



SOLUTIONS & Co by sparknews

2015 IMPACT EVALUATION





This impact evaluation focusses on **business solutions to climate-related issues**. It was conducted by Sparknews via phone interviews and questionnaires from January to March 2016.

28 entrepreneurs were interviewed, out of a total of **61 solutions** highlighted as part of Solutions&Co 2016.

What is Solutions&Co?

For the first time, **18 leading economic newspapers** from all over the world, published, on November 18th, 2015, in the lead up to COP21, a special edition dedicated to **business solutions to climate change**.



2015 – 1ST EDITION

Key Figures

500

solutions sourced



5 million

of readers



61

articles produced



12,7 million

of people reached
via social media



3


events during COP21



18

media partners





Focus on the media

“This type of initiative, bringing together an international panel of economic quality papers on a topic as strong as climate can only enhance the credibility of our brands. It also paves the way to a crosscultural editorial approach to the news.”

— **Frederik Delaplace**
Editorial Director at L’Echo
and The Tijd, Brussels



THE HINDU
BusinessLine



Portafolio

les affaires



POLITIKEN

Les Echos



Коммерсантъ

CincoDías




Handelsblatt

L'ECONOMISTE



A collaboration between the greatest economic newspapers in the world



“It is an opportunity for us to cooperate with quality newspapers from around the world, sharing interesting perspectives, advancing innovative solutions and narrating inspiring stories that have a bearing on the creation of a more equitable, sustainable and inclusive world.”

— Mukund Padmanabhan
Hindu Business Line



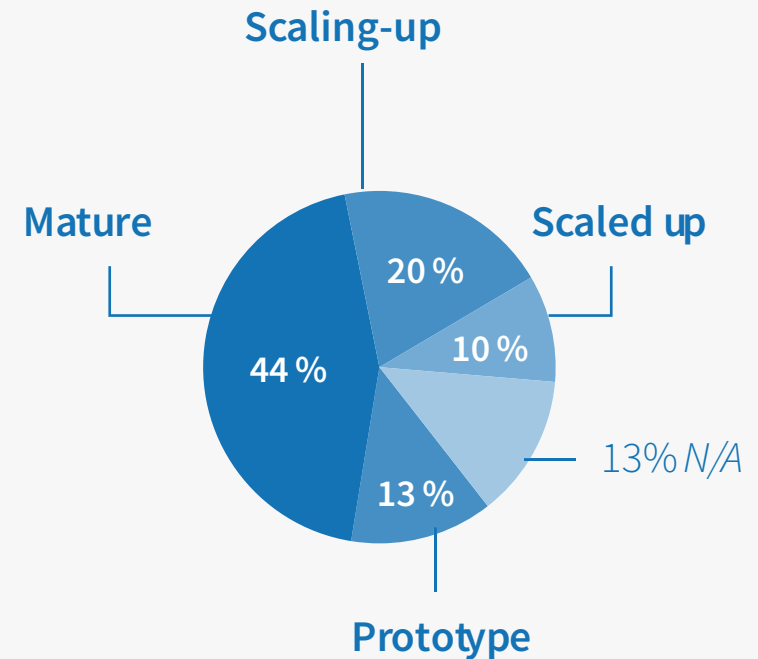
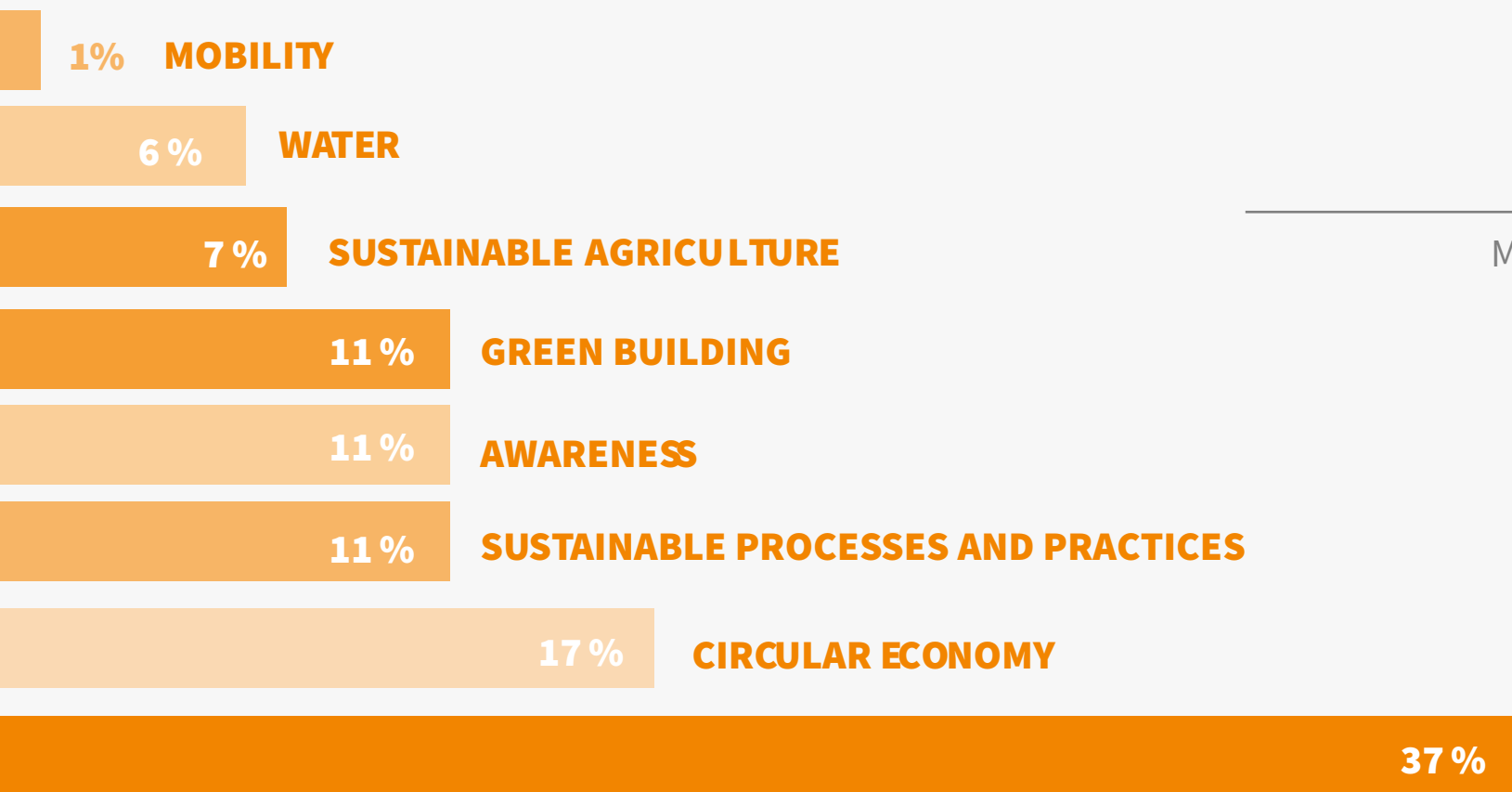
Focus on the solutions

