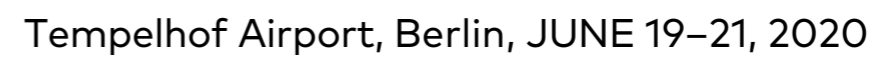


The logo for the Green Tech Festival, featuring the words "GREEN TECH FESTIVAL" in a bold, white, sans-serif font. The text is positioned to the left of a large, bright green L-shaped graphic element that frames the top right corner of the image.

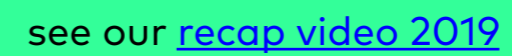
GREEN
TECH
FESTIVAL

A horizontal banner with a bright green background and a white border. It contains the text "LET'S CELEBRATE CHANGE" in a bold, black, sans-serif font.

LET'S CELEBRATE CHANGE

A horizontal banner with a white background and a green border. It contains the text "Tempelhof Airport, Berlin, JUNE 19-21, 2020" in a black, sans-serif font.

Tempelhof Airport, Berlin, JUNE 19-21, 2020

A horizontal banner with a bright green background and a white border. It contains the text "see our [recap video 2019](#)" in a white, sans-serif font, with "recap video 2019" underlined.

see our [recap video 2019](#)

ON THE EDGE OF TECHNOLOGY IN THE HEART OF BERLIN

TOLERANT PEOPLE. INNOVATIVE START-UP COMMUNITY. CENTER OF EUROPE.
BERLIN IS THE PLACE TO BE FOR GENERATION Y.



WE CELEBRATE GREEN TECHNOLOGIES AND A SUSTAINABLE LIFESTYLE THAT WILL FUNDAMENTALLY IMPACT SOCIETY

**Accelerating, entertaining,
celebrating and connecting
future-forward green technologies
and a sustainable lifestyle with
people from all over the world
who are making a difference.**

Creating awareness.

**A lighthouse for
positive change.**

**A solution hub for
the sustainability
mega trend.**

TARGET PROFILE

VISITORS AND CONSUMERS OF THE GTF CAN BE BROKEN DOWN INTO THREE DIFFERENT PROFILES.



B2C

Tech enthusiasts, families, people living a sustainable lifestyle. Anyone visiting GTF for the exhibition, concert or the Formula E race.

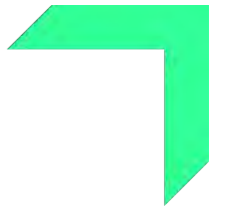
B2B

Entrepreneurs, business executives, influencers and game changers joining the conference and awards.

B2M

16 – 34 year-olds living a modern & sustainable lifestyle and experiencing GTF online as well as through multiple media outlets.

MODULES & TARGET GROUPS 2019



EXHIBITION (B2C)

- Curated interactive consumer show
- 80 exhibitors
- 2 day exhibition

Theme based zoning concept about stunning latest developments in green technologies in:

- Mobility
- Food
- Energy
- Fashion & Sports



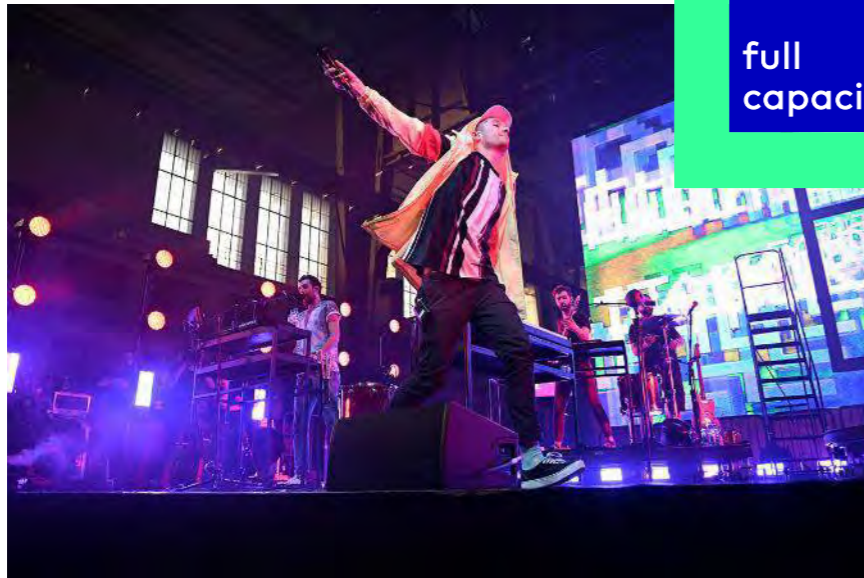
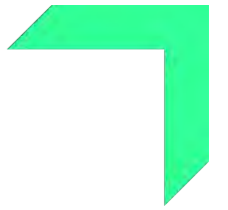
CONFERENCE (B2B)

- (Ex) Change forum
- 1,100 conference attendees
- NGOs, start-ups, global 500s, influencers
- 2 day conference program with keynotes, panel discussions, interviews and breakout sessions

Various topics and trends discussed around neogreen movement in order to work together on solutions for:

- Artificial intelligence
- Smart cities & circular economy
- Last mile
- Connected living
- City traffic

MODULES & TARGET GROUPS 2019



full
capacity

CONCERT (B2C)

- Internationally renowned band Bastille celebrated the release of their new album
- 2,000 concert visitors
- 3 Million live views broadcasted by MagentaMusik 360
- 365 days online availability

