

> Siemens launches second edition of Green Technology Journalism Award

Melbourne, May 01, 2013

Siemens, the world's leading green technology company, launches for the first time in Australia and New Zealand the Siemens Green Technology Journalism Award 2013 to recognise and reward journalists for excellent reporting in green technology, sustainability and environmental issues.

Award honors journalists for excellence in green technology reporting
Open to journalists in the ASEAN region and Australia & New Zealand



The Award is open to journalists in the ASEAN region and Australia & New Zealand. This year, Siemens will be awarding a Siemens Green Technology Journalist Australia and New Zealand Award 2013. The Australia and New Zealand winner will compete with winners from Singapore, Indonesia, Malaysia, Philippines, Thailand and Vietnam for the Siemens Regional Green Technology Journalist 2013. All winners will receive cash prizes as well as a sustainability study trip to Europe.

“Demographic change, urbanisation, climate change and globalisation are creating unprecedented challenges for humankind. The transformations occurring now will have a lasting impact on society,” said Jeff Connolly, CEO of Siemens in Australia.

“At Siemens we believe that the combination of people and the latest efficient technologies enable a more sustainable future. This award recognises the important role journalists play in highlighting our most pressing environmental issues.”

The Award was first launched in 2010 in ASEAN, with three award categories. Over 190 entries were received, and the winners were Thean Lee Cheng of The Star in Malaysia for the Energy Efficiency category, Dewi Kurniawati of The Jakarta Globe in Indonesia for the Industrial Productivity category, and Jessica Cheam of The Straits Times in Singapore for the Sustainability category.

All submissions for the Siemens Green Technology Journalism Award 2013 must be published from January 1, 2012, to June 15, 2013, in print and online media. Each submission must be accompanied by three published articles focused on how the application of green technology is providing answers to the challenges of megatrends like demographic change, urbanisation, climate change and globalisation.

Entries will be evaluated according to their news value; relevance to green technology, sustainable development and environmental issues; as well as the journalist’s writing and language technique.

The submission deadline is June 30, 2013, at 11.59pm (AEST), and the winners will be announced in September 2013. Registration details and further information is available at www.siemens.com.au/SGTJA2013.

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