



PRESS RELEASE

IMMEDIATE RELEASE - 1 FEBRUARY 2011

CLEAN POWER SOLUTION FOR MOBILE TELEPHONY IN THIRD WORLD FROM DIVERSE ENERGY WINS THE RUSHLIGHT AWARDS 2010

Eventure Media presented the **Rushlight Awards 2010** at a sumptuous Gala Dinner last Thursday at the Assembly Hall at Church House Westminster, London. Attended by companies and organizations that are leading the way in clean technology, investors, city advisers, specialist and general media, trade associations and government departments, the dinner followed, for the second year running, the very successful **Rushlight Clean Technologies Show** which took place at Central Hall Westminster, just across the road.

The key note speech at the dinner was given by **Prof Sir John Beddington**, the Government Chief Scientific Adviser.

Prof Sir John Beddington said: “We face a whole raft of global environmental challenges in the 21st century, and we must use natural resources more wisely if we want to mitigate the effects of climate change. That’s why it’s important to celebrate those who are developing technologies to help us live in a more sustainable way.

“The Rushlight Awards showcase the fantastic environmental innovation taking place in the UK and Ireland, and I’ve been really impressed by the standard of entrants.”

The overall winner was **Diverse Energy** which has developed the Powercube, a low-cost power solution for mobile phone communication towers in remote third world locations, replacing diesel generators. An innovative ammonia cracker produces the hydrogen for the fuel cell with market leading efficiency and in a compact design, which only produces what is needed to deliver the required power at any given time.

This innovative and compact unit produces an overall 80% reduction in greenhouse gas emissions, savings of 74% on energy bills, the elimination of noise and local particulate pollution, a 25% reduction in cost of ownership and a 2 year pay-back on investment.

The judges commented: “Diverse Energy received near unanimous support of the judges due to its high social and environmental impacts, its simple yet innovative design, its clever use of ammonia (a cheap commonly available chemical) as a fuel source and the fact that the company has a market-ready, commercial solution for a distinct environmental issue.”

The group category winners included:

1. **VerdErg Renewable Energy** which use Bernoulli's venturi principles to convert large low head flows to higher head smaller flows to drive a conventional axial flow turbine which is the only underwater moving part in their marine energy technology;
2. **AFC Energy plc** for their advanced alkaline fuel cell which, through their innovative fuel cell and stack design, together with a novel laser-based process for mass manufacture, makes it suitable for the technology to be linked with underground coal gasification so that it can be deployed on an industrial scale for the first time;
3. **Oxford Catalysts Group** who use microchannel Fischer-Tropsch and steam methane reforming reactors with a highly active catalyst to produce a high quality synthetic crude or gas-to-liquid product that can be handled through the existing industry infrastructure;
4. **Biomatrix Water Technology LLP** for their Dynamic Media Active Island Reactor which is an engineered floating island and underwater ecosystem that supports complex biological treatment processes within an attractive feature in the aquatic landscape;
5. **IMC** who have developed the Compod standalone mobile building, designed to be a flexible solution to the treatment and processing of caterer's food waste at Imperial College into quality compost in a cost effective way and
6. **InterfaceFLOR** for their Cellulose Optimization Resource Efficient technology which has been developed to up-cycle cellulosic and ligno-cellulosic waste, without any chemical additives, to create Zelfo, a micro and nano-fibrillated fibre.

The complete list of winners is set out below and the winners and the commended entries, together with a description of their technology and innovations, are enclosed as an appendix. Further details about many of the entries can also be found in the Rushlight Awards Book which will be available shortly on www.rushlightawards.co.uk.

