

Press release
7th July 2022

The Solar Impulse Foundation launches the "Prêt à voter" initiative, an innovative and unifying approach to accelerate ecological transition in France

Paris, July 05, 2022 - Solar Impulse, a foundation lead by the explorer and pioneer of clean technologies Bertrand Piccard, and Publicis Conseil launch the "Ready to Vote" campaign to challenge newly elected members of the French parliament to accelerate implementation of concrete ecological transition solutions.



Since the creation of his Foundation, Bertrand Piccard has a unique federating and pragmatic vision of ecology which can be found in his book "Réaliste". He positions himself above the party politics of left and right and proposes solutions that reconcile ecology and economy. There are more than 1000 clean, profitable and certified solutions identified and developed by the Foundation in favor of the environment.

Today, citizens are asking those in government and power to act more effectively for our planet. With this in mind, Publicis Conseil has created a communication campaign to promote the original approach of the "Prêt à voter" initiative, which consists of using existing technological solutions as a starting point to guide legislation in the new assembly.

50 recommendations are implemented, ready to be applied and will help modernize current French regulations. They are also available on the website solarimpulse.com.

The success of the environmental transition no longer depends on the continuous development of new technological solutions, but rather on their implementation to do this we need create the conditions that allow these solutions to be realized so that we can all benefit.

Environmental issues are fundamental concerns for the French people, but also major challenges for Emmanuel Macron's government.

Press contact

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Bertrand Piccard, President and Founder of the Foundation, said:

"Since there is already a plethora of innovative and economically profitable ecological solutions out there, we need to modernize the laws to facilitate their adoption. The climate is changing so should the law!".

Agathe Bousquet, President of Publicis France, commented: "The Foundation wants to accelerate the transition and has selected both large and small innovations to do so. We have looked for a campaign that reflects an image that is pragmatic and sincere, to challenge politicians in concrete terms and ultimately remind them of their responsibility and power to act."

Valérie Decamp, Managing Director of Médiatransports, adds: **"Supporting this initiative by making space available corresponds perfectly to our signature - For useful advertising -, and more broadly to our CSR commitments. We are therefore particularly happy to support this project and thus contribute to raising awareness of these environmental issues that concern us all."**

Starting on Monday 4 July, the first wave of this campaign will be deployed until 17 July in OOH and DOOH. This event will also be accompanied by a social media campaign to highlight the concrete actions of Solar Impulse's fight.

The Solar Impulse website will host the 50 "Prêt à voter" recommendations.

By bringing innovation to a field that needs it, namely the legislative and regulatory framework, Bertrand Piccard and the Solar Impulse Foundation are confident that the "Ready to vote" initiative will be able to lend a hand to political decision-makers. "Prêt à voter" will provide the market with the clean and efficient solutions needed to protect the environment, reduce waste and improve the purchasing power of French households.

Discover the movie: <https://www.youtube.com/watch?v=YzmoBEaZ7WA>

About Solar Impulse:

The Solar Impulse Foundation is a non-profit organization founded by explorer and clean technology pioneer Bertrand Piccard. Following the success of the first round-the-world flight in a solar aircraft, its mission is to accelerate the adoption of solutions capable of protecting the environment in a cost-effective manner. It reflects the federating and realistic approach of its founder around 'Qualitative Growth'. Demonstrating that it is possible to address environmental challenges without undermining economic development, the Foundation reached its first goal of identifying and labeling 1,000 "Efficient Solutions" in April 2021, assessed as clean and cost-effective by independent experts. While continuing to expand its portfolio of solutions, Bertrand Piccard and the Foundation seek to facilitate the emergence of these technologies on the market by advocating for a modernization of the legislative framework and by publishing guides to accompany political and industrial decision makers in their ecological transition.

About Publicis Conseil:

An international creative agency based in Paris, Publicis Conseil has won 21 Lions including 1 Grand Prix in 2021 and 2022.

Led by Agathe Bousquet, Marco Venturelli and Alexandra Evan, the agency supports its clients from France in their various international markets. The list of clients includes: AccorHotels, AXA, BNP Paribas, Carrefour, Castorama, Citeo, ENGIE, Fnac Darty, Groupe Seb, Harrys, L'Oréal, Nestlé, Orange, Renault, Sanofi, Saint Gobain and SNCF.

Certified as an Active CSR Agency by the AACC and AFNOR with the highest score of 3 stars, Publicis Conseil was for the third time the number one international agency in the Good Report. www.publicisconseil.fr

Credits**Heads of the Solar Impulse Foundation:**

Founder: Bertrand Piccard

Head of Corporate Communication: Michele Piccard

Head of Influence of Bertrand Piccard and the Solar Impulse Foundation: Fabienne Lemaignan

Head of communication : Vincent Michelet

Agency: Publicis Conseil

CEO: Agathe Bousquet

President overseeing creativity: Marco Venturelli

Art Director: Steven Daout

Artistic Designer: Rick Andersen

Account Managers : Maho Benotmane, Emmanuelle Monset

Strategic Planning: Alastair Maclean

Production: Prodigious

Video Producer & Motion Designer Solar Impulse : Marcelline Gamma

Film length: 1.23min

1st Date of broadcast on social networks: 27th june 2022

Launch in OOH et DOOH : 4th July 2022

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