



Communiqué - Energy Observer, a journey of exploration to the heart of a new branding universe

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Launched as a laboratory vessel, Energy Observer has spearheaded numerous projects and taken on some sizeable challenges in a bid to switch ecological transition up a gear. This rapid evolution has led her to a turning point in her history, prompting the re-examination of her brand strategy and the framework for her development over the coming years.

"Our new visual identity is a powerful illustration of Energy Observer's evolution. It heralds a turning point in our young yet dynamic history and underlines our positioning as a mature brand and a committed protagonist, which rolls up its sleeves to implement practical solutions that respect the environment. With an expert, passionate team and committed, loyal partners, we believe in a sustainable

future and we're pulling out all the stops to help make that happen".

Victorien Erussard, Founder of Energy Observer

Energy Observer, an evolving brand

Energy Observer was launched in 2017 with the aim of being the first vessel to circumnavigate the globe entirely self-sufficiently thanks to renewable energies and hydrogen, without emitting any polluting emissions (fine particles, CO₂) or noise. This is innovation at the service of nature and the widest possible audience and it is the essence of a project that has enabled us to go further than we could ever have imagined. From becoming France's first ambassador for Sustainable Development Goals, to producing exclusive documentary films and creating Energy Observer Developments to push the envelope with zero-emission technologies, the project is really taking on a whole new dimension. Today, the project is about so much more than a floating laboratory, indeed it is a powerful symbol of awareness.



© Energy Observer Productions - Antoine Drancey

From a start-up model, Energy Observer must develop a structure around a strong brand, supported by a committed, multidisciplinary team, backed by the loyal support of our partners, determined to shake things up. Our change of identity developed with the Base Design agency (an international network of studios in New York, Brussels, Geneva and Melbourne) illustrates the rapid evolution and diversification of our activities and our skill sets.

Two universes coming together

We are at the crossroads of some complementary professions: we think about change, we document it, we are a mouthpiece for green innovation among political decision-makers and manufacturers, whilst laying down a gauntlet for change by ensuring that we rank among today's movers and shakers.

In this way, through a bold and inquisitive approach, Energy Observer is linking together worlds which all too often ignore one other: we are both explorers and entrepreneurs, sailors and engineers, idealists and realists.

Our Odyssey across the world enables us to explore, learn about and search for new ways of improving our way of life.

We are engaging in a constructive and optimistic approach.

We are focusing all our efforts on the energies which have the potential to improve our world: from the renewables offered to us by our planet, to the pioneers we meet along the way.

More than a vessel then, Energy Observer has become a movement and a means for exploring positive energies!



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Bringing the universe to life in all her glory and repositioning Energy Observer

Our new identity expresses the harmony between our two constituent universes that are the result of the friction between 'adventure' and 'technology'. A harmony between the Odyssey, an exploration of the initiatives which are changing the world, and the Innovations which we're developing with a view to accelerating energy transition. It will enable one and all to plunge into the "Energy Observer" experience thanks to a personalised cartography, two font levels which link the voyage and the scientific work, a deep blue hue like the ocean and lighter complementary tones, as well as providing a showcase for the project's impressive image library.

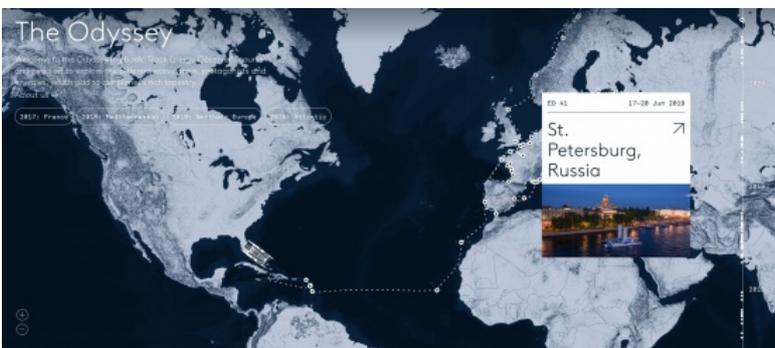
Energy Observer's logo remains a strong marker of our identity. The intertwining of its two components calls to mind a virtuous and sustainable cycle, as well as the complementary nature of our missions: to explore and to innovate.

This new identity will be expressed to the full in our new website thanks to an immersive journey through time in search of different countries, cultures and initiatives. This site will fuel a dialogue between the two facets of Energy Observer within the same space. In future, it will also be rolled out at our major stopovers, within a completely reconfigured village hosting a new, open-access and educational exhibition.



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The development of our video and social media content, as well as episodes of Energy Observer Solutions, will shine a spotlight on the diversity and richness of the content created by our production teams both at sea and on land.

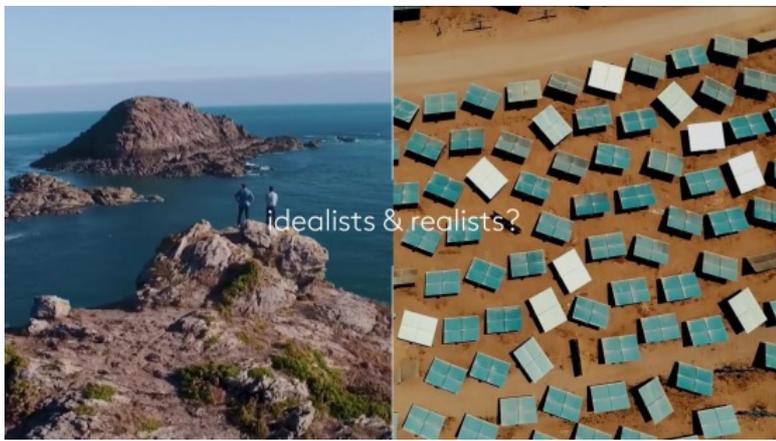


© Energy Observer

Documentary resources on renewable energies, hydrogen, sustainable development goals and the environment will be freely accessible to develop the educational scope of our project and rally together numerous protagonists around the issues we're supporting: the teaching profession, researchers and engineers, committed protagonists, partners and the general public as a whole.

The accessibility and challenges of digital ecology for the visually impaired have been central to our thought processes. In this way, the website will be hosted in a data centre in Germany, which relies on a network that is 100% eco-friendly. For this same demographic, the WCAG A level of accessibility is guaranteed and ultimately we are endeavouring to attain the next level up from that, WCAG AA accessibility.

Welcome aboard !



Video reveal Energy Observer 2020

About Energy Observer

The Energy Observer project was born in 2013 from the commitment of Victorien Erussard, a master mariner, who teamed up with explorer, Jérôme Delafosse. Aware that it is now vital to commit to the planet, they gathered around them a complementary team of sailors, scientists, engineers and reporters to create the first self-sufficient vessel capable of drawing its energy from nature whilst also preserving it.

The dream became a reality 4 years later, when the Energy Observer vessel was launched for the first time. Developed from a legendary multiple award-winning catamaran, Energy Observer is a laboratory for ecological transition designed to push back the limits of zero-emission technologies. Hydrogen, solar, wind and water power, all the solutions are experimented with, tested and optimised here with a view to making clean energies a practical reality that is accessible to all.

Criss-crossing the oceans in a bid to get out and meet those who are coming up with sustainable solutions for the planet every day, Energy Observer has become a movement, a round the world Odyssey, where every stopover is an opportunity to learn, to understand and to share the different energies.

