



# Start Up Energy Transition

Award | Tech Festival | Network

## Start Up Energy Transition Award – Conditions for participation

### 1) Eligibility

National and international companies that contribute to the success of the energy transition with their products can apply for the 'Start Up Energy Transition Award' ('SET Award').

The company must have been founded no more than 10 years beforehand. The object of the application must be an already implemented project, manufactured product, or existing prototype. It is not possible to apply with just an idea for which no concrete steps have been taken. The founding of a company and the development of a business plan are not sufficient in and of themselves.

Participation in other start-up initiatives or competitions is possible.

### 2) Participation deadline

Applications for the Start Up Energy Transition Award 2018 must be submitted by 31 January 2018 at 23:59 CET. All applications submitted before this deadline will be included in the selection process.

### 3) Cancellation of the competition, no entitlement to participate

dena reserves the right to cancel this competition at any time. This is particularly true in the event that the public funding of the competition is not provided by the Federal Ministry for Economic Affairs and Energy (BMWi). There is no entitlement to participate.

### 4) No participation fees

You will not be charged any participation fees to apply for the Start Up Energy Transition Award.

### 5) Categories

#### Category 1: Low-Carbon Energy Production

With an ever-growing need and worldwide emphasis on low-carbon energies and solutions, we are looking for startups that push the envelope by designing game-changing technologies which move us further away from carbon-reliant energy. Which low-carbon fuels and generation technologies can best advance the energy transition? Do you have an innovative product or service that can support the development, operation and maintenance of low-carbon energy? Do you have a brilliant idea which ensures stability in supply, is low-cost, and reduces GHG-emissions? On top of all, can your business model compete with rising stars in the industry?

Whether you are in the solar or wind industry, developing hydrogen or biofuel technologies, supporting heating and cooling systems or creating low-cost maintenance solutions, we want to see what you have to offer!

**Key Words (not limited to):** solar panels, wind turbines, hydrogen, power-to-gas, biofuels, heating, cooling, sector coupling, weather forecast, carbon capture & storage, and low-cost maintenance solutions.

### **Category 2: Intelligent Grids, Platforms & Cyber Security**

Smart this. Smart that. We need smart grids that are capable of linking the increasing amount of renewable energy sources. There have been significant changes in the transmission and distribution of energy as traditional grid management becomes increasingly complex and decentralization intensifies. Innovative solutions such as predictive supply chain management, digital twinning, and traffic & congestion management through big data-led processes will help improve performance, resilience and ultimately, the resource footprint of existing systems. We are looking for startups which hold the key to balancing the grid, reducing physical and virtual distances and creating new marketplaces. How can we better and more efficiently use the existing infrastructure we have with the help of platforms? Who can explore and incorporate big data into their platforms in the cleverest of ways, while keeping it safe from events such as cyber attacks? How can we further automatize operations and prevent failures? We are looking for the brightest innovators in areas such as smartgrids with decentralized (democratized) energy access, peer-to-peer, blockchain-based solutions and last-mile channels that can bring our energy systems, (and us), closer together.

**Key words (not limited to):** off- grid, microgrid, smartgrid, peer-to-peer, blockchain, financial platforms, mobile platforms, last-mile distribution channel, ancillary services, virtual power plants, data management, data & cyber security, predictive supply chain management, digital twinning, and traffic & congestion management.

### **Category 3: Energy Efficiency, Smart Devices & Storage**

The energy transition is strongly about energy efficiency. We want to see which ideas can help us do more with less. More and more energy consumers are seeking solutions and products to help them manage their energy usage. How can solutions such as smart appliances, internet of things and storage help us do this? Which ideas aide industries, buildings and households to track, manage, reduce or adapt their energy consumption. We want to see who holds the right technologies that allow us to bridge the gap between accessible storage and harnessing fluctuating energy generation levels. We invite all entrepreneurs to show us their smart meters, blockchain-based solutions for energy efficiency and storage, life-cycle assessment software's, machine- learning technologies and more.

**Key words (not limited to):** smart metering, demand side management, software as a service, digitalization, machine learning, blockchain, life-cycle assessment, insulation, heat recover, and storage (excluding EV batteries).

