



Main partners



ENERGY OBSERVER

# SOLUTIONS

Official partner



Institutional partners



International Renewable Energy Agency

With the official support of



UNDER THE HIGH PATRONAGE OF MR EMMANUEL MACRON PRESIDENT OF THE FRENCH REPUBLIC

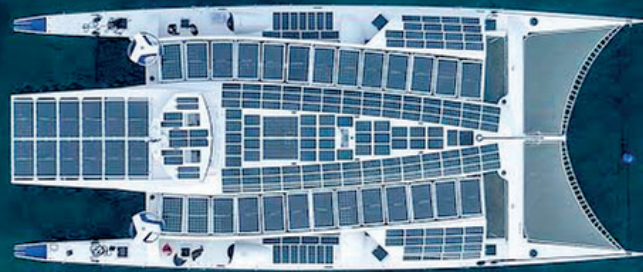


ENERGY OBSERVER,  
THE FIRST HYDROGEN VESSEL  
AROUND THE WORLD



# FORESHADOWING TOMORROW'S ENERGY NETWORKS

- **A unique vessel propelled by renewable energies and able to produce its own hydrogen on board from seawater**
- **Zero greenhouse emissions, Zero fine particles**
- **A smart grid tested in extreme conditions in order to prove its viability on land**



# THE EXPLORERS OF THE FUTURE

## **VICTORIEN ERUSSARD** Founder and captain of Energy Observer

- 10 years as on offshore racer
  - 1 Route du Rhum
  - 4 Transat Jacques Vabre
- 3 podiums over 6 transatlantic races · 3 F-18 French championships titles
  - 2 Transat Quebec-Saint-Malo... one without rudder
  - 1 year expedition in the South Pole
- 80 partners reunited around the sailing challenge, Défi Voile Solidaires En Peloton

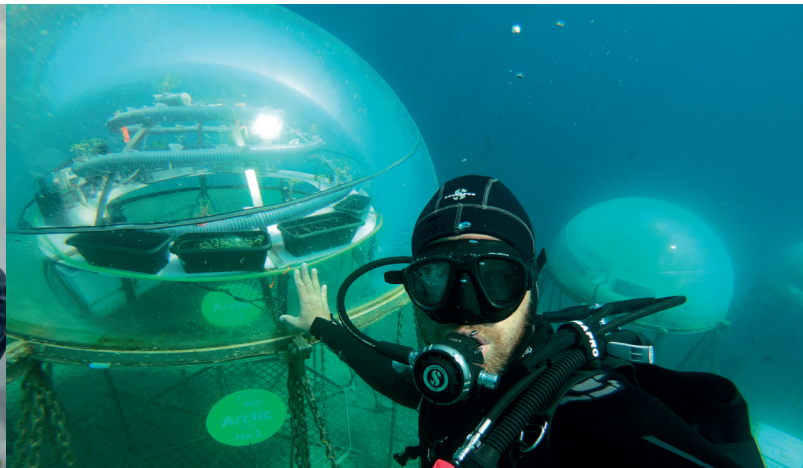


## **JÉRÔME DELAFOSSE** Expedition Leader of Energy Observer and poducer

- 23 years of ocean exploration
- 20 000 hours underwater
- 10 years of broadcasting on Canal +
- 1 sunken palace of Cleopatra discovered
- 800 dives with sharks
- -1000 metres in a submarine
- 62 countries visited
- 2 novels and 500 000 copies sold

# ENERGY OBSERVER, THE ODYSSEY FOR THE FUTURE

- **First French Ambassador for sustainable development goals**
- **6 years around the world - 50 visited countries- 101 Stopovers**
- **Meeting the pioneers and concrete solutions for a clean future**



MORE THAN A BOAT,  
A MEDIA FOR THE PLANET



# CONTENTS AND MEDIA

- **A first premium documentary collection of 8x52 minutes, for international broadcast and national broadcast in France, shot in 2017 and 2018 - Canal+ group/season 2 in production**
- **Logbooks to share the day-to-day work of our crew and their encounters with engaged personalities**
- **A « Solutions » web series focused on pioneers that are constantly innovating for the planet, to promote the 17 sustainable development goals**
- **Since 2017, Energy Observer has generated a massive media coverage :**
  - + 18M€ advertising space equivalent
  - + 4500 media coverage in more than 60 countries
  - + 1B people reached in 2018

