LE MONDE

Un possible «win-win» à la COP26, analyse Bertrand Piccard

[OPINION] La conférence de Glasgow sera un succès seulement si l'on peut démontrer que les intérêts économiques convergent avec ceux des défenseurs du climat. Des objectifs ambitieux pourront alors y faire gagner tout le monde, estime Bertrand Piccard, qui va tenir, ces deux prochaines semaines, pour «Le Temps», une chronique de la COP26 à Glasgow à laquelle il participe.



SIF, a voice recognized to help other institutions find climate solutions

Earthshot prize

The Earthshot Prize was designed to find and grow solutions that will help repair the planet in a short time frame, recognizing the urgency of the situation in which we find ourselves. Each year they identify five winners across five thematic subject areas, each of which will receive £1million prize money and a global network of professional and technical support to scale these cutting-edge environmental solutions.

Solar Impulse Foundation was one of the most active nominators to the inaugural edition of the prize, and a solution that we have awarded the Solar Impulse Efficient Solutions Label – Coral Vita, which grows coral on land to replant in oceans, gives new life to dying ecosystems – was the winner in the Revive our Oceans Category.



Other prizes where the Solar Impulse Foundation played a role as member of the jury

- Cleantech Group: 50 to watch
- Cleantech Group: the Global Cleantech 100
- GreenCape Innovation Challenge
- Liveability Challenge from Eco-Business
- Zayed Sustainability Prize
- Caribbean Climate-Smart Accelerator
- NREL Industry Growth Forum
- Cleantech Open France
- FAMAE's Sustainable Innovation Challenge
- Tech4Islands Award



"The Earth is at a tipping point and we face a stark choice: either we continue as we are and irreparably damage our planet, or we remember our unique power as human beings and our continual ability to lead, innovate and problem-solve. People can achieve great things. The next ten years present us with one of our greatest tests – a decade of action to repair the Earth."

Prince William

Experts' Advocacy

Five Ambassadors were selected to support and complement the advocacy efforts of the Foundation. The role of these outstanding members of our Expert community is to create strategic alliances for environmental protection as well as to increase private/public/political awareness to develop a more sustainable world. Drawing on multiple years of experience and extensive professional networks, Ambassadors provide complementary means of promoting the adoption of the 1000+ clean and profitable Solutions. By attending/speaking at events and through social media influence, they actively share their knowledge worldwide and engage relevant stakeholders to the World Alliance for Efficient Solutions.



Expert Ambassadors:

- Sergio Barbarino MSc, MBA, FRSC
- Ritalba Lamendola PhD, DBA
- Silvestro Russo MSc, MBA
- Benjamin Demma MSc
- Sarah Qureshi PhD

“Working with Solar Impulse Foundation, first as an Expert and then as an Ambassador, further strengthened my conviction about what I wanted my future to be, and this gave me the impetus to enter the world of renewable energy.” Benjamin Demma, Expertise in Renewable Energy. Part of our Expert Community since 2018

“After 2 years of commitment as a volunteer expert, I now have the great honor of joining the Solar Impulse Foundation's Ambassador program to bring further contribution to this wonderful project. A huge thank to Bertrand Piccard for initiating this impactful project which aims at accelerating the adoption of sustainable solutions, and to the entire team of the Solar Impulse Foundation for their continuous support in this adventure!” Sandra Houkonnou, Expertise in Energy Efficiency and Carbon Strategy. Part of our Expert Community since 2020

Institutions Collaborations

The Solar Impulse Foundation engages with a host of different organizations which allow us to advance in our efforts to accelerate the adoption of cleantech solutions. Often, these organizations are working toward similar goals but bringing a different part of the puzzle. Furthermore, Bertrand Piccard's participation in high-level advisory groups allows for further recognition of the different measures that need to be taken to support the ecological transition.

Member of the EIB Group Climate and Environment Advisory Council

The European Investment Bank (EIB) Group has created a Climate and Environment Advisory Council that will provide independent advice and expertise on the activities that the EIB Group is carrying out to reach its climate action and environmental sustainability ambitions. Established by EIB President Werner Hoyer and chaired by President of the European Central Bank Christine Lagarde, Bertrand Piccard was invited to join this council along with other select thinkers involved in the environmental movement. This aligns

with the EIB's commitment to increase its level of support to climate action and environmental sustainability to exceed 50% of its overall lending activity by 2025, and to ensure that all financing activities are aligned to the goals and principles of the Paris Agreement.

Special Advisor to European Commission Vice-President Maroš Šefčovič

After several years of engaging with the European Commission at the highest levels, Bertrand Piccard was selected to advise Vice-President Šefčovič on emerging mega-trends affecting the EU, with a focus on decarbonization and circular economy. As a Special Advisor, he also contributes 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.



Collaborations with Regions and Cities

The Solar Impulse Foundation engages with government partners and cities in various ways, most notably to present solutions and undertake experimentation of solutions on their territory. These exchanges occur regularly and allow us to understand the challenges being faced by these locales and where possible to try and support them in identifying relevant technologies that could help them be overcome. We are also pleased to add a new regional partnership this year with the Région Ile de France, adding to that which we already enjoy with the Région Grand Est.

Grand Est Region, France

Two primary activities characterize our engagement with the Région; identifying potential Efficient Solutions from their territory, and seeking to implement or experiment solutions within the regions.

Labelled Solutions

In 2020, the first actions to raise awareness among companies in the Grand Est Region led to the identification of more than 140 companies developing innovative and efficient solutions in the region. In 2021, the main action was therefore to develop a tool – the "fast-track" – to better support the pre-identified solutions in obtaining the Efficient Solutions Label (which would then allow them to access the benefits developed by the Solar Impulse Foundation). A total of 67 solutions have been started by 48 different member entities, of which 34 have received the label, about half of those being added in 2021.

Experimentation and Implementation of solutions

Since the last report, there have been many actions aimed at public and private authorities and many promising avenues. In 2021, four experiments were completed and one has been the subject of strong mobilisation at all levels. The details of these experiments are as follow;



- **Shayp:** an easily-installed device for detecting water leaks thanks. This system had already been tested by the City of Brussels where it helped to reduce their water bill by 40% in locations where it was used. In The Region Grand Est, this solution has been deployed on three meters of the Lycée Agricole du Balcon des Ardennes-Saint Laurent in Charleville-Mézières. Started in February 2021, the experiment will take place over a year and has already had very good feedback. A call for tenders will soon be launched by the Real Estate and Project Management Department.



- **Soprastar:** a membrane placed on the roof that reduce heat islands by 50%, thereby reducing the need to regulate the interior temperature leading to a potential 15 to 20% savings on the bill. There is an experiment ongoing at the Lycée Blaise Pascal in Colmar to reduced the heat island effect. Measurements will be taken during the summer for an installation scheduled for April 2022.
- **BIM:** The third experiment was carried out by the Real Estate and Project Management Department of the Région. The e-cassini company, based in Maine-et-Loire, offers a point cloud geo-referencing system. This is based on the synchronization of the use of data from open data, LIDAR sensors (point clouds, panoramic photos), drones (point clouds, orthophotos), videos, GIS, CAD software, BIM objects. There are many applications: layout of signaling infrastructures, refreshing the paintwork of buildings, etc.



- **K-ryole:** the purchase by Kiloutou of electric bicycle trailer following a two-day showroom organized by the Department of General Resources of the Région Grand Est and hosted by the La Poste group. Targeting both public and private entities, it was a real success and those attending appreciated the product and are convinced of the use of this cart in an urban environment, in particular for working on high schools and public buildings

Île-de-France, France

2021 was the beginning of our collaboration with the Région Ile de France, and was primarily dedicated to mobilizing various entities within the Région to open the right doors and to convey the object of the partnership and the message of the Foundation to the players in the Île-de-France region most likely to contribute to the success of the common objectives and to take advantage of the convention. Thus, from April 2021, numerous introductory exchanges were organized with a selection of relevant Île-de-France agencies in order in particular to assess the extent to which a collaboration would be interesting and to outline the contours that this could take.

Labelling Solutions from the Région Ile de France

Since January 1, 2021, 64 new application files have been initiated by companies in the Île-de-France Region, leading to 18 labeled solutions, 9 in the process of being submitted, 7 in the process of being evaluated and 7 rejected. In this first year of partnership, 60 new entities have joined the World Alliance for Efficient Solutions, which brings a total number of 358

members from the Île-de-France region to our alliance

Supporting the Call for Expression of Interest “Living Tomorrow, Today”

Aimed at enabling territories that are willing and proactive in the evolution of their urban areas to build skills and become training ground for experimentation. The Foundation has engaged with the Region in order to contribute to the success of this initiative through the co-organization of a webinar illustrating the key themes of buildings, micro-mobility, living environment and renewable energies by in particular the presentations (pitch) of relevant solutions. The Call was initially scheduled to launch in August 2021, but has been met with delays.

Club ETI – Organization of an event for Mid-Size Companies in early 2022

In order to bring the clean technological solutions labeled by the Foundation closer to the companies that need them, it was decided to organize a launch event in early 2022 at the Region's headquarters in Saint-Ouen, bringing together members of the ETI Club, labeled Île-de-France

solutions, public decision-makers and the Regional press.

Choose Paris Region – Participation of labeled solutions in TechMeetings

As part of its mandate, Choose Paris Région organizes thematic meetings between large companies and international innovative start-ups/scale-ups, the idea being to facilitate the technological watch of the groups while promoting deserving innovative companies (especially sustainable ones). The Solar Impulse Foundation has contributed to the sourcing of these start-ups by proposing companies providing solutions to be included in the Tech Meetings. To date, 19 companies whose technologies have received the Label have been suggested for the Choose Paris Region TechMeetings, with 7 proposals leading to the crystallization of a bilateral interview with a group.

- **Tech for Good:** an initiative by the French presidency to ensure technology companies are fully engaged in the ecological transition and leveraging their know-how to help others achieve these goals, we engaged with a certain number of corporate entities to propose solutions, including Microsoft, uber and Sodexo, aligned with their operations and priority objective areas.
- **We engaged with a number of different non-governmental organizations** throughout 2021 to identify how we could engage with their collaborators, these include:
 - Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ)
 - Global Alliance for Buildings and Construction (Global ABC)
 - ICLEI – Local Governments for Sustainability
 - International Olympic Committee (IOC)
 - Programme for Energy Efficiency in Buildings (PEEB)
 - Singapore Enterprise
 - Smart Innovation Norway
 - World Business Council for Sustainable Development (WBCSD)
 - World e-Governments Organization of Cities and Local Governments (WeGO)
- **Luxembourg airport:** The Antismog company presented its solution at Luxembourg Airport. Not having vehicles before EURO 4 that lend themselves to it, the product will be tested on their mobile lighting masts.



