



# RIVERSIMPLE

WORKING TOWARDS MOBILITY AT ZERO COST TO THE PLANET

## STORIES OF CHANGE

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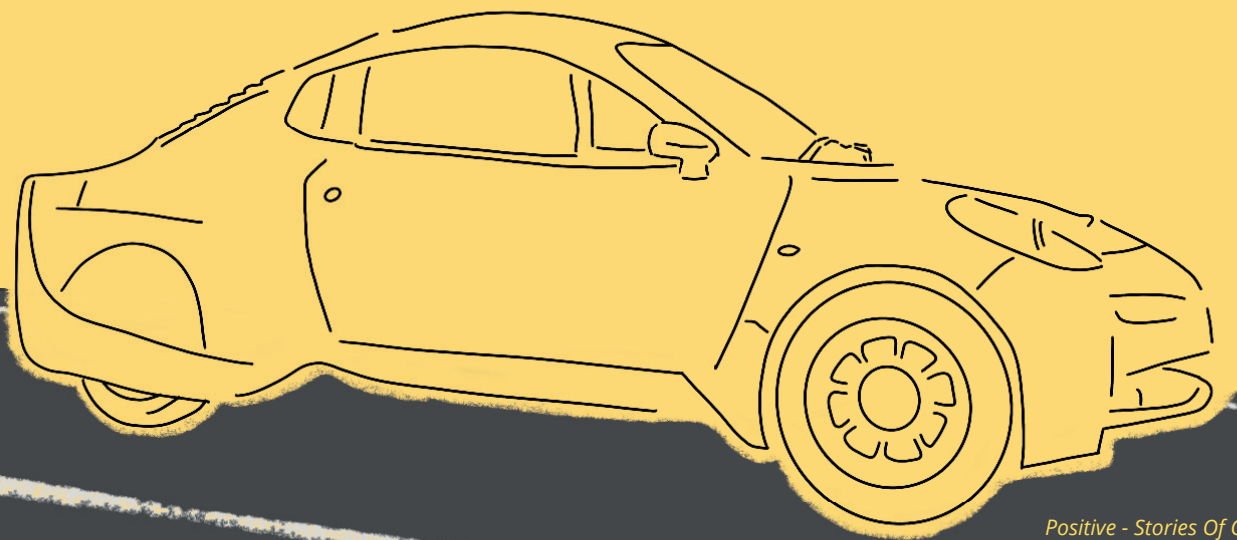


# Hydrogen Fuel Cell Eco Car Company

Riversimple is a UK purpose-driven company and Positive Founding Member, pursuing, systematically, **"the elimination of the environmental impact of personal transport"**.

From the design of the car, the structure of the business, the people they work with, Riversimple is in pursuit of this goal. The company follows a "Whole System Design" approach ensuring that every step Riversimple takes, every investment they make, they get closer to their end goal.

The company produces the Rasa car (Tabula Rasa means 'Clean slate' in Latin). Powered by a hydrogen fuel cell, the Riversimple car is a unique innovation. Riversimple has also innovated the classic ownership model. It envisages a world where no one owns a car. In this sense, Riversimple's model is fully circular. The company owns the car and the end user rents and cars are built for life.



# RIVERSIMPLE

*I've been asked 'Why don't you just go and build your cars and worry about your fancy ideas later?' The point is that the best opportunity you get to define a company is from the outset, working with a clean sheet of paper.*

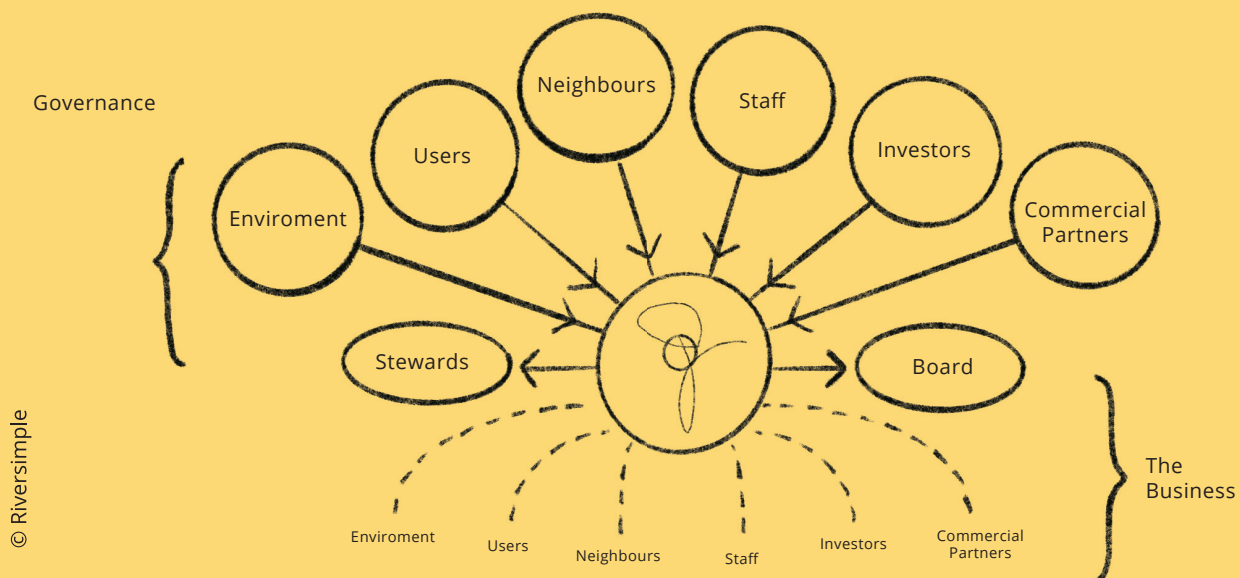
**Hugo Spowers - Founder of Riversimple**

Riversimple highlights the importance of governance.

The company has created a unique organisational structure with six custodians, each representing a key area. The company takes a holistic approach to decision-making where each of the following areas are represented:

Environment, Customers (Users), Community (Neighbours), Staff, Investors, and Commercial Partners, Riversimple aims to give a bigger picture of the whole while facilitating decision making.

The company calls its model a "Stakeholder Guardian model of governance".



[www.riversimple.com](http://www.riversimple.com)

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