

ADE Showcasing Innovation Report

Guidance Document

The coming years are critical for ensuring our energy system sees the transformation required to squeeze every drop of value from an increasingly renewable-based system. Our sectors enjoy exceptional innovation in products and services that are truly transforming energy in the UK. They deserve to be celebrated.

For the first time, ADE will this year be publishing our “Showcasing Innovation” report to do just that. It will cast a spotlight on the very best innovations in products and services that are unlocking barriers in the decarbonisation of heat through heat networks and that are enabling households and businesses to decarbonise and participate in the energy system in a way that works for them.

This guidance document is designed to give further detail on what we’re looking to include in the report and how to make a submission.

What is the ‘Showcasing Innovation’ Report?

The report will be split into two sections to encompass both of ADE’s functions – ADE: Demand and ADE: Heat Networks.

ADE: Demand

Our vision, and what ADE: Demand exists to make happen, is no less than a complete re-imagining of the role of demand in our energy system so that:

1. Demand is given equal consideration to generation
2. Every household, commercial business and industrial site has a commercially viable path to decarbonisation
3. It is recognised that energy users and their assets have a day job – they shouldn’t have to work around the energy system, the energy system should work around them
4. Millions of users with automated energy provision can play a major part in keeping the lights on.

ADE: Heat Networks

Heat networks are the proven path to decarbonising our towns and cities at scale.

The Government is bringing forward a framework that will regulate the sector for the first time, spatial planning to support large-scale heat network development

and an effective ban on the use of natural gas in new build homes. However, heat decarbonisation remains difficult with the cost of low carbon heat (often using electricity) still higher than gas and progress on heat decarbonisation needs to happen now if we are to meet our legally binding carbon targets.

ADE: Heat Networks exists to make sure low carbon heat networks play their rightful role in the energy transition and the UK seizes the opportunity to grow this market from 3% today to more than 20% by 2050.

Benefits of being included

If your submission is successful, you will be included in our 'Showcasing Innovation' report which will be launched at our Awards Dinner on 12th November 2025 at Church House, London. Successful inclusion in the report includes:

- Exposure to 350+ delegates at the ADE Awards Dinner
- Full page feature in the report with company branding
- Logo included in Awards Dinner branding
- Feature on ADE website and ADE Awards Website
- Social media post on ADE LinkedIn

What we're looking for

This report is aimed at products and services that are innovating in the sector.

The product or service must be at least past Proof of Concept and only new to the market within the last five years.

Submissions that show the interactions between the decarbonisation of heat and the way in which we bring households and businesses more into the energy system will be particularly favoured. This could be for example, through incorporating a better understanding of users' energy needs into the design and delivery of projects or enabling them to participate more through flexibility.

Category	Focus
ADE: Heat Networks	Recognising products & services that are delivering real results in the supply of heat through heat networks (district, communal and SGLs) as part of our journey to net zero 2050. Innovative approaches to integrating a demand-led system will be particularly favoured.
ADE: Demand	Recognising products & services that bring us closer to a demand-led system through empowering energy users to decarbonise and/or provide services to the grid through flexibility. Products & services that show innovative approaches

	to heat decarbonisation as part of creating a demand-led system will be particularly favoured.
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How to submit

1. Fill out the submission form with your product/service's details, including a summary of the innovation, timeline of development/deployment and the impact it's having
2. Ensure your submission adheres to the Report Rules below.
3. Email your submission to tom.wilson@theade.co.uk by 5pm on Friday 22nd August 2025

Chosen submissions will be selected by the ADE team and if successful you will be notified by Friday 3rd October 2025. The report will then be launched at the ADE Awards Dinner on Wednesday 12th November 2025 at Church House, London.

Report Rules

Submissions which do not comply with these rules will be rejected.

1. To make a submission, your company must be an ADE member or have intention to join ADE before 1st April 2026.
2. Case studies of products/services can be located anywhere in the world, as long as the company is based in the UK.
3. Submissions should keep to the word limits for each section and be submitted as a Microsoft Word document (not PDF).
4. Submissions must also be accompanied with at least three professional-quality colour photographs or graphics of the product or service (for promotional purposes). These must be sent as separate files and not embedded within the entry form.
5. All information, data and images submitted as part of your application will be held by ADE and their event managers (SE²). If successful, short non-confidential extracts of your submission will be used in the report and in our promotional activities, for example in press releases, on the ADE website and in case studies.

If you have any questions, please contact Tom Wilson at tom.wilson@theade.co.uk.