



PRESS RELEASE

NetZero recognised by the « Solar Impulse Efficient Solution » label for its innovative carbon removal solution

A few weeks after being rewarded by Elon Musk and the XPRIZE Foundation, it is now Bertrand Piccard and the Solar Impulse Foundation who validate the model of NetZero, a French start-up specialising in long-term carbon removal from the atmosphere.

This label is currently the only one to validate the economic profitability of environmental solutions.

Paris, 20 May 2022 - NetZero, a French start-up leader in long-term carbon removal, announces that it has been awarded the “Solar Impulse Efficient Solution” label, which recognises its innovative model based on the large-scale production of biochar in the tropics.



NetZero was thoroughly assessed by a pool of independent experts along criteria of Feasibility, Environmental Impact and Profitability. All labelled solutions are part of the #1000solutions portfolio that are presented to decision-makers in business and government by Bertrand Piccard, Chairman of the Solar Impulse Foundation. The aim of this initiative is to encourage the adoption of more ambitious environmental targets and fast-track the large-scale implementation of these solutions.

NetZero is one of three biochar companies to have been selected by the Solar Impulse Foundation. NetZero's uniqueness is to combine climate and social issues thanks to the co-benefits of biochar, which allow to simultaneously address three pressing challenges: fighting climate change, promoting a more sustainable agriculture, and improving access to energy. NetZero's business model is based on selling high-quality carbon removal credits on the booming market of long-term carbon removal.

Solar Impulse Foundation is a Swiss-based organisation whose purpose is to accelerate the implementation of clean and profitable solutions. The Foundation is helping decision-makers in businesses and governments to achieve their environmental targets and adopt more ambitious energy policies, which are necessary to pull these solutions to market.

Axel Reinaud, Co-founder and CEO of NetZero, said: *“After XPRIZE, this award is an outstanding recognition of the credibility of NetZero’s model and of the great potential of biochar as a profitable and scalable climate solution to tackle climate change and to positively impact developing countries.”*

ABOUT NETZERO

NetZero is a French start-up founded in 2021 by Axel Reinaud, Aimé Njiakin, Prof. Jean Jouzel and Olivier Reinaud, whose purpose is to deploy biochar at scale in the tropics. Biochar is one of only a few solutions that can perform long-term carbon removal from the atmosphere. An IPCC-validated solution, biochar's principle is to extract carbon from crop residues and stores it for hundreds of years in soil, therefore reducing the amount of carbon in the atmosphere. By leveraging biochar's co-benefits, NetZero simultaneously tackles three pressing challenges in developing countries: climate change, sustainable agriculture, and access to energy. NetZero's business model is based on selling high-quality carbon credits on the booming market of long-term carbon removal. Learn more at: www.netzero.green

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