

## **PRESS RELEASE GREENTECH FESTIVAL 2022**

### **Neoeology as a social movement**

**Berlin, June 2022.** In this megatrend, awareness of the environment is developing from lifestyle to a social movement. Sustainability has thus not only become a consumer trend, but also an economic factor. This trend towards responsible consumption leads to sustainability becoming a key element – for global society, culture, economy and politics. That way, the entire existing economic system is undergoing a fundamental reorientation. In concrete terms, this means that while productions are reorganizing their value chains, changing working conditions and paying attention to the origin of their materials, these criteria are becoming decisive for consumers when making purchasing decisions.

The way we live our lives today is increasingly based on desires and values. Views and design methods are fluid and can change depending on different occasions and the situation. Sustainability, responsibility for resources and the longing for values often take a shaping form and are lived by more and more people every day. The values and awareness permeate all areas of life: nutrition, finances, consumption, mobility, self-care or living. At the GREENTECH FESTIVAL, innovative companies show their products, approaches and services that create added value for a sustainable lifestyle.

The iPhone of coffee machines: More than 40 years ago, the GREENTECH FESTIVAL partner Nespresso invented coffee capsules and since then has made it possible to prepare first-class espresso and all kinds of coffee at home. Since 2009, the coffee pioneer has been able to reduce CO<sub>2</sub> emissions along the entire supply chain and the entire product life cycle by 24 percent per cup of coffee. The recycling-oriented model aims for long-term use of materials: aluminum can be recycled almost infinitely, which can be used in a second life to create products such as bicycles or pens.

For vegan professionals and those interested in plant-based nutrition, the food company Veganz has been developing substitute products for over eleven years that make it easier for many people to start a meat-free life. The advantages? A purely plant-based diet can save up to 4,200 liters of water, 3.8 square meters of forest and 4.5 kg of CO<sub>2</sub> per day. A special highlight: At the GTF's vegan street food market, the sustainable vegan cheese from Veganz will be tasted in the GTF Limited Edition for the first time. After the festival, this also finds its way into retail.

### **Technology determines sustainability**

Good for the skin, good for the planet: More and more people are interested in the sustainability of cosmetics. Dr. Hauschka has been integrating nature into care products for over 50 years – up to 70 percent of all plants used are cultivated in Dr. Hauschka's own gardens.

L'Oréal, as another cosmetics company, drives beauty tech and sustainability forward ambitiously. In Germany alone, all five locations achieved certificate-free CO<sub>2</sub> neutrality in February 2021, worldwide this already applies to 58% of all L'Oréal locations. At the GTF, the innovative company, which was founded over 110 years ago, will be presenting exciting topics that combine beauty tech and sustainability. For example, enzymatic recycling with the partner company Carbios, which makes PET infinitely recyclable, or the Waterloop standard, which is to apply to all L'Oréal production sites worldwide by 2030 and keeps 100% of the water for industrial processes in its own cycle.

Sustainability is also increasingly in focus for toys. Mattel is the first company in the industry to launch a sustainable product made from ocean-bound plastic. And that's exactly what the GTF is supposed to be about: Barbie wants to raise awareness about plastic pollution and at the same time actively promote the implementation of alternative and sustainable manufacturing processes. With the "Barbie Loves the Ocean" doll collection, festival-goers can now experience first-hand how Barbie helps children to play more sustainably while protecting the environment at the same time.

As a vibrant metropolis, the city of Berlin not only sets trends in fashion, music and art – the manufacturing industry also makes the city a hub for visionary ideas and products. At the GREENTECH FESTIVAL, seventeen local companies and institutions that are fully committed to digitization, innovation and sustainability, present the dynamic Berlin industry in cooperation with Berlin Partner with the ambition to change the status quo.

### **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 lifestyle sector with decision-makers from (stand numbers in brackets):

- About You (H01)
- Airy Pot (A09)
- Arnold Druck / GMUND Papier (D09)
- Beeskin (D07a(e))
- Berlin Partner (i04b)
- Betaport (G14)
- BIGG (i10a)
- Bolt (G14)
- Città della Scienza (A01)
- Das Merch (D07a(g))
- Dr. Hauschka (G05)
- Fashion for Biodiversity Solutions (C01)
- FLSK (A09)
- Future Stories (C10a)
- Envision Digital (G14)
- Ginsep (G11k)
- Goodbag D07a(f))
- Grover (C09)
- Hansgrohe (C07)
- HEAVN. (A09)
- Italian Trade Agency (A01)
- Italien (A01)
- Janos Management AG (Swissdes & HPT) (G11d)
- Jondi&Moon. (A09)
- Juntos (D07a(j))
- KnowledgeCotton Apparel (A)
- KOA (H01)
- Kostad (B03a)
- Kulson (B05d)
- L'oréal (A05)
- Leef (C03)
- Mann+Hummel ((F04, G60d)
- Manyfolds (F05d)
- Mattel (A07)
- MCR Holding AG (G12f)
- Mitte Home (A09)
- Moet (H01)
- Moyu (G11c)

- MPB & ARTS Exhibition (F07a, F07b)
- Myclimate (B05c)
- Natch Labs (C10c)
- Nespresso (D05)
- Paul GmbH (D04b)
- Personio (H01)
- Pervormance (C02)
- Planetly (D07a(a))
- Planshop (C06)
- Schüco (G14)
- Scout24 (H01)
- DHDL-Shavent (G11g)
- SNG AG (G12e)
- Staiy & CLOTHESfriends (G12b)
- Ströer (F04)
- Supernatural (C08)
- The Green Network (C10d)
- The Latest (A09)
- The Paperbag (A09)
- Treedom (B09)
- Trilux (G14)
- Tripp Trapp (A09)
- TXL Project (A12)
- V.SUN. (A09)
- Viva Boon (F05e)
- Vöslauer (E)
- Wings for Living (G06c)
- Wirtschaftsförderung Dortmund (B04b)
- Worldwatchers (D07a(k))
- WWF (G12d)
- XPRESS Ventures/Fiege (B06a)
- Agrilution (B01)
- Bettafish (G11b)
- DHDL Happy Ocean Foods (G11H)
- Heydrate (G11B)
- Kitchentown (G11B)
- Veganz (A06)