



12 August 2015

Kraków, Poland

Biggest competition of its kind in Central and Eastern Europe launches to find innovations to power the future of sustainable energy

The winning idea will receive €10,000 and the support of the KIC InnoEnergy Highway®

[KIC InnoEnergy](#), the innovation engine for Europe's energy industry, has launched the largest competition of its kind for inventors, start-ups and SMEs in Central and Eastern Europe, called [KICkoff](#).

Entrepreneurs and start-ups who are hopeful that they have the next big idea in sustainable energy can submit their application online until the 30th September 2015.

Successful applicants will be invited to one of four regional finals. A Grand Final will then be held in Kraków in mid-November where each of the regional winners will be asked to pitch their idea to a panel of industry experts. The winner will get €10,000 cash and be invited to take part in the [KIC InnoEnergy Highway](#), a programme that transforms business ideas into commercial reality. The two runners up will receive €5,000 and €3,000.

“Innovations that have the right qualities to succeed commercially can be hard to come by – it's like finding a needle in a haystack. That is why we have launched this competition, and we are looking forward to unearthing the many bright, game-changing ideas that come out of it,” says Rafal Mrówka, the CEO of KIC InnoEnergy Poland Plus.

“KICkoff will help us to find the business ideas that will power the future of sustainable energy, which is hugely exciting. I can't wait to see the breakthroughs that this competition will reveal.”

The winner will receive support from the KIC InnoEnergy Highway which will allow them to develop their idea using expertise from across Europe. It will also give them exposure to a network of over 150 key players in the energy field, made up of industry partners, universities and research centres. Taking part in the Highway scheme also means that the winner will receive support from KIC InnoEnergy in finding their first customer.

-Ends-

Press Contact

Rosie Williams

Aspectus PR London

Account Manager

rosie.williams@aspectuspr.com

+44 (0) 20 7092 8127



About KIC InnoEnergy (www.kic-innoenergy.com)

KIC InnoEnergy is the European company dedicated to promoting innovation, entrepreneurship and education in the sustainable energy field by bringing together academics, business and research institutes. KIC InnoEnergy's goal is to make a positive impact on sustainable energy in Europe, by creating future game changers with a different mind-set, and bringing innovative products, services and successful companies to life.

With its headquarters in the Netherlands, KIC InnoEnergy develops its activities across a network of offices located in Belgium, France, Germany, the Netherlands, Spain, Portugal, Poland and Sweden. More than 150 partners contribute to KIC InnoEnergy's activities, forming a first class and dynamic network that is always open to new entrants. The company's 27 shareholders are committed to a 7 year industrial plan in which they pledge to mobilise €700 million of resources during the period 2011-2015 alone.

KIC InnoEnergy is financially supported by the European Institute of Innovation and Technology (EIT) and, while a profit-oriented company, has a "not for dividend" financial strategy, reinvesting all its profits back into the organisation's activities.