

# Global Clean Tech Open Ideas Competition

Hosted By:



**Official  
Activity  
Guide for  
Partners**





# Global Clean Tech Open Ideas Competition

Making the world clean and green, one idea at a time.

## What is it?

The Clean Tech Open is the world's largest clean technology business competition. In 2009, the first ever Ideas Competition is taking place as part of Global Entrepreneurship Week.

We're looking for the best clean technology ideas from around the world – anything from revolutionary ways to generate clean energy, to better ways to filter water, to ideas about how governmental policies around climate change can foster new businesses. For entrepreneurs with a great green idea, this is a chance to share it with the world!

## How does it work?

To enter the competition, all contestants need to do is briefly tell us about their idea. If selected, contestants will then present a five-minute pitch to a panel of judges in their home country. The individual or team with the top clean tech idea in each country will be flown to San Francisco, California, in November, where all finalists will attend a VIP reception and present their pitch to a live audience of 2,500 clean technology experts, investors and enthusiasts, as well as press from around the world. There, a global winner will be selected and awarded at least \$100,000US worth of startup services from seasoned clean tech experts.

## Why do it?

This is a great way to promote your organization as a force for change and economic development. Together, we are working to solve some of the most critical environmental and economic issues of our day.



## Timeline for hosting your Ideas Competition

### **July - August**

- Local Partners sign up to assist with a country's competition

### **August**

- Launch of the Global Clean Tech Open

### **September - October**

- Contestants register their idea and finalists are invited to compete in a national contest
- Finalists receive help from coaches to develop their idea into a 5-minute pitch for national judging

### **October**

- Judges select a national winner to represent each country at the global competition

### **November 17**

- National winners compete at the Global Awards Gala in San Francisco, California

# What do I do?

## **Country Host responsibilities include:**

- Recruit Partners to serve as local coaches
- Recruit judges to help select finalists at the national competition
- Announce competition through press releases and other outreach
- Ensure registrations are completed for Partners and contestants
- Find sponsors to fund travel costs for national winners to attend the Global Awards Gala in the U.S. in November
- Assist national winner with travel/Visa arrangements (or work with Clean Tech Open to make alternative presentation arrangements)

## **Partners assist the Host to:**

- Promote the competition to potential contestants
- Host a local networking event as part of a competition launch event
- Recruit coaches who can assist teams as they develop their “pitch”
- Identify local media or sponsors

## **Clean Tech Open provides support to assist Hosts and Partners:**

- Tools, templates and checklists for key program elements
- Launch event planning, press releases and event registration forms
- Pitch template and guidelines and training materials for coaches
- Judging instructions and scorecards
- Online registration for contestants and facility for pitch submission
- Back-up advisors to help Host or Partners with coaching
- Host of Global Awards ceremony, and related U.S. visit events

For more information and to register as a Partner organization  
visit [www.unleashingideas.org/cleantech](http://www.unleashingideas.org/cleantech)

# Ideas Competition Categories

Each business idea needs to fit into one of these six categories:

## 1 Air Water & Waste - Ways to cut pollution

Entries focus on improving resource availability, conservation and pollution control. Air covers services, instruments and equipment related to emission control, treatment or reduction technologies. Also included are creative approaches to greenhouse gas reduction, such as carbon conversion and sequestration. Water covers treatment, storage, monitoring, recycling and conservation technologies. Waste covers waste management equipment; sorting; resource recovery processes; pollution prevention, control and treatment technology; and, waste reduction through innovative recycling processes and the creation of new recyclable materials such as bio-based plastics.

Examples:

- Storm-water, flood control and rainwater harvesting
- Smart irrigation
- Water filtration and disinfection
- Advanced filters and filtration (air or water)
- Carbon and GHG monitoring and control
- Carbon capture sequestration and storage
- Waste cleanup and remediation

## 2 Energy Efficiency - More efficient methods and devices

Entries include technologies that can significantly reduce wasted energy and help lessen the need for additional power plants.

Examples:

- Industrial process improvements
- Natural gas monitoring and control (industrial or residential)
- LED lighting
- Advanced lighting controls
- HVAC solutions
- Utility scale natural gas controls
- Smart/User-friendly energy management systems

## 3 Renewable Energy - Replacements for fossil fuels

This category includes innovations that use, enable and accelerate the migration to renewable energy. Renewables encompass technologies that use waste streams to directly produce energy.

