



## Press Release

### ***ERG RE-GENERATION CHALLENGE 2018: THE BUSINESS PLAN COMPETITION ABOUT SUSTAINABLE ENERGY AND CIRCULAR ECONOMY***

**Genoa 26 June 2018** – The second edition of the ERG Re-Generation Challenge 2018 business plan competition, organised by ERG in conjunction with dpixel, has been launched.

The project, which sets out to maximise opportunities for start-uppers and aspiring entrepreneurs by strengthening collaboration with innovators, universities, companies, local bodies and investors, is aimed at business initiatives with high innovative content, capable of giving a boost to the local economy at the same time.

Entry is free. The announcement and entry form for the business plan competition are published on the website [www.barcamper.it](http://www.barcamper.it).

The first edition of the ERG Re-Generation Challenge involved Umbria, Lazio and Marche in the scouting phase for a total of 66 projects presented. The top three winners continued their business development path through contacts and agreements with leading companies in the energy sector.

The second edition of the ERG Re-Generation Challenge will be on a national scale, with a particular focus on the regions of Central-South Italy; it will kick off in July and finish in November 2018, being divided into three phases: project selection, training and prize-giving.

The selection phase will be carried out by a team of experts from dpixel who will be promoting the initiative with a real road-show onboard the “Barcamper” mobile office in 10 cities: **Sassari, Naples, Salerno, Potenza, Bari, Cosenza, Catania, Palermo, Campobasso and Terni**. 40 business ideas will be selected to take part in two days of training about business modelling. In the second phase, 20 projects will be selected from 40 to take part in a week long workshop during which a pool of mentors and experts will be providing their support to fine tune the business plans. In the third phase, the 10 most interesting business ideas will be assessed by managers, sponsors and representatives from institutions in the areas involved, during a public event taking place in Palermo in November.

The three best plans will be awarded a sum of money, payable only if the plans are actually implemented.

ERG Re-Generation Challenge springs from ERG’s desire to promote the development of innovative business in the green energy sectors and solutions applicable to energy production processes from renewable sources.



The goal of dpixel, and its Barcamper programme in particular, is to identify and support the birth and growth of highly innovative businesses, facilitating the search for capital and connection with the industrial fabric.

### **For more information**

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***ERG** is an Italian industrial group listed on the Milan Stock Exchange and operating in the energy sector for 80 years. A leader in the production of energy from renewable sources, it is the first wind operator in Italy and in Europe's top ten, with wind farms in France, Germany, UK, Poland, Romania and Bulgaria making for a total installed capacity of about 1.8GW. Through the Terni complex, it manages an integrated portfolio of assets to produce energy from hydroelectric sources, located in Umbria, Marche and Lazio, for installed capacity of 527 MW. It also possess 30 photovoltaic parks distributed throughout 8 regions in Italy for about 90 MW of installed capacity, and produces energy from thermoelectric sources thanks to the 480 MW natural gas-powered cogeneration plant in Priolo (SR).*

***dpixel** is an innovation company with a focus on digital technologies, its mission is to analyse technological trends, innovative ideas and technologies for identifying business talent capable of bringing new solutions to the market. dpixel conceives and provides open innovation initiatives, consultancy and education for companies, public bodies and company stakeholders.*

*In 2012, it launched the scouting and acceleration platform Barcamper, the mobile office with which the dpixel team has always been in contact with the local eco system and innovation, to meet start-ups looking for capital and resources. dpixel is the exclusive advisor to the Barcamper Ventures fund and launched its first accelerator in December 2016.*