Kick-off event of festival



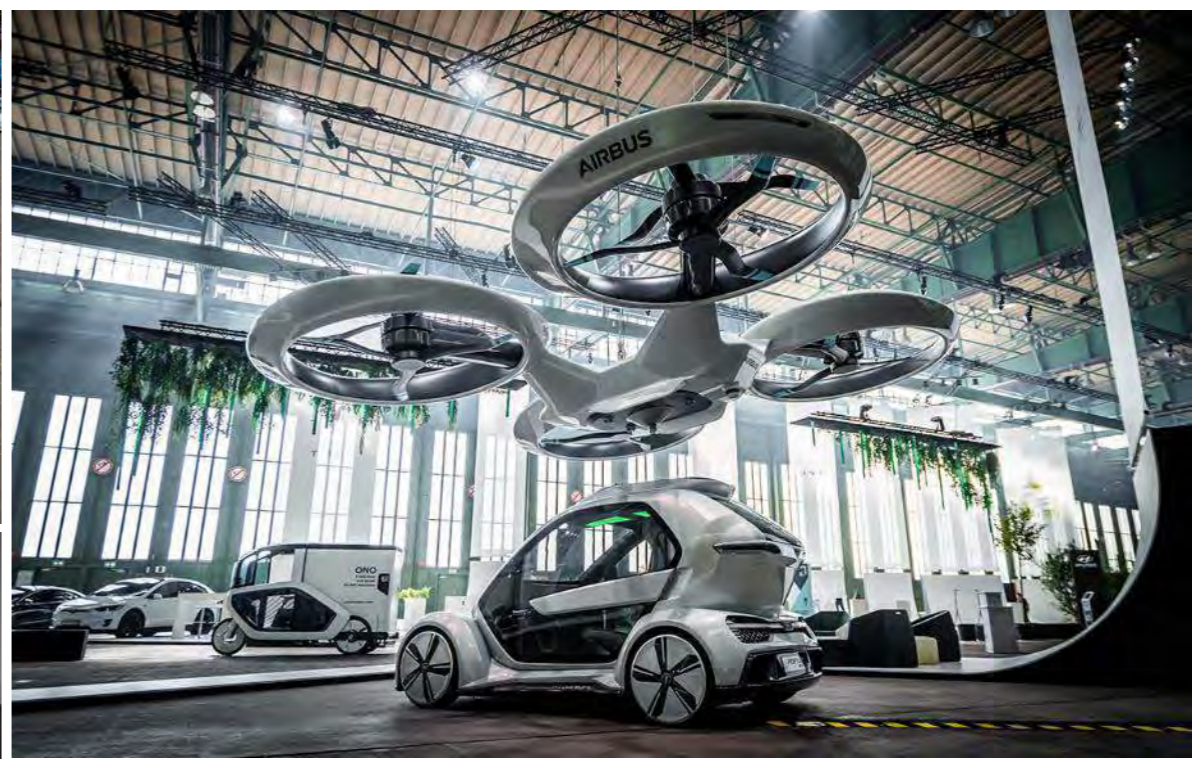
full
capacity

AWARDS (B2B)

- Europe's Green Oscars
- 1,000 invited guests attended
- Gala to honor the greatest global projects, ideas and game changers in green technologies.

6 Categories / 36 Nominees (online voting):

- Innovation of the year
- Rising Star of the year
- Start-up of the year
- Game Changer of the year
- Forward Actor of the year
- Special Prize Norway



KPI'S OVER ALL GTF MODULES 2019

GREENTECH FESTIVAL 2019 WAS A MAJOR SUCCESS STORY



EXHIBITION
Over 35,000
visitors on-site

EXHIBITION
80 top
companies

CONFERENCE
65 acclaimed
speakers from
20 different
countries

CONCERT
3m people
reached by the
live stream of
Bastille's new
album release
at the GREEN
VIBES concert

AWARDS
1,000 invited
guests and
brand partners
attended the
GREEN AWARDS

MEDIA
More than
1.5b* people
reached globally
across channels

EXHIBITION INSPIRED BY ALLIANZ E-VILLAGE

35,000

ON-SITE VISITORS



EXHIBITION INSPIRED BY ALLIANZ E-VILLAGE



80

EXHIBITORS (CURATED)

SOME OF OUR 2019 EXHIBITORS:

**Porsche / BMW / Mercedes / Pininfarina /
Kunert / Deutsche Bahn / Allianz / Parley / Hyundai /
Lanxess / Harley Davidson / Volocopter / X-SHORE /
Byton / Airbus / Norway / Tesla / Julius Bär / Bosch /
Google / ABB / DHL / Start-up Zones.**

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across channels

CONFERENCE OPINION LEADERS ON STAGE 2019



1,100

ATTENDEES

65

SPEAKERS

20

COUNTRIES



Some of our speakers in 2019: Corinne Vigreux, TomTom; Jean Todt, FIA; Johan Ernst Nilson, Explorer; Clare Jones, What3Words; Kate Brandt, Google; Johan Rokström, PIK; Anne Marit Bjornflaten, Hurtigruten; HRH Haakon, Crown Prince of Norway; Michael Sheren, Bank of England; Florian Reuter, Volocopter; Peter Vanacker, Neste; Cyrill Gutsch, Parley for the Oceans; Ann Makosinski, Forbes Top 50 Influencer; Richard Lutz, Deutsche Bahn; Christian Deuringer, Allianz; Violetta Bulc, EU Commission.



