

Press invitation to the opening event of the Start Up Energy Transition Award 2018 (Tuesday, 14 November, 2-3.30 p.m., Bonn)

Dear Sir or Madam, Dear colleague,

The Deutsche Energie-Agentur (dena) – the German Energy Agency – will launch the new application phase for its global energy transition competition, ‘Start Up Energy Transition Award 2018’, at COP 23. Start-ups from around the world are invited to apply with their innovative business ideas for the energy transition and global climate protection. Many prestigious and international supporters are expected at the opening event for the competition.

Be there when dena kicks off the Start Up Energy Transition Award 2018!

When? Tuesday, 14 November, 2-3.30 p.m. (admission starts at 1.30 p.m.)

Where? Climate Planet Venue, 53113 Bonn (Freiluft Theater Rheinaue)

Featuring:

- **Adnan Z. Amin**, Director General, International Renewable Energy Agency (IRENA)
- **Patrick Child**, Directorate General for Research and Innovation, European Commission
- **Stéphane Dion**, Canadian Ambassador to Berlin
- **Andreas Kuhlmann**, Chief Executive of dena
- **Dr Katrin Leonhardt**, Director of KfW Group focusing on financing start-ups, innovations, energy efficiency and the environment
- **Dr Lorenz Petersen**, Director of Climate Change, Rural Development and Infrastructure Division at Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ)
- **Brune Poirson**, Permanent Secretary in the Environmental Ministry in France (solicited)

The World Energy Council has been partnered with the Start Up Energy Transition initiative since 2017, and it will continue to support its development in the coming years.

The finalists will present their business models at the Start Up Energy Transition Tech Festival in spring 2018. The award ceremony will take place as part of the Berlin Energy Transition Dialogue (BETD) in Berlin.

The first Start Up Energy Transition Award 2017 was a huge success. All in all, 500 start-ups from 66 countries entered this international competition organised by dena. More than 100 collaborative partners from over 25 countries supported the initiative.

The event will be held in English. Further information on the programme is available at www.dena.de/newsroom/veranstaltungen/2017/start-up-energy-transition-2018-launch/.

The dena press office will be happy to help you arrange interview appointments with speakers.

Please send an email to presse@dena.de by Monday, 13 November at 10 a.m.

Please note that larger items of baggage are not permitted in the Climate Planet. Laptop bags are permitted. There will be a press box.

Press contact:

Deutsche Energie-Agentur (dena) – the German Energy Agency, Stella Matsoukas, Chausseestrasse 128 a, 10115 Berlin
Tel.: +49 (0)30 726 165 657; mobile: +49 (0)173 626 8443, fax: +49 (0)30 726 165 699; email: matsoukas@dena.de; website: www.dena.de