



PRESS RELEASE: FOR IMMEDIATE RELEASE

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Cleantech innovators to be recognised for the first time by national green awards scheme

A new award for innovation in green energy products and services has been launched by leading green energy charity Ashden, sponsored by Impax Asset Management. Impax is an equity investment specialist, dedicated to investing in resource optimisation and environmental markets.

Now in their 13th year, the Ashden Awards champion practical, local energy solutions that cut carbon, reduce poverty and improve people's lives in the UK and developing world. This is the first time that the Awards will recognise green products and services that have only recently reached the market.

Ashden Founder Director Sarah Butler-Sloss said: "Innovative energy products and services that make reducing our CO₂ emissions realistic, appealing and affordable are essential if we are serious about combatting climate change. We are therefore very excited to be launching the Impax Ashden Award for Energy Innovation.

"Impax will add huge value to this year's Awards, with Chief Executive Ian Simm bringing to bear his financial and business expertise in the sector as a judge for the Award, and with the follow-up guidance and support that Impax will provide to the Award winner."

Chief Executive of Impax Ian Simm commented: "I have been very impressed with Ashden's achievements over many years, their innovative awards programme and their commitment to supporting early stage organisations in the field of sustainable energy. I am therefore delighted that Impax is sponsoring the Impax Ashden Award for Energy Innovation.

"There is tremendous interest and support for Impax's involvement with Ashden amongst our staff, and we are keen to work with Ashden on UK volunteering and mentoring opportunities."

Some [12 companies and programmes](#) have been shortlisted for the UK Ashden Awards, one of which will be awarded the Impax Ashden Award for Energy Innovation. The Award will be presented at the Royal Geographical Society in London on 20 June. The winner will receive a prize of up to £20,000, as well as support to grow its work further and a national platform to promote its work.

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Notes to editors

1. The Ashden Awards were set up in 2001 to champion practical, local energy solutions that cut carbon, protect the environment, reduce poverty and improve people's lives. Since then they have rewarded and supported more than 140 winners across the UK and the developing world. For further information, including photos, films, and case studies on past winners, go to www.ashden.org
2. Impax is an award-winning global equity specialist, dedicated to investing in resource optimisation and capitalising on the increasing demand for global resources. Impax was founded in 1998 and has £1.9 billion of assets under management. The company seeks to achieve sustainable, above market returns over the longer term by investing globally in companies active in the rapidly growing resource optimisation markets. These markets address a number of long term macro-economic themes: growing populations, rising living standards, increasing urbanisation, rising consumption, and depletion of limited natural resources. These mega trends are driving up commodity and resource prices, triggering global demand for more efficient delivery and optimal use of resources. Innovative companies within the energy efficiency, alternative energy, resource recovery, water infrastructure and treatment, and food and agriculture markets are leading the way in an emerging, high growth segment of the world economy.