

# 2010 Zayed Future Energy Prize Submission Guidelines

All Candidates for the 2010 Zayed Future Energy Prize must submit an entry for consideration using the following guidelines. Each entry will be contained in a “portable document format” (pdf) file type. The file cannot exceed five (5) megabytes (MB) per entry. Within the file, a five (5) page limit is prescribed. Each page should comply with the following layout requirements.

**8" x 11" page size (portrait orientation preferred)**  
**Margins set at a minimum of 1" (top, bottom, left and right)**  
**Approved font styles are either Arial or Times New Roman**  
**Font size must be 12 points or larger**

As you prepare your entry, please include the following sections:

## 1. Entry Overview

*What have you achieved that would warrant consideration for the Prize?*

- Describe how your accomplishments have made a difference in the future of renewable and sustainable energy solutions.

## 2. Value Proposition

*How have you benefited your specific customers and/or stakeholders?*

- Explain the needs that you have addressed.
- Describe the importance of your solutions to customers and/or stakeholders.

## 3. Market Adoption

*Where was your solution adopted and at what scale?*

- Measure the overall impact of your accomplishments.
- What were the drivers that led to acceptance in the marketplace?
- Describe innovative methods used to implement your solutions.

## 4. Leadership Position

*Who have you influenced to achieve results?*

- How did you persuade customers, key stakeholders and/or opinion leaders?
- Identify strategic partnerships or relationships that helped realize your ambitions.

When preparing your entry, you will also be asked to draft an Executive Summary of 500 characters or less, describing the most important strengths of your accomplishments.

Entries will be judged using the following criteria:

- Innovation:** proof of cutting-edge concepts and solutions that solve today’s energy and sustainability challenges.
- Long-term vision:** demonstration of ability to scale through a commercially viable or sustainable business model.
- Leadership:** championing a vision to advance clean energy and sustainable solutions.

Entries for the 2010 Zayed Future Energy Prize will be accepted until October 16<sup>th</sup>, 2009 through the web site, [www.zayedfutureenergyprize.com](http://www.zayedfutureenergyprize.com).

Thank you for your time and effort. We look forward to learning more about you.