

Climate Prize 2014: Zurich seeks clean-tech pioneers

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Zurich, January 27, 2014 – Zurich Insurance is looking for Switzerland's best climate projects. Innovative ideas can be submitted until midway through this year. The total prize fund is CHF 150,000. Young clean-tech firms now have the chance to win a special prize.

Zurich Insurance is once again seeking out the best climate projects. Whether they are lateral thinkers, clean-tech pioneers or innovative entrepreneurs, all persons and businesses in Switzerland and the Principality of Liechtenstein are invited to submit their projects for the Zurich Climate Prize Switzerland & Liechtenstein. The submission deadline is June 16, 2014. Clean-tech startups also have a shot at winning a special prize. An independent panel of experts and well-known public figures chaired by ETH Professor Emeritus René P. Schwarzenbach will announce the winners at the end of 2014.

Joachim Masur, CEO of Zurich Switzerland, says: "The determination and creativity that people in Switzerland and Liechtenstein employ in the face of climate change is truly remarkable. I am convinced that there are countless ideas and concepts just waiting to be discovered. With the Climate Prize we support sustainable projects with a widespread impact – and make an active contribution to sensitizing people to climate protection."

Competition in three categories

The Zurich Climate Prize Switzerland & Liechtenstein honors projects that make a sustainable contribution to climate protection. It focuses on ideas, schemes and concepts that contribute to cutting CO2 emissions by reducing resource consumption, improving energy efficiency or bringing about changes in behavior.

Prizes are awarded in three categories: "Buildings & Housing," "Production & Consumption" and "Transport & Mobility." Private individuals, SMEs, startups, local authorities,

institutions, clubs and associations as well as national and international companies that have a head office in or are resident in Switzerland or the Principality of Liechtenstein are eligible to take part.

Z Zurich Foundation donates prize money

The Z Zurich Foundation and the return distribution of the CO2 incentive tax to Zurich will finance the execution of the competition and the awarding of prizes. The Swiss research and advice office INFRAS will support Zurich with its profound expertise in designing the content and in the organizational handling of the prize.

Zurich is doing something to help

The Zurich Group has concentrated on understanding the risks associated with climate change and developing products and services that help customers to cope with these risks. By supporting innovative climate projects through the Zurich Climate Prize, Zurich aims to make an active contribution toward raising awareness and stimulating changes in behavior.

To take part and for detailed information visit:



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is awarded in three categories: living, consumption and mobility. The prize money is being donated by the Z Zurich Foundation. The implementation and call for proposals are being funded through return distributions from the CO2 incentive tax to Zurich in Switzerland. Zurich is focusing on understanding the risks associated with climate change and developing products and services that help customers to cope with these risks. For further information: www.climateprize.zurich.ch.

The **Z Zurich Foundation**'s mission is to equip people with the knowledge and resources to better manage change and risk in their lives and in the world around them. By taking a long-term partnership approach to tackling global challenges, the Foundation makes a valuable contribution to sustainable social and economic development, combining Zurich's global experience and risk management capabilities with the non-profit organizations' local knowledge and development expertise. For further information: www.zurich.com/zfoundation.

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