

Press Release

Awards for innovative ideas for greater safety

DEKRA Award 2019: Startups Welcome

- Additional category for digital startup companies
- *Gründerszene* platform becomes a network partner
- For information and application forms, visit www.dekra-award.de

The DEKRA Award 2019 has a new category: Startups can now apply for the prestigious safety award in a separate competition. Digital economy platform *Gründerszene* is championing the award as a network partner. There is also a new format for announcing the winner of this category. The audience at the award ceremony actually takes on the role of the jury and picks a winner from among the finalists. We are accepting applications until September 13, 2019.

International expert organization DEKRA and *WirtschaftsWoche*, Germany's leading economics magazine, have for years been recognizing the very best in safety solutions with the DEKRA Award. Companies and organizations with outstanding projects and processes have previously been able to apply in three categories (Safety in Transport, Safety at Work and Safety at Home) based on a best practice principle.

The addition of the Startups category now means that startup companies with ideas and concepts for greater safety in the future can also apply, with emphasis placed on the potential and the benefits that can be derived from the idea. The jury is also being broadened to reflect the new category with the addition of Carlos Bhola, Co-Founder of Circ and Managing Partner of Celsius Capital.

“This new category means that innovative startups are not pitted against the budgets and processes of more established companies. The award applicants may include a suitable candidate for our DEKRA Next Incubator,” explained Dr. Kerim Galal, Executive Vice President for Strategy and Innovation at DEKRA. “We also have a network partner in *Gründerszene* that is a leading platform in the digital economy with excellent connections in the startup scene. With our new juror Carlos Bhola, we have gained a successful entrepreneur for whom safe micromobility is a primary concern.”

A panel of internal and external specialists will decide on the nominations in all categories of the DEKRA Award 2019. While the winner of the Startups category will be chosen by the audience in a pitch format, it is tradition for the award winners in the other categories (Transport, Work and Home) to be decided by a star-studded jury:

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- **Dr. Annette Niederfranke**, Director of the International Labor Organization (ILO)
- **Beat Balzli**, Editor-in-Chief of *WirtschaftsWoche*
- **Carlos Bholá**, Co-Founder of Circ and Managing Partner of Celsius Capital
- **Boris Böhme**, Head of Product and System Safety at the Federal Ministry for Economic Affairs and Energy
- **Dr. Raimund Klinkner**, Managing Director of the INSTITUTE FOR MANUFACTURING EXCELLENCE
- **Stefan Kölbl**, Chairman of the Board of Management of DEKRA e.V. and DEKRA SE

The DEKRA Award Ceremony will be held in Berlin on Wednesday, October 23, 2019. In previous years, the award winners and nominees have included companies and organizations such as Airbus, Axa, BMW, Bornack, DB Deutsche Bahn, Eaton Industries, Caverion, Daimler, the German Road Safety Council (DVR), EBM-Papst, EnBW, Pflasterpass, Voith and Volkswagen.

Application forms and information is available at
www.dekra-award.de

About DEKRA

DEKRA has been active in the field of safety for more than 90 years. Founded in 1925 in Berlin as Deutscher Kraftfahrzeug-Überwachungs-Verein e.V., it is today one of the world's leading expert organizations. DEKRA SE is a subsidiary of DEKRA e.V. and manages the Group's operating business. In 2018, DEKRA generated estimated sales totaling more than 3.3 billion euros. The company currently employs more than 45,000 people in approximately 60 countries on all six continents. With qualified and independent expert services, they work for safety on the road, at work and at home. These services range from vehicle inspection and expert appraisals to claims services, industrial and building inspections, safety consultancy, testing and certification of products and systems, as well as training courses and temporary work. The vision for the company's 100th birthday in 2025 is that DEKRA will be the global partner for a safe world.



About WirtschaftsWoche

WirtschaftsWoche is a major, current, consistently market-focused business magazine for decision makers. Week by week, over 100 employees, editors, reporters and correspondents from around the world analyze the most important events in business and politics, on the financial markets and in management, research and technology. The reporting is supplemented by the team from WirtschaftsWoche Online, which presents and analyzes events and outcomes on a daily basis. With the WirtschaftsWoche Management

and WirtschaftsWoche Careers sections, the reporting is aimed at managers and executives. The special magazine Green Economy highlights how economy and ecology can be reconciled. And the WiWo Global series deals with the development of the economy in selected countries around the world.

About Gründerszene



Gründerszene is a platform for Germany's digital economy. It is the most well-known media brand of Vertical Media and offers online magazines, a careers section, network events and conferences such as "Spätschicht" and "Heureka". With daily news and background information, specialist articles, videos, analyses and reports, Gründerszene reaches 1.4 million unique users each month and provides the most relevant information on the digital economy. NGIN is an industry-specific media platform for the German digital economy. Through NGIN Mobility, Vertical Media connects companies and their decision makers from the mobility sector and provides information on relevant trends, innovations and digitalization. Attend the 2019 NGIN Mobility Conference: <https://conference.ngin-mobility.com>