

Global Cleantech Open Ideas Competition

Guide for GEW Hosts and Country Organizers

Hosted By:



Official
Activity
Guide for
Hosts



Global Cleantech Open Ideas Competition

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

What is it?

The Cleantech Open Global Ideas competition is a hunt for the most promising clean technology ideas anywhere in the world. One national winner from each country will then compete, in November, against the winners from other countries at the global finals in California.

This is your chance to run a major national project that can really make a difference. The Cleantech Open is more than just a fun competition, more than just cool technology, more than just smart entrepreneurship. Together, we'll find, fund and foster the most promising cleantech ideas in the world - ideas that address today's most challenging economic, environmental and energy challenges.

We're looking for anything from revolutionary ways to generate clean energy, to better ways to filter water, to ideas about how government policies on climate change can foster new businesses. And we're not just looking for good ideas - we're looking for concepts and technologies that can become great businesses that will reward entrepreneurship and bolster your country's economy.

Why do it?

We're looking for the right organization to run a competition in your country. Your participation could promote your organization as a major force for change and economic development, and may help uncover solutions to some of the most critical environmental and economic issues of our day.

Cleantech is also a major economic opportunity. Some clean technology solutions save money immediately by using resources more efficiently. Over the coming decades, many billions of dollars will be spent by individuals, companies and governments in technologies that help reduce greenhouse gas emissions and cut pollution.

How does it work?

- 1 **Join your country's competition host:** details of host organizations are online at www.cleantechopen.com/ideas.
- 2 **Promote the competition:** spread the word to universities, entrepreneurial groups and inventors' clubs. Talk to venture capitalists, business leaders, law firms or accountants - anyone who commonly comes across new companies with new technologies. You can download posters, postcards and printable signs at www.cleantechopen.com/ideas/materials
- 3 **Consider running a launch event or a networking reception:** this is an excellent way to build your profile as a cleantech leader in your local community.
- 4 **Sign up as many contestants as possible:** make sure that every prospective contestant visits www.cleantechopen.com/ideas/enter and fills out the entry form online. We give special recognition to the hosts who find the highest number of quality entries. There's no cost to enter the Ideas Competition, and easy: all contestants need to do is answer five short questions about their idea.
- 5 **Assemble a panel of judges to review the entries:** select the best five to ten entries based on the instructions at www.cleantechopen.com/ideas/judging and ask your best contestants to send you a five minute video that explains their idea. There are some example videos at www.cleantechopen.com/ideas/videos
- 6 **Choose one national winner:** send the winning video to the Cleantech Open in California to arrive no later than Friday, October 15, 2010. Your country's winning video will be shown, alongside winning videos from all other participating countries, at the spectacular Cleantech Open Awards Gala in San Francisco, California on November 17, 2010.
- 7 **Join us in San Francisco, if you can:** all country winners are also invited to attend this event to appear live in front of the audience of 2,500 clean technology experts, investors and enthusiasts, and press from around the world. The audience at the Awards Gala will vote for one global winner who will receive at least \$100,000 US worth of startup assistance from companies providing extensive free legal, financial, marketing, PR and other services designed to help launch the winning idea into a successful business.

Remember - it's important to ensure that all contestants submit their entries online. Some ideas that didn't win might be selected for business assistance - and you may receive special recognition at the Awards Gala for your entries.

Timeline for your 2010 Ideas Competition

February - July

- Sign up local partners or helpers to assist with your competition

February 26

- Launch of the Global Cleantech Open

February - October

- Promote the competition and register competitors online

October 15

- Deadline for submitting your winning video to the Cleantech Open

November 17

- National winners compete for the global prize worth at least \$100,000 US in services at the Global Awards Gala in San Francisco, California

What do I do?