# THE FIRST EUROPEAN DIGITAL MEDIA TO PROMOTE THE 17 SUSTAINABLE DEVELOPMENT GOALS

- **Help citizen and stakeholders discover the 17 SDG, linked to concrete stories of women and men who invent and act to create the world of tomorrow**
- **In a spirit of openness to the world, we want to maximize the outreach of hope-bearing solutions, knowledge and shared experience**
- **Make people dream, to raise awareness and commit an international community without cultural, social nor religious borders, for an ecological and solidarity transition**

# THE WEB SERIES

- Two minutes positive and inspiring videos, enlightening a concrete solution to a problem through the human prism
- Learning in each story about the SDG, by identifying at least two of them visually
- We have already produced 70 episodes and aim to reach 150 stories by June 2018. With at least 10 European Nations involved, we will be able to provide more than 300 films every year



# THE PLATFORM/THE APP

Creation of a dedicated multilanguage digital platform and dedicated multilanguage application.  
An opportunity to promote your country's local solutions and educate your people to Sustainable Development Goals.



3 ways of discovering SOLUTIONS stories :

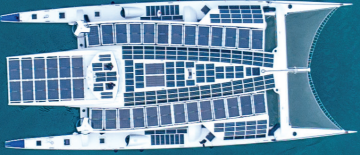
- chronological feed
- geographical feed
- by choosing several SDG on the digital carousel

# SOCIAL NETWORKS AND PREMIUM DIGITAL CHANNEL

- **Sponsored posts & stories on social networks to generate more organic reach and to be cross posted by our partners and shared by our community**
- **A digital channel that will aggregate SOLUTIONS web series and other Energy Observer contents (documentary series, podcasts, articles, Energy Observer log book and more)**



- **A non-exclusive multiplatform broadcast, hosted by our partners Groupe Canal+, Molotov and Alchimie, already airing its contents on amazon, Orange, Vodafone, AppleTV, Samsung, LG, etc... to optimize the reach to the infinite**

