



« *European Green deal* »  
***Sustainability***

Projet Éditorial  
**2024**



SOLARIMPULSE  
FOUNDATION

# Europe 3.0

## Modernise to thrive

Accelerating the Green Deal's implementation.



Bertrand  
Piccard



Maroš  
Šefčovič



21/02/2024

@TheMerode Brussels

Partners :

LE SOIR

Références  
RÉVÉLEZ-VOUS!



Fondation  
Roi Baudouin  
*Agir ensemble pour une société meilleure*



# Europe 3.0

## Modernise to thrive

*illustrated by Bertrand Piccard's new adventure*

→ **Around the world in a hydrogen plane** ←



Bertrand  
Piccard



Maroš  
Šefčovič



Tinne Van der  
Straeten



Chloé  
Mikolajczak



Ilham  
Kadri

With the support of

# " Europe 3.0 - Modernise to Thrive "

## a Manifesto for EU Leaders

illustrated by Bertrand Piccard's new adventure :

## Around the world in a hydrogen plane

21 February 2024, 17h30 - 19h30 @TheMerode

**Bertrand Piccard**, Chairman of The Solar Impulse Foundation,

is delighted to invite you to the launch of Solar Impulse Foundation's latest report on the modernisation of Europe and the importance of accelerating the implementation of the

**Green Deal.**

With the support of the **Belgian Presidency of the Council of the EU,**

a panel of distinguished speakers

# Associez votre marque à notre Dossier spécial « Green deal » - 09/03/2024

## Audiences (CIM 2022)

**LE SOIR** 826.240 lecteurs/jours



### Digital

Rédaction par nos journalistes de votre article et diffusion sur **References.be**, **Lesoir.be**, **f** **in**, **2.000** lectures garanties ou **200.000** impressions en bannering + newsletter

### Print

Votre article et/ou annonce/pub dans le dossier Références/Le Soir dédié à l'action.

	Classic	Premium
	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	1 Page	Double page
	<b>9.950 €</b>	<b>14.950 €</b>

**Conférence 21/02/24**

**2 places gratuites**

## Dossier

2-3 pages d'introduction : compte-rendu de la conférence-débat



# Packs Classic : Story ou Story-Branding



# Packs Premium : double ou demi branding ou full branding



\* Article rédigé par un.e de nos journalistes

# Programme

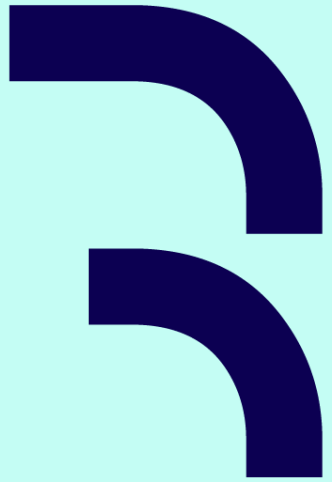
(21 February 2024, 17h30 - 19h30 @TheMerode)

- Keynote speeches :
  - **Bertrand Piccard**, Chairman, Solar Impulse Foundation
  - **Maroš Šefčovič**, Executive Vice President & Commissioner for Green Deal, European Commission

- Panel Discussion :

*How to modernise Europe  
into an efficient, competitive, sustainable and just economy ?*

- **Bertrand Piccard**, Chairman, Solar Impulse Foundation
  - **Tinne Van der Straeten**, Belgium Minister for Energy - Representative of EU Council presidency (TBC)
  - **Chloé Mikolajczak**, Environmental activist
  - Representative of European Parliament (TBC)
- Q&A
  - Presentation of a new flagship project by **Bertrand Piccard** and **Ilham Kadri**, CEO Syensqo
  - Closing Remarks, **Iliana Ivanova**, EU Commissioner for Innovation and Research (TBC)
  - *Cocktail reception*



**Références**  
R É V É L É Z - V O U S !

## Contact

Alexandre ROBA

GSM : +32 477 69 16 87

Mail : [alexandre.roba@references.be](mailto:alexandre.roba@references.be)