

GREENTECH FESTIVAL DESPITE CORONAVIRUS: CLIMATE CHANGE DOESN'T TAKE A BREAK

The festival for green technologies and a sustainable lifestyle presents a new concept for 2020 with Audi as founding partner.

The festival would initially have started today, but due to the corona crisis needed to be moved to a later date and a new location. Motivated even under the changing circumstances and spurred on by the unwavering support of the GTF community, the festival has used the current situation as an incubator to develop innovative content, an even more global focus and a technical enhancement of all its modules. Working with multiple strong partners — and Audi as the newest supporter — the implementation of GREENTECH FESTIVAL's new concept is going at full speed ahead.

Shortly before Germany's Day of Digitalization, GREENTECH FESTIVAL introduces its new hybrid concept, adapted for COVID-19 social distancing with both digital and in-person content. The festival team intensively used the time in lockdown to develop fresh content and reframe the festival's execution. Herein came the conscious decision not to forgo the impact and atmosphere achieved through a live event, much less cancel it. Instead, the three founders Nico Rosberg, Marco Voigt and Sven Krüger have, with their team, developed a pioneering festival which will combine the merits of both virtual and in-person presence and simultaneously remain flexible enough to adapt to all scenarios of a possible second wave.

"We are staying strong with our festival motto "celebrate change", even in these circumstances. We are convinced that we can use the current situation to have a positive change - that we must. Change has been a part of our DNA from the beginning: constantly questioning ourselves and, when necessary, reformatting is what moves us forward. This adaptation is, of course, a challenge — most notably because we know we are not taking the path of least resistance which would simply be cancelling all live events. Our 2020 festival combines the emotional power of an in-person, live event with the flexibility and reach provided by online formats. And we want to push the inclusion of more digital elements in the coming years too, especially in the sense of being more sustainable," says Marco Voigt (co-founder GREENTECH FESTIVAL), explaining the decision of the new concept.

"But of course, we are not taking anything lightly," continues Voigt, "We comply with all the provisions stipulated by the federal government and guarantee an extensive hygiene concept and the highest level of safety for everyone involved."

What is changing and what remains

The modular structure of the festival remains the same, as well as the core modules: CONFERENCE powered by Salesforce, AWARDS powered by Audi, CONCERT powered by MagentaMusik360 and the EXHIBITION. This backbone of the festival will be enhanced by comprehensive digital components. Alongside livestreams of almost all content, the creators of the festival want to record the wide-ranging content formats and therefore make them accessible to those who can't be there in person or have time

constraints. Planned additional elements include a virtual walkaround of the exhibition and the globally oriented SWITCH GREEN action. Through the new interweaving of all channels and content, all guests - regardless of whether they are there in person or tune in online - can access the digital content, wherein the digital options add to the on-site possibilities so that they also have a real value for the live guests and offer a complete, innovative hybrid experience. In addition, due to the digitalization of the content, many formats this year will be freely accessible.

"We want nothing less than to achieve the biggest possible impact through our festival and so we are firing on all channels and on all available mediums. Through highlights such as SWITCH GREEN - kind of a virtual showdown with the most inspirational green pioneers of our time - we want to grab people's attention and empower them to make the next step in rethinking. In the current situation, we cannot let sustainability and environmental protection be left in the background, and we are not alone in thinking this. It is therefore particularly encouraging that we have a strong new partner on our side with Audi," says Nico Rosberg (co-founder GREENTECH FESTIVAL).

A reset button for economy and society

In addition to the unexpected positive effects on GREENTECH FESTIVAL, the event's initiators also see the COVID-19 outbreak as a chance for positive change on an economic and societal level. This crisis offers the best opportunity for a truly needed, and long overdue, reset in both the economy and our personal, everyday undertakings in terms of sustainability. GREENTECH FESTIVAL does not let environmental themes and particularly solutions be pushed into the background, but rather shifts the focus towards them and, with an increasing number of people in its community, brings about the change for a green and technologically powered future. With this goal, the festival will from now on be supported by a big player from the automotive industry. As founding partner of the GREEN AWARDS, Audi has risen to the challenge to offer a stage to technological innovation and vehement change makers and, from that, finds inspiration for its own projects and products.

