

# Start Up Energy Transition Award 2023 – Terms and Conditions

## 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 2023 must be submitted by 16<sup>th</sup> of January 2023 at 23:59:59 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 Climate Actions (BMWK). 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

Applicants may only apply to one category. All subsequent applications to other categories will be disqualified.

For 2023, the SET Award is adding a focus to some of the most energy-intensive sectors operating today: Industry and Buildings & Construction. Clean Energy & Storage (encompassing upstream energy production), Mobility & Transportation, Quality Energy Access & SDG-7 continue to be core categories to measure our industry’s efforts. But in which sector does your idea or solution fall? Where does your start-up have the most impact? And which market does your core customer belong in? We look forward to seeing your applications.

### Category 1: Energy Generation & Storage

The generation, storage and distribution of renewable energy is the backbone of the energy transition. It forms the basis of green energy supply and supports many sister services that are creating our net zero future. In this

category, we are looking for start-ups developing solutions to decarbonise our most energy-intensive sectors, as well as those accelerating the adoption of new solutions through capacity building.

**Key words (not limited to):** Clean Energy Generation | Energy Storage | Grid operation & Flexibility | Power DSO/TSO | Hydrogen & applications | Bio & alternative fuels | Waste to Heat/Energy

### **Category 2: Mobility & Transportation**

So long as we have space, we will need to move in it. Transportation and mobility continues to be one of the most essential but energy-intensive sectors we monitor (using 26% of global energy). As this sector continues to grow, so does our need for innovations that cut its emissions. This category rewards creative solutions in a sector that can span the large and the physical to the virtual and the digital.

**Key words (not limited to):** Smart Mobility | Charging Technology | Synthetic fuels | Public transport | Cargo & Fleet management | energy efficiency in Logistics | Last Mile Transportation | Maritime & Aviation Sector

### **Category 3: Industry**

Industry is one of the most challenging sectors for decarbonisation and energy innovation. But while this sector accounts for one-third of global greenhouse emissions and 38% of energy use, progress is slow, associated with major changes in materials, unwieldy bureaucratic processes, and high upfront costs. Nevertheless, innovation here represents one of the biggest, most important, and most profitable ways for companies to decarbonise. A new category for 2023, could your start-up be the new game-changer here? Apply and surprise us.

**Key words (not limited to):** renewable energy applications for industry | new energy sources | increasing efficiency | waste heat utilisation | Carbon Reduction & Accounting | carbon capture / DAC/ CCUS

### **Category 4: Buildings & Construction**

Our built environments consume lots of energy (30% of global energy), whether in construction, materials used, or the chunk that is wasted in keeping them warm or cold. This last factor is often overlooked as attentions shift to more headline-grabbing projects. But urban energy concepts, digitalisation and new energy communities are playing a vital role in bringing change to this important sector. Everyone, from the private household to commercial properties to the industry itself, have their part to play here. This category rewards those creating the comfortable, cost-effective, energy-efficient buildings of the future.

**Key words (not limited to):** Heating & Cooling | new materials | low-energy concepts | urban energy transition | energy communities | district energy systems | heat supply & district heating | building efficiency

### **Category 5: Quality Energy Access & SDG-7**

The 2030 Agenda for Sustainable Development, adopted by all United Nations Member States in 2015, provides a shared blueprint for peace and prosperity for people and the planet, now and into the future. The main goal for

us is captured in SDG-7: ensuring all have access to affordable, reliable, sustainable, and modern clean energy. In this category, we reward start-ups who are looking to the future and working with and empowering the communities that are most impacted by climate change. We're looking for innovations that will make energy services for all a reality.

**Key words (not limited to):** Affordable, reliable and modern Energy for all | off-grid communities | micro grids | expansion and modernisation of infrastructure | empowerment

## 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 Quality Energy Access 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 criteria check, the submissions will be subject to a quantitative assessment process. During this, they will be submitted to third-party agency, who will evaluate the applicant using a standardized modelling system designed around the questions found in the application. The third-party agency will produce a ranking of all the applicants. The top 120 applications will be passed onto the jury.

The jury, which is made up of internationally recognised experts from politics, the energy sector, business, as well as start-ups, will conduct a largely qualitative review using an online tool to assign points. This review will determine the top 100 (SET 100) list, in addition to the 15 finalists. No information on the ranking will be communicated to the final jury.

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. This will take place end of March (27<sup>th</sup> and 28<sup>th</sup> of March). 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 (Partially completed applications will not be accepted).
2. A pitchdeck as a .pdf file containing no more than 15 slides.
3. High-resolution company logo (300 dpi) as a .jpg or .png file for publication on the SET website and in the competition documents.
4. All attached documents and pitch decks must be in English.

The applicant must be able to present a legal framework, proof of concept or a client, and/or an industrial/corporate/institutional partner.

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 (Monday -Sat.) for public relations work in connection with the SET Award 2023 (namely on the SET homepage, Twitter, Facebook, Set Award flyers). Paragraph 12 will also apply to these documents.

## 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 third-party rating agency and the jury only for the purpose of conducting the selection process. The third-party rating agency and the juries are bound to secrecy.

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

The following information on the finalists will be published at the Tech Festival 2023, SET Award 2023 award ceremony and beyond for the purpose of public relations in connection with the SET Award 2023: 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 and dena led SET online platform: Name of the company, year established, industry, country, 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 'SET 100 List' of the 100 most successful applications for the purpose of public relations: Name of the company, year established, industry, country, 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 and the World Energy Council 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 as well as submitted to dena for the purpose of public relation, 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 and the World Energy Council 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 and the World Energy Council 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 and the World Energy Council 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.

The exploitation rights shall be granted without compensation.

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

dena and the World Energy Council intends to publish photo, video and audio recordings made as part of the Tech Festival 2023 and the SET Awards 2023 award ceremony on the SET homepage, on Facebook, on Twitter, on LinkedIn, 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.



**Start Up  
Energy Transition**

Award | Tech Festival | Network

## 15) Contact

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The Start Up Energy Transition Award is presented in cooperation with:

World Energy Council (WEC)

62-64 Cornhill

London EC3V 3NH, UK,

Further information: [www.worldenergy.org](http://www.worldenergy.org)

## Privacy notice

Personal data may be used as stated in the [data protection declaration and these terms and conditions](#).

The Start Up Energy Award is presented in cooperation with the World Energy Council (WEC), a registered UK charity (charity number 1086559) and a company limited by guarantee incorporated in England and Wales (company number 04184478), 62-64 Cornhill, London EC3V 3NH, UK, [www.worldenergy.org](http://www.worldenergy.org). Thus the applications are disclosed to the WEC to oversee the evaluation and selection process for the Top 100 and the finalists.

WEC will make your data anonymous for their use for the World Issues Monitor research.