Content Overview for World Alliance Members

1. About us:

The World Alliance for Efficient Solutions is an initiative created by the Solar Impulse Foundation, following the success of the first solar flight around the world. Created on November 2016, it brings together the main actors in the field of clean technologies in order to create synergies that will ultimately speed-up the implementation of clean and profitable solutions that have the potential to address the environmental challenges of today.

Through the World Alliance, the Solar Impulse Foundation has launched the second phase of its action: selecting #1000 solutions that can protect the environment in a profitable way, and bring them to decision makers to encourage them to adopt more ambitious environmental targets and energy policies. The #1000solutions Portfolio will be announced during the COP24 (United Nations Climate Change Conference) in Poland on Dec 2018.

Bertrand Piccard, the President of the World Alliance, will then go around the world to deliver those same solutions, presented in the form of a Portfolio, to relevant governments, corporations and institutions to help them achieve their environmental targets and adopt more energy ambitious policies.

2. Social Media Guidelines:

WORDING SPECIFICS:

All activities on social media that are related to the Solar Impulse Foundation run under the **@solarimpulse** handles. This is because the Solar Impulse Foundation is an umbrella for a number of projects, including the World Alliance for Efficient Solutions.

While the World Alliance for Efficient Solutions is a big handful, here is how it may be shortened when talked about on social media platforms:

"...World Alliance @solarimpulse"

HASHTAGS:

Here are the two primary # hashtags # that we use:

- **#futureisclean:** *w*e use this hashtag frequently, and it's become our general calling card. We encourage you to use it accordingly.

- **#1000solutions:** this is the hashtag campaign calling card - anything related to our call to members and solutions.

Here are some of the secondary hashtags that we use in our day to day messages within the United Nations Sustainable Goals Framework:

#SDGs #SDGoals #GlobalGoals #SDG6 #SDG7 #SDG9 #SDG11 #SDG12

HANDLES:

SOLAR IMPULSE FOUNDATION		
Twitter	@solarimpulse	
Facebook	@solarimpulse	
LinkedIn	Solar Impulse Foundation	The Solar Impulse Foundation LinkedIn page serves as a mean to share updates on the Foundation, opening positions, on the projects it undertakes such as the #1000solutions.
LinkedIn	World Alliance	Suggestive description: The World Alliance LinkedIn page is for our members to receive news and updates from The World Alliance. For any publication queries please contact " name + address "
Instagram	@solarimpulse	

SAMPLE POSTS:

Here are some sample posts and language guidelines you can use as inspiration and starting point, you will find sample links to use afterwards:

Twitter

Just became member of the @solarimpulse World Alliance for Efficient Solutions #1000solutions #join the movement too http://bit.ly/WorldAlliance

The World Alliance @solarimpulse has the goal of selecting #1000solutions that can protect the #environment in a profitable way. http://bit.ly/WorldAlliance

.@SolarImpulse flew around the world using only solar energy, now they are looking for #1000solutions to improve the quality of life. #futureisclean https://www.solarimpulse.com/

You can play a #pioneering role in bridging the gap between #ecology and #economy by joining the World Alliance @solarimpulse. http://bit.ly/WorldAlliance

Facebook & LinkedIn

Calling out for Innovators! The World Alliance for Efficient Solutions is bringing together 1000 *solutions* from start-ups, companies and institutions, that have an idea, a product or a process that can simultaneously create jobs, make profit and protect the environment to improve the quality of life. For more information: http://bit.ly/WorldAllianceInnovators

.@solarimpulse flew around the world using solely solar energy, now we're looking for #1000solutions that can improve the quality of life #futureisclean. For more information: https://www.solarimpulse.com/

3. Content

MEMBER LOGO:
As a member of the World Alliance, you may use the member logo to signal your membership. It is available in all formats for members in your Communication Assets.