Country host responsibilities include:

- Recruit partners to help run the competition and act as coaches
- Recruit expert partners to act as judges - judges must be a different group
- Announce competition through press releases and other outreach
- Ensure registrations are completed for contestants
- Find sponsors to fund travel costs for national winners to attend the Global Awards Gala in the U.S. in November (entirely optional)
- Assist national winner with travel/visa 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 video
- Identify local media or sponsors

Cleantech Open provides support to assist hosts and partners:

- Global Ideas Competition portal at www.cleantechopen.com/ideas/organizers
- Postcards, posters and signage at www.cleantechopen.com/ideas/materials
- Online registration for contestants at www.cleantechopen.com/ideas/enter
- Example videos at www.cleantechopen.com/ideas/videos
- Judging instructions and scorecards at www.cleantechopen.com/ideas/judging
- Host of Global Awards Gala in San Francisco on November 17, 2010

Ideas Competition Categories

Each 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 (Heating, Ventilating and Air Conditioning) solutions
- 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 photovoltaic
- Bio-based fuels
- Hydropower
- Advanced fluid-flow designs
- Wind power technologies

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 Cleantech Open Ideas Competition?

A: The competition is organized by the Cleantech Open (www.cleantechopen.com). Through its annual cleantech Business Competition and mentorship program (the world's largest), the Cleantech Open has helped hundreds of clean technology startups bring their breakthrough ideas to fruition since 2006, and helped its alumni raise over \$150M and create thousands of green-collar jobs.

Q: What is the mission of the Cleantech Open?

A: The mission of the Cleantech Open is to find, fund and foster find, fund, and foster companies with big ideas that address today's most urgent energy, environmental, and economic challenges. Through this mission, the Cleantech 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 cleantech 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 external private financing. Grant funding and any money from friends and family are excluded from this \$500,000 limit.

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). Cleantech Open's Sustainability Program strives to highlight the relevance of and promote the philosophy of sustainability throughout everything Cleantech 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 help ensure their ideas can be translated into a business. The Cleantech Open advisor community includes specialists in business plan development, intellectual property protection, marketing, PR, sustainability and fundraising. Starting with a plan to leverage their Global Cleantech 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: It costs nothing to enter the Global Cleantech Open. All incidental costs, such as producing a video or traveling to the Awards Gala, are however the responsibility of each contestant.

Q: What is cleantech?

A: Cleantech has been described by Clean Edge, a clean technology 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 "cleantech" 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) as part of what you do
- Invite competition partners and contestants start developing a national cleantech network to support ongoing development efforts
 - Send invitations to prospective partners and contestants at 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.cleantechopen.com/ideas/materials)
- 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 to capture material for an online, post-event Webinar
 - Try to get a few high-profile people to attend the event (local entrepreneurs, professors, politicians, etc.)
- Prepare for contestant and partner registration at the same time
 - Your launch will drive the first wave of entrants as well as partners, such as people to help with finding contestants, and judges

Sample Press Release Language

Local Entrepreneurs Present their Cleantech Ideas in Global Competition

The Global Cleantech 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/discuss these clean technology ideas at an exciting event. While the ideas developed as part of this competition 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 Global Cleantech Open, with support for Chevron, a Global Partner, leads up to a grand finale during Global Entrepreneurship Week, an initiative taking place in over 75 countries and engaging more than 3 million participants, between November 15 and 21, 2010. 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, (Host name) will recruit aspiring entrepreneurs as contestants, match them up with coaches, and support them as they prepare a "pitch" for judges in a national competition on (insert date for judging). The winner from (your country) will then have the opportunity to go on to the global finals at the Cleantech Open Awards Gala in San Francisco on November 17. There, they will meet with VIPs, venture capitalists and cleantech enthusiasts and have the chance to win at least \$100,000US in startup services to help turn a winning cleantech idea into a winning cleantech business.

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 cleantech idea at www.cleantechopen.com/ideas. For more information please contact: (insert Host contact information).

About (Your Organization)

(Your organization – insert brief description)

About Cleantech Open

The Cleantech Open (www.cleantechopen.com) finds, funds, and fosters entrepreneurs with ideas, technologies, and products that address today's most urgent energy, climate and economic challenges. Through its one-of-a-kind annual business competition, ideas competition and entrepreneurial development programs, the Cleantech Open has helped hundreds of clean technology startups bring their breakthrough ideas to fruition since 2006, and helped its alumni raise over \$150m and create thousands of green-collar jobs.

