



# Global Cleantech innovation Programme 2017

## MSME GEF UNIDO Initiative

### Terms of Reference

- Entries are invited for the Fourth Cycle of India Cleantech Open Competition to identify the most promising entrepreneurs across the nation. This platform will provide SMEs and entrepreneurs the facilitation needed to launch and create successful and sustainable clean technology ventures and start-ups. An ecosystem approach will be followed whereby a common platform will be established; policy framework will be strengthened; and local capacity will be built to forge close partnership between government, academia, business and various key stakeholders including state and non-state players.
- The Programme is focused on enhancing both emerging Cleantech startups and the local entrepreneurial ecosystem and policy framework. It aims at promoting Clean Technology Innovations and Entrepreneurship in selected SMEs in India through Cleantech Innovation Platform and Entrepreneurship Acceleration programme.
- Indian Small and Medium Enterprises (SMEs), as well as emerging Startups and Entrepreneurs are being invited to submit their application before **8<sup>th</sup> August 2017**. The entries will be accepted under the following four clean technology areas:
  - **Energy Efficiency** – Innovations include technologies that enable to save energy in industrial processes, commercial applications as well as at home. Innovations which replace inefficient fuel usage/fossil fuel with cleaner and efficient alternatives which have more stable supplies and environmental benefits. Examples include advanced light sources and controls; smart / user-friendly energy management systems; efficient heating, cooling and heat transfer technologies; power management; enterprise energy management; material efficient solutions.
  - **Renewable Energy** – The category is open for innovations utilizing undepleted and renewable resources such as solar, hydro, wind, wave and biomass. The application of technologies that will remove reliance on fossil based energy. By applying the technologies, it will reduce consumption of fossil, reduce energy bills, and create societal benefits where energy is available to all. Examples include solar powered appliances, mini-hydro, hybrid solar and wind energy capture and heat energy recovery.
  - **Waste Beneficiation** – Focuses on novel cradle-to-cradle approaches to the reduction, reuse and recycling technologies and approaches to materials usage. Innovations should be able to reduce man-made environmental deterioration, reduce the use of natural resources, and reduce waste to landfill. Waste examples include: waste management equipment; sorting; resource recovery processes including e-waste; pollution prevention, control, and treatment technology; as well as waste reduction through innovative recycling processes and new recyclable materials. Products may include: Those with toxic constituents which may become a problem at the end of life. Examples include: batteries, electronics, used oil, pharmaceuticals, paint and paint products (latex oil-based paints and thinners), pesticides, radioactive materials, products containing mercury and cadmium including thermometers, thermostats, electrical switches (including automotive), and fluorescent lamps. Large products that are not easily and conveniently thrown out as waste. Examples include: carpets, building materials, TVs, computers, appliances, tyres, propane tanks and gas canisters. Products with multiple material types



that make them difficult to recover in traditional recycling systems. Examples include: packaging, electronics, and vehicles.

- **Water Efficiency** – Innovation include technological solutions which address drinking water distribution, usage or treatment, recycling & reuse of industrial and household water and in-sludge management, exploitation of alternative resources for production of clean water and the attempt to integrate both waste and water management. Solutions can include purification, water saving devices, rain water harvesting systems and monitoring systems.
- Special Recognition and mentorship will be given to Women Entrepreneurs in Clean Technology.
- All submissions will be adjudicated by a panel (Round 1 Judging) representing business, industry, government, academic and R&D fraternity who will meet 20 semi-finalists.
- One of the main objectives of the Indian Cleantech Competition and Accelerator Programme for SME's and Startups is to equip entrepreneurs with critical skills that will enable them to take their innovation to the commercialization stage, or – if this stage has already been reached - to help them scale up their innovation. Therefore, the 20 semi-finalists will attend mentoring programme and business clinics from August to October 2017.
- The workshop will provide assistance refining their applications, helping them to present a sound business case and fine tuning the respective technologies. Focus will be placed on, but not limited to, addressing intellectual property concerns, development of a sound business plan and model, advice related to marketing strategies. On completion of the coaching, semi-finalists will revise and resubmit their entries. Additionally, they will be provided an opportunity to connect with Investors.
- A second round of adjudication (Round 2 Judging) will take place in December 2017, from which two finalists will be selected. The selected winner and runner-up will receive assistance in connecting with stakeholders and will be supported in preparing their presentation for the Global Forum.

## Parameters for Selection

- ✓ Nature of innovation (Product/Process)
- ✓ Patents/design/obtained or applied for
- ✓ Technology involved (Innovative/R&D)
- ✓ Product/Process feasibility
- ✓ Financials and Scalability
- ✓ Market outreach
- ✓ Sustainable Innovation

*\* This is not an exhaustive list of selection parameters but an indicative one, and is subject to change and modification.*

## Key Benefits

- Shortlisted Semi Finalists will gain access to Mentors, Investors and Sustainability Programs.
- Mentor Programme - Each semi-finalist team will be matched with one general mentor and multiple specialist mentors based on mutual areas of interest and, proper matching of team needs and mentor strengths. The aim of mentoring programme is to maximize every participant's chance of winning the business competition, to raise investment capital and to achieve sustainable commercial success.
- Cleantech training workshops for competing semi-finalist would serve as a guide for them. The end goal is an effective business strategy and a succinct, clear pitch, so that each semi-finalist company emerges from



the competition and accelerates with the best shot at success.

- The top two finalists (Winner and Runner-up) will compete at Global Cleantech Competition i.e. “Cleantech Open Global Forum 2017” to be held in February 2018 in California, USA.

### Entries and Enquires (The closing date for entries 8<sup>th</sup> August 2017)



To apply for the competition please register your entry online

[CLICK HERE!](#)



You may even send us your entries via hard copy as per the attached

[REGISTRATION FORMAT](#)

### For more information on the programme, please contact -

**Mr. S.V. Rasal**

Managing Director

Institute for Design of Electrical Measuring Instruments

Phone: 022-24050301/2/3/4

Email: idemi@vsnl.net, info@idemi.org

**Mr. Sandeep Tandon**

Project In-charge

Global Cleantech Innovation Programme, UNIDO

Phone: 011-24607106

Email: S.TANDON@unido.org

Please send hard copies of your entries to the below mentioned address and also feel free to contact for any clarifications regarding registration format-

**Mr. Pradeep Gujarati**

Deputy Director (Elect.)

**Address:** Institute for Design of Electrical Measuring Instruments, Chunabhatti, Sion, Mumbai - 400022

**Phone:** +91-9892070351 **Email:** idemi@vsnl.net

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