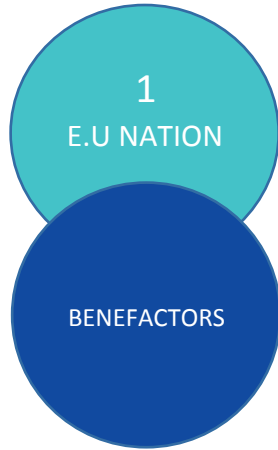
FINANCE SCHEME  AND OUTREACH



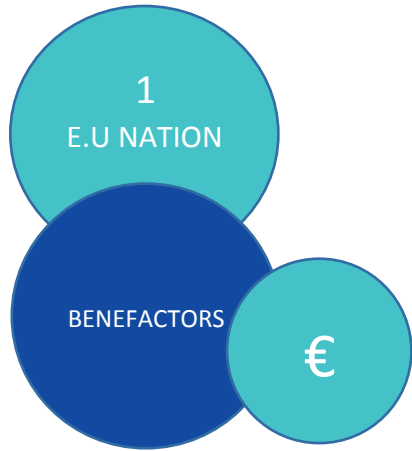
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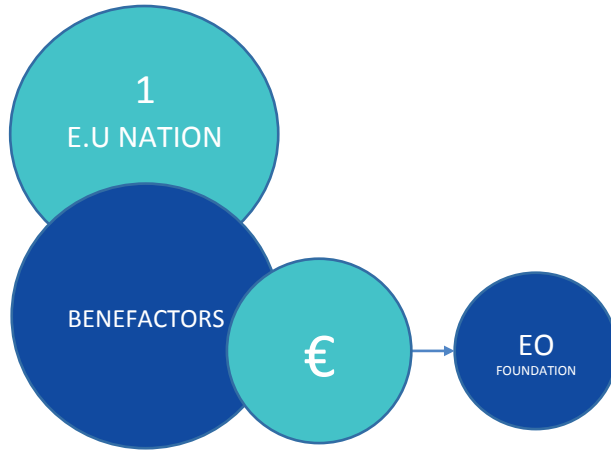
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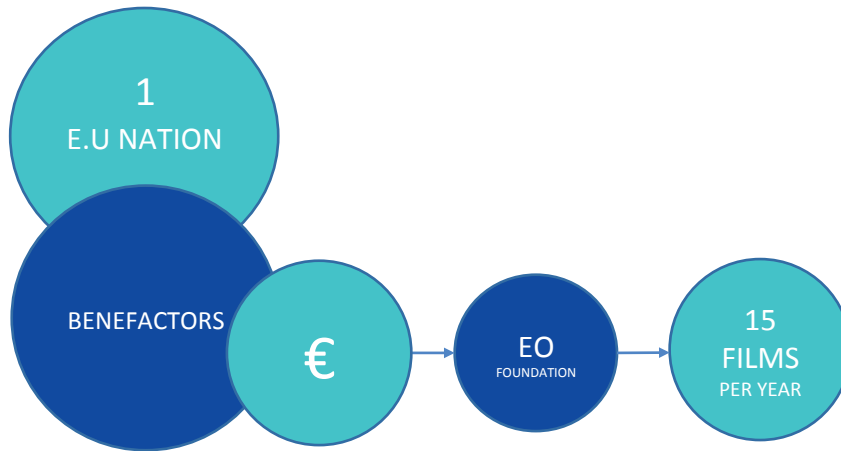