"The new, long-term partnership with GREENTECH FESTIVAL highlights that sustainability is clearly on the agenda of the four rings. We are excited to be on board as a founding partner and to, at the GREEN AWARDS, encourage and support new, sustainable ideas that make a contribution to a better, livable future. With this we want to expressly encourage innovators to go further with their ideas," says Henrik Wenders, Senior Vice President Brand Audi.

About 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 green 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 featuring prominent forward thinkers, a climate-neutral concert and the ceremony for the GREEN AWARDS in cooperation with 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. In its second edition, the festival evolves into a digital-analogue hybrid event. With multiple new online formats and digital expansions of already established modules, GREENTECH FESTIVAL 2020 returns with more adaptability and global visibility than ever before.

Through its separate modules, the festival directs specific content to different target groups, from business representatives and scientific and technological pioneers to the wider public – every person who wants to individually contribute to a greener future.

For three days, visitors both on and offline will be astounded by the progress made to battle climate change and the throw-away economy. Whether green mobility, sustainable consumption, resourceful fashion and nutrition or environmentally friendly solutions for companies and start-ups, GREENTECH FESTIVAL promises to provide inspiration, exchanges and answers for the second time around, resulting in concrete action with impact.

GREENTECH FESTIVAL's 2020 partner country is the United Kingdom of Great Britain and Northern Ireland, who, jointly with Italy, will host the UN climate summit COP26 in 2021.

CONFERENCE - powered by Salesforce

A conference with acclaimed speakers from business, science and culture. As a hybrid event with both digital and analogue stages, GREENTECH FESTIVAL presents a wide spectrum of concrete methods and practical examples of how businesses, governments and all decision-makers can take the initiative. Through keynotes, panel talks and workshops, prominent forward-thinkers are given a global platform on which to share their ideas and solutions, as well as the opportunity to exchange views, discover synergies and have an impact.

GREEN AWARDS - powered by Audi

At the ceremony at the heart of the festival, the green carpet will be rolled out to honor those powering the way to positive change, together with GREEN AWARDS founding partner Audi. Prominent guests from business, science, politics, sport and media will celebrate the most innovative green projects and minds at the exclusive ceremony, which, through an interactive livestream, will inspire people from all over the world to make their contribution to a greener future.

EXHIBITION

An interactive and future-oriented exhibition to discover the world of tomorrow. Exhibitors from the areas of energy, mobility, food and nutrition will enable visitors to experience a green future at their fingertips, which all curious minds will also be able to explore through a virtual walkaround.

CONCERT - powered by MagentaMusik360

An appearance from Telekom Street Gigs, this climate-neutral concert celebrates a greener tomorrow. Renowned international music artists will bring the GREENTECH FESTIVAL community together to

create the perfect atmosphere for the festival. For everyone who can't be there in person, the concert will be available to enjoy online.

www.greentechfestival.com

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About Audi:

The Audi Group, with its brands Audi, Ducati and Lamborghini, is one of the most successful manufacturers of automobiles and motorcycles in the premium segment. It is present in more than 100 markets worldwide and produces at 16 locations in 11 countries. 100 percent subsidiaries of AUDI AG include Audi Sport GmbH (Neckarsulm, Germany), Automobili Lamborghini S.p.A. (Sant'Agata Bolognese, Italy) and Ducati Motor Holding S.p.A. (Bologna, Italy).

In 2019, the Audi Group delivered to customers about 1.845 million automobiles of the Audi brand, 8,205 sports cars of the Lamborghini brand and 53,183 motorcycles of the Ducati brand. In the 2019 fiscal year, AUDI AG achieved total revenue of € 55.7 billion and an operating profit of € 4.5 billion. At present, 90,000 people work for the company all over the world, 60,000 of them in Germany. Audi focuses on sustainable products and technologies for the future of mobility.

www.audi-mediacycenter.com

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