

# Conditions of participation for the competition

## Energy Efficiency Award 2019

By submitting your application documents, you accept the following terms and conditions of the Deutsche Energie-Agentur GmbH (dena)- German Energy Agency:

### 1 Competition

The German Energy Agency GmbH (dena) honors outstanding energy efficiency projects of national and international private or public companies with the "Energy Efficiency Award". The award will be presented in the categories "Energy Transition 2.0", "Energy Efficiency: From Smart to Digital", "Energy Services and Energy Management" and "Concepts for Increasing Energy Efficiency". The award is endowed with a prize money totaling 30,000 euros, which is distributed pro rata to the categories.

All private or public companies from Germany, Europe and the world can apply - regardless of their size and industry. Entries will be submitted by applicants in one of the competition categories. Several different entries can be submitted by the applicants in different categories. The project on which the application is based has to be completed in one's own or another's company, or described as a future concept.

Interested companies can submit their successful project quickly and easily on the Internet. On the website [www.EnergyEfficiencyAward.de](http://www.EnergyEfficiencyAward.de), an online form explains and captures the information required for your project to participate in dena's international Energy Efficiency Competition.

The dates of the Energy Efficiency Award 2019 at a glance:

- The application deadline is 30 June 2019.
- The shortlist of nominated projects will be published in mid-October 2019.
- The award ceremony of the Energy Efficiency Award 2019 will take place on 25 November, 2019 at the dena Congress in Berlin.

The Energy Efficiency Award is part of the nationwide campaign "Initiative EnergieEffizienz", which is supported by dena. The international competition is sponsored by the Federal Ministry for Economic Affairs and Energy (BMWi) and is under the patronage of the Federal Minister of Economics Peter Altmaier. The realization takes place with the support of the premium partners Danfoss GmbH and KfW.

### 2 Participants

The competition is open to private or public companies of all sizes, who have implemented or designed energy efficiency measures in their operations and have been able to achieve savings in terms of energy consumption, energy costs and / or CO<sub>2</sub> emissions - or who can credibly demonstrate this with concepts.

**Private companies** in this context are companies that are in private-law form of organization and mostly privately owned.

**Public companies** are in this context in this context, which correspond to a private or public-law form of organization and are majority state or municipal property. This also includes companies with their own legal personality, such as corporations under public law, institutions or pens.

**Several companies** that have worked on a joint energy efficiency project or concept can also apply together for the Energy Efficiency Award. As a rule, these are cooperating companies in which the measures are implemented and their cooperating partners, such as consultants, planners or plant manufacturers.

**Multiple applications** are admitted to the competition. Companies that have previously submitted an application to the Energy Efficiency Award can re-apply for the same project as long as the submitted projects have not already received an award. Please note that if the application is renewed, the project-specific key figures and information are not older than three years. A company can also apply for several energy efficiency projects. The prerequisite for this type of multiple applications is that the competition entries are content-related projects.

The participation of project partners of the competition and their subsidiaries is not possible.

### 3 Application period

Dena accepts applications for the Energy Efficiency Award 2019 exclusively until 30 June 2019. In the event of an extension of the application period dena will announce a new end date on [www.EnergyEfficiencyAward.de](http://www.EnergyEfficiencyAward.de).

### 4 Competition documents

Participation in the competition is free of charge for all applicants and takes place through the submission of an energy efficiency project or concept via the online application form on the website [www.EnergyEfficiencyAward.de](http://www.EnergyEfficiencyAward.de), which must be completed in full and sent. Please note that meaningful and complete data are of particular relevance to the jury's decision. Dena may request additional information and documents if these are necessary for the evaluation.

The competition entries must be submitted according to the selected competition category. For example, applications for the categories "Energy transition 2.0", "Energy efficiency: from smart to digital" and "Energy services and energy management" are only valid if the described energy efficiency measures have already been implemented. Energy efficiency measures that are still partially or fully planned can not be taken into account in the evaluation. Unrealized energy efficiency projects are only allowed in the "Energy Efficiency Concepts" category.