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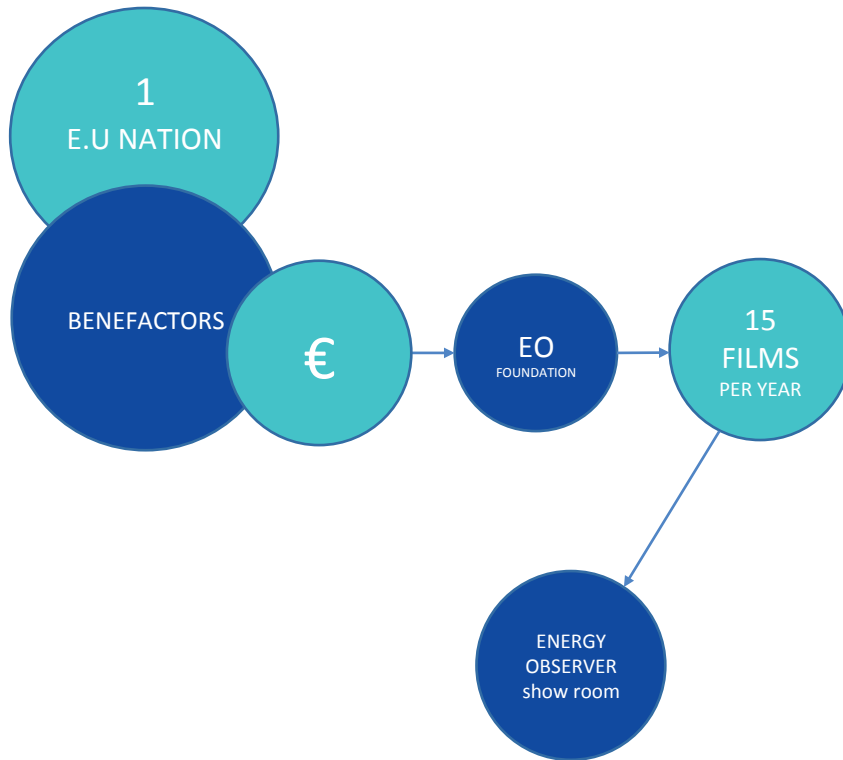
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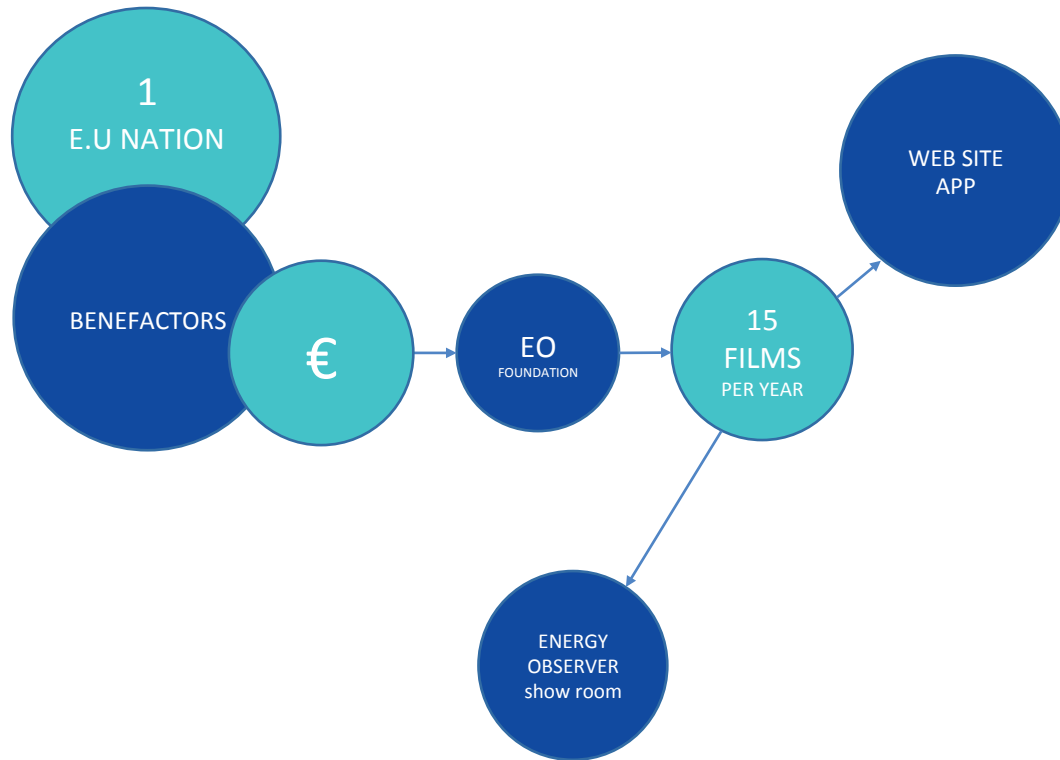
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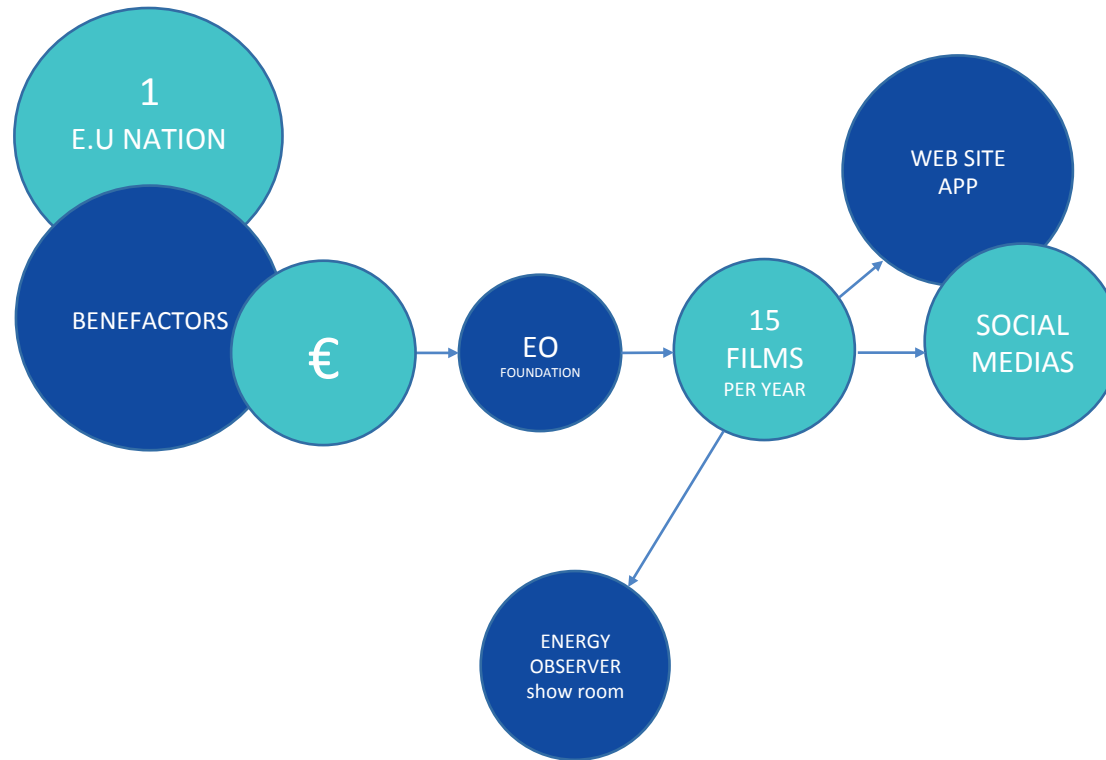
