

dena Energy Award 2026

Communication copy

We are delighted that you are supporting us in promoting the dena Energy Award 2026. To make communication as efficient and straightforward as possible, we have provided a selection of ready-to-use texts below.

These texts are intended for editorial use and may be adapted or shortened without prior consultation to suit your channels.

This document includes:

- Text suggestions for websites and newsletters
 - Short teaser
 - Long teaser
- Press releases / announcements
- Email templates

Image credits

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Contact

If you have any questions, please do not hesitate to contact:

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Text suggestions for websites & newsletters

Short teaser

dena Energy Award 2026: 20 years of energy efficiency and climate action

Since 2007, the German Energy Agency (dena) has recognised outstanding projects in energy efficiency and climate action through the dena Energy Award (formerly the Energy Efficiency Award).

The award is open to private and public companies that drive the transformation with innovative efficiency measures and impactful climate solutions.

Applications can be submitted in three categories. In addition, an SME Audience Award with a total prize of €5,000 recognises the commitment of small and medium-sized enterprises.

All nominees and winners will be honoured at the dena Kongress on 9 November 2026 in Berlin and receive an official label for their communications. Winners in the three categories will also receive a professionally produced short film presenting their project.

The award is funded by the German Federal Ministry for Economic Affairs and Energy (BMWE).

Application deadline: 5 June 2026.

Long teaser

dena Energy Award 2026: 20 years of energy efficiency and climate action

Since 2007, the German Energy Agency (dena) has recognised outstanding projects in energy efficiency and climate action through the dena Energy Award (formerly the Energy Efficiency Award).

The competition is open to private and public companies that actively drive the transformation with innovative efficiency measures and effective climate solutions.

Applications can be submitted in three categories. In addition, an SME Audience Award with a total prize of €5,000 recognises the commitment of small and medium-sized enterprises.

The focus is on projects that reduce energy consumption and greenhouse gas emissions, as well as concepts demonstrating how climate neutrality and industrial transformation can be achieved. Applications can be submitted individually or jointly in the following categories:

Move forward! – Integrated Strategies and Measures for Climate Neutrality

Holistic climate action plans with concrete projects that significantly improve decarbonisation efforts and work towards the goal of climate neutrality are requested here. This includes, for example, the use of renewable energies or systemic measures.

Go smart! – Energy Efficiency via Technologies and Digitalisation

Innovative energy efficiency technologies, which open measurable saving potentials, are recognized in this category. This may include advanced technologies for the measurement and control of systems.

Act together! – Cooperation for Effective Energy Efficiency and Climate Action Projects

This category honours exemplary cooperation in energy efficiency and climate action projects. The focus is on cooperative project developments, contracting solutions, and sustainable infrastructures.

An independent jury selects the nominees and winners. Three projects are nominated in each category, including one winner.

All nominees and winners will be honoured at the dena Kongress on 9 November 2026 in Berlin and receive an official label for their communications. Winners in the three categories will also receive a professionally produced short film presenting their project.

The award is funded by the German Federal Ministry for Economic Affairs and Energy (BMWE).

Application deadline: 5 June 2026.

Press release / announcement text

dena Energy Award 2026 – applications open until 5 June

The German Energy Agency (dena) is looking for outstanding projects and concepts that demonstrate how companies can successfully reduce energy consumption and greenhouse gas emissions. The focus is on innovative, impactful solutions that can be scaled and replicated across industries.

Companies can apply in three competition categories. All nominees and winners will be honoured at the dena Kongress on 9 November 2026 in Berlin. Winners will receive a professionally produced short film presenting their project.

In addition, an SME Audience Award with a total prize of €5,000 recognises the commitment of small and medium-sized enterprises.

The award is funded by the German Federal Ministry for Economic Affairs and Energy (BMWE).

Application deadline: 5 June 2026.

Award ceremony at the dena Kongress 2026

An independent jury of experts from politics, business, academia and the media will evaluate all submissions. The nominated projects will be announced at the end of September 2026.

All nominees and winners will be honoured at the official award ceremony at the dena Kongress on 9 November 2026 in Berlin.

The three nominated companies for the SME Audience Award will present their projects live at the congress. The winner will be selected by public vote, with online voting starting in October 2026.

Further information on participation, eligibility criteria, the application process and previous winners can be found at:

www.dena-energy-award.de

Email template

Subject: dena Energy Award 2026 – Apply by 5 June 2026

Dear [Name],

Since 2007, the German Energy Agency (dena) has presented the dena Energy Award, recognising companies that reduce energy consumption and CO₂ emissions and actively drive the transition to climate neutrality through innovative projects and strategies.

The application phase for this year's 20th anniversary edition starts on 8 April. Companies can submit applications individually or jointly until 5 June 2026 in the following categories:

- **Move forward! – Integrated Strategies and Measures for Climate Neutrality**
Holistic climate action plans with concrete projects that significantly improve decarbonisation efforts and work towards the goal of climate neutrality are requested here. This includes, for example, the use of renewable energies or systemic measures.
- **Go smart! – Energy Efficiency via Technologies and Digitalisation**
Innovative energy efficiency technologies, which open measurable saving potentials, are recognized in this category. This may include advanced technologies for the measurement and control of systems.
- **Act together! – Cooperation for Effective Energy Efficiency and Climate Action Projects**
This category honours exemplary cooperation in energy efficiency and climate action projects. The focus is on cooperative project developments, contracting solutions, and sustainable infrastructures.

In addition, an SME Audience Award with a total prize of €5,000 recognises outstanding commitment.

An independent jury will select the nominees and winners. Three projects are nominated in each category, including one winner. All nominees and winners will be honoured at the dena Kongress on 9 November 2026 in Berlin and receive an official label for their communications. Winners will also receive a professionally produced short film.

The award is funded by the German Federal Ministry for Economic Affairs and Energy (BMWE).

Further information on participation, eligibility criteria and the application process is available at: www.dena-energy-award.de

We look forward to your participation and wish you every success!

Kind regards,

LinkedIn post

The #denaEnergyAward is celebrating its anniversary edition! ✨

Private and public companies can now apply with projects and concepts that successfully reduce energy consumption and greenhouse gas emissions for the prestigious dena Energy Award 2026.

🔗 <https://bewerbung.dena-energy-award.de/>

The award is being presented for the 20th time.

Key dates:

- Application deadline: 5 June
- Nominees announced: end of September
- Start of public voting (SME Audience Award): October
- Award ceremony at the #denaKongress: 9 November

Funded by the @Federal Ministry for Economic Affairs and Energy (BMWE).