

FROM CRISIS TO A GREEN FUTURE: 2nd GREENTECH FESTIVAL BRINGS TOGETHER PIONEERS OF A SUSTAINABLE SOCIETY



Two of the GREENTECH FESTIVAL co-founders Marco Voigt and Nico Rosberg as well as the Mayor of Berlin and Senator for Economics, Energy and Business Ramona Pop opened the 2nd GREENTECH FESTIVAL on Wednesday.

Today, GREENTECH FESTIVAL (GTF) enters its second round! Until Friday, 18 September 2020, the event for sustainable technologies and lifestyles invites visitors to Kraftwerk Berlin. Due to the corona pandemic, the festival has repositioned itself and is now a hybrid event. It starts with the new format SW!TCH GREEN in cooperation with Bloomberg Green: in a one-hour session, twelve thought leaders from politics, business, society and culture such as Ursula von der Leyen, Sundar Pichai and Sting will present their personal motivations for a greener future via livestream to an audience of millions, as well as participants on site.

Berlin, 16. September 2020 – After its successful premiere last year, GTF 2020 is now starting as an innovative hybrid event. Anyone who is interested can follow the inspiring keynotes, panel talks and livestreams online this year and do not necessarily have to travel to Berlin to attend. The program starts off with a real highlight: in the new SW!TCH GREEN format, a one-hour session with vivid video messages, twelve thought leaders explain how as a society we can jointly turn the switch to a greener future.

"As founders, we very quickly agreed that we would not want to cancel the festival or postpone it until 2021, because we have to fight the climate crisis right now and need constructive ideas and solutions to do so. We are looking forward to welcoming visitors from all over the world to both Berlin and our online platform over the next three days and to putting together the

green event of the year together with top speakers, exhibitors and prominent guests," explains Marco Voigt, co-founder of the festival.

Call to action for green rethinking

For SW!TCH GREEN, GTF has enlisted the support of a number of renowned masterminds. Among them are pioneers such as Ursula von der Leyen (President of the European Commission), Sundar Pichai (CEO of Google and Alphabet), Klaus Schwab (economist and founder of the World Economic Forum), Christiana Figueres (former Secretary-General of the Secretariat of the United Nations Framework Convention on Climate Change), Sting (musician, composer and actor), Melati Wijsen (Indonesian climate activist) and acting icon Robert Redford. All twelve speakers share their motivations for a greener planet in exclusive video messages.

SWITCH GREEN will premier today between 5 and 6 pm CEST and is to be continued afterwards as a regular inspirational format. The session will be introduced by GTF co-founder and Formula 1 World Champion Nico Rosberg, who will describe his own drive for the switch to a greener lifestyle and the vision of the three co-founders of the festival. "I am very happy that we have managed to get the GREENTECH FESTIVAL going this year despite the difficult circumstances. Especially in such difficult times, we must not lose sight of fundamental challenges such as the climate crisis. We hope to be able to provide a lot of inspiration again this year and perhaps even one or two solutions", says co-founder Rosberg. The opening session kicks off the three-day program, through which the festival organizers make it clear that the climate crisis continues to demand the attention and action of us all.

Bring festival highlights home via live stream

Thanks to a mixture of new formats such as SW!TCH GREEN and the core modules GTF CONFERENCE powered by Salesforce, GREEN AWARDS powered by Audi, GTF CONCERT powered by Telekom and the GTF EXHIBITION, an innovative overall experience is created. Experts from a variety of fields such as mobility, energy, finance, fashion and food present their climate and environmentally friendly ideas.

Another highlight of the opening evening is the GTF CONCERT featuring the British pop band Johnny Hates Jazz. From 7pm CEST, the performance will be streamed live on www.greentechfestival.com and via the festival's partner Telekom on MagentaTV. This year, the GTF EXHIBITION will once again feature exciting exhibitors, including technical solutions for clean seas by Pacific Garbage Screening, sustainable fashion by KnowledgeCotton Apparel, nu-in fashion and Merz b. Schwanen as well as environmentally friendly packaging material by Vegware and innovations in the field of mobility by the exhibitors BMW, Polestar, Audi, Nio, Škoda and Hyundai.

Participants of the GTF CONFERENCE powered by Salesforce can look forward to speakers such as former Vice Chancellor Joschka Fischer, The Ocean Cleanup founder Boyan Slat, Rebecca Marmot (CSO Unilever) or Edward Palmieri (Director Sustainability Facebook). The GREEN AWARDS powered by Audi will focus on the nominated finalists' ideas for a greener future in addition to prominent hosts and presenters such as Stefanie Giesinger (model and influencer) and former basketballer Dirk Nowitzki.

Partner country UK launches Europe-wide campaign

This year's partner country of the festival is the United Kingdom of Great Britain and Northern Ireland, which is co-hosting the UN climate change summit COP26 in 2021 together with Italy. At GTF, the UK Department for International Trade (DIT) will present its new pan-European Clean Growth Campaign for sustainable and green growth. The ambitious 5-year program will promote climate-friendly investment and exports in 33 European markets and support companies investing in clean growth, working towards carbon neutrality and joining the UN's COP26 Race to Zero campaign.



About the GREENTECH FESTIVAL

With the motto #celebratechange, GREENTECH FESTIVAL brings entrepreneurs, neo-green idealists and visitors from all over the world together to be inspired by the most innovative technologies and ideas that facilitate a sustainable lifestyle. As the first festival of its kind, it combines an inspiring exhibition of green technologies, products and services, a conference powered by Salesforce featuring prominent forward-thinkers, a climate-neutral concert in cooperation with Telekom and the ceremony for the GREEN AWARDS powered by Audi. The three-day event is the center point of the festival and, at the same time, forms the core of the steadily growing platform of the same name for the green technologies and innovators making a contribution to quickly turning technological, economic and social change towards sustainability into a reality. With its second edition, the festival evolved into a digital-analog hybrid event. With multiple new online formats and comprehensive digital components of established modules, GREENTECH FESTIVAL 2020 returns with more adaptability and global visibility than ever before.

www.greentechfestival.com

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