



PRESS RELEASE

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## **ADEO renews its partnership for sustainable housing with the Solar Impulse Foundation**

**Driven by its commitment to making positive homes accessible, ADEO is renewing its partnership with the Solar Impulse Foundation. The partnership, which began in 2020, has already resulted in the marketing of some fifteen solutions in 180 products bearing the Solar Impulse Foundation label.**

ADEO and the Solar Impulse Foundation share the ambition to make more efficient and cost-effective solutions available for a world that respects inhabitants' quality of life.

*'We are delighted with this partnership, which enables us to support inhabitants in improving the energy efficiency of their homes and to encourage the emergence of new solutions for more sustainable homes.*

*'Making these solutions accessible is our commitment to inhabitants and our objective for maximising our impact. To achieve this, we believe deeply in connecting with our ecosystem and sharing innovation,'* said Clara Lorinquer, ADEO's Global Leader in charge of Positive Impacts,

*'Our ongoing partnership with ADEO represents a shared commitment to innovation and sustainability for sustainable living. Through ADEO's diverse marketing channels, we can accelerate the adoption of efficient solutions and make them accessible to as many people as possible. ADEO's commitment to making these solutions accessible aligns perfectly with our mission to promote a sustainable future,'* Bertrand Piccard, Chairman, Solar Impulse Foundation.

### **A close partnership since 2020**

Since 2020, ADEO has been making innovative, cost-effective solutions that limit their impact on the environment accessible through its partnership with the Solar Impulse Foundation.

This partnership continues to focus on **3 areas**:

- A selection of products integrated into our ranges.

ADEO stores distribute nearly 180 solutions validated by the Solar Impulse Foundation, such as bio-sourced thermal insulation and intelligent shower heads.

- The search for solutions to problems not covered by our own-brand offerings, thanks to the Solar Impulse Foundation's ecosystem of innovators.
- Organising the annual Positive Home Challenge, which enables innovative companies to present their solutions to ADEO's international product managers with a view to marketing them in our stores.

Since the first event in 2021, almost 150 solutions have been pitched and around thirty tested in store.

### Examples of innovations brought to market through this initiative



## About ADEO

ADEO is the leader in Europe and the 3rd largest player worldwide in the home improvement and DIY market, with sales of €30.7 billion including tax by 2023.

Thanks to its network of 1,000 stores, marketplaces and platform partnerships, ADEO distributes its solutions for positive living in 20 countries and is the only player in its market to have such an international presence. ADEO is a platform of open companies connected to partners. Every day, the 110,000 employees of our companies make products and solutions available in-store or online, to support the projects of inhabitants and professionals. Living in a healthy, safe, responsible, sustainable, economical and comfortable environment is essential to the well-being of people all over the world. We are all motivated by a shared goal: to be useful. Useful to ourselves, to others and to the world.

**WE MAKE HOME A POSITIVE PLACE TO LIVE.**

## Contact

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## About Solar Impulse Foundation

**The Solar Impulse Foundation** is a non-profit organization founded by the explorer and pioneer of clean technologies **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 while reconciling economic development with the ecological challenge.

In this way, it reflects its founder's unifying and realistic approach to the 'qualitative **economy**', demonstrating that it is possible to meet ecological challenges without undermining economic development.

- In April 2021, the Foundation achieved its first objective of identifying **and labelling 1,000 'Efficient Solutions'**, assessed as clean and profitable by independent experts.
- Since then, more than **1,600 solutions** have been certified.

While continuing to expand its portfolio of solutions, **Bertrand Piccard** and the Foundation are seeking to :

- **Facilitate the emergence of** these technologies on the market.
- Advocate the **modernisation of the legislative framework**: Publish guides to support political and economic decision-makers in their ecological transition.

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