

To mark the 15th anniversary of supplying power to Slovenian households, GEN-I promotes the development of sustainability projects in Slovenia through a special call

Organisations seeking to develop a sustainability project have a unique opportunity to receive funding from Slovenia's largest electrical power supplier, GEN-I, as part of a special call for the development of sustainability projects. A total of EUR 100,000 of sponsorship funds will be divided among the three best sustainability projects, allowing the winning ideas to become a reality and constitute important steps towards Slovenia's green transformation.

Ljubljana, 22 May 2024 – The GEN-I Group is one of the leading ambassadors of the green transition in Slovenia, and since 2021 it has been supplying electricity to its customers that is produced without net CO₂ emissions. By transitioning to cleaner energy sources, the GEN-I Group is reducing the carbon footprint and allowing every home, office, or factory to contribute their share to reducing global warming and protecting our planet.

This year marks fifteen years since GEN-I offered households and small businesses the opportunity to choose a more innovative power supplier. By offering a reliable supply of environmentally friendly and cost-effective power, in just a few years GEN-I developed from a small trading company into Slovenia's leading power supplier. At the fifteenth anniversary of smart energy, GEN-I looks back with respect and gratitude to the society it operates within, which has strongly contributed to its success in this area. To help actively shape a safer future, the company is announcing a call for (co)funding the development of new sustainability projects. **The total funding that will be awarded amounts to EUR 100,000**, and with this call the company aims to promote and build on projects that will help shape a green future.

The call is open to all organisations that are thinking about developing sustainability projects with a long-term positive impact on society and the environment, but cannot make their ideas become reality without the necessary financial support. This includes measures related to environmental protection, self-sufficiency, energy efficiency and numerous other ideas that can take us into a greener future. The sustainability projects they are applying with must promote sustainable and responsible behaviour.

Among all the sustainability projects received, GEN-I will **select the three most promising ones that will show long-term usability for the broader society** and generate the desired results, such as reduced power consumption, increased accessibility of sustainability principles to a broader circle of users, the circular economy, new production methods that generate less waste or reuse materials, the development of energy saving apps and other technologies, reduced CO₂ and other greenhouse gas emissions, reduced pollutant emissions, reduced food waste, adopting new farming practices with emphasis on better biodiversity protection, and so on.

GEN-I's sustainability call is only open to applicants categorised as associations, NGOs, private institutes, and start-ups. The winners will have to carry out their proposed ideas within one year from receiving the sponsorship funds.

All interested organisations can apply to the call **by 30 June 2024** on GEN-I's website, where detailed information on the call and the application procedure is also available:

<https://gen-i.si/o-gen-i/trajnostni-razpis/vsebina/>

At GEN-I we look forward to seeing the different projects that will be submitted, and their varied ideas promoting a sustainable future for our society.



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