Examples:

- Thin film solar manufacture
- Concentrating solar PV
- Bio-based fuels
- Hydropower
- Advanced fluid-flow designs

#### **4 Green Building - New kinds of buildings or materials**

Reducing the environmental impact of building construction or operation through improved design or construction practices, new or innovative use of building materials and new hardware or software applications is the goal of this category. Technologies are applied directly to the built environment.

Examples:

- Insulation materials
- Cement alternatives
- Indoor air filtration systems
- Disaster relief and modular housing
- Low VOC carpeting and flooring
- Water saving toilets, showers and plumbing
- Recycled materials for use in building material

#### **5 Smart Power, Green Grid, Energy Storage - Better ways of carrying/storing electricity**

This category encourages creating links between information technologies and electricity delivery that give industrial, commercial and residential consumers greater control over when and how their energy is delivered and used. It includes improvements in all forms of energy storage, from battery technology for consumer-scale products to chemical, metal, biological or other approaches to storage of utility-scale energy, as well as methods for controlling or increasing the efficiency of energy storage or energy transmission.

Examples:

- Wireless metering and use of real-time pricing information
- Network architecture for power management
- Hydrogen storage
- Battery form factor improvements
- Advanced fuel cell membranes
- Power storage
- Transmission efficiency

#### **6 Transportation - Greener cars, buses, trucks or planes**

This category encompasses transportation and mobile technology applications that improve fuel efficiency, reduce air pollution, reduce oil consumption or reduce vehicle travel (not limited to automobiles). Technologies are applied directly to transportation systems or vehicles.

Examples:

- Fleet and route management systems
- Logistics management
- Carpooling solutions
- All electric vehicles
- Flex fuel engines and applications
- Drivetrain conversion kits

# Frequently Asked Questions

**Q: Who is behind the Global Clean Tech Open Ideas Competition?**

**A:** The competition sponsor is the Clean Tech Open ([www.cleantechopen.com](http://www.cleantechopen.com)). Through its annual business competition and mentorship program, the Clean Tech Open has helped hundreds of clean technology startups bring their breakthrough ideas to fruition since 2006, and helped its alumni raise over \$125m and create thousands of green-collar jobs.

**Q: What is the mission of the Clean Tech Open?**

**A:** The mission of the Clean Tech Open is to serve as an innovation catalyst, providing the infrastructure and processes to develop and motivate entrepreneurs and early-stage companies to creating clean, environmentally-sustainable technologies. Through this mission, the Clean Tech Open encourages the development of clean technology companies that foster a healthy, natural environment - companies that provide environmental benefits in the areas of renewable energy, energy efficiency, pollution reduction and resource protection and conservation. The Ideas Competition is the first step to help entrepreneurs build a successful business.

**Q: Who can enter the competition?**

**A:** Anyone looking to turn their clean technology idea into a thriving business can apply. Entrants can be sole proprietors, teams or early-stage companies. To be eligible, your entity must have received less than \$500,000US in outside financing.

**Q: What is Sustainability?**

**A:** Sustainability is defined as “development that meets the needs of the present without compromising the ability of future generations to meet their own needs” (Source: Brundtland Commission, 1987). Clean Tech Open’s Sustainability Program strives to highlight the relevance of and promote the philosophy of sustainability throughout everything Clean Tech Open does. We ask competitors to have a positive impact on the environment and the broader community, and to make this part of every phase of development - not just for the end-use application. Your idea should deliver products or services that have a net positive environmental impact.

**Q: How many prizes are there and what is included?**

**A:** There is one national winner for each country who will receive press recognition for their award and go on to compete at the global pitch competition in San Francisco on November 17. The global winner will receive at least \$100,000US worth of startup services and have access to seasoned advisors in the essential areas that will ensure their ideas can be translated into a business. The Clean Tech Open advisor community includes specialists in business plan development, intellectual property, marketing, PR, sustainability and fundraising. Starting with a plan to fully leverage their Global Clean Tech Open award, the advisor team will develop a plan specific to the global winner’s needs.

**Q: What does it cost to enter the competition?**

**A:** There are no fees associated with competing in the Global Clean Tech Open.

**Q: What is clean tech?**

**A:** Clean tech has been described by Clean Edge, a clean-tech research firm, as “a diverse range of products, services, and processes that harness renewable materials and energy sources, dramatically reduce the use of natural resources, and cut or eliminate emissions and wastes.” The terms “clean tech” and “green tech” are often used interchangeably to describe products, services and practices that are environmentally friendly.