“The Solar Impulse Foundation recognizes that the identification of clean and efficient solutions will not magically unlock the ecological transition. It is but one of the building blocks to a sustainable future. Now we must all focus on creating an enabling environment that captures the benefits afforded by such solutions, creating space for them to flourish once they come to market.”

Rémy Kalter, Head of Public Affairs

Scouting For Solutions: From Quantity To Quality

At the beginning of 2021, as the objective to achieve the “1000 solutions” target as quickly as possible was the main goal, the outreach team anchored its activities on maintaining active relationships with Innovators and cleantech hubs. The two main missions of the outreach team remained (a) to pitch the Label benefits on a global scale to always attract new solutions in the network and (b) to boost Innovators retention by generating business opportunities for Label holders. When the magic number was finally achieved in April 2021, the outreach strategy shifted. From a mass outreach approach, we moved to a quality outreach plan of action: proactively targeting highly innovative solutions that were not yet in the portfolio of Labeled Solutions, being in terms of sector or in terms of geography.

“Beyond the 1000” outreach: A strategy to target and attract high-quality solutions

Activities were adapted to this change of strategy and allowed the team to spot iconic solutions in specific sectors. Indeed, the SIF team dedicated resources to:

1. position itself on high-quality innovation challenges' juries in order to build connections with top-class Innovators,
2. drive the general SIF brand awareness in regions or industries that were not covered yet,
3. offer specific support to relevant Innovators when applying for the Label by (a) organizing grouped e-coaching sessions with thematic/regionally focused accelerators and (b) offering a fast-track service where the SIF team would pre-fill the Label application in place of the innovator, saving the latter hours of work,

4. outreach solutions that were specific to partners and SIF funds needs. Indeed, private partners such as ADEO, Air France or Movin'On, public partners such as Region Grand-Est or Île-de-France, but also the newly created SIF funds, all expressed specific needs in terms of solutions, being to develop their offer to their own customers, to green their operations or to find new investment opportunities.



“In order to become the reference for Efficient Solutions, let's now focus on outreaching iconic Solutions: leaders in their sector, winners of innovation prizes, or the "next beasts" attracting new clients and investments.”

Victoria Smaniotto, Head of Outreach

2021 HIGHLIGHTS

- > 716 new World Alliance for Efficient Solutions members: 664 new Innovators, 50 new seekers and 49 new investors (note: a few organizations are members in two or three categories).
- > 121 countries represented among the Alliance membership
- > 26 new collaborations with cleantech networks
- > 50+ outreach activities and event participations

Zoom on 2021 Outreach activities

Internationalization

Asia

- Invitation for Labeled Solutions to pitch in front of Chinese investors with the **Solar Decathlon China** (organization of an e-pitch)
- Jury participation for the **Liveability Challenge** (Eco-Business)
- Virtual participation at the **Cleantech Forum Asia**

Developing countries

- E-coaching of Zambian Innovators with **WEAC Zambia**
- Jury participation in the **GreenCape Innovation Challenge** (Cape Town, South Africa)
- Jury participation in the **Tech4Islands Award** and e-coaching of winners
- Evaluation of solutions for the **Caribbean Climate-Smart Accelerator**
- Experts from **UNIDO – PFAN** presenting to our network approaches to fund cleantech projects in developing countries

United States

- Evaluation of solutions for the **NREL Industry Growth Forum**
- Exclusive support for **Kite insights's Climate Innovation Network** to apply for the label
- Virtual presentation and booth at the **Cleantech Forum San Francisco**

Europe

- Exclusive support for EU-funded solutions to apply for the label through a collaboration with the **EC Horizon Results Platform's** team
- Presentation of the Label during the **InnoEnergy – Business Booster's** event
- Presentation of the Label during the **EPFL Showcase 2030 (E4S)**
- Virtual presentation and booth at the **Cleantech Forum Europe**
- Knowledge partner of the **InnoClimat 2021 Forum**

COP's host country: Scotland

- Exclusive support for **Greenbackers' 26 for Cop26** cohort to apply for the Label (fast-track service)
- Planning for the mentoring of the **Michelin Scotland Innovation Parc Accelerator's** participants

SIF's Partner regions

- Île-de-France, France:
Presentation of the Label at the **Club Open Innovation Paris** network
Jury and knowledge/networking partnership with **Cleantech Open France**
- Grand-Est Region, France:
Exclusive access to the **SoREZO** platform to Labeled Solutions and vice versa
Promotion and virtual presence at the **Forum DD**

Thematic positioning

Hydrogen

- Specific communication and outreach to all EU **FCH JU** ("Fuel Cells and Hydrogen Joint Undertaking") program beneficiaries
- E-coaching to apply for the Label of Innovators in the **H2Ub's** network
- Exclusive support for **Urban Future Lab H2 Refuel** participants to apply for the Label (fast-track service)
- E-coaching of **Engie** in-house Innovators to apply for the Label
- Presentation of the Label to **AirLiquide's** innovation targets list

Mobility & aviation

- Presentation of the Label to **EU Start up Prize Mobility** winners
- Accelerate promising cleantech via SIF's participation in the **Movin'ON Booster**
- Organization of the "Clean Aviation Dialogues" for the **ATAG's** network and presentation of Labeled Solutions during the ATAG annual Summit (Air Transport Action Group)

- Participation and Label presentation at the **Sustainable Aviation Futures Europe**
- Official sponsor of the **Green Pilot**

Water & Oceans

- Participation at the **Ocean Week Monaco**
- Label presentation during the launch of the **Sustainable Ocean Association Accelerator 2021** cohorts and specific support for Innovators
- Exclusive support (fast-track service) for **Aqua-Valley** funding beneficiaries
- Session moderation and positioning of Labeled Solutions during the **Innovate 4 Water** Forum in Lausanne.

Circular Economy

- Presentation of circular economy best-practices to Labeled Solutions by the **Ellen MacArthur Foundation** and specific Label communication sent to their network

Green Building

- Presentation of the Label at the **FIBOIS Summit "Salon Habitat Bois"**
- Presentation of Labeled Solutions to the "**Fédération Française du Bâtiment**" network
- E-coaching Sustainable Construction with the **Holcim Accelerator**
- E-coaching **ADEO Positive Home Challenge**
- Label presentation during the yearly "Morning of Innovation" by **Groupe Bouygues**

Food/Agriculture and Waste

- Evaluation of solutions and jury participation in the **FAMAE's** Sustainable Innovation Challenge
- Label presentation and virtual presence at **BIOKET** (Processes and technologies applied to Biomass) Summit

Empowering the Labeled Solutions Community

The Solar Impulse Foundation aims to help the cleantech Innovators behind the Efficient Solutions in order to accelerate their companies' success. Once their solutions are labelled, the Foundation provides them support on six specific levels. That is, by 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 2021, about 150 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 700 targeted contacts.

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 monthly blog of the Solar Impulse Foundation.

Last year, 12 blog posts were written with 60+ Solutions Success stories featured.

Finally, to support the advocacy work of solutions providers, the Solar Impulse Foundation developed a mechanism where the Public Affairs team could create letter of support upon request. 45 letters have been signed in 2021.



1000 SOLUTIONS - DECEMBER 16, 2021
Written by Sophie de Blonay - 4 min read

New collaboration to improve e-waste recycling and more - December Solutions' Update



NEWS - NOVEMBER 22, 2021
Written by Sophie de Blonay - 3 min read

The first Hydrogen-Electric commercial flight and more - November Solutions' Update



Providing discounted or free passes for our Labeled Solutions for some events as:

- Changenow 2021 – Paris, FR
- Vivatech 2021 – Paris, FR
- Pollutec 2021 – Lyon, FR
- RENT 2021 – Lausanne, CH
- MIPIIM 2021 – Cannes, FR

Matchmaking events with seekers

- Call for solutions from Partners: Deutsche Telekom, Air France, Adeo, Nestlé, LVMH,
- Call for solutions for public entities: Région Grand Est
- Introductions to Plastic Odyssey organizers
- Speed meeting with Innovation Council members of the Conference Board

Matchmaking events with investors

- Monthly E-pitch in front of Investors
- 26 for COP26 Greenbackers pitch
- IFC climate business forum
- Solar Decathlon China e-pitch

Some Nominations for prizes

- Tech4Islands 2021 by La French Tech Polynésie
- EarthShot 2021 by The EarthShot prize
- Sustainable Innovations Challenge by FAMAE



“More than twenty-five years of obstinacy, of faith in action, so that the Polyter Gr solution can take root in a new world and in the interest of the greatest number of people. This is why I would like to very warmly thank Bertrand Piccard and the entire team of the Solar Impulse Foundation who have given us all their support and confidence by awarding us the Efficient Solution Label”. Philippe OUAKI DI GIORNO, founder of P.O.D.G Développement

2021 HIGHLIGHTS

- > 12 Labeled Solutions onboarding webinars to present all the tools they can use to benefit from the Label
- > 12 opportunities newsletters with more than 120 opportunities from Solar Impulse Foundation ecosystem
- > Development of 150 concrete opportunities for Innovators

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 has three initiatives that allow best practice sharing and peer-mentoring among the community: the E-Academy, the Exclusive Slack Channel and the casual get-togethers.

The E-Academy

Every month, SIF organizes workshops around themes that are at the center of cleantech entrepreneurs' strategy: e.g., market and business development, industrial scale-up or fundraising. Renown 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 2021, eight e-Academy were organized with 900+ registered Solutions in total:

1. Building a stronger marketing Story with StrongerStories;
2. Circular economy strategy with Ellen MacArthur Foundation;
3. Investment in low and mid-income countries with PFAN;
4. Do's and don't: fundings in low and mid-income countries with EPFL;
5. Entering the US market with BNP Paribas C.lab,
6. SIF at COP26;
7. SIF Funding Information Tool;
8. Learn more about LCA with PRé and experts.



“Our community is gold! We need to leverage this vibrant ecosystem of change makers, making sure innovators are visible and credible in front of strategic partners, clients and investors. They are the building blocks of a sustainable society.”

Marie Abriol Innovators Relations Coordinator – Labeled Solutions

“Thank you very much for your information, it was a pleasure to be here at the Networking event! Looking forward to attending the next one !”

Basile Ehinger, E-nno Switzerland SA

Connect with other Innovators on the Exclusive Slack Channel for Labeled Solutions

The Solar Impulse Foundation launched a Labeled Solutions Slack where entrepreneurs can easily ask questions and get support from like-minded Innovators. Already more than 560 (vs 150 in 2020) Efficient Solutions providers have joined.

The “Random Coffees” channel helps build great relationships within the Solar Impulse Innovators. RandomCoffees connects 2 Innovators automatically and randomly every week. It is a 15-minutes call to get to know each other. We have had many great feedbacks and it has already lead to business collaboration for a few Solutions.

