



A LABEL FOCUSED ON BOTH ENVIRONMENT AND PROFITABILITY

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Each time I speak of protecting the environment to heads of state or government officials, they tell me that it is too expensive. This label is a strong message to them: solutions exist, and represent the biggest market opportunity of our century. An opportunity which cannot be missed.”

Bertrand Piccard

Influential thought leader on the topics of progress and sustainability Bertrand Piccard has always advocated that profit and ecology have to go hand in hand.

To take the success of the solar-powered flight around the world further, the Solar Impulse Foundation is selecting 1000 solutions that protect the environment in a profitable way and awarding them the Solar Impulse Efficient Solution Label.

The Solar Impulse Efficient Solution Label seeks to bridge the gap between ecology and economy, bringing together protection of the environment and financial viability to show that these solutions are not expensive fixes to problems, but rather opportunities for clean economic growth.

FOR THE FIRST TIME, A LABEL ASSESSES THE ECONOMIC PROFITABILITY OF SOLUTIONS THAT PROTECT THE ENVIRONMENT

This label serves as a new and credible symbol that can be applied to products, processes and services and serves as an indication of quality to those looking to implement clean solutions, and affords a competitive edge to the innovators behind them.

The solutions will be assessed by independent experts for their technological feasibility, environmental and socio-economic benefits, and economic profitability. The Solar Impulse Efficient Solution Label will be attributed to each solution meeting these criteria.

A CHALLENGE #1000 EFFICIENT SOLUTIONS

By selecting 1000 Efficient Solutions, Bertrand Piccard seeks to demonstrate that solutions exist that are logical more than just ecological, that can create jobs and generate profit while also reducing polluting emissions and preserving natural resources.

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

A GLOBAL STRIKE FORCE TO FACILITATE THE EMERGENCE OF EFFICIENT SOLUTIONS

The World Alliance for Efficient Solutions, founded by the Solar Impulse Foundation, federates actors in the field of clean technology – start-ups, companies, institutions, NGOs and investors – to create synergies, share knowledge and build relationships that ultimately speed-up the implementation of clean and profitable solutions.

Collaborating with independent experts and with renowned institutions, the World Alliance proposes to evaluate against a certified methodology its members solutions free of charge.

A CHANCE TO BE LABELLED

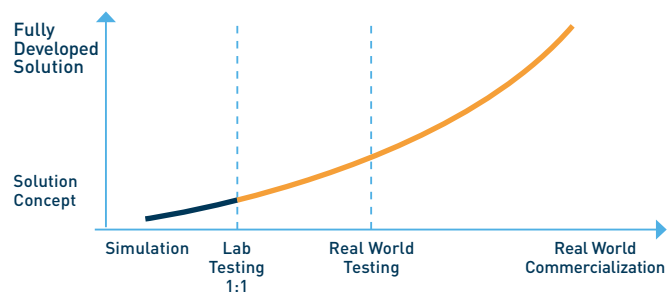
Any member of the World Alliance for Efficient Solutions can submit a solution, as long as it falls within the scope of our challenge.

1. The solution must be a product, process, or service,
2. The solution has reached the maturity stage of at-scale prototype testing in a laboratory,
3. The solution contributes to the achievement of at least one of the following five Sustainable Development Goals;

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

PRODUCTS, PROCESSES AND SERVICES

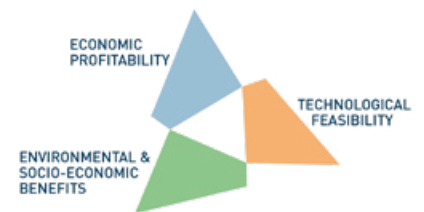
► MATURITY STAGE



► SUSTAINABLE DEVELOPMENT GOALS



► EVALUATION CRITERIA



Technological Feasibility The solution is already commercialized on the market OR is based on a resilient technology or concept and is deemed to have the potential to be deployed and scaled-up in the real world vs. in a laboratory environment.

Environmental And Socio-economic Benefits The solution has a direct positive impact on the environment combined with at least one direct or indirect socio-economic benefit, without any significant negative impact transferred.

Economic Profitability The solution has reached breakeven point in the current market and is generating profits – or shows great promise of doing so in the next five years.