



Invitation to pioneers: Energy Efficiency Award 2012.

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 into your business thereby lowering your energy costs? This should be rewarded: with our Energy Efficiency Award.

The Energy Efficiency Award 2012.

This international prize is designed to reward excellence in increasing energy efficiency in industry and production. As part of the “*Initiative EnergieEffizienz*” (“Energy Efficiency Campaign”), the Deutsche Energie-Agentur GmbH (dena) – the German Energy Agency – hereby announces the sixth Energy Efficiency Award. Patron of the competition is Dr Philipp Rösler, 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 into increasing their energy efficiency.

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

Prizes will be awarded to the winners at the dena Congress, which is to take place on 18th and 19th September 2012 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 energy-using processes in industry and production.

As a prize winner, you will be recognised for your sterling work and become a motivating force in increasing energy efficiency. At the same time, you will benefit from dena's intensive public relations work and be presented as an energy efficiency pioneer. You may also use the award for your own publicity purposes.

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 that has made smart investments.

The competition is open to any business from industry and production that has successfully implemented in-house energy efficiency projects. 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.

The 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 4th May 2012.

Complete 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/eea2012-en

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

Contact and further information:

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A partnership for energy efficiency.

The Initiative EnergieEffizienz.

dena's "*Initiative EnergieEffizienz*" ("Energy Efficiency Campaign") is a nationwide information and motivation campaign to inform private consumers, businesses and public institutions in Germany of the advantages and opportunities in efficient electricity use. Working under the slogan "Energy efficiency pays off.", the initiative has been developing a wide range of information campaigns and advisory services suggesting 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 into taking action. The campaign is funded by the Federal Ministry of Economics and Technology (BMWi). More information on the *Initiative EnergieEffizienz* can be found at:
www.initiative-energieeffizienz.de

All relevant information regarding the competition and efficient energy use in industry and production can be found at:

www.industrie-energieeffizienz.de

Under the patronage of



Federal Ministry
of Economics
and Technology



Dr Philipp Rösler, Federal Minister
of Economics and Technology

Premium Partners:



Achieving more together.



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by the German Bundestag