Get together

In 2021, we have started to organize an easy-going get together among Labeled Solutions and Foundation’s Experts! The idea was to do an after-work gathering with all the Labeled Solutions, inviting also some of our independent Experts.

- **50 Innovators and 5 experts joined us in Lausanne (Sept 2021)**
- **15 Innovators joined us in Glasgow (Nov 2021)**

This was a great opportunity to network within the community, discuss similar challenges with Innovators, and experts while also meeting some of the Foundation's team.



“I'd like to express a biiiig thank you to the whole team for the easy get together yesterday evening! It was so nice to meet the team in person and to also have some more time to chat with each other. Looking forward to all projects coming up along the way and wishing you all a very nice weekend!”

Anissa Gerber, Communications Coordinator, Holcim Ltd

Improving the Labeling Process

2021 was a significant year for the Operations Team, overseeing the achievement of reaching 1,000+ Labeled Solutions. Continuous improvements in our internal processes and a number of proactive activities were undertaken to ensure that SIF's internal processes remain strong, up-to-date, and consistent, ensuring the labeling process to stay rigorous and credible. New versions of the Label Standards, Assessment Guidelines, Assessment Criteria, and pre-screening feedback form were developed to reflect recent changes and ensure that all new Solutions meet stricter standards.

Solutions Labeling and Selection

A more efficient, fast, and reliable labeling process

The average time between an innovator submitting an application and having a final outcome for that Solution fell by 26% between 2020 and 2021 to just 109 days. As well as screening, reviewing, and validating new Solutions, the Technical Team also undertook a substantial re-engagement campaign of prospective Solutions who had previously expressed an interest in applying for the Label but had not yet submitted an application.

➤ **Nearly 800 Solutions were pre-screened by the Technical Team, resulting in the labeling of over 400 Solutions**

The Solution Environmental Impact (SEI) Tool

Launched this year, this tool is offering an easier way for Innovators to provide more detailed, quantitative information regarding their Solutions' impact on climate change. This was complemented by harmonizing the baseline by which Solutions are compared against (the 'mainstream alternative'), providing a more reliable and consistent means of measuring their impact.

This tool was developed thanks to the precious inputs and suggestions of several members of our Experts Community, as well as collaborators from different research institutions or consulting firms (e.g., LIST).

➤ **All process improvements to ensure the Efficient Solution Label to be a trustworthy and reputable mark of quality**



“Quality is at the core of what we do – The whole team is focused on ensuring continuous improvement to the Labeling process; leading to increased efficiency and improved experience for the applicants.”

Sabrina Cipullo, Head of Operations

A vital role in the creation of the Solutions Explorer and Solutions Guides

Several team members contributed to the Solutions Explorer, working tirelessly behind the scenes reviewing every single Solution in the portfolio to ensure that the end product would prove to be a user-friendly and reliable tool. Several team members also contributed to the Solutions Guides for Scotland, Russia and Glenmorangie. This involved background research, Solution selection and justification, impact analysis and much more.

The Evolution of the Label and Its Future

The changes in the SIF Label Standards done in 2021 have focused on bolstering the credibility and long-term impact of the Label. In relation to applicants and Innovators, the Label Standards now more accurately define the parameters of eligibility & thematics of interest, make-reapplication stricter, provide more complete assessment feedback from Experts, outline how technically similar solutions are managed, and create a process for re-assessment. Notably, the parameters of eligibility have evolved to match the vision and objectives of the Foundation. This allows SIF to more accurately filter Solutions during the pre-screening stage that do not meet the aim of the portfolio.

> The process for re-assessment, the Label Update Program will be launched in 2022

Ideally performed in a three-year cycle, it would allow Innovators to re-submit their Labeled Solution for evaluation by the Experts, and if successful earn them an updated Label. This protects the credibility of the Label and gives added, long-term impact for the innovator. In relation to the public's perception of the Label, a new audit of the labeling process has taken place in Q4 of 2021, with the results being presented in mid-December. EY, who carried out the audit, has decided to renew their partnership with SIF, meaning they will also be responsible for future audits of the labeling process. SIF has also created guidelines for using the Label on the packaging of Solutions. This is meant to standardize the manner in which Solutions associate with SIF when sold directly to customers or through retailers. The response to this project has been highly positive, with many companies already integrating or planning to integrate the Label on their packaging.

Lastly, rules have been created to deal with cases of Label misuse, fraud, and non-compliance with SIF agreements/charter.

All in all, these measures are meant to provide closer monitoring of the use of the Label by third parties while at the same time promoting its positive impact through different formats and point of sale.

While these changes were significant, continued work to strengthen the Label is necessary. To this end, several possible projects are being considered.



“The experience of working with Innovators continuously, who show incredible enthusiasm when they talk about their solutions and their desire to see them replicated, motivates us every day to provide more and greater opportunities, as well as to develop new initiatives on behalf of our stakeholders.”

Jorge Bolaños , Senior Technical Support Specialist

Experts Community

Expert of the Month and Expert of the Year

2021 was also a year to shine the spotlight on Experts who have impressed in their role with the Expert of the Month campaign. This attracted thousands of views on our website and social media accounts. In the same lines, we launched the Expert of the Year Awards, a yearly initiative to reward the best-performing Experts. This was also very impactful on social media, including one of the best ever reactions to a post on the SIF LinkedIn account. The second edition of this award began in November 2021 and will culminate in January 2022.

➤ **By tapping into the networks and knowledge of high-performing Experts, we can promote our initiatives to broader audiences and create new alliances**

Experts Events and Articles

This year, six virtual events and one in-person gathering were organised to engage the Experts. These were essential to share knowledge on the Foundation's activities and to create networking opportunities. Furthermore, Experts also wrote articles on topics of interest for sustainability – all published on the SIF website to provide insights to our network.



“When I first learned about being the Expert of the Year I was both quite surprised to be the one selected and, at the same time, I felt honoured and proud to be distinguished for my work. In the course of 2021 I had a chance to contribute to the work of the Foundation with different type of inputs, including solutions assessments, thematic articles, and investment opportunities selection scheme design.”

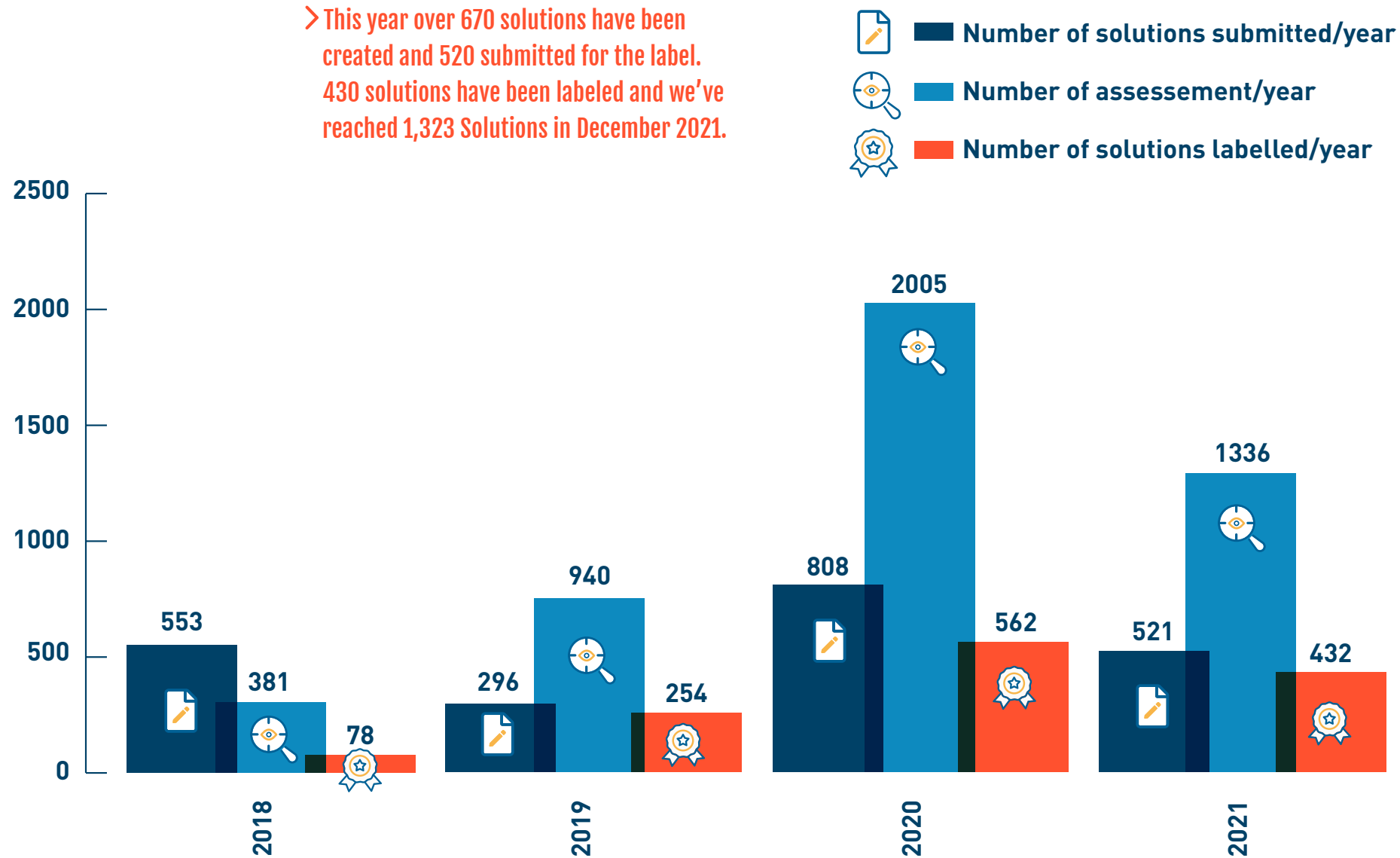
Paulina Janiak

“The Expert Community is a key stakeholder for our Operations. They bring credibility, impartiality and value to the Efficient Solution Label. We can certainly state that, without the Experts, we would not have achieved the 1000 Solutions milestone.”

Ricardo Flores, Expert Community Coordinator



> This year over 670 solutions have been created and 520 submitted for the label. 430 solutions have been labeled and we've reached 1,323 Solutions in December 2021.



Promoting Sustainable Finance

The year 2021 resulted in a growing investor relations team and many new activities. A mere month after the announcement of the 1000 solutions, the Foundation announced the creation of two investment funds to accelerate the ecological transition. This was an essential step in the growth of our activities, as two major global financial institutions backed the work of the Solar Impulse Foundation trusting its expertise, its portfolio of solutions and its willingness to affect change. In parallel, the team kept developing its existing programs to facilitate access to resources and accelerate the adoption of clean technologies.

Announcement of two Investment funds

Both funds integrate the Solar Impulse Foundation's evaluation methodology in their sourcing and investment decisions.