### **Category 4: Innovative Mobility**

We know that the transport sector is a key element to decarbonization. More and more cities are implementing policies that aim at reducing pollution and GHG-emissions, meaning that the era of alternative drive systems in transport is not far off. So how will you contribute? Which technologies and business models are out there that support us in adopting greener practices and boosting electrification in transport? We want to see who has the best charging infrastructure, alternative fuels, or innovative battery systems. Whether in urban or rural regions,

who is able to unlock the potential of this market and make clean transportation the new normal for individuals and companies? Who knows, maybe we will find the next Tesla...

**Key words (not limited to):** electrification, electric vehicles, charging infrastructure, e-fuels, alternative drive systems, mobility-to-grid, car batteries, logistics, and supply chain.

### **Category 5: Energy, Water, and Food**

The United Nations have projected that there could be a 40% shortfall of water availability globally, between demand and available supply, by 2030. Water deficit, changes in precipitation patterns and increasing competition between water users, adversely affect the resilience of energy services in many parts of the world. Energy is the second-largest freshwater user after agriculture, yet it appears that an assessment of the consumption and use of water by different energy technologies is complex and there are currently limited methods to do it. Therefore, we want to see which startups are able to provide innovation solutions to minimize water use for energy, and mitigate competition between the energy, water and food agendas. If you are making technological advances in recirculating systems, water irrigation systems, the adoption of dry cooling, improvements in desalination processes, or reusing water from oil extraction, we want to see who is best placed to reduce the water footprint of energy.

**Keywords (not limited to):** water savings, water management, water irrigation systems, dry cooling, second generation biofuels, recirculation, and desalination.

### **Category 6: Special Prize: SDG-7**

To achieve a global energy transition, we cannot ignore the matter of energy poverty. UN Sustainable Development Goal (SDG) 7 is all about “ensuring access to affordable, reliable, sustainable and modern energy for all”. While action is needed from the side of policymakers to maintain the Energy Trilemma balance, the entrepreneurial community has a role to play in ensuring access to energy for all – in a sustainable way. Who are the startups out there finding new business models for all parts of the energy supply chain, while improving conditions for underrepresented individuals and areas around the world? Most importantly for this category, we are looking for startups that have the potential to make the biggest dent in ensuring access to affordable energy for all, in an equitable way. We are looking for diverse solutions for technology, financing, awareness, capacity building (to name a few), that can reach far and wide, have a very clear social drive and most of all, will make a large impact.

**Key words (not limited to):** SDG-7, ‘the Energy Trilemma’, equity, affordability, access, reliability, environmental sustainability, social entrepreneurship, and social drive.

## **6) Prizes**

The winner of each category will receive a maximum cash prize of 10,000 euros. If more than one applicant receives the highest number of points in a single category, the prize money will be divided evenly. The prize money for special prizes such as SDG7 may deviate from the aforementioned prize money.

The winners will be announced and the prizes presented at a celebratory award ceremony.

The decision regarding the awarding of the prizes will be the sole responsibility of the jury. There is no entitlement to publication, award ceremony, justification of the decision, or remuneration.

## 7) Selection procedure and jury

Applicants can only apply for one category.

Following a formal review, the submissions will be subject to a second assessment process. During a first round of assessments, they will be submitted to a reading jury consisting of national experts from the fields of energy and innovation. The individual jurors will use an online tool to assign points, whereby particular importance is given to the following criteria:

Innovation and Vision, Climate benefit and sustainability, Feasibility of concept, Business Model, Consumer benefit, Market Size, Team, Scalability.

Statistical differences between the individual assessment logic will be mathematically equalised. The approximately 100 best-ranked applications will be subsequently handed over to the final jury which is made up of internationally recognised experts from politics, the energy sector, business, as well as start-ups. No information on the reading jury's assessment will be communicated to the final jury.

The final jury's assessment is, again, based on the aforementioned criteria. Following the final jury's vote, which is also carried out using the online tool, the results will also be mathematically equalised. The three best-placed applicants for each category are the finalists in the final round of the competition and will be invited to the Tech Festival by dena. The date and place will be announced at a later date. dena will assume responsibility for planning the arrivals, departures and accommodation. However, dena is not a tour operator. Should individual participants make special requests that incur additional costs (open-jaw flights, transfer to a location that is not the airport of departure or residence, flight or hotel upgrades to a higher class, extension of the stay, etc.), these additional costs must be borne by those participants.