“Solutions&Co is a splendid operation. In terms of media coverage, Sparknews has helped us cross the boundaries of Europe to become internationally renowned.”


— Arnaud de la Fouchardière
Founder of Vitirover

Energy is the most represented sector: more than a third of selected projects belong to this category.

Most featured enterprises have validated their pilot phase and have activities with a **measurable impact**.



Maturity levels of the innovations



Focus on the Impact

“Solutions&Co made us more visible, more credible.”

— **Sandra Sassow**

Co-Founder and CEO of SEaB Energy



“Thanks to Solutions&Co, we have a base of articles in languages we had never approached. We can then show that we are amplifying our global presence.”

— Cyndel Stuyvers
Echy



Thanks to Solutions&Co, **32%** of the organizations were featured in international newspapers for the first time.

82% of the organizations looking for greater visibility increased their media coverage.

61,5% of the organizations that wanted to raise awareness on the issues they address have managed to do so.

“Such initiatives are a way to share with the world efforts undertaken locally so they can actually blossom.”

— Nabani Vera Tenorio
Isla Urbana



32% of the organizations increased their network.

37,5% of the organizations looking for partnerships connected to new stakeholders.

36% of the organizations expanding their business obtained new clients.

82%

82% of respondents report that Solutions&Co's impact on their organization was positive.



POSITIVE IMPACT



SUCCESS STORY

EcoBikes

ORIGIN Colombia

SOLUTION EcoBikes has developed a system that enables any type of bicycle to generate electricity.

IMPACT OF SOLUTIONS&CO

After the publication of articles in five newspapers, the founder of EcoBikes Ana María Franco **was contacted by many countries** (India, Russia, Morocco, United Kingdom, United States, etc.) It opened new **partnership opportunities** with public and private institutions. EcoBikes also received **advice and technical support**. Ana María estimates that 100% of this **global coverage** was made possible by Solutions&Co.



SUCCESS STORY

SEaB Energy

ORIGIN United Kingdom

SOLUTION Biodigesters that extract the energy potential from food waste and manure.

IMPACT DE SOLUTIONS&CO

11 articles presenting SEaB Energy have been published all over the world. This media coverage opened “**unexpected and exciting**” **development opportunities** to the British company. The founders were able to meet the Minister of Energy in Mexico because of their **growing public presence**. The company is currently negotiating international deals and has been selected to be a part of **prestigious acceleration programs**.



SUCCESS STORY

allGreenup

ORIGIN Chile

SOLUTION Raising awareness on environmental issues and engaging people to take concrete action for the planet thanks to a fun mobile application.

IMPACT OF SOLUTIONS&CO

When he founded allGreenup, Andrés Sebastián Luongo had the ambition to develop an **initiative that could have a positive impact on the environment while having a viable economic model**. The mobile app encourages its users to have a more eco-friendly lifestyle through a gamified system of rewards. The media coverage enabled by **Solutions&Co contributed to allGreenup's expansion** in Latin America by significantly increasing its visibility. The founder noticed a sharp **increase on the reach of its social networks**.

The second edition of Solutions&Co will take place on **November 4th, 2016.**

— **Learn more:** solutionsandco.org



spark news

Sparknews sources social innovations from all over the world, amplifies their impact through international media partnerships, and accelerates their business development by connecting them to big companies.

[@sparknews](https://twitter.com/sparknews)



Total, founding partner of Solutions&Co, is the global leader of the oil & gas industry. Total is also the second biggest solar energy provider with SunPower. Its 100,000 employees are committed to providing better energy day after day.

[@total](https://twitter.com/total) | total.com

THE B TEAM

The B Team, strategic partner of Solutions&Co, is a non-profit initiative created by a group of international business leaders that aims to promote better economic practices to improve people's well-being while preserving the planet.

[@thebteamhq](https://twitter.com/thebteamhq)