



PassivSystems named a 2010 Global Cleantech 100 company

Smart home technology firm recognised by the world's clean technology experts

13 October - [PassivSystems](#) has been named in the prestigious 2010 [Global Cleantech 100](#), a list of the most promising private clean technology companies from all around the world. PassivSystems, which launched its innovative home energy management product [PassivEnergy](#) in May this year, was recognised as one of the cleantech firms most likely to make a significant market impact over the next ten years.

The list is produced by the [Cleantech Group](#), providers of leading global market research, events and advisory services for the cleantech industry and is part of the Global Cleantech 100 program, run in collaboration with the [Guardian News and Media](#) and sponsored by [Autodesk](#).

To qualify for the list, companies must be independent, for-profit, cleantech companies that are not listed on any major stock exchange. The Cleantech Group draws on its own data and research, and combines it with the weighted qualitative judgments of both hundreds of cleantech industry insiders, and the viewpoints of a 60-strong, international expert panel.

“The second Global Cleantech 100 shines a spotlight on which companies and which technology areas the global innovation community is currently most excited about, from a commercial standpoint,” said Richard Youngman, MD, Europe & VP, Global Research at Cleantech Group. “There have been significant changes since 2009: more Asian companies and less renewable energy generation companies attest to the growing diversification of cleantech innovation. Cleantech is a broader phenomenon than just clean energy. The wider issues of resource scarcity are starting to gain attention and traction.”

This year a total of 4,616 nominations were received from 3,260 unique sources and 218 companies were presented to the panel for final input. The end result was 100 companies from 14 countries.

“To be recognised amongst so many other cleantech companies is a real vindication of our consumer-focused approach to home energy management,” said Colin Calder, PassivSystems CEO. “We’ve consistently put consumer needs at the heart of our solutions and that approach is starting to pay dividends as the market recognises that providing information on energy use is simply not enough and that people need help to manage their energy efficiently.”

The expert panel is drawn from well-respected organisations in cleantech innovation from around the world, including leading investors such as Emerald Technology Ventures, Generation Investment Management, Kleiner Perkins Caulfield & Byers, New Enterprise Associates, SAM Private Equity, Sequoia Capital, and VantagePoint Venture Partners, and from a wide variety of corporations from many different industries, such as BASF, GE, Honeywell, IBM, Procter & Gamble, Siemens, and Veolia.

"The Global Cleantech 100 list represents the most rigorous, serious attempt made yet to provide a scorecard of the progress that is being made by cleantech companies. This year's expert panel involved a greater level of corporate participation than last year's, and we also saw an increased presence of companies from China in the Top 100 list – both trends that we at VantagePoint see as critical signs of the times," commented Stephan Dolezalek, the CleanTech Group Leader at VantagePoint Point Venture Partners.

VantagePoint, for the second year in a row, had more investee companies in the 100 than any other investor.

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Media enquiries:

Paul Allen – Rise PR

paul@risepr.co.uk – + 44 (0) 7515 199 487

Notes to editor:

The complete list of 100 companies is being unveiled today at Cleantech Forum New York, <http://events.cleantech.com/newyork/>. Some of the companies will be showcased in New York today, others at the Guardian's Cleantech Summit in London on 23 November 2010 (<http://www.guardian.co.uk/cleantechsummit>).

Commentary and insight on the 2010 Global Cleantech 100 is available via two publications: one is a report written by the Cleantech Group and sponsored by Autodesk, *Global Cleantech 100: A Barometer of the Changing Face of Global Cleantech Innovation* is available for download (<http://cleantech.com/GlobalCleantech100.cfm>). The second is a special newspaper supplement written by the Guardian, sponsored by Ernst & Young, and distributed with today's newspaper in the UK.

The full list of Global Cleantech 100 firms is available online, on the websites of the Cleantech Group (<http://cleantech.com/GlobalCleantech100.cfm>), and the Guardian (<http://www.guardian.co.uk/globalcleantech100>).

About the Cleantech Group, LLC

Cleantech Group, the leading global research and advisory firm focused on cleantech innovation, pioneered the clean technology category in 2002. Today, it helps its clients make critical business decisions by providing the latest market intelligence through subscription-based research, custom advisory services, and global networking events. The company's growing international client base includes global corporations, investors, entrepreneurs, governments, and service providers. The company also produces the premier Cleantech Forum® and Focus™ events worldwide, including upcoming events in Paris, New York, Chicago, and Los Angeles. Details are available at <http://www.cleantech.com>

About the Guardian

The Guardian is one of the UK's leading daily titles, and the Guardian.co.uk website delivers its liberal journalism to a global audience. The Guardian's vision is to be the leader on sustainability within the media industry. Through its editorial coverage and business activities, the Guardian demonstrates to its readers, staff, advertisers, suppliers and its communities that Guardian News & Media is committed to enhancing society's ability to build a sustainable future.

About Autodesk

Autodesk Clean Tech Partner Program:

We are pleased to announce that our corporate partner Autodesk(r), sponsor of the Global Cleantech 100 is offering to select clean tech entrepreneurs fully licensed software that enables Digital Prototyping to help you visualize, design, and simulate your solution and speed your ideas to market. To learn more about the Autodesk Clean Tech Partner Program and apply for software licenses, valued* at up to \$150,000, for only \$50, please visit www.autodesk.com/cleantech.

* Value is based on up to five commercial licenses of each application.

About PassivSystems: www.passivsystems.com

PassivSystems Ltd was established in 2008 and aims to be the leading provider of Home Energy Management Systems. Bringing together specialists from two normally separate sectors, energy and telecoms, the PassivEnergy Home Energy Management System has been designed to help people reduce wasted energy, increase comfort and save money. The system has been designed to be simple to install and easy to use.

PassivSystems has been highly commended by industry in 2010. It was one of ten companies chosen by UK Trade & Investment in January 2010 to be part of an exhibition of Britain's best new technologies at the world's largest consumer electronics show, CES and in February was selected to participate in the Clean and Cool Mission 2010. This trade mission saw 19 leading UK clean tech companies spend a week in San Francisco taking part in a range of activities designed to help them open up their business to the US market. In May, PassivSystems was selected as a finalist in the Red Herring Europe 100 awards which recognise the most innovative technology startups in Europe.