

Green tech firm chases European glory for its innovative work

30th October 2014



Penelope Brudnell-Pryke and Kenny Gallagher, both of Greengineering

A WORCESHIRE technology start-up could be in line for a major European award in recognition of its innovative work.

Greengineering, part of [Innovation Birmingham](#)'s Low Carbon Accelerator programme, goes into the final today (Thursday) of the 'Best European Climate Venture 2014' competition, taking place in Valencia. A £50,000 (€65,000) prize fund will be shared between the winner and runners-up placed second and third.

The competition forms part of Climate-KIC's annual European Innovation Festival and Greengineering has been recognised for its 'DrainMiser' product range, which can substantially reduce the amount of fuel used for heating water, while also improving the performance of heat pumps. The innovative new systems are suitable for domestic and commercial use, in both new build projects, or for retrofitting. The short return on investment for the end user is what makes the product range so appealing.

Kenny Gallagher, Chief Technology Officer of Greengineering, said: "Climate-KIC is a vital partner for Greengineering, and taking part in this competition will give us vital international exposure, networking and potential investment opportunities."

Hero Prins, Director of Entrepreneurship at Climate-KIC said: "The Venture Competition is designed to spur innovation by giving the clean tech start-ups

of the future the funding and support they need to succeed commercially. As a finalist, Greengineering represents one of the brightest prospects currently on our unique Accelerator programme, which supports over 120 start-ups across Europe every year. Making it to this stage is a fantastic indicator of the potential we see in their business."

Greengineering has been developing its DrainMiser product range since the start-up was established in 2012. The Worcestershire-based family business has received research and development funding via Defra, Innovate UK (previously known as the Technology Strategy Board), as well as from [Innovation Birmingham](#)'s Low Carbon Accelerator fund.

[Innovation Birmingham](#) is one of 12 centres across Europe that delivers a range of activities to promote entrepreneurialism and innovation across the low carbon sector. During the summer, as the first stage of the Venture Competition 2014, [Innovation Birmingham](#) awarded a total of £100,000 to the best nine local start-ups on its Low Carbon Accelerator.

Katharine Fuller, [Innovation Birmingham](#)'s Senior Project Manager for EU Projects said: "Early stage grant funding makes such a difference to start-up businesses. The timetable required for an entrepreneur to launch their product or service to market is critical, and the funding available through the European Climate-KIC initiative enables the best businesses starting up in the low carbon sector to receive a helpful grant."

Greengineering has already been selected as one of 12 start-ups from across the nine Climate-KIC regions in Europe that will visit Silicon Valley in California during November's Global Entrepreneurship Week. Three of the chosen start-ups are from the [Innovation Birmingham](#) programme.

The Climate Knowledge Innovation Community (Climate KIC) is the EU's main climate innovation initiative, and was one of the first Knowledge and Innovation Communities (KICs) created by the European Institute of Innovation and Technology (EIT) in 2010. The EIT is the European Union body tasked with creating sustainable European growth and jobs.