



INITIATIVE
EnergieEffizienz⁺
Industry & Production

Invitation for pioneers: Energy Efficiency Award 2010.

Become a benchmark for energy efficiency
in industry and production.

Award for energy efficiency.

You have implemented innovative, exemplary projects for reducing energy consumption in your company, and have thus reduced your energy costs? We want to reward these efforts: with the Energy Efficiency Award.

The Energy Efficiency Award 2010.

With this international prize, outstanding projects for increasing energy efficiency in industry and production are recognised. Within the framework of the *Initiative EnergieEffizienz*, the Deutsche Energie-Agentur GmbH (dena) - the German Energy Agency - has been honouring achievements in energy efficiency with the "Energy Efficiency Award" since 2007. Its cooperation partners are the Deutsche Messe and the DZ BANK AG. The aim behind awarding model projects is to motivate other companies to increase their energy efficiency.

Companies in industry and in manufacturing trades can apply for the prize with the projects they have implemented. A jury of high-ranking experts from the fields of economics, science and politics selects the winners from the submitted entries. The winners of the Energy Efficiency Award will be announced on 20 April 2010 during the WORLD ENERGY DIALOGUE at the HANNOVER MESSE.



And the winner is...

High-publicity presentation of the winners.

Turn your company into a benchmark for energy efficiency in industry and manufacturing trades and let us award you for your successful work. As award winner, you receive a recognized acknowledgement of the success of your efforts, as further motivation to increase energy efficiency. Simultaneously you profit from the intensive public relations activities of the dena, in which you are presented as pioneer for energy efficiency. Furthermore you can use the award for your own PR.

Prize money totalling 30.000 Euro.

The prize money is divided as follows: 15,000 euros for first place, 10,000 euros for second place and 5,000 euros for third place.

The participants: All who have made intelligent investments.

All companies in industry and in manufacturing trades that have successfully implemented energy efficiency projects within the company are eligible to participate. Joint applications by end users and the machine manufacturers, planners or consultants that were involved are also permitted. Small and medium-sized companies are particularly invited to apply.

The criteria: economic, sustainable, exemplary.

The jury evaluates the submitted projects based on the following criteria:

Energy savings:

- Energy savings
- Economic efficiency
- Degree of innovation
- Applicability to other companies
- Environmental factors, especially relevance for climate protection



How to enter:

You can submit your energy efficiency project until 7 February 2010.

Complete the application documents and return them to us. The documents and all information on the contest can be found at:
www.industrie-energieeffizienz.de

We are looking forward to your entry – and wish you good luck!

A partnership for energy efficiency.

The Initiative EnergieEffizienz.

The *Initiative EnergieEffizienz* of the dena is a Germany-wide information and motivation campaign to inform private consumers, companies and public institutions about the advantages and chances of efficient energy usage.

The initiative motivates companies to use energy more efficiently and to make the necessary investments. It informs companies on the most important fields of action for increasing energy efficiency – and on how costs can be reduced by preventing unnecessary power consumption.

The *Initiative EnergieEffizienz* is a public-private partnership. It is a collaboration of dena with the energy industry – EnBW AG, E.ON AG, RWE AG and Vattenfall Europe AG – and is supported by the German Federal Ministry of Economics and Technology (BMWi).

All information on the contest
and on efficient use of energy
in industry and production can be found at:

www.industrie-energieeffizienz.de

In cooperation with:



Deutsche Messe
Hannover · Germany



DZ BANK
Achieving more together.

An initiative by:



Supported by:



Federal Ministry
of Economics
and Technology

on the basis of a decision
by the German Bundestag