EVERYTHING IS POSSIBLE, DISCUSSIONS ABOUT CHANGING THE GLOBAL MINDSET FOR A GREEN FUTURE

GREEN LEADERS CONFERENCE

EVERYTHING IS POSSIBLE, DISCUSSIONS ABOUT CHANGING THE GLOBAL MINDSET FOR A GREEN FUTURE



slido
#S6

FESTIVAL

KPI'S OVER ALL GTF MODULES 2019

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CONCERT
3m people
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live stream
of Bastillé's
new album
release at the
GREEN VIBES
concert

AWARDS
1,000 invited
guests and
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attended the
GREEN AWARDS

MEDIA
More than
1.5b* people
reached globally
across channels

CONCERT INSPIRED BY DEUTSCHE TELEKOM

NEW ALBUM RELEASE (LIVESTREAM) OF ONE OF THE MOST
SUCCESSFUL BANDS IN THE WORLD: BASTILLE.



2,000
VISITORS

3m
LIVE VIEWS (APP & WEB)

22%
ENGAGEMENT RATE

20m
TOTAL IMPRESSIONS

CONCERT INSPIRED BY DEUTSCHE TELEKOM

**STREET
GIGS**



KPI'S OVER ALL GTF MODULES 2019.

THE GREENTECH FESTIVAL 2019 WAS A MAJOR SUCCESS STORY.

>35k

80

65

3m

1k

1.5b

EXHIBITION

Over 35,000 visitors on-site

EXHIBITION

80 top companies

CONFERENCE

65 acclaimed speakers from 20 different countries

CONCERT

3m people reached by the live stream of Bastille's new album release at the GREEN VIBES concert

AWARDS

1,000 invited guests and brand partners attended the GREEN AWARDS

MEDIA

More than 1.5b* people reached globally across channels

AWARDS

SOME WINNERS SINCE 2008



Paul Polman (Lifetime Achievement, 2019)
Plastic Bank (Game Changer of the Year, 2019)
Ferguson Marine (Innovation of the Year, 2019)
Cyrill Gutsch (Forward Actor of the Year, 2019)
Skipping Rocks Lab (Start-up of the Year, 2019)
Yara International Asa & Kongsberg Gr. (Special Price Norway, 2019)
Alstom (Mobility, 2018)
Dr. Auma Obama (IFAT Environmental, 2018)
Ballard Power Systems Inc. (Special Prize Kanada, 2017)
Schaeffler / LuK GmbH & Co. KG (Mobility, 2016)
State of Green Copenhagen (IFAT Leadership, 2016)
BMW Group (Mobility, 2015)
NENA (Music, 2015)
HRH The Prince Of Wales (Scientists, 2015)
Continental Reifen Deutschland GmbH (Mobility, 2014)
Club of Rome (IFAT Environmental, 2014)
Little Sun GmbH (Lifestyle, 2015)
Danfoss A/S (Intelligent Urbanisation, 2014)
Airbus Operations GmbH (Aviation, 2013)
Morten Harket (Singer of a-ha) (Green Music Award, 2012)
Lufthansa AG (Special Prize Lufthansa, 2011)
car2go GmbH (Mobility, 2010)
Tesla Motor Inc (Special Prize, 2010)
DESERTEC Foundation (Special Prize, 2009)
Sir David Attenborough (Green Award, 2008)

AWARDS WINNERS 2019



AWARDS GREEN CARPET



WELCOME TO THE GREEN AWARDS 2019

#celebratechange

A large white backdrop featuring a grid of logos for various sponsors and partners. The logos include:

- Google
- GQ
- LANXESS
- Norway
- PORSCHE
- T...
- TUV NORD
- Allianz
- ABB FORMULA-E
- FIA FORMULA-E CHAMPIONSHIP
- GREEN TECH FESTIVAL
- Forbes
- STROER
- dm
- DB
- STRÖER
- Green Tech Festival
- Norway
- PORSCHE
- Allianz
- ABB FORMULA-E
- FIA FORMULA-E CHAMPIONSHIP
- Forbes
- Green Tech Festival
- Federal Ministry of Transport and Digital Infrastructure
- dm
- DB
- STRÖER
- Green Tech Festival
- CNBC
- Allianz
- Green Tech Festival
- Norway
- Norway
- Forbes
- T...
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- Forbes
- CNBC
- PORSCHE
- Green Tech Festival
- dm
- Federal Ministry of Transport and Digital Infrastructure
- Allianz
- Green Tech Festival
- Google
- NGIN
- NH HOTEL GROUP
- PRINCE ALBERT II OF MONACO FOUNDATION
- RITTSERICHARD
- I DRUCK DI
- TAGESSPIEGEL
- VDA
- VICE
- visit Berlin
- WELT VEGAN!
- WWF



AWARDS TROPHY



KPI'S OVER ALL GTF MODULES 2019

THE GREENTECH FESTIVAL 2019 WAS A MAJOR SUCCESS STORY.

>35k

EXHIBITION

Over 35,000 visitors on-site

80

EXHIBITION

80 top companies

65

CONFERENCE

65 acclaimed speakers from 20 different countries

3m

CONCERT

3m people reached by the live stream of Bastille's new album release at the GREEN VIBES concert