Overall

The Rushlight Award

Diverse Energy

Group categories

Rushlight Natural Energy Award
Rushlight Clean Energy Award
Rushlight Energy Environmental Award
Rushlight Water Innovation Award
Rushlight Waste Innovation Award
Rushlight Environmental Management Award

VerdErg Renewable Energy Ltd
AFC Energy plc
Oxford Catalysts Group
Biomatrix Water Technology LLP
IMC
InterfaceFLOR/ Zelfo

Direct entry categories

Rushlight Solar Award
Rushlight Ground & Air Source Power Award
Rushlight Wind Power Award

University of Nottingham
University of Nottingham & Roger Bullivant Ltd
Luethi Enterprises Ltd

Rushlight Marine & Hydro Energy Award	Minesto Ltd
Rushlight Bioenergy Award	Severn Trent Plc
Rushlight Powered Transport Award	Intelligent Energy
Rushlight Hydrogen and Fuel Cells Award	Diverse Energy
Rushlight Power Gen & Transmission Award	Baxi
Rushlight Fossil Fuels Award	Oxford Catalysts Group
Rushlight Energy Reduction Award	Anyvan Ltd
Rushlight Water Treatment Award	Biomatrix Water Technology LLP
Rushlight Water Management Award	Ecocamel Ltd
Rushlight Waste Management Award	Recolight
Rushlight Organic Waste Award	IMC
Rushlight Waste Recycling Award	Luethi Enterprises Ltd
Rushlight Waste to Energy Award	Keld Energy Ltd
Rushlight Waste Minimisation Award	MWH ByProduct Ltd
Rushlight Air Pollution Technology Award	Glosfume Ltd
Rushlight Clean Environment Award	Arvia Technology Ltd & Magnox North Ltd
Rushlight Responsible Product or Service Award	InterfaceFLOR/ Zelfo

-ENDS-

Contact: Clive Hall 020 8870 9345, 07712 554343
 Chief Executive cjh@eventuremedia.co.uk

Rushlight Awards

Now in their 4th year, the RSA-accredited Rushlight Awards are a celebration and a promotion of new technology, innovation and best practice across the whole environment spectrum for organisations throughout UK and Ireland. Designed to highlight innovation and the holistic environmental benefit of technologies that are most likely to or are already creating a stir in the market, they are a means of disseminating the successes to support further development. The group and overall winners will be eligible to be considered to represent the UK in the European Business Awards for the Environment 2012.

Judges:

The judging was performed by an independent panel of recognized experts covering all the clean technology sectors drawn from academia, trade associations, government departments and specialist media. In particular, the judges included individuals whose full or part-time roles extend to representing DEFRA, the Renewables Advisory Board, Environment Agency, DECC, Chatham House, WRAP, the Advisory Committee on Carbon Abatement Technologies, NESTA, the Carbon Trust, the Low Carbon Vehicle Partnership, British Geological survey, BBSRC, EPSRC, SEERAD, DIUS, BIS, UKERC and the Energy Saving Trust. One of the unique attributes of the Rushlight Awards is the fact that the judges are entirely independent of Eventure Media.

Specialist media partners:

In view of the specialist nature of some of the categories, there were 15 media partners promoting and covering the event. The full list is available on www.rushlightawards.co.uk.

Supporting Partners:

This year, the Rushlight Awards had over 60 supporting partners including leading institutes, trade associations, government departments and other networks which represent and promote clean technology throughout the UK and Ireland. The full list is available on www.rushlightawards.co.uk.

Eventure Media Ltd

Eventure Media launched the Rushlight Awards in 2007 and the event has already gained a substantial following. As the only awards for technology developers across the whole cleantech spectrum, it has attracted the interest of companies both large and small which are leading the development of renewable energy, clean fuels, power generation, water, waste and pollution management in the UK and Ireland. In addition to the Rushlight Awards, Eventure Media runs the Rushlight Clean Technologies Show, Cleantech Cluster events in association with Cleantech Magazine, Investor Briefings in association with Forbury Investment Network and Briefings on cleantech developments in the built environment. The company also provides incubation services to early stage companies developing new clean technologies.

www.rushlightawards.co.uk

www.rushlightevents.com

www.cleantechincubator.co.uk (to follow shortly)

www.eventuremedia.co.uk