A. BNP Paribas Solar Impulse Venture Fund, a EUR 150m venture capital fund, managed by BNP Paribas Agility Capital, will focus on companies who have promising potential to soon reach profitability. The Fund will focus on clean energy, clean water and sanitation, food and agriculture, smart cities and mobility, and industrial innovation in Europe, the US and Israel.

B. Five Arrows Sustainable Investments (FASI), a growth and buyout fund with a target size of EUR 250m will be managed by Rothschild&Co's Five Arrows Principal Investments (FAPI) and will be advised by Air Liquide on the investment decisions. The Fund will focus on clean energy, food and agriculture, smart cities and mobility in Europe and the USA.

Working closely to develop a bespoke methodology to track the impact of the investments over time.

At the time of writing, both funds have received regulatory approval to be commercialized, and have started fundraising.

The year 2022 will see the first closing of the funds and their first investments.

Creation of an online platform to capture financial information of companies

In collaboration with our Digital Team, we developed a Financial Information Form (FIF) to collect financial company data from Innovators, in order to facilitate and improve matchmaking between investors and labeled solutions. Most notably, this form enables us to identify which companies are raising funds, and which fit within the scope of the investment funds. We have also started the development of a marketplace platform where our investor community can easily find fundraising companies and match their investment criteria.



“To accelerate the implementation of clean and efficient solutions, access to finance is paramount. We support companies in their development by constantly developing new tools which facilitate their access to investors and financing opportunities.”

Willem Van Hasselt, Head of Investors Relations



Investors' Pitch at ChangeNow 2021, Paris

Growth of our investors network

We constantly contact new investors that could be interested to invest in labeled solutions through our ePitch, match-making events, or monthly newsletter. This year our investor mailing list has doubled from 600 investor contacts to 1300+.

e-pitch Program

This program was launched in 2020 during the first COVID wave, in collaboration with Bpifrance's matchmaking platform EuroQuity. The success of this program led us to set up dedicated thematic sessions in collaboration with our Partners on topics in line with their respective activities. The partner in question would co-host and co-brand the session and provide an introductory analysis of the strategic theme. The events featured 5 or 6 labeled Solutions per theme who pitched their technology and fundraising round. The audience is typically composed of 40-100 representatives from VCs, (public) Banks, impact and private equity funds, as well as experts from corporate R&D, sustainability, innovation or venturing departments.

The thematic approach enabled a more bespoke offering for our audience, and a more targeted solution outreach.

Examples of attendees:

Alter Equity, Aster Capital, Axonia Partners, Bandwidth Capital Ltd, Bloom Equity, Blue Oceans Partners, BreakThrough Energy, Demeter, European Investment Bank, Fundie Ventures, Hometeam Ventures, SET Ventures, Starquest Capital, VegaVentures, Zaz Ventures...



> 17 pitch events organized in collaboration with 12 Partners:

13 investment e-Pitch

- 65 Innovators
- +250 unique investors participated to investment E-Pitch
- 30+ average attendance for investors per event
- 42 introductions investors / Innovators

1 b2b meeting session with Schlumberger

- 5 Innovators
- 2 introductions

1 b2b meeting session with Adeo

- 52 Innovators
- +41 intentions of test

1 COP26 e-Pitch with BNP Paribas & EIB

- 6 Innovators
- physical event

1 Building Bridges pitch with BNP Paribas

- 4 Innovators
- physical event

Joining Forces with Partners

The year 2021 was very unique for the Solar Impulse Foundation Partners Team. We welcomed Holcim amongst our Partners family. The Foundation is grateful that Engie, Solvay, Air Liquide, BNP Paribas, Schlumberger, Soprema and Movin'On renewed their commitment for a new partnership term despite the Covid-19 crisis. The year also marked an acceleration in the number of labeled Solutions from Partners 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. Transforming traditionally physical sessions into virtual ones, we were able to increase the frequency of external meetings and put together multiple events.

Projects with partners

Boosting Solutions 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.

adeo



Innovation Day to boost the adoption of home solutions with a positive impact on the environment

Schlumberger

- > Private presentation season of 10 solutions to Schlumberger Innovation
- > R&D and
- > Investment team

AIRFRANCE



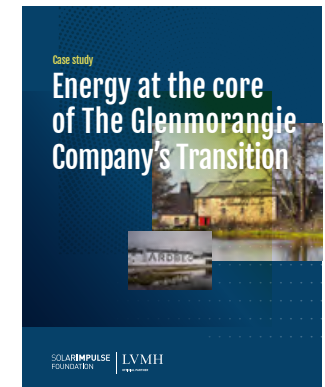
+ Core team innovation & sustainability meeting
Once a month in 2021

HOLCIM



- > 14 start-ups have received a tailor-made support of the Solar Impulse Team and
- > 14 Holcim's coaches
- > 5 have received the Efficient Solution Label

LVMH



Case study demonstrating how the Scotch whisky industry could successfully transition towards its declared objective to reach net-zero by 2040.

Implementation & Adoption of Solutions

Positive Home Challenge

Adeo & the Solar Impulse Foundation joined forces to host an Innovation Day in order to identify home solutions with a positive impact on the environment, making them accessible to all. The main purpose was to identify new solutions via the ADEO suppliers & SIF network and help to accelerate the implementation of home solutions through the 900+ ADEO's stores worldwide. It also serves to send a strong signal to ADEO's suppliers regarding environmental commitment.

Following 4 months of sourcing and selection, more than 50 promising innovations out of 300 candidates participated to the "Positive Home Challenge". This finalists were offered a chance to present their solution on

June 15th in front of the ADEO business units from all over the world. As a direct result, 41 solutions have been selected for testing by BU's, representing over 150 tests worldwide.

As of today, a first batch of 18 solutions will be tested and commercialized in ADEO stores from early 2022, including Leroy Merlin stores.



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.



Deutsche Telekom, Network Sustainability Award (February 2021)

Solvay, Honoris Causa of Dr. Ilham Kadri (May 2021)

Deutsche Telekom, Sustainability Innovation Deep Dive (May 2021)

Les Echos ITW CEO with Schlumberger, Soprema, Schneider Electric

ENGIE, Innovation Trophies (June 2021)

Movin'On, Movin'On Connect (June 2021)

BNP Paribas, Movin'On Connect (June 2021)

Deutsche Telekom, Telekom Tech Grounds (June 2021)

Air France, Paris Air Forum (June 2021)

Holcim, Launch of the Partnership in Berlin (July 2021)

Schlumberger, Inauguration of Celsius Energy (21 June 2021)

Holcim, Climate Week NYC – September 2021

LVMH & Rothschild, Investment Round table (Sept. 2021)

ADEO, CWW Positive Leader Team (13 October 2021)

UNFCC, BNP Paribas & Holcim Scaling-up solutions for the transition to Net Zero (COP26) (4 Nov. 2021)

Holcim, Building market demand for low carbon materials as a catalyst towards net zero cities (4 November 2021)

Schneider Electric, les entretiens de Royaumont Nov.2021



“The Solar Impulse Foundation and its partners share the same vision & commitment to a low-carbon economy. Together, we are working hand-in-hand to create innovation programs and win-win collaborations in order to amplify the adoption of solutions to fight climate change.”

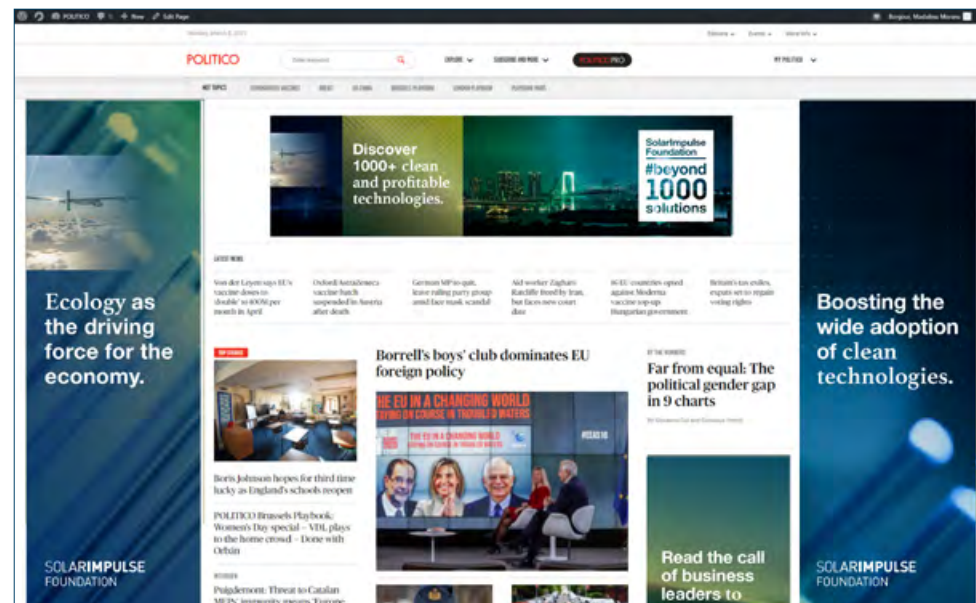
Jonathan Derain, Head of Corporates & Partners

CEOs Statement

The 1000+ Solutions Call

Four years after announcing the goal of identifying 1000 clean and profitable solutions to the environmental crisis, Bertrand Piccard and the Solar Impulse Foundation have officially achieved their target and commit to go even further.

Coinciding with this event, an article by the Solar Impulse Foundation including Partner CEOs quotes. Well received by the media and public, this translated into a 3 month campaign with the solutions call being published in the Financial Times and Politico and Social Media posts referring to all Partners CEOs.



Boosting our digital capabilities

An expert in software development and digital solutions, the Foundation's IT department manages all the specific needs related to the activity of the various departments and provides an easy access to our portfolio of solutions. In 2021 efforts were concentrated to consolidate and increase our digital presence. The creation of the Solutions Explorer was the centerpiece for our digital team. However, progress and changes were also made in the solutions submission process and the dashboard, to offer a better experience to our members.

