



FUEL CELL TODAY

Opening doors to fuel cell commercialisation

The Hydrogen Ambassadors Competition

Kerry-Ann Adamson, Fuel Cell Today – July 2005

Recently I had the chance to catch up with the ever energetic Arno Evers, the driving force behind the annual Hydrogen and Fuel Cell exhibit at the Hannover Fair. Instead of discussing his plans for next year's Exhibit we took the opportunity to talk about the **Hydrogen Ambassadors** competition, which was launched this year during the Fair.

What is the Hydrogen Ambassadors competition?

The competition is open to anyone over the age of 11 and under the age of 99 (*though I suspect if your team included some slightly older they may allow exceptions!!!*) working in a team of 3 which has a new idea for the implementation of hydrogen and fuel cells.

That's it!

You don't need to be a Nobel Prize Winner or a rocket scientist to have a really good idea, and this is what this competition is about.

Arno is a great believer in the "power of the young people", a phrase you can often hear him saying, though you get an impression that being young is as much about a mental state as physical, hence the upper age "limit". It is this talent, passion and drive he wants the competition to tap into.

The Prize

There will be four age groups in the competition: 11-15, 16-20, 21-25 and 26 years and above. Three winners will be selected from each of the categories, making 12 in total, and each will be provided with a fully serviced booth at next year's (2006)

Exhibit. This booth will allow the winners to showcase their ideas to the companies and participants from the Fair (*and more than likely find a member of the Fuel Cell Today team coming to talk to and writing about them!*). During this time each paying company participating in the group exhibit will be allowed to vote on which idea they think is the best to find the overall 2006 Hydrogen Ambassadors Winner.

This will be announced at 12 noon on Friday 28th April.

How to Apply

Stage 1: Submit a summary of your team's idea

This entry must describe your new idea(s) of implementing hydrogen and fuel cells into the real world.

It should not be longer than 1,000 words and must be written in English. It can contain up to six additional sketches, drafts and/or photos, illustrating the new approach(es) that will finally contribute to the creation of a worldwide hydrogen economy.

The closing date to submit these entries is: September 30, 2005.

Stage 2: Build

The 12 selected groups will be then approached to design and build their stand with the aim of showcasing their ideas. Ideally this will end up as a 3D display for the Exhibit.

Stage 3: Exhibit

During the Exhibit the teams will be expected to work on their stands promoting their ideas.

Arno and his team will provide the following: floor space, booth building, carpet, lighting, food and beverage service all day, security and cleaning

Stage 4: Be awarded

The overall winning team from each age group will personally present and explain their ideas as **HydrogenAmbassadors** at the awards ceremony, which will be part of the Forum Programme on stage during the Group Exhibit.

A FAQ section and online submission of your ideas can be done via the Group Exhibit website at: www.fair-pr.com/hydrogenambassadors



Good Luck and See You in 2006 at the Hydrogen and Fuel Cells Group Exhibit.