



Horizon **Prize**

MATERIALS FOR
CLEAN AIR

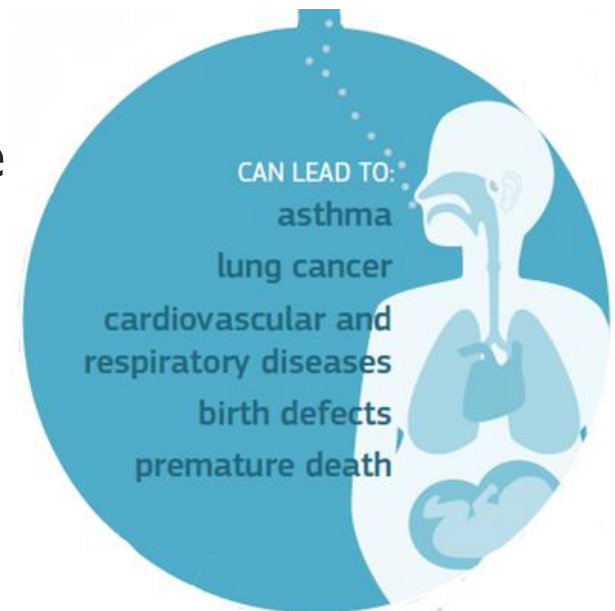
Can you crack
the **challenge?**

- The European Commission has launched the **Horizon Prize on Materials for Clean Air**
- This **challenge prize** is offering a cash reward of **€3 million**
- To the person/team meeting the following challenge:

Develop a **material solution to reduce the concentration of particulate matter in urban areas** that is affordable, sustainable, innovative, and well-designed.

Why this prize?

- Air pollution is a major problem for our health and the environment – kills half a million Europeans every year.
- **Particulate matter (PM)** is the air pollutant which has the **most severe impact on health**.
- Around 90% of the population of European cities is exposed to PM levels exceeding WHO air quality guidelines levels.





Objectives of the Prize

- **Stimulate innovative thinking** to find a material-based solution to the problem.
- **Improve air quality in urban areas** and diminish negative impact of particulate matter on health, climate change and ecosystems.
- **Capitalise on European research excellence** by accelerating market adoption of new materials.
- **Unlock access to new businesses opportunity** by enhancing European competitiveness in the field of green technologies.



How can the challenge be met ?

- The prize rules give contestants **freedom** to come up with the most promising and effective solution.
- As a minimum, the solution needs to be **affordable, sustainable, innovative and well-designed**.

More information and rules for participation on:

- www.ec.europa.eu/horizonprize/cleanair





Who can join the contest?

- Any single person and legal entity or groups of legal entities in EU Member States or in countries associated to Horizon 2020, the EU's research and innovation programme
- Find a suitable partner or propose your expertise to compete for the Prize at www.nmp-partnersearch.eu

Timeline

- Opening of submissions : **26/01/2017**
- Deadline for submissions: **23/01/2018**
Award decision in 2018.



MATERIALS FOR CLEAN AIR

#HorizonPrize

Two more prizes for clean air and low CO₂ – on clean car engines

EU cities have a problem NOW:

Prize on retrofits addresses existing cars



€ 1.5 million

Looking into the FUTURE:

Prize on future engines



€ 3.5 million

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#HorizonPrize

How can the challenge be met ?

- The solution should be installed on a real vehicle
- Meet specific requirements on **emission** levels, **fuel consumption, performance and driveability, costs, noise, safety, durability**
- Verified by JRC under real driving conditions!

Timeline

- Deadline for submissions



12 September 2017



20 August 2019

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Help us to promote the prizes!

- Website:
<https://ec.europa.eu/research/horizonprize/index.cfm>
- Promotional material (flyers and posters) are available upon request.

Please contact:

EC-CLEAN-AIR-PRIZE@EC.EUROPA.EU

EC-FUTURE-ENGINE-PRIZE@EC.EUROPA.EU

EC-ENGINE-RETROFIT-PRIZE@EC.EUROPA.EU

- Follow the hashtag **#HorizonPrize**
- Join the LinkedIn group ***Horizon Prizes for cleaner engines – improving air quality***

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European
Commission

