



## ebm-papst Innovation Forum: Three days of energy efficiency

**Weizsäcker: "Next cycle must be green"**

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"CO<sub>2</sub> emissions are still an indicator of how affluent a country is. We have to break this connection. Only then will climate protection have a chance," explained Prof. Ernst Ulrich von Weizsäcker, best-selling author of the books *Factor Four* and *Factor Five* in his keynote address at the start of the 4th ebm-papst Innovation Forum. The scientist made it clear that the next social cycle will have to be green, and that there is a whole series of new, fascinating innovations and technologies that are just waiting to be employed.

In her address, Sabine Zinzgraf, project manager of the Partnership for Climate Protection, Energy Efficiency and Innovation, a joint initiative of the Federation of German Chambers of Industry and Commerce (DIHK) and the German federal government, took Weizsäcker's arguments a step further, explaining how important it is for companies to be involved in environmental protection. She introduced the "Climate Protection Companies" project, which ebm-papst has been a member of since 2010.

In line with the opening presentations, the focus points of the 4th ebm-papst Innovation Forum were quite definitely the megatrends of energy efficiency, conservation of resources and sustainability. Around 20 expert speakers and 150 participants discussed their significance in the development and application of energy-efficient fans and motors.

Highlight of the multi-day event was the presentation of the "365 Places in the Land of Ideas" award. The award for the RadiCal energy-saving fan from ebm-papst was presented by Axel Hepelmann of the Deutsche Bank in Heilbronn. It is the third year in a row that the company has won the prize.



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### **About ebm-papst**

The ebm-papst Group is the world's leading manufacturer of fans and motors and is a pacesetter for the ultra-efficient EC technology. In the last fiscal year 2010/2011, the company generated turnover of more than 1.3 billion euro. ebm-papst employs over 11,000 people at 17 production facilities (including Germany, China, USA) and 57 sales offices worldwide. The fans and motors of the global market leader are represented in many industries, including ventilation, air-conditioning and refrigeration technology, household appliances, heating engineering, in IT and telecommunications applications and in automotive and commercial vehicles engineering.

### **About the Land of Ideas**

The nationwide competition "365 Places in the Land of Ideas" highlights the potential that Germany houses as a place of innovation. It has been held since 2006 in collaboration with the project partner Deutsche Bank. In the competition, companies, institutions, social and cultural organisations are presented to the public as "Selected places", demonstrating their diversity of ideas, their creativity and their dedication to the people in Germany.