



## Press Release

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# A global consortium launches initiative to accelerate the scaling of 100% renewable energy solutions

*Playful Solar Park initiative in Rotterdam, Basel and Paris marks the launch of DSM campaign*

A group of companies are announcing the launch of the global Bright Minds Challenge to identify and help accelerate the scaling of solutions for 100% renewable energy - focusing on solar and energy storage. The challenge is initiated by DSM, together with Accenture; Greentown Labs; Skoll Centre for Social Entrepreneurship, University of Oxford; Solarcentury; SolarAid and Sungevity. The consortium will provide the most promising emerging solutions with a tailored package of commercial, technical and mentoring support to help scientists scale up their solution as quickly as possible.

### Helping bright solutions to scale

The companies and organizations behind the #BrightMindsChallenge are committed to 100% renewable energy, and helping to lead the transition to a low carbon economy. The Challenge is designed to help scientists around the world with bright solutions to overcome barriers they face in scaling up their ideas and solutions. Anyone with a solution relevant to renewable energy - focusing on solar and/or renewable energy storage - can submit an entry. The solution needs to be prototyped, and ready to scale up.

### A movement open to all

Members of the public are encouraged to get involved by spreading the message to help find the scientists with solutions, and then to share their submissions and vote for the most promising ones. After a public vote to determine the top 10, a panel of experts will then shortlist the top three and select the winner.

The top three solutions will all receive commercial, technical and mentoring support, with the winner getting 500 hours of tailored help to fast-forward their solution. All entrants will receive valuable exposure for their projects.

The hunt for the solutions starts now, with voting taking place in January and February 2017, and the winners being announced in June 2017. The central platform for the #BrightMindsChallenge is [www.sciencecanchangetheworld.org](http://www.sciencecanchangetheworld.org)

### Playful solar park initiatives in Basel, Rotterdam and Paris - Photo caption

*People visiting the Kannenfeld Park in Basel, Le Jardin de Luxembourg in Paris or the van Nelle terrain in Rotterdam, will see a site board several meters high announcing the fictitious construction of DSM's Bright Minds solar park for renewable energy on these locations. DSM's playful campaign in three major European cities - Rotterdam, Basel and Paris - today marks the launch of the #BrightMindsChallenge, in which DSM is joining forces with seven leading partners to call on scientists, students, start-ups and interested parties to submit their ideas and solutions for solar energy and energy storage.*

**Note for the editor:** High resolution photos from the site boards at the Dutch Climate Summit in Rotterdam, the Kannenfeld Park in Basel and Le Jardin de Luxembourg in Paris are available via DSM media relations and can be used free of rights.

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