About Global Entrepreneurship Week

With the goal to inspire young people to embrace innovation, imagination and creativity, Global Entrepreneurship Week will encourage youth to think big, turn their ideas into reality, and make their mark. From November 15-21, 2010, millions of young people around the world will join a growing movement to generate new ideas and seek better ways of doing things. Tens of thousands of activities are being planned in dozens of countries. Global Entrepreneurship Week is founded by the Ewing Marion Kauffman Foundation and Enterprise UK. For more information, visit www.unleashingideas.org, and follow @unleashingideas on Twitter.



Event Planning Guide

Cleantech Open Ideas Competition Judge's Scorecard

Key Information			
Event Name:	Type <input type="checkbox"/> Launch Event <input type="checkbox"/> Pitch Workshop <input type="checkbox"/> Pitch Rehearsal <input type="checkbox"/> Other	Topic/50 Word Description: (date, time, topic, takeaways, who should attend, presenters)	Audience: <input type="checkbox"/> Partners <input type="checkbox"/> Contestants <input type="checkbox"/> Coaches <input type="checkbox"/> General Public <input type="checkbox"/> Media
Venue: <input type="checkbox"/> Physical <input type="checkbox"/> Teleconference <input type="checkbox"/> Webinar	Room Name: and/or Dial In Number:	Room Setup: <input type="checkbox"/> Classroom <input type="checkbox"/> U-Shape <input type="checkbox"/> Other: _____	AV Options: need <input type="checkbox"/> Projector & Screen <input type="checkbox"/> Computer <input type="checkbox"/> Web Presentation <input type="checkbox"/> Audio capture <input type="checkbox"/> Live Video <input type="checkbox"/> Video Recording
Event Leader:	# Attendees Expected:	Key Volunteers for Event Support <input type="checkbox"/> Registration _____ <input type="checkbox"/> AV _____ <input type="checkbox"/> On-site Management _____ <input type="checkbox"/> Webinar Host _____ <input type="checkbox"/> Other: _____	
Speakers:	Notes/Special Instructions:	Presenters/Panelists: (name/company) 1. 2. 3. 4.	
Key Activities			
Before: <input type="checkbox"/> Post registration link with description <input type="checkbox"/> Coordinate with content provider <input type="checkbox"/> Publicize to appropriate audiences o Host Web site o GEW Web site o Reminder (2-3 days) <input type="checkbox"/> Create feedback survey <input type="checkbox"/> Arrange recording <input type="checkbox"/> Prep presenters	Day Of: <input type="checkbox"/> Print attendee list <input type="checkbox"/> Generate nametags <input type="checkbox"/> Manage presenters/panel	After: <input type="checkbox"/> Presenter thank you notes <input type="checkbox"/> Post recording and/or presentations <input type="checkbox"/> Conduct survey and disseminate feedback	

Team/Company Name			
Presenter			
Idea concept: Concisely and clearly explained- "I understand it"	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
Innovation: Breakthrough in thinking or design	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
Business Viability: A significant and interesting market exists	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
Sustainability: Positive impact on environment	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
Judge's Notes			
Total Score (Top Score=20) Key: 1=Low, 5= High			

Tips for Managing the National Competition

- Select judges that have expertise in one or more of the scorecard areas. Not all need to be cleantech experts – it's the balance of backgrounds that will make your competition successful.
- If you include live presentations (as well as videos), a timekeeper is essential. Be sure to introduce them at the beginning of your judging session. Create placards to show contestants and judges how much time remains.
 - The timekeeper should hold up a 30-second warning card as time is about to expire.
 - A second placard that says "Time is Complete - END Now!" signals the end
 - You can also use an additional 1-minute warning card
- Judges should be given 1-2 minutes to score, prior to the next video.
- After all videos have been shown, give the judges the opportunity to confer and tally their sheets.
- If you hold a public judging session (with an audience also watching the videos with your judges), remind the audience about the national winner's participation in the November 17 global finals in California.
- (Optional) More detailed feedback from judges will make this a valuable learning experience for contestants. So, if your event allows for it, you may want to offer the contestants time to talk to the judges after the event.
- You can also elect to have contestants record and submit their pitch via YouTube, Facebook or other Web media tools.



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www.unleashingideas.org