1k

AWARDS

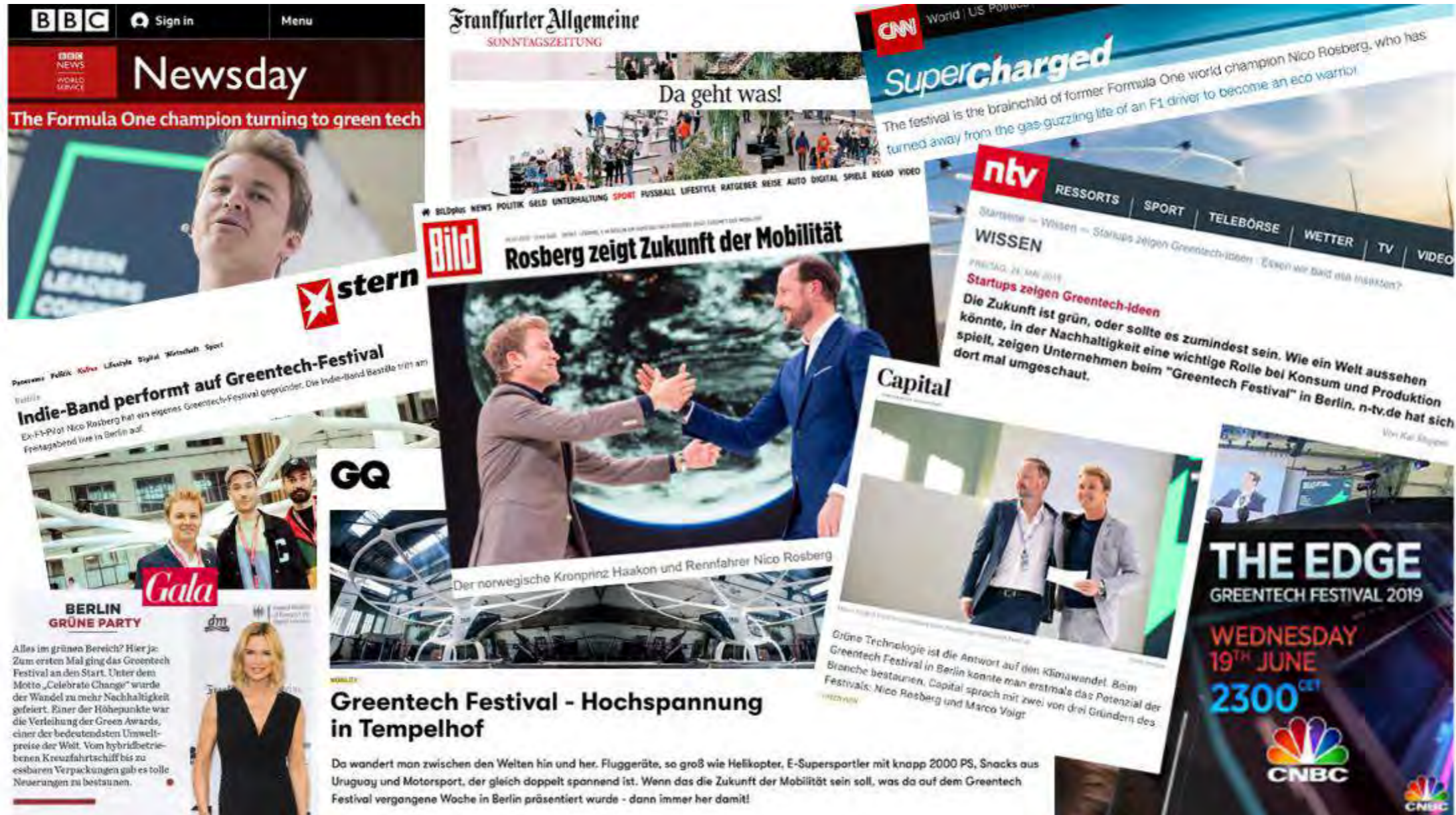
1,000 invited guests and brand partners attended the GREEN AWARDS

1.5b

MEDIA

More than 1.5b* people reached globally across channels

MEDIA HEADLINES 2019



MEDIA KPI'S 2019



KPI'S 2019

>1.5B

Global reach

574M

Print, Online, TV, Radio
(Traditional Media)

213M

Out of home

35K

On-site visitors
over 3 days

338K

Page views (website)

717M

Social media

280

Journalists attended

based on 2019 data by Argus Data Insights

The image shows two news articles. The top article is from CNN, titled "Nico Rosberg: How gas-guzzling F1 champion turned into an eco warrior" by Matt Majendie, dated February 13, 2019. It features a photo of Nico Rosberg in a Formula E car in front of the Brandenburg Gate in Berlin. Below the photo is a caption: "Photos: Former F1 champion Nico Rosberg takes Formula.E Gen2 car for a spin in Berlin". The bottom article is from CNBC, titled "Could controversial drones reduce urban congestion and solve..." dated July 1, 2019. It features a photo of a woman in a white drone. A small digital display in the foreground shows the text "MAKE OUR PLANET GRETA AGAIN. 23 - 25. Jul 2019 Flughafen Berlin Tempelhof".

MEDIA PROMOTION



MAKE OUR PLANET GRETA AGAIN.