The Solutions Explorer search-engine

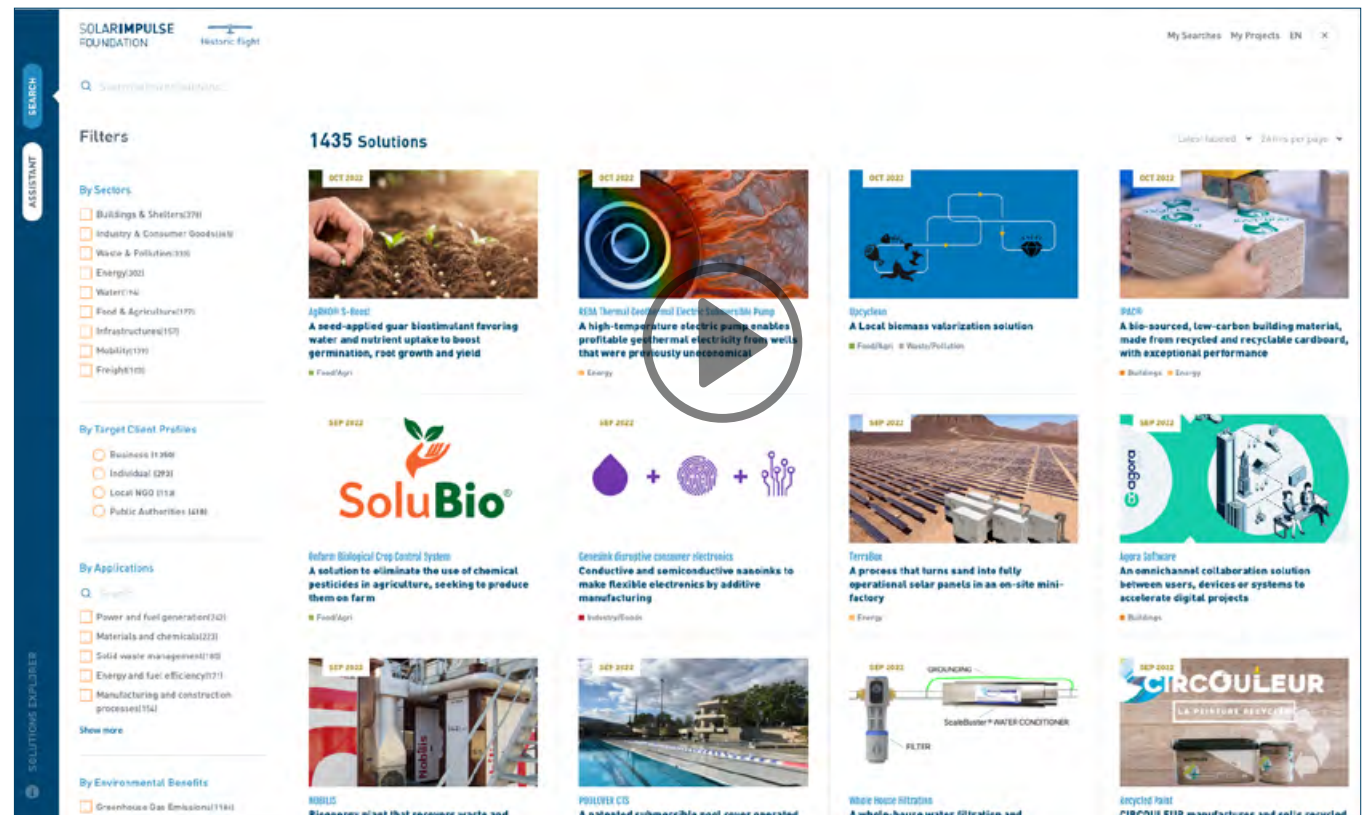
The year culminated with a crucial project: the launch of the Solution Explorer. The focus, while developing the tools, was put on a fast and relevant interaction in order to quickly find the best solutions most suited to your profile.

We are currently collecting a maximum of information on the solutions consultations, the interactions, in order to, personalised recommendations according to our visitors.

The challenge has been to create the best user experience possible on the platform with the ambitious objective of bringing massive new commercial leads to our portfolio of labeled climate solutions.



“Building the Solutions Explorer required taking a step back and putting ourselves in the shoes of climate solutions’ adopters. Over the year, we interviewed future users to understand the filters they would like to see on the platform while searching for their optimal levels of granularity.” Alexandra Barraquand, Strategic Products Lead



Bertrand Piccard's website

We also saw a revamp of Bertrand Piccard's website with "timeline pages" retracing his different commitments and family legacy. The timeline has been particularly worked on to offer a simple and clear UX of the different explorations of the Piccard family. Work has also

been done to position the site on search engines and highlight the 3 generations. The structure and presentation of Bertrand's site highlighted his multiple identities: serial explorer, psychiatrist, a clean technology pioneer, a forward-thinking leader on the themes of innovation and sustainability.



Tailoring services for Labeled Solutions

The team also worked on offering our labeled members a **Financial Information Form (FIF)**, in order to help them raise funds.

This platform has been added to the members' dashboard to allow them to update all their fundraising information. The processes then allow our teams to verify and correct the information collected in order to present to investors the companies that have been labeled. The final objective is to create an Investors Marketplace.



“Digital tools are an increasingly critical backbone to any operation. Not just for providing information about the clean and efficient solutions that need to be adopted rapidly and at scale, but to leverage this information and make it usable to a whole host of stakeholders. That’s where we need to step up and deliver.” Thibault Bussiere, Head of Digital

SIF website in different languages

We prepared the structure to offer the Solar Impulse Foundation’s website in different languages using the latest and most advanced machine translation technology. The beta version in French was launched in August and we expect to launch other languages in 2022.

The challenge of this solution was to implement a solution that allows both a mass automated translation (on more than 9000 pages) but also offers the possibility to manually manage the translations of our most important pages, while respecting the rules of the Foundation's wording.

STATS

- > Sessions:
2.1 millions (+7% from 2020)
- > Unique Users:
1.6 millions (+7%)
- > Average Time on site per user:
2 minutes 10 seconds

Digital tools are an increasingly critical backbone to any operation. Not just for providing information about the clean and efficient solutions that need to be adopted rapidly and at scale, but to leverage this information and make it usable to a whole host of stakeholders. That’s where we need to step up and deliver.

2021 Milestones

- 13th April 2021
Revamp bertrandpiccard.com
- 20th August 2021
French version of solarimpulse.com
- 15 September
Launch of the Financial Information Form (FIF)
- 1st November 2021
Launch of the Solution Explorer

Communicating our achievements

Starting with the #Beyond1000Solutions campaign and ending with COP26, the communications team played on our existing strengths to maximize the impact of our news and advocacy while testing new tools, strategies, and tactics. Additional events such as the announcement of the investments funds, the legacy flight of André Borschberg and Bertrand Piccard in an electric airplane, Bertrand Piccard's book launch, and the reveal of the Solutions Explorer provided great opportunities for media relations, social media engagement and video production. It resulted in an unprecedented year of interactions, visibility, and impact.

Media Campaigns

In terms of media, the Foundation prominently featured in all kinds of media outlets in 2021. The press team strengthened the Foundation's media exposure in its established markets, notably France, Switzerland, and Belgium and invested major effort in expanding its notoriety in Germany, Austria, and the US/ Anglo-Saxon world. Our Chairman, Bertrand Piccard, has given over 100 interviews to newspapers, magazines, radio, and TV.

Our objectives:

1. Be ever-present, with quality content, putting forward events & meetings
2. Position SIF as a partner for decision-makers complementary to the Public Affairs work
3. Provide an insider point of view, but also be seen as an insider
4. Make media and social media two tools serving a common objective, linking each action from one side to one action of the other side

THE FOUNDATION'S TOTAL ESTIMATED MEDIA REACH
> Our potential audience increased from 5,400 M reached in 2020 to 8,350 M in 2021



“The solutions are the ‘energy’ that powers the Foundation. The true power of this milestone comes from what it opens next, positioning the Foundation as a guide and provider of solutions. This will be done by relying on relays, media and of course on Bertrand Piccard's personality as visionary and explorer for sustainability able to turn dreams into reality.”

Michèle Piccard, Head of Corporate Communication

The 1000 Solutions Campaign

The great success of this campaign relied on the participation and coordination of many, building on past achievements and strengthening our network, partners, supporters, Innovators, investors, experts and all the people who all followed along. We aimed to break the news across all channels and platforms: print dailies, weeklies, and monthlies, online news coverage, TV and radio coverage, podcasts, and blog posts. We reinforced our earned media presence by two paid placements, notably in Politico (highly influential in the EU political circle) and the Financial Times (widely read by business and government representatives worldwide).

The outstanding numbers on all platforms, the great interviews, the amazing media coverage, the number of high-level interactions we had, all these were a perfect way to celebrate reaching the milestone we set for ourselves four years ago. The campaign itself exceeded expectations, setting new records that we will obviously aim at beating again.



> Around

40 interviews

given by Bertrand Piccard
(in run-up and aftermath
of announcement)

7 radio shows

7 TV shows

5 podcasts

21 written interviews



“Our network of innovators, partners, experts and multipliers is one of the Foundation’s biggest strengths. We knew we could count on them to deliver our message to the widest possible audience. Thanks to our steady coordination efforts, they delivered quality content across the world.” Alessandro Gaillard Campaign Coordinator

