

Jakarta, 15 April 2013

## Siemens meluncurkan Green Technology Journalism Award edisi kedua

- **Penghargaan bagi para jurnalis yang unggul dalam penulisan teknologi ramah lingkungan**
- **Terbuka bagi para jurnalis di negara-negara kawasan ASEAN serta Australia & New Zealand**

Siemens, sebuah perusahaan infrastruktur hijau terkemuka di dunia, hari ini meluncurkan Siemens Green Technology Journalism Award 2013 edisi kedua yang merupakan sebuah ajang kompetisi dan penghargaan bagi para jurnalis profesional yang unggul dalam penulisan teknologi ramah lingkungan, sustainabilitas dan isu-isu lingkungan.

Penghargaan ini terbuka untuk para jurnalis di kawasan ASEAN dan Australia & Selandia Baru. Tahun ini, Siemens akan memberikan penghargaan Siemens Green Technology Journalist Indonesia Award 2013. Pemenang Indonesia akan mendapat kesempatan bersaing dengan para pemenang dari Negara lainnya seperti Australia & Selandia Baru, Malaysia, Filipina, Singapura, Thailand dan Vietnam di ajang Siemens ASEAN-Pasifik Green Technology Journalist Award 2013. Semua pemenang akan menerima hadiah uang tunai serta perjalanan studi keberlanjutan ke London.

"Perubahan demografi, urbanisasi, perubahan iklim dan globalisasi – merupakan isu-isu megatren yang memberikan tantangan yang belum dialami oleh manusia sebelumnya. Transformasi yang terjadi sekarang ini akan memiliki dampak yang panjang pada dunia kita," jelas Josef Winter, Presiden Direktur dan CEO PT Siemens Indonesia. "Itu sebabnya kami mengadakan ajang kompetisi serta penghargaan ini, yang kami harap dapat mendorong lebih banyak penulisan di seputar topik ini. Tujuannya adalah untuk membantu masyarakat di kawasan ASEAN, Australia dan Selandia Baru untuk lebih memahami dampak yang luar biasa dari megatren, serta melihat bagaimana peran inovasi dan teknologi dapat membantu

mengurangi efek megatren serta dapat membantu menciptakan dunia yang lebih berkelanjutan.

Penghargaan yang pertama kali diluncurkan pada tahun 2010 di ASEAN ini memiliki 3 kategori lomba. Kami menerima sekitar 190 artikel dimana 3 jurnalis telah berhasil keluar sebagai pemenang yaitu: Thean Lee Cheng dari The Star di Malaysia untuk kategori efisiensi energi; Dewi Kurniawati dari The Jakarta Globe di Indonesia untuk kategori produktivitas industri; dan Jessica Cheam dari The Straits Times di Singapura untuk kategori Sustainability.

Semua artikel yang dikirim untuk diperlombakan pada Siemens Green Technology Journalist Indonesia Award 2013 harus dipublikasikan pada periode 1 Januari 2012 sampai dengan 15 Juni 2013 di media cetak dan online di Indonesia. Jurnalis diminta mengirimkan setidaknya 3 artikel yang berfokus pada bagaimana aplikasi teknologi ramah lingkungan dapat menyediakan jawaban atas tantangan megatren seperti perubahan demografi, urbanisasi, perubahan iklim dan globalisasi.

Artikel yang masuk akan dievaluasi sesuai nilai berita; relevansi topik; pembangunan berkelanjutan dan isu-isu lingkungan serta teknis bahasa dan penulisan.

Batas waktu akhir pengiriman artikel adalah tanggal 30 Juni 2013, pukul 22:00 WIB. Pemenang akan diumumkan pada bulan September 2013. Pendaftaran dan informasi lebih lanjut tersedia di [www.siemens.co.id/SGTJA2013](http://www.siemens.co.id/SGTJA2013).

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**About Siemens Indonesia**

With 4 companies and employing more than 1,800 people, Siemens is one of the largest European companies in Indonesia. Siemens delivers cutting-edge solutions and technologies in the fields of industry, energy, healthcare and infrastructure & cities. Established in Indonesia since 1909, it is responsible for many of the country's key infrastructure projects, and has been a reliable partner of growth and development for this archipelagic-nation. In fiscal 2012 (October 1, 2011 – September 30, 2012), sales to customers amounted to EUR 248.5 million and new orders totaled EUR 178.9 million.

For further information on Siemens Indonesia please visit our website – [www.siemens.co.id](http://www.siemens.co.id)

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## Siemens launches second edition of Green Technology Journalism Award

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

Siemens, the world's leading green infrastructure company, launches today the second edition of its Siemens Green Technology Journalism Award 2013 to recognize and reward journalists for excellent reporting in green technology, sustainability and environmental issues.

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 Indonesia Award 2013. The Indonesia winner will compete with winners from Australia & New Zealand, 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 London.

“Demographic change, urbanization, climate change and globalization – these megatrends are creating unprecedented challenges for humankind. The transformations occurring now will have a lasting impact on our world,” Josef Winter, President Director and CEO of PT Siemens Indonesia. “That is why we established this Award, through which we hope can encourage more reports on these topics, to help people in the rapidly growing regions of ASEAN, Australia and New Zealand to better understand the profound effects of the megatrends, and how innovation and technology can help to reduce these megatrends’ effects, to create a more sustainable world.

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, urbanization, climate change and globalization.

Entries will be evaluated according to their news value; relevance to the 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 11pm, and the winners will be announced in September 2013. Registration details and more information is available at [www.siemens.co.id/SGTJA2013](http://www.siemens.co.id/SGTJA2013).

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