NOTA
DE PRENSA

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THE 3RD EDITION OF THE COMPETITION "LAS IDEAS SE MUEVEN" (Ideas on the Move) KICKS OFF, TO AWAKEN INNOVATION AMONG STUDENTS

- *The competition, "Las ideas se mueven", dedicated to energy innovation, was launched in collaboration with the University Enterprise Foundation (FUE) and will be available for students up to 27 years of age that are registered in universities and vocational training centres in Andalusia and Extremadura.*

- *Those interested in taking part in the competition and that meet the requirements, have until the 12th of November to submit their ideas to the website www.lasideassemueven.com*

- *The winner will receive 3,000 euros and a place in the professional initiation programme BRIDGE, which combines academic training on productivity and personal development with paid work practice at Endesa; the second prize is 1,500 euros; and the third prize is 1,000 euros.*

- *The finalists will have the chance to share and enhance their project with subject-related experts from Endesa in an electric vehicle called the Endesa Van.*

Madrid, 11th September 2017- Discovering young talent, hearing about their ideas and encouraging them to go as far as possible. These are the main objectives of the competition "Las Ideas se Mueven", which Endesa has launched for the third year running, in collaboration with the University Enterprise Foundation (FUE). The competition is aimed at university and advanced level vocational training students and they are encouraged to submit initiatives related to innovation in the area of energy efficiency, electrification of demand, the protection of the environment and the surroundings, customer service excellence or the quality of the energy service.

This year it is once again aimed at students up to the age of 27 years, registered in any of the universities or vocational training centres of Andalusia and Extremadura (the first edition was held in Catalonia and the second in Madrid). The deadline for submitting ideas opens today and ends on the 12th of November. Afterwards, a jury will select the 3 finalist ideas and the creators of these will have the chance to improve them and develop them with sector experts, but in a unique setting: aboard an electric vehicle that will travel around the streets of Seville. Finally, in December, the jury will choose the winner and the award ceremony will be held at Endesa's headquarters in Seville.

The winner will receive 3,000 euros and a scholarship for the **BRIDGE** professional initiation programme, which combines academic training worth 14,300 euros on professional development and new technologies, with paid work practice at Endesa. The runner-up will receive 1,500 euros and the third prize will be 1,000 euros. Furthermore, a recognition prize will be awarded to the centre with the highest number of participating students.

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MOVEMENT 1 **Have an idea** **Coming soon** **Do you have an idea related to any of Endesa's commitments?** • **Innovation** • **Energy efficiency** • **Electrification of demand** • **The protection of the environment** • **Customer service excellence** • **The quality of the energy service** **Tell us about it!** **You have until the 12th of November to upload your idea to our platform.**	**MOVEMENT 2** **Build an idea.** **Endesa Van.** **Coming soon** **If you are one of the three finalists chosen by our jury, you will have the chance to improve and develop your idea by sharing it with three experts in a very special setting: an electric vehicle on the move around Seville.**	**MOVEMENT 3** **Tell us about your idea** **Coming soon** **The last step is presenting the finalist ideas. You will be able to explain what you have created to contribute to a new world and you will do so before a public made up of experts, colleagues and onlookers. Do you want to move with us?**

Employer branding

The competition "Las Ideas se Mueven" forms part of the set of initiatives carried out by Endesa with the aim of attracting and retaining young talent, Employer Branding initiatives to position the company as a desirable place to work in all the markets in which it operates, focusing on the most sought-after profiles.

In recent years, the company has taken part in a number of physical and virtual employment fairs, holding workshops and helping to improve the employability of young people. Innovative events have been held, aimed at attracting talent and the Company has updated its website aimed at potential candidates and the Scholarship Plan has been reinforced with initiatives that improve its competitiveness.

Endesa is therefore continuing with its commitment to developing young talent and introducing them to the labour market and improving their employability. For 2017, the company plans to incorporate 167 trainees. The scholarships tend to be for 1 year and they are associated with a training programme that consists of technical training and skills development. In previous years the rate of incorporation of students into the company stood at around 20% and this year we hope to increase this figure as our planning has focused more on future requirements that may arise. The most sought-after profiles for scholarships are Industrial Engineers and, in general, science profiles (mathematicians, statisticians…) and for non-technical Business Administration and Management profiles, Economics and Law tend to be the most sought-after careers.

Keep up to date with the latest news and participate in social media via #LasIdeasSeMueven

For full information please click on this explanatory video here

Win €3,000 euros and the chance to carry out work practice at Endesa