

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



The two co-founders of the GREENTECH FESTIVAL 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, Wednesday, the GREENTECH FESTIVAL (GTF) starts its second round! Until Friday, 18 September 2020, the event for sustainable technologies and lifestyles invites visitors to the 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, society, business and culture such as Ursula von der Leyen, Sundar Pichai and Sting will present their personal impulses for a greener future. And not only to the participants on site, but also via livestream to an audience of millions on the net.

Berlin, 16. September 2020 – After its successful premiere last year, the GTF 2020 is now starting as an innovative hybrid event. Interested parties can follow the inspiring keynotes, panel talks and master classes online this year and do not necessarily have to travel to Berlin to attend. The programme starts off with a real highlight: in the new SW!TCH GREEN format, twelve thought leaders explain in a one-hour session with vivid video messages how we as a society 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 in Berlin or online 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, the 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 impulses for a greener planet in exclusive video messages.

SW!TCH GREEN will be premiering today between 5 and 6 pm and is to be continued regularly afterwards as an 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 GTF. "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 the elementary 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 is the first part of the three-day programme, with 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 the most different fields such as mobility, energy, finance, fashion and food present their climate and environmentally friendly ideas.

Another programme highlight on the opening evening is the GTF CONCERT with the British pop band Johnny Hates Jazz. From 7 pm the performance will be streamed live on www.greentechfestival.com and at the festival 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 or Merz b. Schwanen as well as environmentally friendly packaging material by Vegware or innovations in the field of electric mobility by the exhibitors BMW, Polestar, Audi, Nio, Škoda and Hyundai.

Participants and spectators 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 in cooperation with Audi will focus on the nominated finalists and their ideas for a greener future in addition to prominent hosts and presenters such as Stefanie Giesinger (model and entrepreneur) or basketball professional 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 Conference COP26 in 2021 together with Italy. At the 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 programme 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

Under the motto #celebratetech the GREENTECH FESTIVAL brings together entrepreneurs, neo-green idealists and interested people from all over the world to inspire them with the most innovative green technologies and ideas for a sustainable lifestyle. As the first festival of its kind, it combines an inspiring exhibition of green technologies, services and products, a GTF CONFERENCE - powered by Salesforce with prominent thought leaders, a climate-neutral concert in cooperation with Deutsche Telekom and the presentation of the GREEN AWARDS - powered by Audi to form a great whole. The three-day event is the linchpin of the festival and at the same time the nucleus of the constantly growing platform of the same name for green technologies and innovators who contribute to quickly making technological, economic and social change towards sustainability a reality. With the second edition, the festival is also evolving into a digital-analogue hybrid: with numerous new online formats and comprehensive digital components of established modules, the GREENTECH FESTIVAL 2020 will be even more agile, global and visible.

www.greentechfestival.com

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