SolarImpulse
Foundation

#beyond
1000
solutions

13 – 15 April
2021

SOLARIMPULSE
FOUNDATION

> Innovators Communication Toolkit

The 1000 Solutions Announcement

SOLAR**IMPULSE**
FOUNDATION

#1000solutions »

Five years ago, Bertrand Piccard concluded his flight around the world in a solar powered airplane. The performance demonstrated what clean technologies can do and triggered the creation of the Solar Impulse Foundation to accelerate the wide adoption of clean technologies.

Since, the Foundation has identified, assessed and labeled technological and efficient solutions able to protect the environment in a financially profitable way, covering dozens of high-impact sectors and industries.

Thanks to you, we reached our goal. Together, we managed to make our vision a reality.

#beyond1000solutions

On Tuesday April 13th, the Solar Impulse Foundation will celebrate reaching the 1000 Solutions milestone (learn more here) that results from a combined effort between the Foundation's Team and all the Innovators, Experts, Partners, Investors, and Seekers.

This is for us the right occasion to create a communication momentum around the milestone, using a short-lived celebratory branding, which you will discover in this document. On our 1000 Solutions layover, we are recharging our batteries to take off towards a cleaner future, but we will not stop labeling and encouraging people, firms, governments and institutions to make a difference, by showing them how to use these labeled solutions.

As we embark on this new adventure, we look forward to our future milestones.

How can you help?

We are doing this together. Across the globe, this movement is making a difference every day. Thus, we need you, a key member of this brilliant and forward-thinking community, to spread the message.

There are two -complementary- ways to multiply the impact.

1. By relaying our actions
2. By creating your own action at the same time

You will find below different tools and assets specifically created for the occasion and pertaining to the two ways stated above: visual elements, logos, quotes, videos and more, all needed to be part of our global effort to raise awareness.

Use these tools to activate your own community, your own followers or colleagues to spread the word.

For any questions, see the contact details at the end of the document.

Thank you for being part of the movement.

Please do not communicate before the 13th of April!

Assets

In this document, an asset is a communication tool. For each asset, we provide you with a link to it -if applicable- and we show you how and when to use that particular asset.

Hashtag #beyond1000solutions

The hashtag covers the 1000 solutions, but also mention the fact it is only a layover, not a finish line. We will keep labelling solutions. It is the central element to link all our actions. It will be used on all platforms (Twitter, Instagram, Facebook, Linkedin). We will also relay it in the global press release. The goal is to make it one of the most used hashtags on D-Day.

Account Tagging

These are our account handles. It is important that you tag us in your posts for us to share and see them. Here's the list of our accounts:
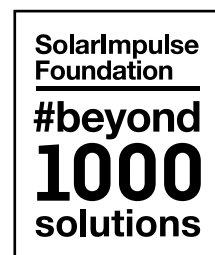
FB @solarimpulse @piccardbertrand

IN @Solar Impulse Foundation @Bertrand Piccard

TW @solarimpulse @bertrandpiccard

IG @solarimpulse @bertrand.piccard

Stamp

SolarImpulse
Foundation
#beyond
1000
solutions

The Stamp is a "short life duration simple logo" that can be used on any of your visual, i.e. Website home page, ad, paraphernalia, etc.

Generic Visuals

We have produced four visuals, all produced in square format (for Facebook or Instagram feed) or horizontal (for Twitter and Linkedin). These visuals can only be used as they are, and cannot be customized.

Customizable Visuals

The customizable visuals allow you to personalise the image as described on the document. To simplify your work, we created Powerpoint slides to host the templates. Just modify the elements you want to change, copy the slides on a Word document and save them as picture. They are ready to be used on social media.

SOLARIMPULSE FOUNDATION

> Social Media

Posts

Please find below some suggestions for your social media networks. Feel free to use them word for word, just partially or not use them at all.

in (LinkedIn)

Option 1

(For those who would like to highlight they are part of the 1000 solutions and SIF ecosystem)

@Solar Impulse foundation has started a mission to select 1000 solutions that address environmental challenges while enabling economic growth.

We are proud to announce that the foundation has reached its goal and our {SOLUTION} is part of the portfolio along with #1000solutions.

We support the efforts of @Bertrand Piccard and the Solar Impulse Foundation to accelerate the implementation of solutions that can bring profit to both the economy and environment.