CAMPAIGN REPORT

PRESS

> **680 web articles**

mentioned Bertrand Piccard
or the 1000 solutions between
13 April and 10 May

109 articles on 13 April alone

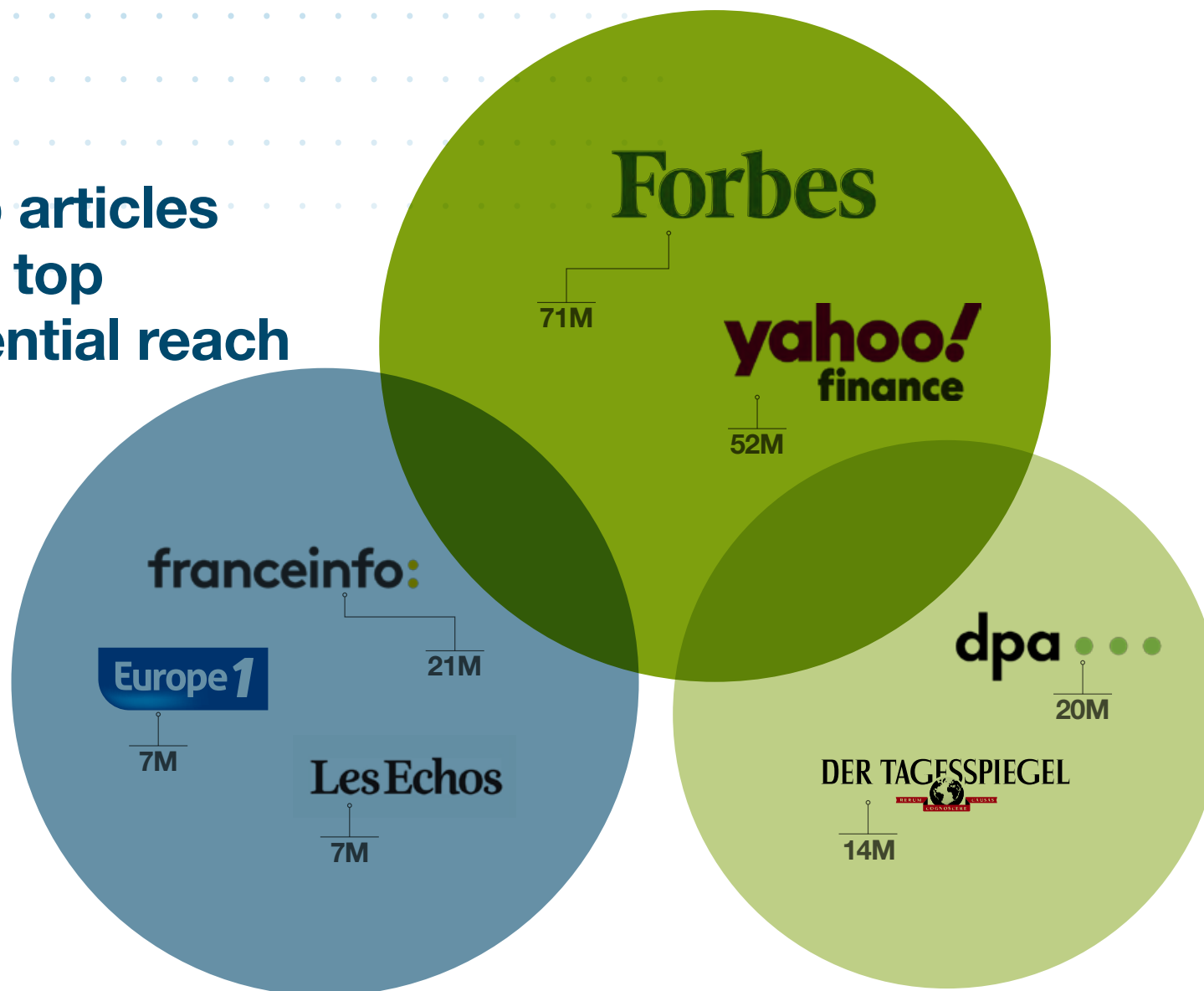


> News reporting was
overwhelmingly positive or
neutral, only 4% “negative”

CAMPAIGN REPORT

PRESS

> Web articles
with top
potential reach



CAMPAIGN REPORT

PRESS

> Deep dive

SolarImpulse
Foundation#beyond
1000
solutions

France

franceinfo:

La Matinale, France Info,
7 min live interview,
2.5M+ listeners on average

france 5

C a vous, France 5,
15 min live interview,
ca 500,000 spectators

LE FIGARO

Le Figaro,
4th cover page,
340,000 subscribed readersPARIS
MATCHParis Match,
8 pages,
750,000 circulationla
Story
Les EchosLa Story, Les Echos,
30min podcast,
700,000 downloads

Switzerland

RTS

Radio Télévision
SuisseRTS, La Matinale,
9 min live interview,
100,000 listenersINFRA
ROUGELe débat
RTSInfrarouge,
1h live discussion round,
47,000 spectators

L'ILLUSTRÉ

Illustré,
cover page
+ 4 pages content,
77,000 circulation

LE TEMPS

Le Temps,
article in the
economy section,
35,000 circulation

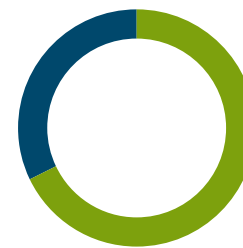
CAMPAIGN REPORT

WEBSITE & NEWSLETTERS

- The website recorded unprecedented visits and page views. There were two main landing pages during the campaign: the call, in three languages, and the Beyond1000Solutions page, presenting our next steps.

➤ 15,000 visitors on the 13th April,
and 35,000 page views

➤ 14,000 visitors on the 14th,
and 35,000 page views



The book launch, *Réaliste*

Published in October 2021, this new narrative of ecology carried in a federating and realistic spirit has been very favorably perceived by the press in its way of approaching the theme of environmental protection differently. With this original, clear and uncompromising plea, Bertrand Piccard set out the foundations of his "third way", a qualitative growth that reconciles ecology and economy. A perfect launchpad in terms of messaging and positioning for Bertrand & SIF.

To support the launch of the book, three events were organized in Paris, Geneva and Brussels, bringing together journalists, guests from the political and economic worlds as well as the Foundation's support network. The opportunity to present the ideas defended in the book but also to debate.



Paris,
book launch



Panel Discussion
at the Graduate
Institute of Geneva

Réaliste Press:

- Successful Press campaign and Social Media, especially because of the debates sparked on Twitter by media appearances
- 20+ media hits in France and Belgium (Le Figaro, Ouest France, RTL, RTBF)
- 9+ hits in Switzerland & Canada (JT de la RTS, 52 min, Illustré...)



Solar Impulse Stamp, France

June 2021

Issue of the 'Solar Impulse, Pioneer of the ecological transition' stamp. It is the very meaning of the Solar Impulse adventure that has been highlighted by 'La Poste', the French post office: beyond this challenge, the pioneering spirit necessary to find solutions to adopt for the ecological transition. A fine tribute to the exploration for the protection of the environment.



Mention in *Le Monde* newspaper

["Timbres-poste : un été philatélique... à la carte"](#) by Pierre Jullien, published 25 August 2021 – [Le Monde](#)

Collection Historique du Timbre-Poste Français

SOLAR IMPULSE

PIONNIER DE LA TRANSITION ÉCOLOGIQUE

1^{er} jour 19.06.2021

FRANCE 1,08 €

L'épopée de Solar Impulse s'inscrit dans une longue lignée de défis scientifiques et humains qui ont fait l'histoire et changé le monde.

Le rêve de voler sans aucun carburant a germé dans l'esprit de Bertrand Piccard en terminant le premier tour de la Terre en ballon sans escale. Conscient que son aventure a failli échouer par manque de propane, il se met à imaginer un avion à l'autonomie infinie, capable de rester en l'air jour et nuit à la seule force du soleil. De quoi perpétuer la tradition d'exploration scientifique de la famille Piccard qui a déjà conquis la stratosphère et les abysses.

Les experts aéronautiques n'y croient pas. Malgré cela, Bertrand lance le projet Solar Impulse en 2003 et s'associe à l'ingénieur André Borschberg à qui il confiera la construction de l'avion. Sa vision n'est pas de transporter des passagers, mais un message : il veut démontrer que les énergies renouvelables et les technologies propres peuvent atteindre des buts a priori impossibles et répondre ainsi aux enjeux environnementaux de notre temps.

Après des années de recherches, de développement et de vols d'essai avec un premier prototype, le Solar Impulse 2 voit le jour : 72 m d'envergure pour un poids de 2 300 kg, dont 650 kg de batteries, 4 moteurs électriques et 17 248 cellules photovoltaïques.

Entre le 9 mars 2015 et le 26 juillet 2016, en se relayant aux commandes de cet avion monoplane révolutionnaire, Bertrand Piccard et André Borschberg parcourent en 17 étapes les 43 000 km du premier tour du monde à l'énergie solaire.

Mais pour Bertrand Piccard, le succès n'est qu'une étape pour aller plus loin. Sa Fondation Solar Impulse a continué à réaliser l'impossible en identifiant 1 000 solutions technologiques pour protéger l'environnement de façon rentable et aider les gouvernements à atteindre leurs buts écologiques.

Timbre (héliogravure) : création et mise en page Elodie Odéus d'après photos © SolarImpulse/Rezo-Jean Revillard.
Document philatélique : création et mise en page Elodie Odéus d'après photo © SolarImpulse/BertrandCo.

Philaposte / 21 21 509 / © La Poste 2021

"The Solar Impulse epic is part of a long line of scientific and human challenges that have made history and changed the world."

Philippe Wahl, Chairman & CEO La Poste



COP26 media campaign

In the framework of our presence at COP26 in Glasgow, Bertrand Piccard shared his impressions, meetings, and opinions in the form of a daily column in both La Tribune (FR) and Le Temps (CH). Over the period of two weeks, Bertrand Piccard published 14 contributions and gave over 20 interviews, totaling 150M in potential reach over the two weeks period.

12 Op-Eds in La Tribune (FR) and Le Temps (CH)

- among top articles in both papers
- positioned Bertrand as an insider/expert
- informed social media messages and dialogues on site

Links to these articles: p.24

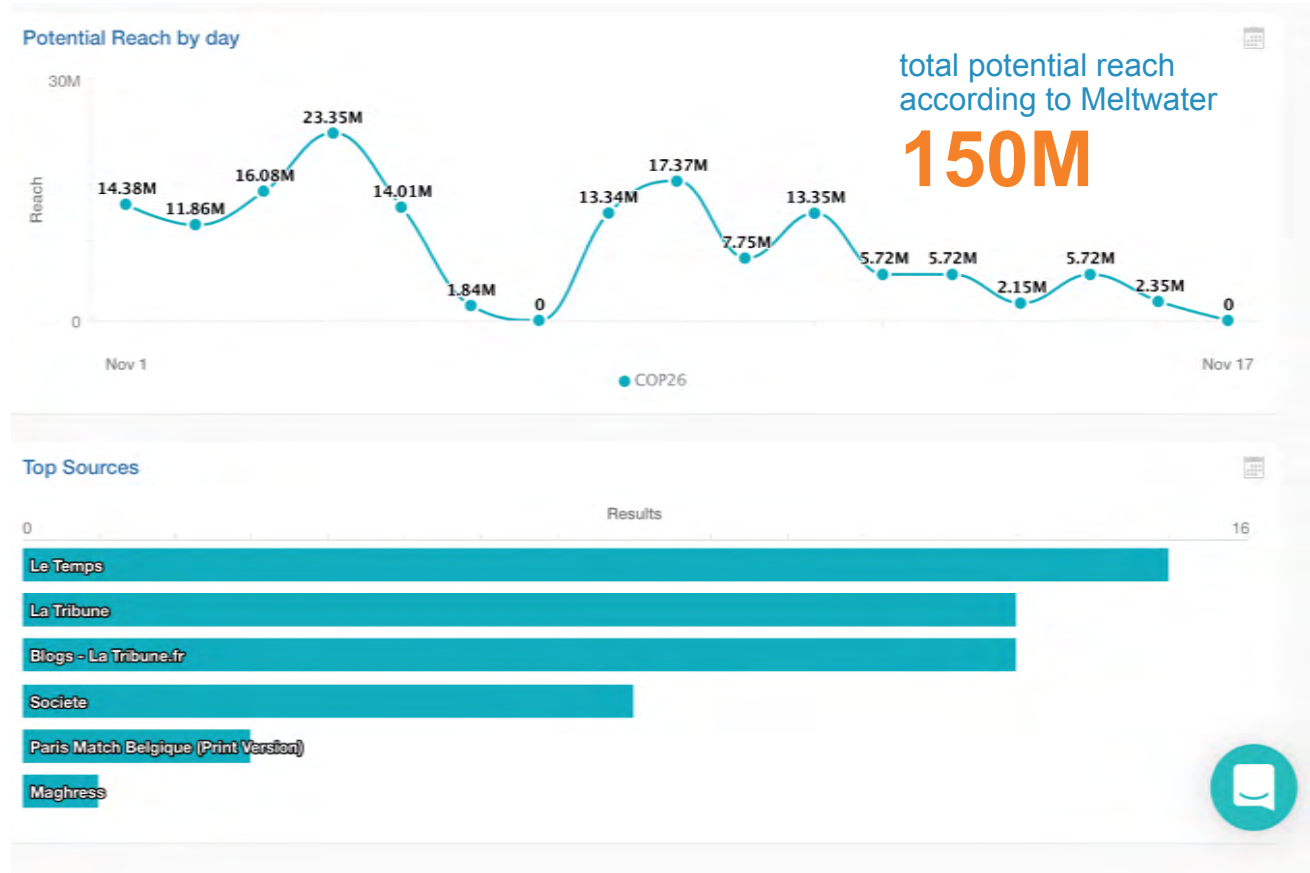
20+ interviews at COP26 and afterwards

- BFM, France Info, RTS, Time Magazine, UN Climate Change COP26 TV, The Weather Channel etc.