# Checklist for Hosting a Launch

## ☐ **Select a launch date, time and location before the Week**

- ☐ We suggest an event for your launch, but you can also use a press release to announce the kick-off
- ☐ Consider a virtual event (live Webcast or recorded Webinar) to give your competition a green look from the outset

## ☐ **Invite competition partners and contestants – get started on developing a national Clean Tech network to support ongoing development efforts**

- ☐ Send invitations to Partner prospects such as business and entrepreneur groups, universities and city governments. Think outside the traditional clean technology or environmental groups - many related industries view clean technology as an interesting new opportunity.
- ☐ Advertise your event on Partner Web sites or others public sites and forums
- ☐ Use electronic invitations or postcards to reach contestants (templates at [www.unleashingideas.org/cleantech](http://www.unleashingideas.org/cleantech))

## ☐ **Invite the media and ensure good press coverage**

- ☐ Write a press release (or use the template provided) and send it to local media
- ☐ Hire photographers and videographers for the online, post-event Webinar
- ☐ Try to get a few high-profile people to attend the event (local entrepreneurs, professors, politicians, etc.)

## ☐ **Prepare for contestant, Partner and coach registration at the same time**

- ☐ Your launch will drive the first wave of entrants as well as Partners, coaches and judges
- ☐ Registration forms for each group are available at [www.unleashingideas.org/cleantech](http://www.unleashingideas.org/cleantech)



# Sample Press Release Language

## Local Entrepreneurs Present Their Clean Tech Ideas In Global Competition

The **Global Clean Tech Open Ideas Competition** is about making the world clean and green, one idea at a time. This year, some of those ideas might come from right here in this neighborhood.

On (**insert date**) local entrepreneurs will present these clean technology business plans in an exciting launch event. While the ideas developed as part of this contest all relate to promoting clean, environmentally-friendly technology, they are as varied as those individuals presenting them, ranging from (**insert one idea**), to (**insert another idea**), to (**insert a third idea if desired**).

The competition is part of **Global Entrepreneurship Week**, an initiative taking place in over 75 countries and engaging more than 3 million participants, between November 16 and 22, 2009. The Week has a simple aim: to unleash the ideas of young people around the world and help turn these ideas into reality.

As the host of the local competition, (**Partner name**) recruited aspiring entrepreneurs as contestants, matched them up with coaches, and supported them as they prepared a “pitch”. Now that pitch will be presented in a local competition on (**insert date**). Each local winner will then have the opportunity to go on to a global competition, being held Nov. 17 in San Francisco, California. There they will meet with VIPs and have the chance to win at least \$50,000US, as well as customized mentoring and numerous other resources.

This is an outstanding way to spur development in this exciting new industry and help create green jobs for our nation. Join us by serving as a judge, an entrepreneurial coach, or registering your own clean tech idea at [unleashingideas.org/cleantech](http://unleashingideas.org/cleantech). For more information please contact: (**insert Host contact information**).

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### About (**Your Organization**)

(Your organization – insert brief description)

### About Clean Tech Open

**The Clean Tech Open** ([www.cleantechopen.com](http://www.cleantechopen.com)) finds, funds, and fosters entrepreneurs with revolutionary ideas, technologies, and products that address today's most urgent energy, climate and economic challenges. Through its one-of-a-kind annual business competition and mentorship program, the Clean Tech Open has helped hundreds of clean technology startups bring their breakthrough ideas to fruition since 2006, and helped its alumni raise over \$125m and create thousands of green-collar jobs.



## About Global Entrepreneurship Week

**Global Entrepreneurship Week** is the first ever international celebration of entrepreneurship. From November 16-22, 2009, millions of young people around the world will join a growing movement of entrepreneurial people, to unleash their enterprising ideas. Thousands of activities are being planned in more than 75 countries around the world - all with the goal of inspiring young people to embrace innovation, imagination and creativity, and to encourage them to turn their ideas into reality. Global Entrepreneurship Week is founded by the Ewing Marion Kauffman Foundation in the U.S. ([www.kauffman.org](http://www.kauffman.org)) and Make Your Mark, the U.K. campaign to unlock enterprise potential ([www.makeyourmark.org.uk](http://www.makeyourmark.org.uk)). To learn more visit [www.unleashingideas.org](http://www.unleashingideas.org).

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