

## Wanted: The smartest climate concept!

Zurich Switzerland  
www.zurich.ch

Zurich Insurance Company Ltd  
Zurich Life Insurance Company  
Ltd.

**Media Relations**  
Hagenholzstrasse 60  
PO Box  
8085 Zurich  
Tel +41 (0)44 628 75 75  
[media@zurich.ch](mailto:media@zurich.ch)  
[www.twitter.com/zurich\\_ch](http://www.twitter.com/zurich_ch)

Zurich, January 14, 2016 – Zurich Insurance is looking for Switzerland's best climate projects. Innovative ideas can be submitted until June this year. The total prize money is CHF 150,000. Young clean-tech firms have the chance to win a special prize.

Zurich Switzerland is once again seeking out the best climate projects. Whether they are lateral thinkers, clean-tech pioneers or innovative entrepreneurs, all persons, businesses and institutions 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 10, 2016**. Clean-tech startups also have a shot at winning a special prize. An independent jury made up of experts and well-known figures from the world of business, chaired by ETH Professor Emeritus René P. Schwarzenbach, will announce the winners this fall. The award ceremony will take place on November 8 2016 in the Umwelt Arena in Spreitenbach AG.

Joachim Masur, CEO of Zurich Switzerland, says: "The Climate Change Conference in Paris (COP 21) clearly demonstrated that we must all commit to climate protection in order to achieve the ambitious goals. With the Climate Prize we support sustainable projects with a widespread impact – and make an active contribution to raising people's awareness for 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 CO<sub>2</sub> 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, regional authorities, institutions, associations and organisations as well as national and international companies that have their head office in or are resident in Switzerland or the Principality of Liechtenstein are eligible to take part.

### Zurich's contribution

The Zurich Group focuses on understanding the risks associated with climate change and developing products and services that help customers to protect themselves against 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:



[www.climateprize.zurich.ch](http://www.climateprize.zurich.ch)

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For further information:

### Media Relations Zurich Switzerland

Tel. +41 44 628 75 75

E-mail [media@zurich.ch](mailto:media@zurich.ch)

**Zurich Climate Prize:** The Zurich Climate Prize aims to find and recognize projects that make an effective contribution towards reducing CO<sub>2</sub>, increasing energy and resource efficiency and changing behavior. The implementation and call for proposals are being funded through return distributions from the CO<sub>2</sub> incentive tax to Zurich in Switzerland. Zurich focuses on understanding the risks associated with climate change and developing products and services that help customers to protect themselves against these risks. For further information: [www.climateprize.zurich.ch](http://www.climateprize.zurich.ch).

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