



CELEBRATE CHANGE: THE FIRST FESTIVAL CELEBRATING GREEN TECHNOLOGIES

The GREENTECH FESTIVAL and Formula E strive to accelerate positive change and excite people about green technologies.

- **More than 50,000 visitors are expected at the former Berlin Tempelhof Airport from 23 to 25 May 2019**
- **The programme includes the world's largest exhibition on green technologies, a conference on the most relevant topics of sustainability, the GREEN AWARDS and the BMW i Berlin E-Prix**
- **In its first year the festival has attracted renowned partners including Allianz, Deutsche Bahn, Ströer, partner country Norway, and Formula E with more to be announced in the run up to May**

Berlin, 5 February 2019 – Green mobility as well as sustainable consumption and lifestyles have been a serious topic of conversation in politics, society, and the economy for years. To accelerate the shift towards sustainability and to push its implementation in people's everyday lives, Nico Rosberg, Marco Voigt, and Sven Krüger have co-founded the GREENTECH FESTIVAL. Under the motto "Celebrate Change", the former Formula 1 World Champion and the two entrepreneurs want to excite an international audience on green technologies and show them, with fascinating exhibits and ideas, the extent of positive change that is already possible today.

The founding trio and Formula E expect more than 50,000 guests on the premises of the former Berlin Tempelhof Airport from 23 to 25 May. The festival's multifaceted programme caters to both an audience of renowned specialist as well as the general public. "The goal is to bring all stakeholders together in one place: from start-up companies to big players, from environmental activists to politicians, from researchers to CEOs, and from a Crown Prince to the average consumer. We can only overcome the urgent challenges of our time together, as a team", explains co-founder Marco Voigt. "With the GREENTECH FESTIVAL, we strive to bring the immense potential of green technologies to life and to inspire as many people as possible to accelerate positive change", adds Nico Rosberg. The event's patron is Andreas Scheuer (CSU), Federal Minister of Transport and Digital Infrastructure. "From car sharing and carpooling, to air taxis and e-scooters, the GREENTECH FESTIVAL allows you to already today experience our world of tomorrow. As its patron, I am extremely pleased that we are bringing these ideas to the public, while together discussing what is to come and how we will handle it", says the Minister.

Norway, one of the leading countries in terms of sustainability, is the festival's partner country; the Scandinavians consequently align themselves with the United Nations' sustainability goals, especially in the areas of mobility and energy. The GREENTECH FESTIVAL also sets ambitious goals to not only help realise the UN sustainability goals at a national level, but to reach much further beyond that. The festival will be heading for other international cities by 2020 – the premiere in Berlin will be the kick-off.

THE SLOGAN SAYS IT ALL: CELEBRATE CHANGE

The festival has plenty to offer, from the largest green technology exhibition to date, in partnership with Formula E, the **GREENTECH EXHIBITION** inspired by Allianz E-Village, the **GREEN LEADERS CONFERENCE** with top-notch creators and forward thinkers, up to the **GREEN AWARDS** ceremony (formerly known as the GreenTec Awards), one of the biggest international environmental awards. From ground-breaking green technologies in the areas of mobility, energy, research, and science to the latest food trends, sustainable lifestyle products, cars of the future, as well as the success stories of environmental activists, sustainable artists, and VIPs: the GREENTECH



FESTIVAL aims to illustrate sustainable innovations in all areas of life. In addition to inspiring lectures held by top speakers, including Byton CEO Dr Carsten Breitfeld, Volocopter CEO Florian Reuter, Liliium CCO Remo Gerber, Formula E Founder & CEO Alejandro Agag, as well as Crown Prince Haakon from Norway, concrete solutions to accelerate positive change and the use of sustainable technologies will be worked out in collective sessions. Partner of the GREENTECH FESTIVAL, Formula E will be hosting this year's Berlin E-Prix on the former airport premises on Saturday including a dedicated interactive fan zone at the GREENTECH EXHIBITION inspired by Allianz E-Village. Its diverse character makes the festival an innovation in itself – everything in line with the motto: #celebratechange. The festival's founders want to encourage a new positive attitude towards change and bring greater joy to sustainable technology.

CENTREPIECE OF THE FESTIVAL: THE GREEN AWARDS

The root and the centrepiece of the GREENTECH FESTIVAL are the GREEN AWARDS, which have honoured the most innovative green projects for the past 12 years and excited the public about it. Their objective is to support and connect visionaries, private individuals, start-ups, as well as mid-sized and large companies that are committed to sustainability. Last year, more than 1,000 invited guests from the fields of economics, science, politics, and show business attended the gala. Previous winners include such personalities as Bob Geldof and Elon Musk, but also projects and companies like car2go and Little Sun by Olafur Eliasson. Nico Rosberg received the special prize for "Entrepreneur of the Year" in 2018. Since retiring from Formula 1, Rosberg has been very involved in sustainable projects, particularly in the area of mobility, and is an investor and shareholder of Formula E. "It is not just the automotive industry that has high technical and performance-driven requirements these days. Many companies have long been following the important shift towards green technologies. But this development will only be implemented if all of us support this movement – that's why I fight for it", says Rosberg.

GREEN WINDOW AS A DIGITAL MEGAPHONE

The festival's digital extension is called GREEN WINDOW. On this online platform, the community will not only find fascinating background reports about the GREENTECH FESTIVAL, but also inspiration to live a sustainable and technology-driven life – 365 days a year. Authors and co-founders of GREEN WINDOW are, among others, NENA and Rea Garvey, who also share in the green passion of the founding team.

ABOUT THE GREENTECH FESTIVAL

With the slogan "Celebrate Change" the GREENTECH FESTIVAL unites people from diverse backgrounds with the goal of inspiring them with green technologies and to accelerate positive change. The festival will take place for the first time from May 23rd to 25th, 2019 on the former grounds of the Berlin Tempelhof Airport. In addition to Nico Rosberg, the former Formula 1 world champion, the founders also include the entrepreneurs Marco Voigt and Sven Krüger. This year's patron is Andreas Scheuer, the Federal Minister of Transport and Digital Infrastructure. The festival is a result of the GreenTec Awards, which have been honouring the most innovative green projects for the past twelve years and whose past winners included Bob Geldof and Elon Musk. More information can be found at www.greentechfestival.com and www.greenwindow.com.

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