#beyond1000solutions #1000solutions #sustainability

Option 2

(For those who consider SIF as an inspiration)

The #1000Solutions community is a great source of inspiration and innovation. We support the efforts of @Bertrand Piccard and the @Solar Impulse Foundation to accelerate the implementation of solutions that can bring profit to both #economy and #environment. #beyond1000solutions

Option 3

(For those who wish to highlight a benefit from their label/the community)

We are proud to be part of the #1000solutions labeled from @Solar Impulse Foundation #innovators #community which brings us new #opportunities and #collaboration. #beyond1000solutions

(Twitter)

Option 1

(For those who would like to highlight they are part of the 1000 solutions and SIF ecosystem)

.@solarimpulse foundation has started a mission to select 1000 solutions that address environmental challenges while enabling economic growth. We are proud to announce that the foundation has reached its goal and our {SOLUTION} is part of the portfolio. #beyond1000solutions

Option 2

(For those who consider SIF as an inspiration)

The #1000Solutions community is a great source of inspiration and innovation. We support the efforts of @bertrandpiccard and the @solarimpulse Foundation to accelerate the implementation of solutions that can bring profit to both #economy and #environment. #beyond1000solutions

Option 3

(For those who wish to highlight a benefit from their label/the community)

We are proud to be part of the #1000solutions labeled from @solarimpulse Foundation #innovators #community which brings us new #opportunities and #collaboration.

f / (Facebook / Instagram)

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Option 3

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We are proud to be part of the #1000solutions labeled from @solarimpulse Foundation #innovators #community which brings us new #opportunities and #collaboration. #beyond1000solutionsprofitable. Congratulations @bertrandpiccard #beyond1000solutions

Social Media

Timeline

Now that you have a complete view of all the elements that will be used, see below the timeline of the campaign, so you can organise yourself the best possible way. * Timeline might be subject to last minute changes*. **When and where should you use the assets?**

	Content	Visual	Copy
13 April 10:30am CET	Announcement of the 1000 milestone	Beyond 1000 solutions	Milestone Announcement
13 April 11:00am CET	Share @solarimpulse's post regarding the declaration		
13 April 5:00pm CET	Put your actions forward	PowerPoint custom visual	Bring your message forward
14 April 11:00am CET	Video Post	Video (square for IG, horizontal for FB TW IN) Link to Youtube	Engage with Bertrand Piccard

> Additional Resources

Glossary

The Label: An award for clean and profitable solutions. Assessed by independent experts, the Solar Impulse Efficient Solution label, serves as a credible marker of quality to decision-makers in business and governments. Find all labeled solutions **here.**

The Experts: The Solar Impulse Foundation Expert Community is a group of professionals with more than five years of technical experience in one or more of our target SDGs. The Experts play a key role in the labelling process, using their technical and professional expertise to assess and critique Solutions seeking the Solar Impulse Efficient Solution Label. They come from various backgrounds, sectors, companies and countries, but are all brought together by a common passion for sustainable solutions.

The World Alliance: The World Alliance for Efficient Solutions brings together the main actors in the field of clean technologies to create synergies, facilitate matchmaking between solution providers and investors, and showcase clean and profitable solutions that have the potential to address today's environmental challenges.

The Guide: A tool that will return a certain set of suitable solutions depending on the seeker's profile, needs and preferences. It will be able to simulate the environmental benefit labeled solutions scaled within a certain context. It will set out to enable any stakeholder (public, private or individual) to explore the solutions he/she could technically buy and use from one of the Solar Impulse labeled solutions' owners to achieve a positive environmental impact. Coming soon…

Videos

Please find here the campaign video. You can find it in square format (for Facebook or Instagram feed) or horizontal (for Twitter and Linkedin).

FAQ

We anticipate questions that can be asked by third parties and we provide you here with some guidelines when answering them.

The Declaration

Generic Images

1000 efficient solutions

500 Experts

4000 Assessments

1 Label

Contacts

Thank you for your support. We look forward to cooperating with you. If you have any questions after reading the document, please do not hesitate to contact any of our team members below.

Supporting us

Partners: Solvay, Nestlé, ENGIE, Air Liquide, BNP Paribas, Schlumberger, Soprema, Breitling, Michelin, Schneider Electric Foundation, LVMH, Air France, Adeo, Movin'ON, Deutsche Telekom.

Government entities: The Scottish Government, Région Grand Est, Région Ile de France, Région Wallonne