GREEN TECH FESTIVAL

May 23 to May 25, 2019
Tempelhof Airport, Berlin
www.greentechfestival.com

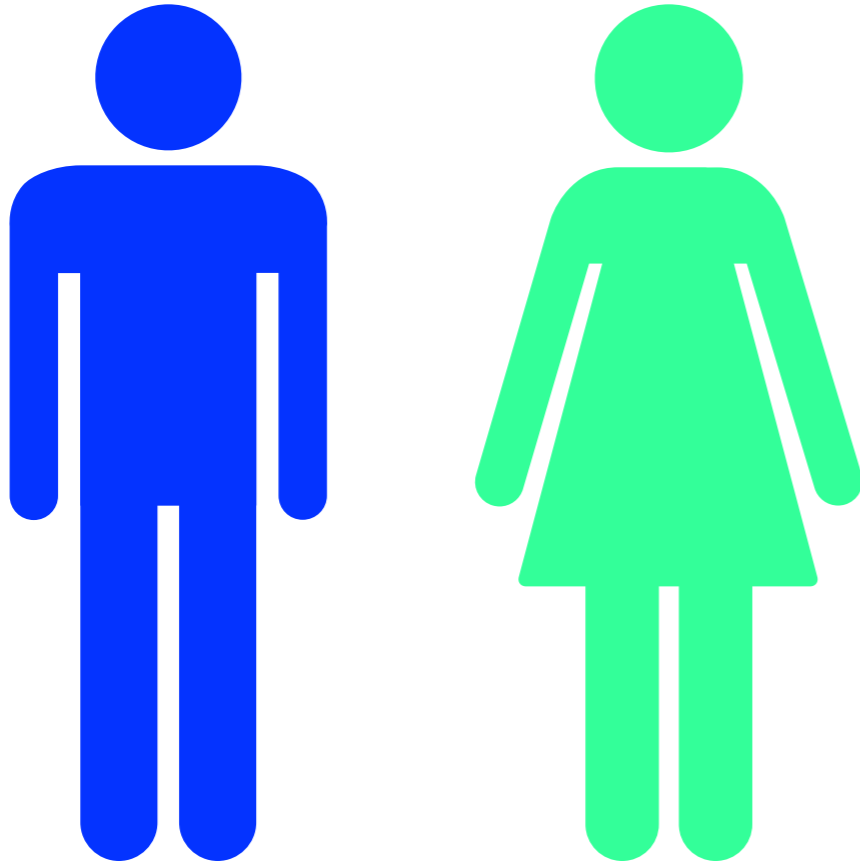
Get your TICKETS now!

Partner Country: Norway | Partner: Allianz, STROER, DB, ABB FORMULA E, SwissStar, GQ, LUXEISS

...Winter
Frankfurter Allee
www.frankfurter-allee.net

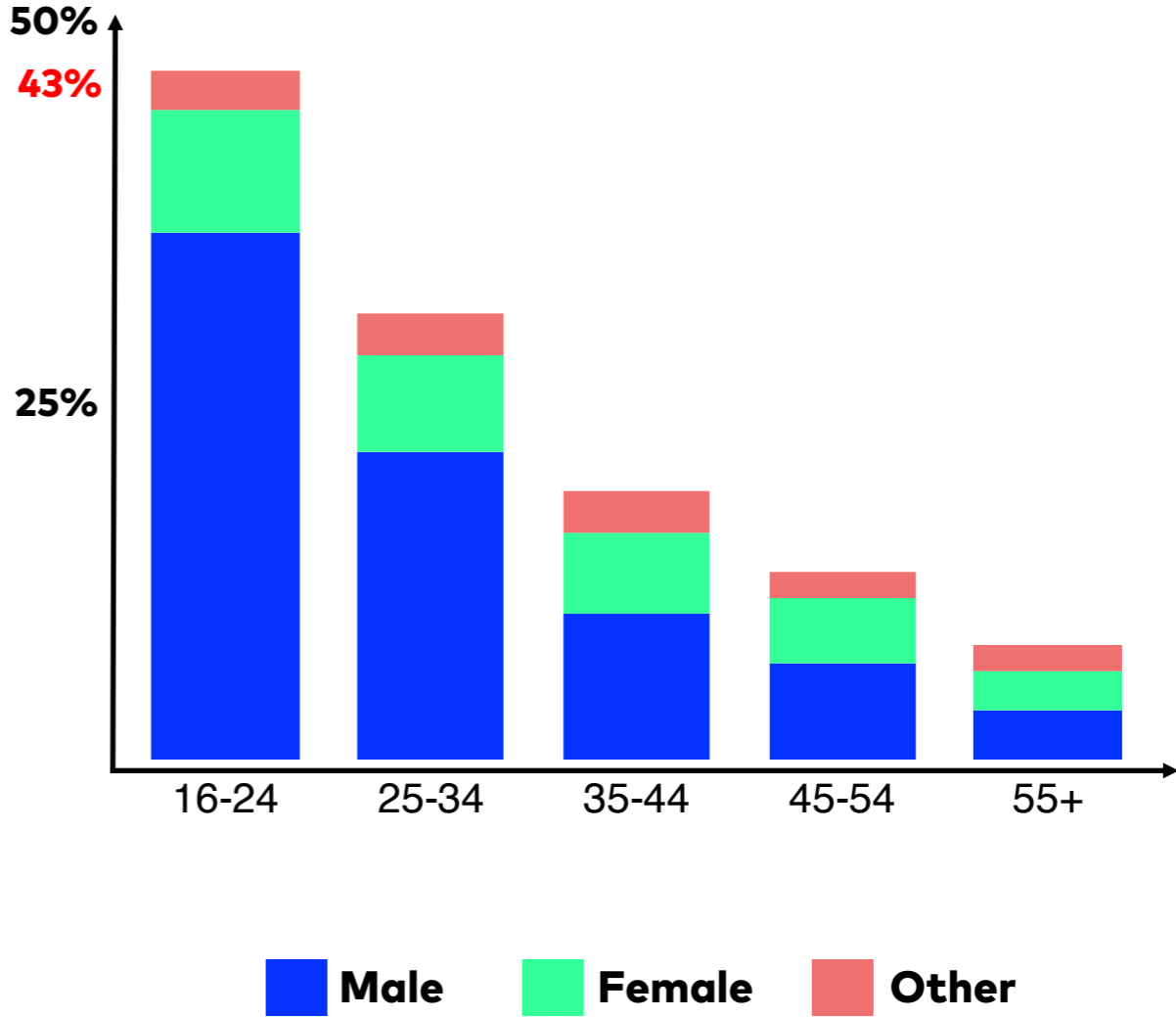
FESTIVAL ATTENDEES

MOST POPULAR AGE GROUP 16-24.

