

PRESS RELEASE GREENTECH FESTIVAL 2022

Sustainable financing – new, strategic, digital

Berlin, June 2022. The digital transformation is in full swing, and the financial sector is just as affected by it as all other industries. While the technological dimension of the term "digitization" seems to be relatively clearly definable, it is its effects on the social level that are increasingly becoming the focus of critical international discussion. Therefore, new challenges, expectations and opportunities are also arising for the financial sector, to which answers must be developed in order to be able to continue to show a morally flawless License to Operate. The spectrum ranges from exciting new ways of handling payment methods to innovative funding opportunities. To name just a few examples: e-commerce is developing into social commerce in some cases, virtual financial matters such as social savings are striving, and, at the same time, there are more and more online communities for special interest topics, such as an individually tailored financial model of tomorrow that is becoming increasingly relevant for a broad mass of people.

The interlocking of digitization and sustainability now permeates almost all areas of the financial sector. This results in exciting and innovative approaches that are worth discussing: for example, relocated financial systems, alternative payment options, digital currencies and a newly understood mutualization of money. Companies have a responsibility to understand this new thinking and to anticipate any opportunities for their own future in order to be able to survive in the business context while not neglecting social and ecological components. Exhibitors at the GTF show how this can be achieved.

New requirements for sustainability reporting

Creating value that goes beyond finance: Recognizing the relevance of the financial sector in the necessary sustainable transformation, GTF partner Julius Bär maintains an approach to wealth management that encompasses responsible and sustainable investing, impact investing and philanthropic services. The international private bank with Swiss heritage focuses on two critical challenges in the transition to a sustainable global economy: the overuse of natural resources and the underuse of human resources. Since 2022, as part of the EU's Green Deal, the EU Taxonomy Regulation has been a central component to promote the reduction of environmentally harmful greenhouse gases. Sustainability is thus becoming a criterion of risk management in the financial sector.

With the support of AI, a team of 90 engineers, scientists and entrepreneurs from the start-up and GTF exhibitor Briink helps companies to meet the requirements for sustainability reporting in important frameworks such as the EU taxonomy, the CSRD (Corporate Sustainability Reporting Directive) and the SFDR (Sustainable Finance Disclosure Regulation).

Good impact – for companies and the environment: The exhibitor positive impacts (PI) GmbH is a strategy consultancy specializing in the integration of sustainability into the strategy and processes of organizations. The goal is to create value for society and the economy: after all, according to a recent study by PI, a consistent and ambitious sustainability strategy can account for up to 29 percent of financial success.

And there are also new, exciting developments when it comes to funds. The Green Generation Fund will be presented at the GTF, which will announce the closing of its first 100 million Euro fund. As one of the largest funds in Europe in this area, and the only one with an all-female management team, female partners are Dr. Manon Sarah Littek and Janna Ensthler, the two founders hope to enable growth in the two most important ecosystems of this decade – food tech and green tech – and thus make a significant contribution to solving the climate crisis.

From Berlin to the whole world

The event, held from June 22nd to 24th in the Urban Tech Republic at the former Berlin Airport TXL, is the starting signal for a consistent internationalization of the approaches and ideas of the GREENTECH FESTIVAL. The other stops on the GTF World Tour 2022 are New York (September 15 and 16), London (October 13 and 14) and Singapore (November 17 and 18).

About

The GREENTECH FESTIVAL (GTF) of the founders Sven Krüger, Nico Rosberg and Marco Voigt is the largest sustainability festival in Europe with the GTF EXHIBITION, GTF CONFERENCE and GREEN AWARDS: It encompasses more than 200 exhibitors in the exhibition, a large number of panels and keynotes on the Conference and as a highlight the awards, which honor the most progressive projects worldwide in an exclusive evening event.

Now is the time: We have to radically reinterpret our way of living and doing business. Now! This is the only way we can enable a future for people and the environment on this planet. Together for transformative change: During the GREENTECH FESTIVAL in Berlin, everyone who wants to change something comes together. From June 22nd to 24th, 2022, the GTF will be the scene for innovations, inspiration and ideas and creates a place where green technologies are presented, discussed and awarded – all this to show what it means to act more resource-efficiently, to strive for a better future and to live up to our ethical commitments.

Hold background interviews about the potential of transformative innovations in the finance sector with decision-makers from (stand numbers in brackets):

- Bankify (G12i)
- Briink (D07a(b))
- Inyova (B05b)
- Green Generation Fund