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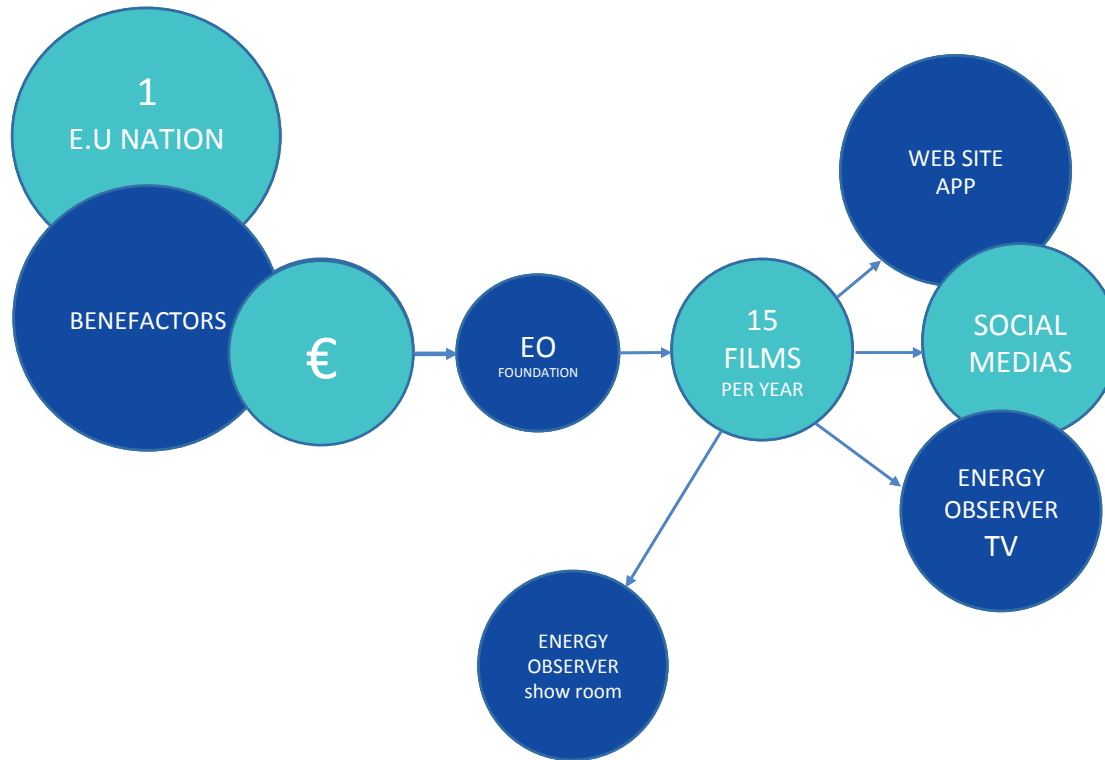
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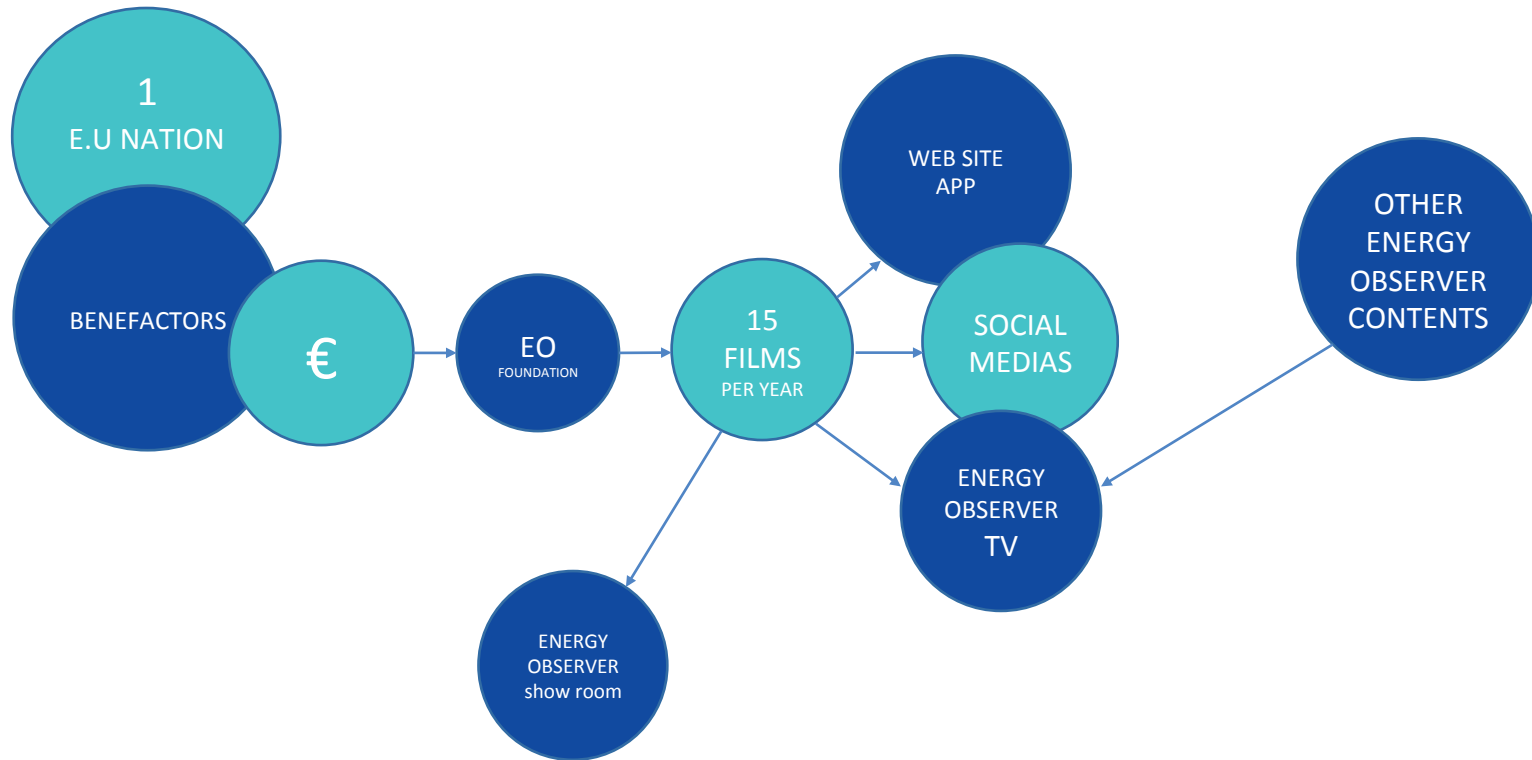
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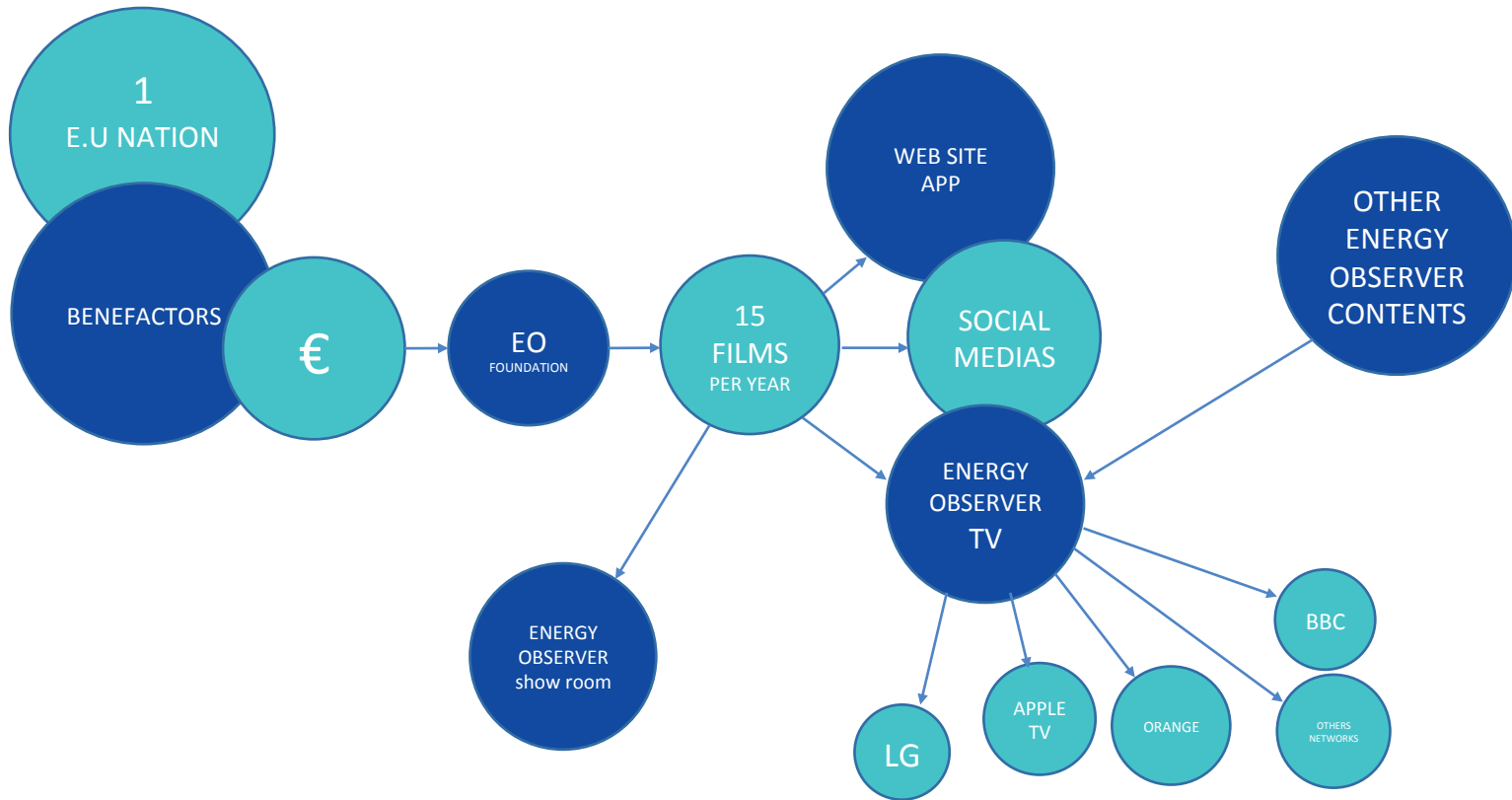
# FINANCE SCHEME AND OUTREACH



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# PRICING

## FINANCIAL QUOTATION

**120 000 K€/per year**

Price of the Pack per Partner for 10 partners

### The pack includes :

#### WEB & PARTNERS RELATIONS

- **Design, development and maintenance of the web site**
- **Design, development and maintenance of the app (IOS-android)**
- **Social Media Sponsoring**
- **Digital strategy**
- **Partners relations**

#### FILM PRODUCTION

- **15 films per year (preproduction/production/postproduction)**
- **Translation in your language**

# THANK YOU

## Contact :

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