The German Energy Agency (dena) reserves the right to reject a submitted energy efficiency project even after the submission of all application documents. This occurs if either the conditions of participation have not been complied with or participation and / or the submitted application documents violate the law of the Federal Republic of Germany. If there is an exclusion from the competition, the German Energy Agency (dena) will inform the applicant in writing.

## 5 Rating criteria and jury selection

The selection of the energy efficiency projects to be nominated as well as the winners will be carried out by an expert jury with representatives from politics, business, science and the media.

The jury members receive all submitted applications for viewing. In doing so, they are obliged to comply with the statutory provisions of data protection as well as to secrecy. In a joint meeting, the jury will decide in a technical debate on the projects to be nominated and awarded. The jury decision is justified in writing and can not be challenged.

The professional evaluation of submitted and approved applications is based on uniform criteria. Assessment criteria for the categories "Energy transition 2.0", "Energy efficiency: from smart to digital" and "Energy services and energy management" are:

### **Relative energy savings**

Here, the relative reduction in energy demand that can be achieved with the increase in energy efficiency or, in the case of the energy system transformation category, also with measures to include renewable energies is evaluated (before/after).

### **CO<sub>2</sub> savings (absolute)**

Here the reduction in CO<sub>2</sub> is evaluated. For better comparability, the energy savings achieved are to be evaluated with uniform emission factors for energy sources.

### **Economic efficiency**

Here, the cost savings achieved for the energy efficiency measures implemented are set in relation to the investments made for this purpose. In addition, subsidies received are also recorded here.

### **Innovation**

Here the existence of substantial innovations regarding technology, production methods, process control, organization or also a combination of the aforementioned aspects is evaluated. In addition, impulses for further developments are considered.

### **Transferability/marketability**

Here, for example, the market potential for the realisation of similar projects in other companies (in the sector or across the board) is assessed.

### **Category relevance**

It assesses how well the nature of the category is represented by energy efficiency measures and renewable energy measures.

The evaluation of submitted concepts for the increase of the energy efficiency takes place due to lack of achieved results analogous to the above mentioned criteria over a potential estimate. In addition, the jury assesses the plausibility and marketability of the concept.

## 6 Awards ceremony and prize money

The winners will be honored at the dena congress on 25 November 2019 in Berlin.

The award winners in the categories "Energy Turnaround 2.0", "Energy Efficiency: From Smart to Digital" and "Energy Services and Energy Management" will be awarded a certificate during the award ceremony. You will receive a prize money of 8,000 euros per category.

The three nominated companies for the Audience Award will present their concepts for increasing energy efficiency on site at the congress. The audience will then decide in a vote via smartphone, which concept receives this prize. The prize-winner project receives a certificate and a prize money of 6,000 euros.

The prize money is earmarked. It may only be used for investments to increase energy efficiency in the company or to implement the presented efficiency concept.

## 7 Confidentiality

All submitted documents / information will be treated confidentially. The documents are made available exclusively to employees of dena and the members of the jury. The jury members are also expressly bound by this confidentiality.

### Privacy Information

This privacy policy explains how Deutsche Energie Agentur GmbH (dena) deals with your personal data within the framework of the Energy Efficiency Award 2019 (EEA 2019).

Personal data is all information that is related to your person, e.g. Name, address, e-mail address, etc.

### Responsible institution and contact

Deutsche Energie-Agentur GmbH (dena) – German Energy Agency

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10115 Berlin

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Fax: +49 (0)30 66 777 - 699

info@dena.de

Our data protection officer can be reached at [datenschutz@dena.de](mailto:datenschutz@dena.de) or at our postal address with the addition "Data Protection Officer".

If you enter the EEA 2019 competition, we will collect the following information necessary to conduct the competition.

### **Types of data processed and category of data subjects**

The processed data are inventory data (e.g., name, address) and contact information (e.g., e-mail, telephone number) of the participants in the EEA 2019 competition.

