

Conditions for participation in the competition

2024 Energy Efficiency Award

1 Competition and categories

Deutsche Energie-Agentur GmbH (dena) – the German Energy Agency honours exceptional energy efficiency and climate protection projects of domestic and international private or public companies with the Energy Efficiency Award. The award is presented in the following categories: ‘Think big! Complex energy transition projects’, ‘From clever to digital! The broad spectrum of energy efficiency’, ‘Achieving more together! Energy services as an enabler of the energy transition’ and ‘Moving forward! Concepts for a climate-neutral future’. In addition, a special prize given to a small or medium-sized enterprise (SME) will be awarded from amongst all the entries submitted.

All private or public companies from Germany, Europe or anywhere in the world are eligible to apply, regardless of their size or what sector they operate in. The entries are submitted by the entrants in one of the competition categories. Entrants can submit multiple entries in several different categories.

After registering, companies that wish to take part in the competition can submit a successful project or concept quickly and easily online. An online form available on <https://www.energyefficiencyaward.de/en/home/> describes what information about your project is needed to take part in dena’s international competition and provides space for you to enter the required information.

The competition is free to enter.

The relevant dates for the 2024 Energy Efficiency Award at a glance:

- **The application deadline is 7 June 2024.**
- The shortlist of nominated projects will be published at the end of September 2024.
- The **awards ceremony** will take place on **11 November 2024 in Berlin**.

The international competition is funded by the Federal Ministry for Economic Affairs and Climate Action (BMWK).

2 Entrants

The competition is open to private or public companies of any size that have adopted or developed measures focused on energy efficiency or climate protection at their company and have been able to achieve corresponding savings in terms of energy consumption, energy costs and/or CO₂ emissions, and can credibly demonstrate this.

Here, **private companies** refer to enterprises with an organisational structure under private law that are majority privately-owned.

In this context, **public companies** are companies with an organisational structure under private or public law that are majority-owned by state or local authorities. This also includes companies that are independent legal entities, such as public corporations, institutions or foundations.

Multiple companies that have worked on a joint project or concept can also apply as a group for the Energy Efficiency Award. Generally, these are cooperating companies at which the measures are implemented along with the partners involved in the joint project, such as consultants, planners or equipment manufacturers.

It is possible to submit **multiple applications** to the competition. Companies that have submitted an application to the Energy Efficiency Award in the past can resubmit the same project as long as it was not nominated for an award. Please make sure that key project-specific data and details are as up-to-date as possible when you resubmit the project. A company can also submit several projects to the competition. In such cases, it will need to submit entries for projects that are different in terms of content.

3 Entry documents

To take part in the competition, submit a project or concept using the online application form found on <https://www.energyefficiencyaward.de/en/home/>. The online form must be completed in full and submitted by the application deadline. Please note that providing complete and detailed information is extremely important for the jury's decision. dena and the jury can request additional information and documents, if these are required in order to assess the project or concept.

dena is seeking projects that have already been successfully implemented or are near completion in the three project categories. dena reserves the right to change the category chosen by the entrant where it believes this is justified or reasonable given the content of the project.

Even after all application documents have been provided, Deutsche Energie-Agentur GmbH (dena) – the German Energy Agency reserves the right to reject a project or concept that has been submitted. This will occur if the conditions for participation have not been complied with, or participation and/or the application documents submitted violate the laws of the Federal Republic of Germany. Deutsche Energie-Agentur GmbH (dena) – the German Energy Agency will notify an entrant in writing if they have been excluded from the competition

4 Evaluation criteria and the jury

The technical assessment of the submitted and approved entries is done on the basis of standardised evaluation criteria. The key evaluation criteria are: energy savings, reductions in GHG emissions, economic efficiency, as well as financing, innovation and transferability. Key fields of action for a successful energy transition project are evaluated in the category 'Concepts for a climate-neutral future'.

Up to four projects will be nominated from all the entries submitted in each of the main categories, from which the winners will then be selected. The award in the category 'Moving forward! Concepts for a climate-neutral future!' will be presented as an audience prize at the dena Energy Transition Congress.

The projects are nominated and the winners are chosen by an independent jury. The jury consists of expert representatives from politics, business, science, the media, dena and KfW. The members of the jury are sent each of the submitted entries for review. As part of the review process, they are obliged to comply with the statutory data protection regulations and to maintain confidentiality. The reasons for the jury's decision will be given in writing and are not subject to appeal.