ADVERTISING VALUE EQUIVALENT (AVE) OF THE FOUNDATION'S MEDIA PRESENCE

- Estimated around 77 M for 2021 = an increase of 54% compared to 2020 estimation of 50 M



Social Media

Similarly to our media engagement, our networks boomed throughout the year thanks to many events, announcements and presentations. This allowed us to strengthen our base, build our audience and introduce them to new topics of interest, debate and conversation such as clean aviation, energy storage and green legislation. With more authentic, reactive and on-the-go contents, we were able to get more people listening to our arguments, discovering our Solutions, and becoming advocates of our raison d'être: boosting the adoption of clean technologies.

Deep Dive on the 'Beyond 1000 Solutions' launch

Our social media strategy was simply to use the international and variety audience of the Solar Impulse community and help them to be part of the movement by providing them with everything they need to join in.

+540,000

organic impressions

in one day (13th of April) on SIF and Bertrand's Social Media accounts



More than 16,000 reactions on Facebook

in April, on SIF and Bertrand (+50%)



125,000 organic video

views in April, w/o including paid and Youtube (4300 30 seconds + views)



Solar Impulse Foundation gained 900 new followers

on LinkedIn on the 13th of April against less than 30 in a normal quiet day and 2500 during the month, a 400% growth compared to March



180,000 impressions

in April on SIF LinkedIn, +200% compared to March, and 9000 engagements (+245%)



Hashtag used 900 unique times

just on Twitter, on the 13th of April, and more than 2000 times in April.

700,000 total followers,

including a 700% growth in new followers in April (5000 new followers)



2M impressions

in April across our networks



5,000 link clicks

in April









440,000 paid impressions

117,000 paid video views












Twitter profile

	Followers	Net Follower Growth	% Change
 SOLAR IMPULSE @solarimpulse	95,251	384	0.4%
 Al Gore @algore	3,049,169	-5,011	-0.16%
 Brune Poirson @brunepoirson	96,521	437	0.45%
 Jean-Marc Jancovici @JMJancovici	60,206	1,171	1.94%
 Mike Horn @ExploreMikeHorn	140,870	-49	-0.03%
 Richard Branson @richardbranson	12,592,213	-5,290	-0.04%

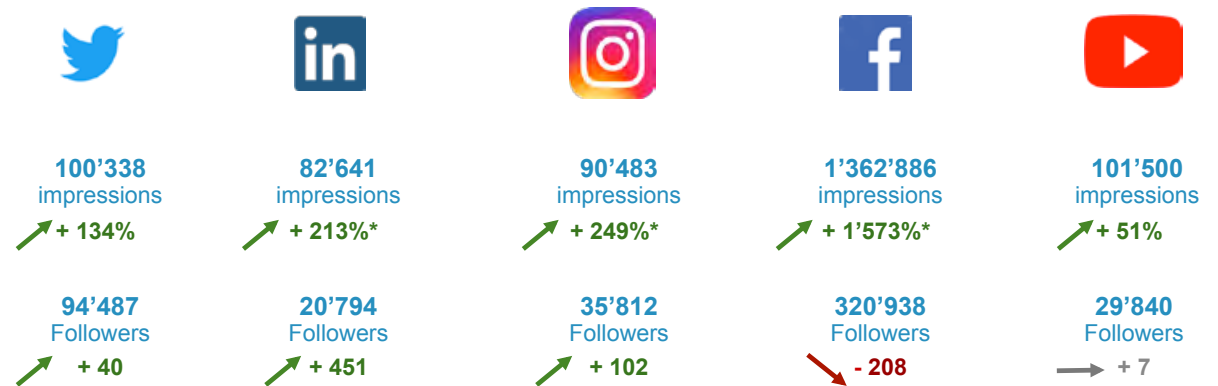


Instagram profile

	Followers	Net Follower Growth	% Change
 Owned Average	18,276	604.5	3.4%
 Competitor Average	242,531	2,006	0.8%
 solarimpulse solarimpulse	35,138	642	1.8%
 algore algore	151,449	756	0.5%
 earthshotprize earthshotprize	113,747	3,790	3.4%
 energyobserver energyobserver	13,422	585	4.6%
 gatesfoundation gatesfoundation	397,947	1,581	0.4%
 ipcc ipcc	50,829	1,367	2.8%
 mikehornexplorer mikehornexplorer	727,790	3,955	0.5%

Overview of Social Media Growth in 2021

Our social media strategy was simply to use the international and variety audience of the Solar Impulse community and help them to be part of the movement by providing them with everything they need to join in.



29/10/21 - 15/11/21 vs 11/10/21 - 28/10/21

*These stats contain posts that were sponsored



29/10/21 - 15/11/21 vs 11/10/21 - 28/10/21



Stats Hot Takes

- Total BP = 25320 vues
- Total SIF = 9420 vues
- Total SIF sponso = 23200 vues
- Total = 57'940 vues

New Corporate Guidelines

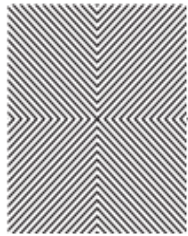
To give strength and consistency to our messages, we reworked the Foundation's corporate universe. While keeping our historical DNA with the iconic images of Solar Impulse flying over the solutions, we aimed to better translate into our identity the Foundation's mission and areas of action. With the support of our design agency, Bontron & Co, we have developed new visuals illustrating the different types of solutions by theme. An artistic direction, an institutional framework associating typos, colors, and specific pictograms were defined and gathered in an updated Corporate Identity Guidelines. They are now used in all our communication media.

New Corporate Visuals

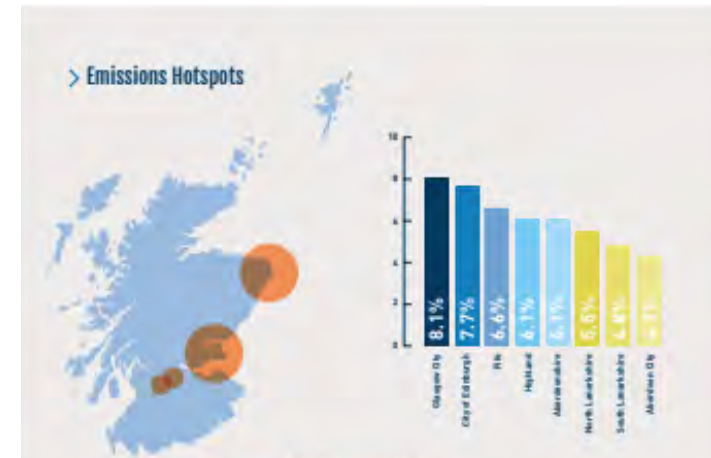
Our social media strategy was simply to use the international and variety audience of the Solar Impulse community and help them to be part of the movement by providing them with everything they need to join in.



New Artistic Direction



Five years ago, Bertrand Piccard set the challenge of selecting 1000 Solutions to protect the environment in a profitable way. In April 2021, the Solar Impulse Foundation met that goal, demonstrating that technology is not holding back the ecological transition. In fact, ecology can become the driving force for the economy.



Setting the scene

The Scottish context

With Glasgow being the heat city for COP26, it seemed a perfect opportunity to select Scotland as the focus of this report. However, what really makes the case for Scotland is its ambition. The marriage of political will, legally-binding commitments and a country seeking to diversify its economy to embrace sustainable models of production makes for an excellent demonstration of what our environment and economy could be like if finance, political will and technology were to be aligned. Scotland made international headlines in 2018 when they announced one of the most ambitious climate change plans in the world: net-zero by 2045, with three quarters of these cuts made by 2030. This was the toughest statutory target of any country in the world – and in April 2019, First Minister Nicola Sturgeon was the first leader of any national government to call a climate emergency.

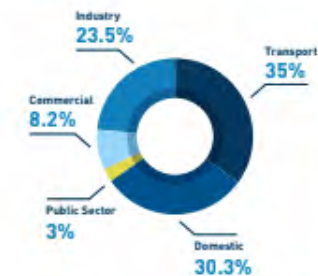
Scotland is a country that has recognised both the need to diversify its economy and the opportunity that doing so will bring. Economic dependence on North Sea oil and natural gas remains significant, and represents up to 5% of Scottish GDP and over 100,000 jobs. However, the transition to clean energy has seen Scotland become a world leader in wave-based renewable

energy technologies, and capitalise on its enormous potential in terms of harnessing wind power.

The government are clear-sighted in their recognition that by investing in infrastructure and people, Scotland can undertake the significant re-skilling of the workforce in anticipation of these new industries, whilst creating jobs and reducing energy poverty – a clear priority.

CENTRAL TO SCOTTISH AMBITION IS THAT THE ECOLOGICAL TRANSITION IS A JUST TRANSITION, COMMITTED TO REDUCING INEQUALITIES AND IMPROVING QUALITY OF LIFE FOR ITS CITIZENS.

Highlands & Islands



Environmental and Economic Benefits

➤ Emissions intensity of just 36g CO₂/kWh, 30% less than solar PV installations

What this means for Scotland

➤ Wave and tidal power could deliver 20% of the UK's electricity demand

➤ Wave power, as a newer technology and more labour intensive, creates more jobs. Between 1,650 and 4,000 in the years ahead.

Collaborations

Partners supporting us

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 mission, fund the World Alliance for Efficient Solutions and offer all services to its Members entirely free of charge. The Solar Impulse Partners family includes 16 corporate organizations.



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. The Région Île de France has partnered with the Solar Impulse Foundation since January 2021.

Institutions endorsing us

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.



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.

LIST

The Luxembourg Institute of Science and Technology (LIST) has provided the Solar Impulse Foundation with ad-hoc support on improving the assessment methodology for the Efficient Solutions Label. In particular, they have contributed in shaping the way the evaluation of environmental impact of Solutions is currently estimated. Lastly, LIST has continuously provided committed and motivated volunteers that continues to evaluate candidate Solutions as a part of our Expert Programme.