### **Purpose and legal basis of the processing**

Dena processes your data to carry out the competition EEA 2019. The legal basis for data processing is Art. 6 para. 1 lit. b DSGVO.

### **Transmission to third countries**

There is no transmission of your data to third countries.

### **Your rights**

Dena is happy to provide information as to whether and which personal data you have stored with us and to whom, if any, you have given to us. In accordance with the legal provisions, you can assert the following rights: Correction, deletion, restriction of processing (blocking for certain purposes). You also have the right to complain to a data protection supervisory authority about the processing of your personal data.

### **Right to contradiction**

You have the right to object to future processing at any time.

### **Deletion of data**

We delete your personal data, if the contractual relationship with you is finished, all mutual claims are fulfilled and there are no other statutory storage requirements or statutory justification for the storage.

## **8 Communication of the Energy Efficiency Award**

An important concern of the Energy Efficiency Award is the communication of the feasibility and efficiency of energy efficiency measures and their transferability to other companies. For these reasons, dena presents the competition entries, and in particular the winning projects, to the public through active media relations.

In order to ensure a smooth competition, dena reserves the right to revise and publish submitted text and image content in the course of the application. Publication will take place after informing the applicant by dena, without further approval of the applicant. In the way of the presentation dena is creatively free. If texts and images are not available in the required form, number or quality, dena has the right to refrain from a presentation.

As a rule, communication includes:

- Anonymised individual aspects, key figures and energy efficiency measures from the applications
- Concrete individual aspects, key figures and energy efficiency measures from the nominated and the prize-winner projects
- Presentation forms such as press releases, articles, fact sheets and online articles (not exhaustive)

### **Licensing of user rights**

For communicating concrete energy efficiency measures and projects, dena requires the granting of corresponding rights of use on the part of the applicants. In particular, dena requires data, images, graphics, texts, etc. for your submitted energy efficiency project for written, oral and digital communication, which it can duplicate and publish in whole and / or in part.

You expressly agree to the following conditions:

- The applicant irrevocably grants dena access to the simple rights of use, the data, pictures, graphics and texts submitted for participation, including content, space and time, transferable and all types of use.
- The applicant consents to the processing and modification as well as the publication and exploitation of the edited and modified works by dena or third parties commissioned by dena.
- The applicant assures that he is free to dispose of the rights of use of the work and that dena does not oppose the free use of the work by third parties, in particular any trademark, copyright, personality or other ancillary copyright. He also assures that if third party copyrights exist in the work, that third party has completely renounced his right to designate himself as author under § 13 sentence 2 UrhG.

Dena reserves the right to record video recordings and photos from the competition entries or from the award ceremony at the dena Energy Efficiency Congress. The applicant undertakes to obtain authorizations pursuant to § 22 KUG of its employees participating in the award ceremony.

- Applicant agrees that the video recordings and the images on which they are displayed can be used by dena for communication purposes (print, digital, online, as CD-ROM, etc.) and marketing measures. You agree that the award ceremony will be documented by media companies for the purpose of reporting (TV, print, internet).
- As a precautionary measure, the Applicant releases dena on first request from all third-party claims derived from its own rights to the work or personal rights. This also includes the costs of an appropriate legal defense of dena towards third parties. Incidentally, the liability is based on the statutory provisions.
- The granting of rights of use is without compensation.
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## **9 Participation of the applicants**

The winners of the Energy Efficiency Award 2019 will be honored at a festive award ceremony at the dena Energy Efficiency Congress on 25 November 25 2019 in Berlin. The prizewinners undertake to personally receive the award on that day through a representative of the company.

The applicant agrees to receive the Energy Efficiency Award as part of his application. In particular, necessary information to provide images of dena promptly and to name a competent contact person.

In addition, the applicant agrees to report on the participation in the competition and, in the case of nomination or award, the Energy Efficiency Award.

Status: Berlin, April 2019

We are pleased about your interest in the Energy Efficiency Award 2019 and wish you much success in your application.

**If you have any questions, please contact:**

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