The finalists are invited to once again present their applications with a live pitch on the Tech Festival stage. The winners will be announced at the end of the Tech Festival at a celebratory evening event.

The final jury also reserves the right to award special prizes to extraordinary achievements or not to award prizes in the aforementioned categories if the quality criteria are not satisfactorily met by any applicant. In addition, projects may be grouped between the various categories in each evaluation phase if deemed appropriate. The affected applicants will be informed accordingly.

## 8) Application documents

The application documents must be submitted via an online tool in English. All fields on the application form must be filled in with the corresponding information in complete sentences or bullet points and in English. References to attachments (e.g. 'see website' or 'see attached documents') or 'no statement' are not permitted and will not be considered. Please note the maximum number of characters in each instance. These fields must be filled in as concisely and comprehensibly as possible, taking into account the limited number of characters. The application will not be considered complete if the following information and documents are not submitted:

1. Completely filled out application form
  - With project title, project goal, brief description, applicant information (namely number of employees, registered office, date founded, any past achievements and results with figures, data and facts)
2. At least three illustrative images / pictures, self-explanatory graphics (requirements: landscape orientation, 300 dpi resolution, .tiff or .jpg file, maximum size 2 MB each)
3. High-resolution company logo (300 dpi) as a .jpg or .png file for publication on the SET website and in the competition documents.

Only complete applications received before the deadline will be considered. By submitting an application, the applicant accepts these conditions for participation.

### **9) Photos, videos, brief descriptions (final documents)**

If the application reaches the final round, the applicant will provide additional information on the company and the project (such as photos, brief descriptions, brief videos) on request of dena within seven business days for public relations work in connection with the SET Award 2018 (namely on the SET homepage, Facebook, Set Award flyers).

### **10) Confirmation of receipt of the application**

After your application is submitted, you will receive an automatic confirmation of receipt. If you do not, please contact us immediately.

### **11) Confidentiality**

dena assures that your documents will be treated with the utmost confidentiality. All submitted documents will be made available to the juries for the purpose of conducting the selection process. The juries are bound to secrecy.

### **12) Usage rights / publication**

The following information on the finalists will be published at the Tech Festival 2018, SET Award 2018 award ceremony and beyond for the purpose of public relations in connection with the SET Award 2018: Name of the company, basic information about the company and project in the form of a brief description.

The following information on all applicants may be published at a later time on a World Energy Council-dena led SET online platform: Name of the company, year established, industry, Land, number of employees, and project information in the form of a brief description.

The following information on the 100 best submissions will be published following the award ceremony as part of the 'GET 100 List' of the 100 most successful applications for the purpose of public relations: Name of the company, year established, industry, Land, number of employees, and project information in the form of a brief description.

This does not imply any right to publication or public relations work on the part of dena.

The applicant grants dena the simple usage rights (right to make publicly available, translation right, right to store on any available medium [multimedia right] as well as database right, etc.), unrestricted in terms of content, time and location, to the works submitted to participate in the competition, such as the brief descriptions, photos, videos (final documents) and the company logo, which are subject to copyright protection, for the purpose of public relations. dena has the right to reproduce the work in its entirety or in part (in print, online, etc.) and publish it, stating the applicant's name. The applicant shall label the work of third parties separately and notify dena of the source.

The applicant hereby warrants that he/she may freely dispose of the usage rights to the final documents and company logo and that no third-party rights, in particular trademark rights, copyrights, personal rights or other ancillary copyrights, prevent dena's use of them.

In addition, the applicant affirms that any third parties owning copyright to the final documents and company logo have fully renounced their right to be named as creator of the work in accordance with §13 (2) of the Copyright Act (UrhG).

As a precautionary measure, the applicant shall release dena upon first request from all third-party claims, which such parties derive from any rights they may hold to the final documents or company logo. This also includes the costs of an appropriate legal defence mounted by dena against third parties. Otherwise, liability is determined by the provisions of law.

### **13) Data protection**

The collected personal data will only be used for the purpose of conducting the competition and in compliance with data protection provisions.

### **14) Video and audio recordings**

dena intends to publish photo, video and audio recordings made as part of the Tech Festival 2018 and the SET Awards 2018 award ceremony on the SET homepage, on Facebook, on Twitter, in the SET newsletter, in flyers, and in brochures for the purpose of public relations and documentation either via dena itself as well as via media and network partners.

### **15) Contact**

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