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. Around 2018 and 2019 RB dedicated two fulltime consultants on the development of the expert community. It was together with them that we performed the analyses to identify the bottlenecks and take actions to create an engaging community. 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.

Organization

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 and Bertrand Piccard SA

Prof Stefan Catsicas,

Member, Founder and Partner of Skyviews, former Vice-President of EPFL and former Executive Board Member of Nestlé

Me Patrick de Preux,

Member, Notary, former State Deputy

Michèle Piccard,

Member, Managing Director, Head of Corporate 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, 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

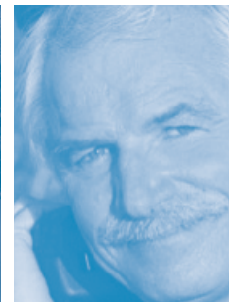
Yann Arthus-Bertrand

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.



MULTIPLIERS

France

- 50 partners
- ADEME International Club
- Aqua-Valley (Grand Est region)
- Association française des entreprises privées
- Bioeconomy For Change (ex-IAR) (Grand Est region)
- Cleantech Open France
- Club Open Innovation Paris
- Entreprise du futur
- Euroméditerranée
- Fédération Française du bâtiment
- FIBOIS (Région Grand Est)
- Fibres-Energie

(Grand Est region)

- French Cleantech
- Hydreos (Grand Est region)
- Materialia (Grand Est region)
- PEXE – The French Cleantech Network
- SoREZO (Grand Est region)
- Station F
- Tenerdis (ICN)
- Vehicule du Futur (Grand Est region)

Switzerland

- Agropole
- Cleantech Alps (ICN)
- Engageability
- EPFL Showcase 2030 (E4S)
- SwissCleantech
- SwissPropTech

Europe

- Aclima (Spain) (ICN)
- CLEAN (Denmark) (ICN)
- Clean Tech Delta (Netherlands) (ICN)
- Cleantech Bulgaria (Bulgaria) (ICN)
- Cleantech Scandinavia
- European Commission – Horizon Results Platform
- EIB Institute
- EU Start up Prize for Mobility
- Flux50 (Belgium) (ICN)
- Fuel Cells and Hydrogen Joint Undertaking
- Greentech Alliance (Germany)

- Green Tech Cluster (Austria) (ICN)
- Greentech South (United Kingdom) (ICN)
- H2U
- InnoEnergy – Business Booster
- Michelin Scotland Innovation Parc Accelerator (Scotland)
- NordicEdge (Norway) (ICN)
- Scottish Enterprises (Scotland)
- Sustainable Business Hub (Sweden) (ICN)
- The Conference Board – Innovation Council

Americas

- Caribbean Climate-Smart Accelerator
- CanadaCleantech Alliance

- Ecotech Québec (ICN)
- Foresight (ICN)
- GARDN: Green Aviation Research and Development Network
- GreenTown Labs
- Kite insights's Climate Innovation Network & LEO
- Las Brusquitas Greentech Cluster (ICN)
- NECEC (ICN)
- NREL Industry Growth Forum
- OCTIA
- RTCC
- Urban Future Lab H2 Refuel

Middle-East & Africa

- Zayed Sustainability Prize – Masdar (United Arab Emirates)

- GreenCape (South Africa) (ICN)
 - WEAC (Zambia)
- #### Asia-Pacific
- Global Business Inroads (India)
 - Liveability Challenge from Eco-Business (Singapore)
 - New Energy Nexus (China)
 - Solar Decathlon (China)

International

- ATAG: Air transportation and Aviation Group
- BP – LaunchPad accelerator
- C40
- Cleantech Group
- Ellen MacArthur Foundation
- FAMAE
- GCCA Association

- Greenbackers
- Google Startup Advisor: SDG
- Holcim Accelerator
- International Cleantech Network (ICN)
- Movin'ON Booster
- Plastic Free World
- Plastic Odyssey
- Sustainable Ocean Alliance
- Tech4Islands Awards / La French Tech Polynésie
- Ubuntoo
- UNDP
- UNESCO – Green Citizens
- UNIDO – PFAN
- Waterpreneurs
- WIPO Green
- Ye! ITC

Team

The Team – A spirit and actors for tomorrow

The spirit of the Solar Impulse Foundation is the cement that brings the team together. Professionals from all walks of life, they know that the future can be written differently, while respecting the quality of life. Driven by their desire to change the world, they are all committed to supporting and accompanying the Foundation's approach. Sharing the same faith in clean technologies, they support and feed Bertrand Piccard's discourse on qualitative growth and invest themselves with passion in the research of new "efficient solutions". Their enthusiasm and commitment make them actors of tomorrow's world.

A pool of multidisciplinary skills

With its 44 employees, including 8 external freelancers, the Foundation has become a real small business that requires attention to internal dynamics and work methods that allow for collaboration, initiative, development of each person's skills and performance.

The objectives set in each department were met and even largely exceeded within an agile organization, organized by areas of expertise where exchanges between teams facilitate the completion of projects with efficiency and satisfaction.

The telecommuting instituted during the lockdown continued intermittently into 2021. It is now an integral part of the new work organization in the teams, alternating between work at home and presence at the foundation.



Dialogue as a lever for transformation

A staff satisfaction survey was conducted in June 2021. The feedback was mostly positive, with team members identifying with the foundation's meaningful and useful approach, highlighting the autonomy they enjoy in their work and the opportunity to participate in exciting projects as part of a diverse, young and willing team. They see this dynamic as the foundation's main strength.

This questionnaire led to the creation of an HR group whose purpose is to allow for a more direct feedback of employees' needs and expectations. It functions as a channel for internal dialogue between management, HR administration, department heads and employees, this channel being parallel to the hierarchical channel and allowing for anonymity.

- Consultation by survey
- Training program proposals
- Proposals to improve the working environment
- Organization of team building activities

Professionals from different backgrounds:

Global Head of Energy –
Norton Rose Fulbright

Departments:

Office of the Chairman: 2
Public affairs: 4
Outreach: 7
Operations: 8
Partners & corporates: 4
Investors relations: 4
Communication: 8
Digital: 5
Finance & Administration: 2

Nationalities:

Switzerland: 22
France: 12
The Netherlands: 2
Germany: 1
England: 1
Portugal: 1
Czech Republic: 1
Greece: 1
Brazil: 1
India: 1
Argentina: 1

- >Engineers
- >International relations
- >Public affairs
- >Communication professionals
- >Specialists in finance
- >Administrative management



- >36 Employees (including 3 trainees)
- >8 External collaborators
- >19 Men employees and 5 externs
- >17 Women employees and 3 externs
- >30 years 6 months Average age
- >2 years 6 months Average seniority

After-work esprit de corps

The team members are always enthusiastic and happy to maintain their esprit de corps in after-work sharing moments. Despite the lack of possible recreational activities in this year of restrictions, they have never lacked imagination and creativity to maintain their cohesion. The European Football Cup final was also played in front of the Foundation's big screen!



Finance

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. About 85% 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. The remaining 15% are 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.

Analytical Accounts of the Foundation for 2021

		2021	2020	
Partner donations		5 231 614	4 654 896	CHF
Institutional partnerships		915 126	629 271	CHF
Funding		6 146 740	5 284 167	CHF
Wages	67%	3 387 750	3 227 207	CHF
Fees	17%	831 934	811 931	CHF
Expenses	16%	804 110	741 710	CHF
Result		1 122 947	503 319	CHF

The Foundation benefits from tax exempt status at the federal and state level. Its financial statements are examined every year by statutory auditors (Fidexaudit Revision SA) in Lausanne.

Partner Donations:

Up 12% compared to 2020.

This is partly due to the full funding of 2 new Partners of 2020 (LVMH and Deutsche Telekom) and partly due to the arrival of a new partner Holcim in 2021.

Funding from Institutional Partnerships:

Up 45% compared to 2020.

This is mainly due to the arrival of a new partner, French Île-de-France region in 2021.

Continuation of existing partnerships with the Scottish Government and the French Grand-Est region.

Salaries:

Up 5% compared to 2020.

This is mainly due to the increase in the number of employees, in order to speed up the process of identifying, selecting and labeling Efficient Solutions.

Fees:

Up 2% compared to 2020.

Continuation of the great use made of external specialists.

Operating Expenses:

Up 8% compared to 2020.

Slight overall increase compared to 2020.

Highest costs:

- Communication costs, both digital and via social media

Lowest costs:

- Various administrative expenses

The Foundation financial statements are examined every year by statutory auditors (Fidexaudit Revision SA) in Lausanne.

Nota Bene

The financial statements as approved by our auditors are available.



“For 2021 and beyond, my motto remains the famous quote that Louis Baron wrote in 1830: “Give me good politics and I will give you good finances”.”

Philippe Rathle, Chief Financial Officer (CFO)

Moving Forward

Now we must look at the next big challenge that we are to undertake. In order to ensure these 1,000 solutions are able to fulfil their purpose, it is critical that the Solar Impulse Foundation is able to advance the causes espoused by Bertrand Piccard, reacting to the ongoing developments in this sphere and aiding decision makers in their choices that will drive forward the sustainability agenda.

This marks a period where we are able to leverage the information garnered from these solutions to engage in other areas. Most advanced amongst these is the work

with the investment funds that we are involved with, allowing us to gather relevant information that will inform the financial decisions of major financial players. We intend to step up this work to help mobilise ever more funding for them. Secondly, at the end of 2021 we began to put in place an initiative that would focus on the adoption of solutions in cities. This will be the first time that we look at a specific context and assess how the solutions we have labelled could be applied there. This will give us an entirely new angle to talk about these technologies, whilst also focusing on the unique and specific characteristics that exist in cities when it comes to engaging with the ecological transition.

Lastly, we have long spoken of the need for regulation and legislation that is fit for purpose, that will pull these solutions to the market and kickstart the cleantech revolution. In 2022, we hope to step up this effort, by working with our solutions and identifying specific areas of regulation that could be updated. This remains in the early stages of planning but will become an ever more critical piece of our work.

2022 will be a year of renewal and departure from what has occupied us for the last few years. But the challenges we as a society face are not getting any easier. We have fulfilled a critical part of our mission but the road ahead remains long and we must be up to the task. We must find how it is that we can facilitate the adoption of these solutions and contribute to creating the conditions that will allow them to be mainstreamed, to become the obvious options because they are financially viable. We are operating on multiple fronts and the 1,000 solutions serves as a platform to inform all the activities that we do moving forward. It is an exciting time with many new avenues to explore.

We wish to wholeheartedly thank our Partners for supporting us in this important mission. And we'd like to take a moment to recognise the Solar Impulse Team and the great work done in 2021. Here's to another exciting and successful year.

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