



## A LABEL FOCUSED ON BOTH ENVIRONMENT AND PROFITABILITY

The Solar Impulse Foundation aims to identify clean, efficient and profitable solutions in order to accelerate their implementation and the transition to a sustainable economy.

Thanks to the awarding of a label with high standards of sustainability and profitability, the Foundation can support political and economic decision-makers in their efforts to achieve their environmental targets and encourage them to adopt more ambitious energy regulations, necessary for implementation at large-scale of these solutions on the market.

A way to take the success of the first round-the-world solar flight further.

“ 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.*

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# AN ASSESSMENT TOOL FOR CLEAN AND PROFITABLE SOLUTIONS

The Solar Impulse Efficient Solution Label is attributed following a strict selection process performed by external independent experts. By ensuring high standards of sustainability and profitability, this internationally recognized label is considered as a recognition for innovators and as a credible marker of quality for solution seekers in business and governments, facilitating their sourcing of solutions to reach environmental commitments.

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## BEYOND 1000 SOLUTIONS

To address sustainability challenges while enabling economic growth, Bertrand Piccard and the Solar Impulse Foundation have identified 1000+ clean and profitable solutions. The Solar Impulse Foundation has organized these solutions into a Guide in order to support their implementation at scale. By giving political and economic decision-makers the tools to adopt much more ambitious energy and environmental policies, the Foundation will help them to set a roadmap to reach their environmental objectives.

**Our aim: to accelerate the transition to a carbon-free and sustainable economy.**

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## ELIGIBILITY SCOPE

To be considered for the Solar Impulse Label's assessment, the company owning the solution needs to be a member of the World Alliance for Efficient Solutions.

### THE SOLUTION MUST:

- Be a product, a technology, an industrial process or a service.
- Be already commercialized or aimed for commercialization.
- Have reached the maturity stage of at-scale prototype testing in a laboratory.
- Contribute to the achievement of one of the five Sustainable Development Goals (SDGs):



# EVALUATION CRITERIA



1. Credibility of concept  
2. Scalability



3. Environmental benefits



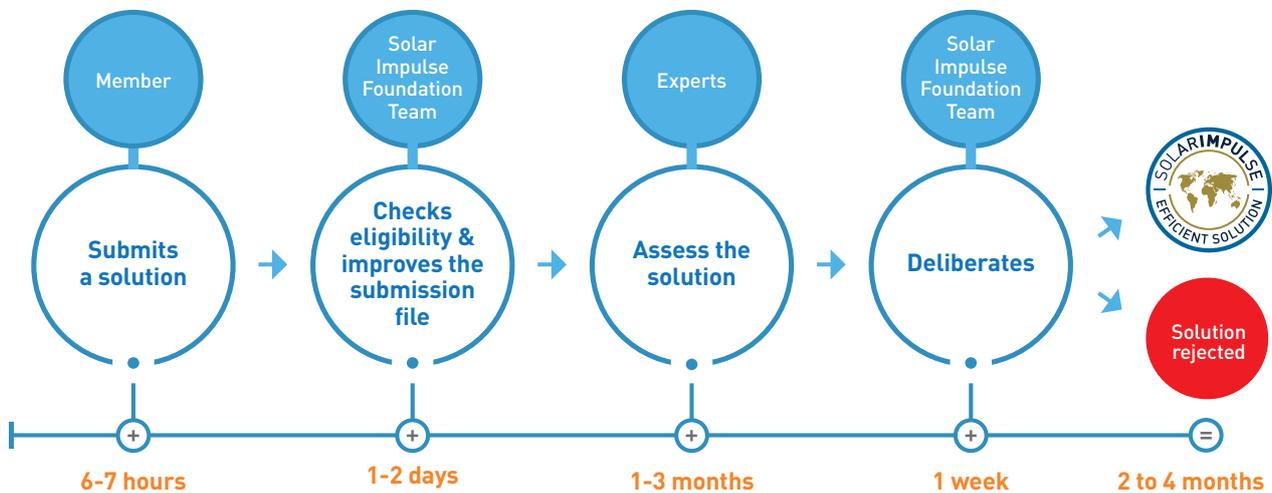
4. Client's economic incentive  
5. Seller's profitability

**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.

**ENVIRONMENT:** The solution has a direct positive impact on the environment compared to a reference, without any significant negative impact transferred over its entire lifecycle.

**PROFITABILITY:** The solution provides economic incentives for its clients to buy it and has the potential to be sold profitably at a price for which there is a demand in the market - regardless of competitors, novelty, marketing and human resources aspects.

# SELECTION PROCESS



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.

[SUBMIT YOUR SOLUTION NOW](#)

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