

## Category: Start-up

Patron: [Berlin Partner](#) for Business and Technology

### Description of the category

In 2018, the GreenTec Awards once again award the category start-up for young companies and initiatives. The aim of the special prize is to promote entrepreneurship and promising start-ups that contribute to environmental protection and resource conservation, as well as to support the winner project and take it forward. All applications in one of the categories by companies younger than 3 years automatically and additionally qualify for the category start-up.

Evaluation criteria:

- What is the contribution to the protection of the environment? Both the potential and the results achieved so far are evaluated.
- What is the degree of innovation in the basic technology / service?
- Is the balance between ecology and economy possible?
- What is the commitment of the founders?
- Is there any added value to support the start-up with the GreenTec Awards' partner network?

### The winner 2017: GHT Mobility GmbH/CleverShuttle

CleverShuttle is an innovative, eco-friendly, and low-priced driving service for urban regions. It matches passengers who are heading in the same direction in one shuttle and uses only environmentally-friendly (electrified) vehicles in its fleet. This translates into a max. 15 minutes longer drive at shared cost and thus leads to significant traffic reduction and price advantages for the passengers compared to a common cab ride.

### Apply now!

Applications are open until October 10, Early Bird\* until August 29.

Information about the competition process can be found on our website:

[www.greentec-awards.com](http://www.greentec-awards.com)

\* Early Bird entitles to: 50% reduction on the participation fee, the publication of a article on Newsgreen, 2 Gala tickets for all projects in the Top10 selection.



### GreenTec Awards

- The world's largest environmental award
- Independent competition process, certified by TÜV Nord
- Jury - more than 70 representatives from business, science, politics and the media
- Over 120 sponsors and partners
- More than 30 media partners
- Target group: young and old, small and large, effective and/or visionary



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