



Invitation to pioneers: Energy Efficiency Award 2011 .

You and your business can become a benchmark
for energy efficiency in industry and production.

Rewarding energy efficiency.

Have you introduced innovative, exemplary projects to reduce energy consumption in your business and so lowered your energy costs? We should like to reward your efforts with the Energy Efficiency Award.

The Energy Efficiency Award 2011.

This international prize is designed to reward excellence in increasing energy efficiency in industry and production. The Deutsche Energie-Agentur GmbH (dena) – the German Energy Agency – hereby announces the fifth Energy Efficiency Award, as part of the *Initiative EnergieEffizienz*. Patron of the competition is Rainer Brüderle, Federal Minister of Economics and Technology. Premium Partners are DZ BANK AG, Imtech Deutschland GmbH & Co. KG and Siemens AG. This call for exemplary projects is intended to motivate more businesses to increase their energy efficiency.

Businesses from industry and production can put themselves forward for the prize on the basis of energy efficiency projects which they have implemented. A jury made up of top-ranking experts from business, science and politics will select the winners from the entries received.

The winners will be awarded their prizes at the dena Energy Efficiency Congress, which will take place on 21 and 22 November 2011 in Berlin.



And the winner is...

Publicity benefits for winners.

Why not make your business a benchmark for energy efficiency and let us reward you for your successful efforts. We are looking for existing exemplary projects for increasing the energy efficiency of a wide range of processes and technologies in industry and production.

As a prize winner you will be recognised for your sterling work and so motivated to push ahead with increasing energy efficiency. At the same time you will benefit from dena's intensive public relations work, being presented as an energy efficiency pioneer. You can also use the award in your own publicity.

EUR 30,000 in prize money.

The first prize is EUR 15,000, the second EUR 10,000 and the third EUR 5,000.

Entrants: any business which has made smart investments.

The competition is open to any businesses from industry and production which have successfully implemented energy efficiency projects in-house. Cooperative entries from end users and the plant manufacturers, planners or advisers involved in their project are also allowed. Entries from small and medium-sized businesses are particularly welcome. Entries from competition sponsors cannot be accepted.

The criteria: economic, sustainable, exemplary.

Projects received will be assessed using the following criteria:

- Energy saved
- Economic viability
- Level of innovation
- Transferability to other businesses
- Environmental effects, in particular relevance to climate protection



This is what you need to do:

Register your energy efficiency project by **15 July 2011**.

Fill in the entry documents and send them to us. The documents and all necessary information regarding the competition can be found at:
www.industrie-energieeffizienz.de

We're looking forward to receiving your entry and wish you every success.

Contact and resuming informations:

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A partnership for energy efficiency.

The Initiative EnergieEffizienz.

dena's *Initiative EnergieEffizienz* is a Germany-wide information and motivation campaign to inform private consumers, businesses and public institutions about the advantages of and opportunities for efficient electricity use. Working under the slogan „Energy efficiency pays off.“, this initiative has been developing a very wide range of information campaigns and advisory services, which suggest appropriate steps for the various target groups to take.

The initiative also aims to show businesses from industry and production options for increasing energy efficiency and to motivate them to take action. The campaign is funded by the Federal Ministry of Economics and Technology (BMWi). All necessary information about *Initiative EnergieEffizienz* can be found at:

www.initiative-energieeffizienz.de



All necessary details about the competition and efficient energy use in industry and production can be found at:

www.industrie-energieeffizienz.de

Patron:

Rainer Brüderle, Federal Minister of Economics and Technology

Premium Partners:



SIEMENS

An initiative by:



Supported by:



on the basis of a decision
by the German Bundestag