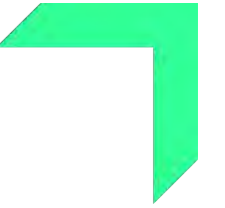


77% MALE 20% FEMALE

Number of attendees by age and gender.



QUOTES 2019



THANK YOU VERY MUCH FOR THIS GREAT INITIATIVE.

NENA, pop musician



WE ARE SO GRATEFUL FOR THE AWARD! THANK YOU FOR ALL YOUR SUPPORT AND CONGRATULATIONS ON THE EVENT! IT WAS GREAT!

Maria-Eve Schroeder
Plastic Bank & Director of Sales Facebook



I HAVE BEEN AT MANY TECH/ENTREPRENEUR EVENTS, BUT NONE AS SPECTACULAR AND GLAMOROUS AS GREENTECH FESTIVAL!

Ann Makosinski
Forbes Top 50 influencer



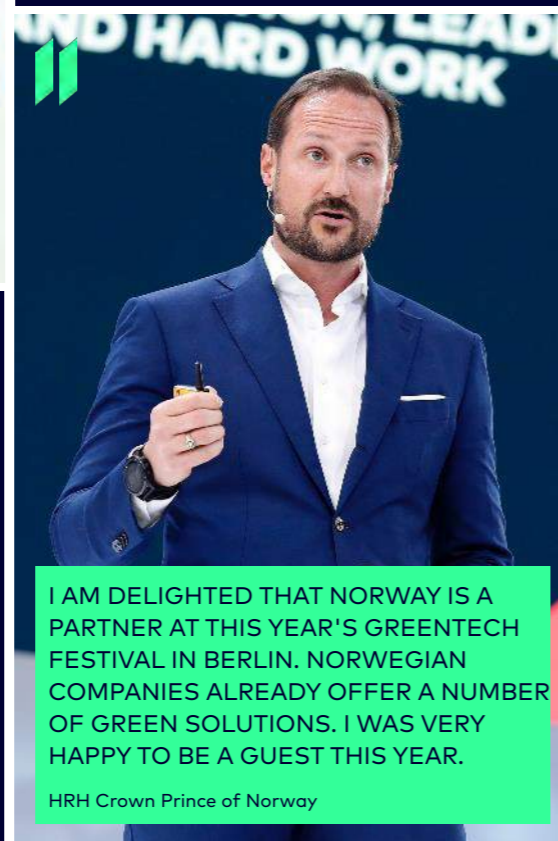
IT WAS THE MOST BEAUTIFUL AWARD CEREMONY EVER! I TAKE SO MUCH GOOD WITH ME.

Veronica Ferres
actress



WE ARE RUNNING OUT OF TIME TO SAVE OUR PLANET AND SAFEGUARD THE FUTURE OF HUMANITY. IT'S CRUCIAL THAT WE ACCELERATE DE-CARBONIZATION OF OUR ECONOMIES WITH GREAT URGENCY.

Paul Polman
Former CEO of Unilever



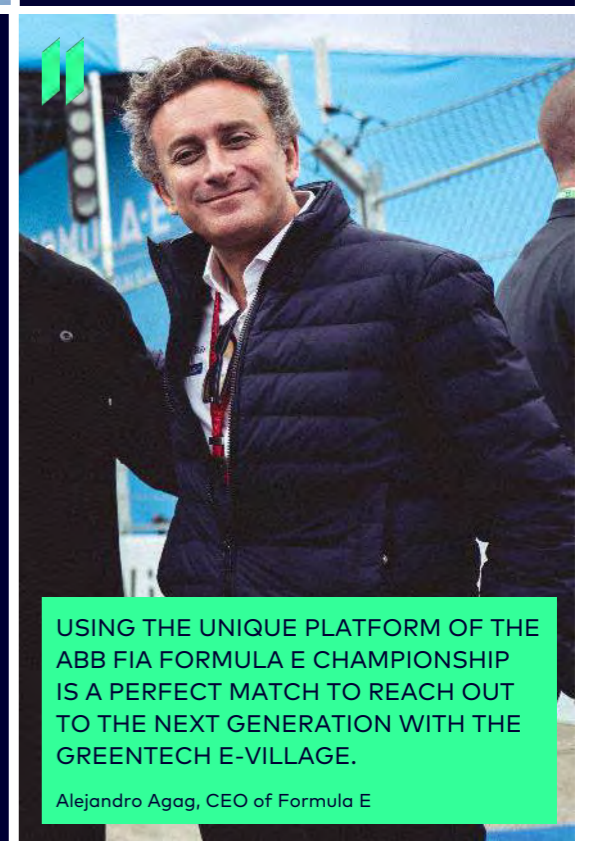
I AM DELIGHTED THAT NORWAY IS A PARTNER AT THIS YEAR'S GREENTECH FESTIVAL IN BERLIN. NORWEGIAN COMPANIES ALREADY OFFER A NUMBER OF GREEN SOLUTIONS. I WAS VERY HAPPY TO BE A GUEST THIS YEAR.

HRH Crown Prince of Norway



WE'RE IMPRESSED WITH WHAT YOU'VE DONE. STARTING WITH THE GREAT PLATFORM, THE EXHIBITION WITH INSPIRING COMPANIES AND VISITORS, THE CONFERENCE AND THE MANY OVERWHELMING AND EXCELLENT PROJECTS IN THE AWARD EVENING!

