

# Could you be a Global Green Hero?



## ***SEARCH FOR A GLOBAL GREEN HERO LAUNCHES IN EDINBURGH***

***Global competition looks for local sustainable entrepreneurs to win £400,000***

A global competition in search of the next big carbon cutting innovation was launched in the UK yesterday at the Edinburgh Centre for Carbon Innovation.

Now in its sixth year, the Postcode Lottery Green Challenge, which has received backing from major figures around the world, including Sir Richard Branson, is on the search for a local Edinburgh hero. With the support of the Edinburgh Centre for Carbon Innovation, the competition is looking for green sustainable entrepreneurs aiming to reduce greenhouse gas emissions through innovative sustainable business ideas.

The Scottish Government is also supporting the Postcode Lottery Green Challenge, as it continues towards meeting its ambitious Climate Change Scotland statutory emissions reduction targets of 42% by 2020. Commenting on the Challenge, Stewart Stevenson, Minister for Environment and Climate Change said:-

“The Postcode Lottery’s Green Challenge is a great example of galvanising people in Scotland and worldwide to take action to reduce emissions. The achievements of previous competition winners illustrate what an incredible impact seemingly simple ideas can have. With a strong history of invention and innovation in our country, I’m sure we’ll see more entries from Scotland in this year’s challenge – and perhaps even a Scottish winner.”

The contest, which runs until the end of July, will see entrepreneurs from all over the world submit business plans for products or services which are able to directly reduce CO2 emissions. Entries must be at the stage where they can be brought to market within two years. The winning concept will be awarded £400,000 (EUR 500,000) and invaluable support and guidance from leading industry experts to bring their product to the market.

Sir Richard Branson said:-

“The UK has long been a nation of inventors, creating ideas that last a lifetime. The Postcode Lottery Green Challenge is about using that innovation to make a real difference to climate change and we are calling on all British entrepreneurs to enter the competition. A great British idea could be the next thing to shake up the way we do business and help tackle climate change – and the Postcode Lottery Green Challenge is the springboard to get that idea there.”

Assessing the viability of the entries will be a celebrated panel of business and sustainability leaders, who will select a handful of finalists to present their ideas before an international jury of experts in September at the multimedia conference PICNIC '12 in Amsterdam, Holland.



Dean Gregory

Organisers of the Challenge are calling for more UK entries this year and hope for another British winner following the success of 49-year-old Dean Gregory in 2009, who took top place for his innovative RidgeBlade MicroGeneration design. RidgeBlade is a low-cost rooftop turbine which harnesses the wind's power to produce renewable electricity. It is visually unobtrusive which makes it suitable for city housing as well as environmentally sensitive locations such as national parks, the initial inspiration for Dean's design.

Jo Bucci managing director of People's Postcode Lottery said: "Climate change is something we need to urgently tackle, and previous Postcode Lottery Green Challenge winners have shown us how one idea clever, creative green idea really can make a difference. We want the UK to once again be represented at the final of this global competition, so I urge entrepreneurs across the country to visit [www.greenchallenge.info](http://www.greenchallenge.info) and find out more."

As a nation of entrepreneurs, it is anticipated that this will be a bumper year as both the business world and consumers really begin to invest in green alternatives. A recent report by Verdantix highlighted that spending by large UK companies on energy, environment and sustainability initiatives will grow at an average 16% per year between 2012 and 2015. It estimates that the growth in 'green' business spending this year alone will rise by 12% to £4.3bn, almost 20 times faster than the expected growth of the UK economy (0.6%).

Each year, interest in the online contest grows around the world and attracts increased support from major figures in the business and sustainability community, which is reflected in its judging panel. This year's panel includes Steve Howard, chief sustainability officer of IKEA Group and Jim Walker, the co-founder of The Climate Group. Sir Richard Branson will also be encouraging Britain's entrepreneurs to put forward their ideas.

The entrants are measured on their ability to help reduce CO2 emissions in a range of categories including; ICT, Lifestyle, Design, Energy and Mobility. Last year, the Energy sector had the highest number of UK entrants, with Londoner Andreas Zachariah reaching the global final with his pioneering smartphone application, Carbon Diem, which detects the user's mode of transport and calculates their carbon footprint.

Last year's winner, UK born Nick Christy's innovative Water Recycling Shower, could potentially save 61.8million tons of

CO2 a year, if every shower in the UK was converted to their system. His idea could save the equivalent of 2,380 oil tankers full of water, or take the equivalent of 12.4million cars off the road.

London-based Robert Matthams, a runner up in the 2009 contest, has estimated that since winning funding and advice from the Challenge, Shiply, his online transport marketplace has grown by 500% and has helped save over 36million unnecessary truck miles – the equivalent of driving around the world 1,472 times, saving over 8million kg of CO2.

Entrepreneurs are encouraged to step up to save the planet and log on to [www.greenchallenge.info](http://www.greenchallenge.info) for more information and to download the application form, which must be submitted before 31 July 2012.