5 Presentation of awards to the winners and prize money

The awards will be presented to the winners at the dena Energy Transition Congress on 11 November 2024 in Berlin. Three companies nominated for the audience prize will be invited to present their concepts live at the dena Congress. The audience will then vote to decide which concept wins the prize in this category.

The names of the winners will be announced. Along with that, they will also receive a certificate, a trophy and rights to use a prestigious label. Each of the winning projects will be featured in a film that describes why the project was deemed worthy of the award to the public. The films will be released on the Energy Efficiency Award website and on social media channels. They will also be presented at selected trade fairs, at dena events and at booths made available for such purposes.

The winner of the special award for small and medium-sized enterprises will receive a prize of €5,000. The prize money is earmarked for a specific purpose. It may only be used for investments to increase energy efficiency, to adopt measures to use renewables at the company or to communicate these measures.

6 Confidentiality

All documents/information submitted will be treated with confidence, unless otherwise stipulated in these conditions for participation. They shall only be made accessible to staff members of dena, contracted service providers and the members of the jury. The members of the jury and all other individuals involved in the selection process are also expressly bound to maintain the confidentiality of these documents and information.

7 Communications, rights of use

A key aim of the Energy Efficiency Award is communication regarding the feasibility and viability of energy efficiency and climate protection measures, as well as their transferability to other companies. For these reasons, dena presents the competition entries and in particular the winning projects to the public as part of proactive press relations. dena is free to choose the manner in which the content is presented. If text and image material is not available in the required form, quantity and quality, dena is entitled not to present it.

In general, communication includes the following:

- Anonymised individual aspects, key data and energy efficiency/climate protection measures from the entries
- Specific individual aspects, key data and energy efficiency/climate protection measures from the nominated and prize-winning projects
- Presentation forms including press releases, specialist articles, fact sheets and online items (not exhaustive)

Granting rights of use

- For this purpose, the entrant irrevocably grants dena simple, transferable rights of use unlimited in content, territory and time, covering all types of use, to use the data, images, graphics and texts that are submitted.
- The entrant agrees to the processing and adaptation as well as the publication and exploitation of the works, including revised and adapted works, by dena or third parties commissioned by dena.
- The entrant hereby warrants that they are entitled to freely dispose of the rights of use to the work and that no third-party rights, in particular trademark rights, copyrights, personal rights or other ancillary copyrights, prevent dena's unrestricted use of the work. In addition, they also warrant that any third parties holding copyrights in the work have fully renounced their right to be named as creator of the work pursuant to Section 13, Clause 2 of the German Copyright Act (UrhG – Urhebergesetz). As a precautionary measure, the entrant shall release dena upon first request from all third party claims, which such parties derive from any rights they may hold to the work or personal rights. This also includes the costs of an appropriate legal defence by dena against third parties. Otherwise, liability will be determined by the provisions of law.
- dena reserves the right to record videos or take photos of competition entries or the awards ceremony at the dena Energy Transition Congress. The entrant undertakes to obtain consent from its employees participating in the awards ceremony.
- The entrant consents that the video recordings and the photos on which they are featured can be used by dena for communication purposes (print, digital, online, as a CD-ROM and so on) and for marketing. They accept that the awards ceremony will be documented by media companies for reporting purposes (TV, print, Internet).
- The rights of use shall be granted without compensation.

8 Cooperation of the entrants

The winners of the 2024 Energy Efficiency Award will be honoured at an awards ceremony at the dena Energy Transition Congress on 11 November 2024 in Berlin. The winners undertake to send a representative of the company to accept the award in person on this date.

The entrants declare their willingness to support the Energy Efficiency Award as part of their entry, in particular by providing dena with the information and images required in good time, and appointing a qualified contact person.

The entrant agrees to allow a film to be made about their award-winning project/concept at their company if they win an award. Employees from the company, such as the executive/business management or energy managers/officers, should be part of the film. Filming for the project categories will take place between September and the start of November 2024 following the jury's decision. Filming for the audience award will take place after the awards ceremony from December 2024 to early February 2025.

Further, the entrant declares that they are prepared to report about their participation in the competition and, if they are nominated or awarded a prize, about the Energy Efficiency Award.

We are delighted that you are interested in the 2024 Energy Efficiency Award and wish you every success with your entry.

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If you have any questions, please contact:

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