Laura Rathai
Marketing Director of Hyundai Europe



USING THE UNIQUE PLATFORM OF THE ABB FIA FORMULA E CHAMPIONSHIP IS A PERFECT MATCH TO REACH OUT TO THE NEXT GENERATION WITH THE GREENTECH E-VILLAGE.

Alejandro Agag, CEO of Formula E

QUOTES 2019



ALLIANZ AND THE GREENTECH FESTIVAL HAVE A COMMON GOAL: TO RESHAPE FUTURE BY ENABLING INNOVATORS.

Jean-Marc Pailhol
Former Head of Global Market Management of Allianz



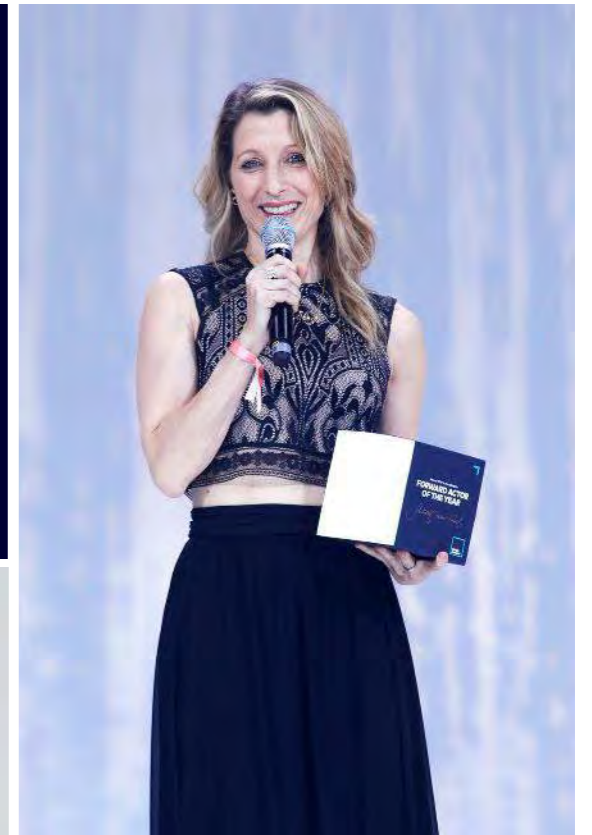
TOMORROW'S MOBILITY DEPENDS ON THE DECISIONS WE MAKE TODAY. THAT'S WHY EVENTS LIKE THE GREENTECH FESTIVAL ARE SO IMPORTANT TO JOINTLY STAND UP FOR AN EFFICIENT, EMISSION-FREE, SAFE AND INTEGRATED MOBILITY SYSTEM OF THE FUTURE.

Violeta Bulc
EU Transport Commissioner



THE GREENTECH FESTIVAL OFFERS A PLATFORM TO FURTHER PROMOTE CLIMATE PROTECTION AND TO ACHIEVE A RETHINKING IN THE GENERAL PUBLIC.

Carsten Kratz
Chairman of the Boston Consulting Group (BCG) in Germany and Austria




OUR GOAL IS CLEAR: TOGETHER WE WANT TO SHAPE THE MOBILITY OF THE FUTURE. FROM CAR SHARING AND POOLING TO AIR TAXIS AND E-SCOOTERS. THE GREENTECH FESTIVAL MAKES IT POSSIBLE TO EXPERIENCE THE WORLD OF TOMORROW.

Andreas Scheuer, Patron and German Minister for Transport and Digitalization



I'M IMPRESSED BY THE COMMITMENT TO BEING GENUINELY GREEN!! YOU GUYS ARE DEFINITELY A SUSTAINABLE BRAND! I THINK YOU GUYS WILL BE THE MOST COMPELLING GATHERING FOR GREEN TECH IN THE WORLD!

Asher Jay
Woman Design Star of UN, National Geographic Explorer



HUGE THANK YOU ALL FOR AN AMAZING UNFORGETTABLE EVENING! IT WAS A BEAUTIFUL FESTIVAL! I WAS SO HONORED TO PARTICIPATE AND SURELY TO BE AWARDED!

