



HOW TO WRITE A WINNING SUBMISSION

Submissions for the Zayed Future Energy Prize go through a lengthy review process and are marked meticulously. However, we receive hundreds of submissions and the quality can vary considerably.

To help you with your submission, we have put together ten pieces of advice to follow.

1. We want to feel excited by your submission. Try to cover all of your main points as directly and succinctly as possible, with minimal repetition. Each question has a word limit, but think of this as a maximum, not a target. The more easily we can see the merits of the submission, the better its chances.
2. Add context. Give specific examples. If your product improves people's lives, say how. If your company operates renewable energy plants, tell us the generating capacity and the proportion of the total national/regional capacity. Illustrative case studies, concrete facts and insightful comparisons can give the judges a better idea of an application's true worth. Remember that your application has to make sense to a non-specialist.
3. When referring to data, use one of our preferred data sources if possible. If everyone is referring to these and similar widely-cited, reputable sources, we can compare between entries more easily and fairly. Remember also to benchmark your facts and figures against the most relevant industry segment.
4. Define acronyms and abbreviations the first time you use them, even if they're common. For example, your first mention of UNEP should be as follows: "the United Nations Environment Programme (UNEP)". Indian 'discoms' are 'distribution companies' first time around.
5. Help us do our research on your entry: include a few hyperlinks to external data sources, biographies, LinkedIn pages, press releases or articles on independent media outlets. Remember to check that they work!
6. When describing how a person or product is innovative, remember to point out the specific innovative feature or features. If you own a patent, give the number and tell us where the patent applies.
7. If you include any data tables, remember to point out the main features in the text to help focus the reader on your main achievements and merits. For example, in the case of a renewable



energy operator that has listed its assets by type, it is helpful to point out that “wind and geothermal power are the largest components of this company’s portfolio, with 60MW out of a total 80MW”.

8. If you have goals, ambitions and visions for the future, say how you expect to achieve them and whether you are on track so far. If you have faced a struggle, tell us how and why things will improve.
9. Submissions must be in English. If English is not your first language, try to have an English-speaker review your submission. This makes the review process much quicker and easier.
10. All of the above takes time, so start preparing and writing your submission early.

Suggested data sources:

For renewable energy data we recommend using the Bloomberg New Energy Finance Fact book: “Global Trends in Renewable Energy Investment, Q4 2012” <http://about.bnef.com/fact-packs/>

Other sources:

Eurostat (<http://epp.eurostat.ec.europa.eu/>)

Initiatives of the United Nations such as the Framework Convention on Climate Change UNFCCC for carbon emissions data (<http://unfccc.int>), the World Food Programme (<http://www.wfp.org/>), and the Environment Programme (<http://www.unep.org/>).

International Energy Agency (<http://www.iea.org/>)

International Monetary Fund (<http://www.imf.org/external/data.htm>)

US Energy Information Administration (www.eia.gov)

Chinese National Bureau of Statistics (<http://www.stats.gov.cn/english/>)