Shimrit Perkol-Finkel
CEO & PhD at EConcrete Tech LTD

PLANNED MODULES GTF 2020



EXHIBITION
INSPIRED BY ALLIANZ



BERLIN E-PRIX
FORMULA E



AWARDS



CONCERT
INSPIRED BY DEUTSCHE TELEKOM



CONFERENCE



PLANNED MODULES GTF 2020



GREEN HOUR
SEVERAL EVENTS OVER 365 DAYS



STUDIES & REPORTS
INSPIRED BY BCG



CITY RUN
ACROSS BERLIN - FINISH @GTF



EXPLORER CAMP
INSPIRED BY ALLIANZ

FOCUSSING ON THESE INDUSTRIES



MOBILITY



FASHION & SPORTS



FOOD



ENERGY

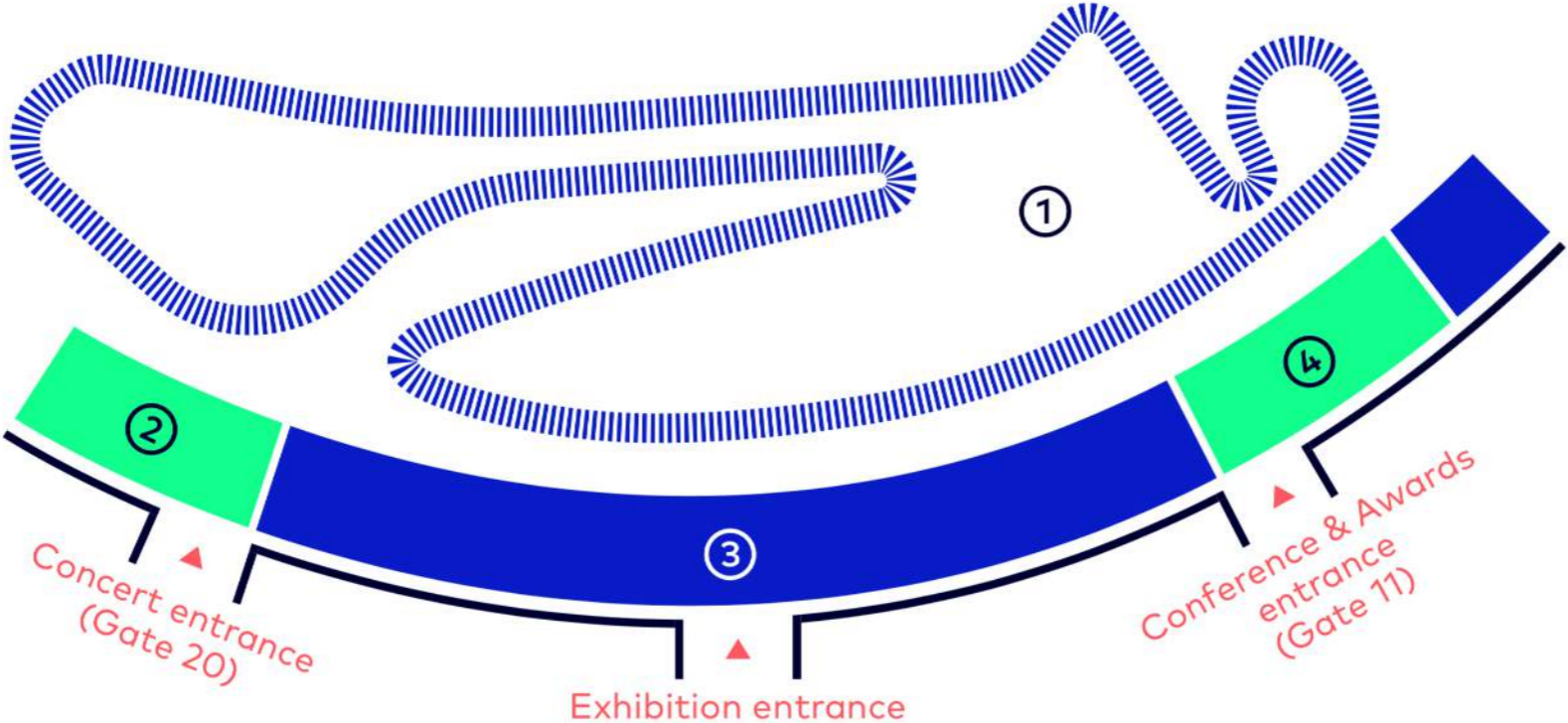
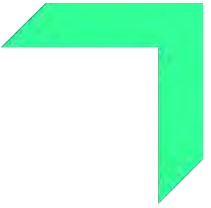


PARTNER COUNTRY GTF 2020: THE UNITED KINGDOM



ALL IN ONE LOCATION

BERLIN TEMPELHOF AIRPORT



GREENTECH FESTIVAL

JUN 19- JUN 21, 2020

[#celebratechange](https://www.instagram.com/celebratechange)

- 1 ABB FIA Formula E race track
- 2 CONCERT inspired by Deutsche Telekom
- 3 EXHIBITION inspired by Allianz
- 4 CONFERENCE & GREEN AWARDS

365 DAYS STORYTELLING

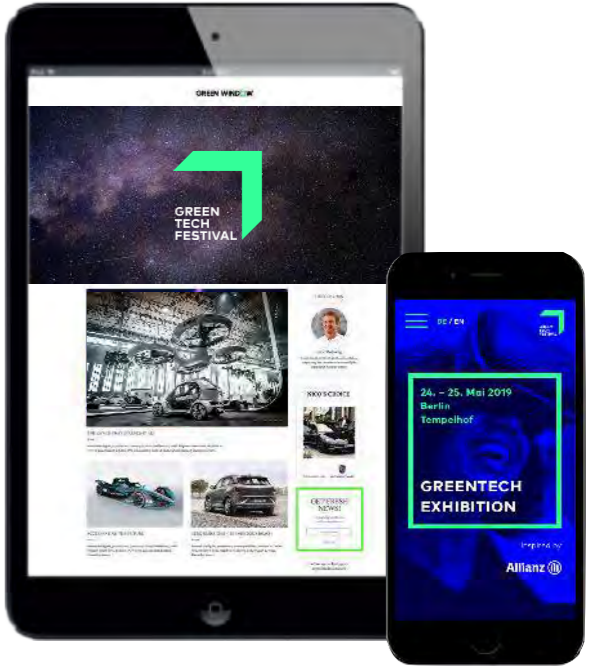


GREENTECH FESTIVAL
3 day LIVE event

GREEN HOUR
various events throughout the year

STUDIES & REPORTS
scientific market reports

GREEN WINDOW
365 days ONLINE & APP



EXCLUSIVE PARTNERSHIP FORMULA E

FORMULA E RACE & TRAINING RIGHT NEXT TO THE GREENTECH EXHIBITION AREA.



PARTNERS GTF 2019



FOUNDING



PREMIUM



SERVICE



MEDIA



STRATEGIC



THERE IS NO PLANET B

