

PRESS RELEASE GREENTECH FESTIVAL BERLIN 2024

GREEN AWARDS: Sublime Systems, Asterra and Fatou Jeng are this year's winners

Berlin, 16 May 2024 - At the start of this year's GREENTECH FESTIVAL (GTF), the winners of the GREEN AWARDS received their awards in front of a high-profile audience on the evening of 15 May. The gala, organised together with Founding Partner Audi, kicked off two content-filled days for Europe's leading event for sustainable technologies and innovation. The festival attracted thousands of visitors and offered exciting discussions at the GTF CONFERENCE as well as around 200 innovative exhibitors at the GTF EXHIBITION. The event took place for the first time at Messe Berlin exhibition centre, and the opening awards night saw 800 invited guests, including many prominent individuals from the worlds of sport, culture, media and business, celebrating the winners in the 'Pioneer', 'Milestone' and 'Youngster' categories.

GTF founders Marco Voigt and Nico Rosberg and co-founder of the GREEN AWARDS Alexia Osswald welcomed celebrities and leaders such as the musician KAMRAD, the American model and environmental activist Arizona Muse, the former national football player André Schürrle, Senator Franziska Giffey and Rüdiger Recknagel, Chief Environmental Officer Audi Group & Managing Director Audi Environmental Foundation.

"Innovations in all areas of the company are the basis for a head start. We work together with our partners, learn from each other and inspire each other. This is another reason why we have been working with the GREENTECH FESTIVAL since 2020. We are here again tonight to celebrate the winners of the GREEN AWARDS," said Recknagel on the importance of the GREEN AWARDS for Audi.

Also on site were members of the GREEN AWARDS jury, who had previously selected the award winners, including Tanja Gönner from the BDI and Albert Waas from the Boston Consulting Group. Stephen Dunbar-Johnson (President International New York Times), Daniela Gerd tom Markotten (Board Member Digitalisation and Technology Deutsche Bahn), Amanda Jobbins (CMO Vodafone Business) and Anna Jasper-Martens (CEO E.ON Energy Infrastructure Solutions) also graced the Green Carpet.

The GREEN AWARDS were hosted by Swiss TV and radio presenter Alexandra Maurer, who guided the guests through an evening full of outstanding individuals, ideas and innovations. The nominees moved the audience with their commitment and innovative ideas for a greener future. The decision was made by a 50-member jury, which selected the winners at a meeting in March. The competition process was supported by long-standing Knowledge Partner Boston Consulting Group.

A special moment of the evening was when the winner Fatou Jeng dedicated her award to young women and girls: *"This award is dedicated to young women and girls in The Gambia, Africa and the Global South, who continue to be disproportionately affected by the climate crisis. Yet they lack platforms like this to share their stories and express the daily challenges they face."* The evening was accompanied musically by singer Jördis Tielsch, who performed her song "The River is Me".

Winners of this year's GREEN AWARDS

Category Pioneer: *Sublime Systems*

US-based [Sublime Systems](#) is improving the cement industry by producing the low-carbon building material. Founded by Leah Ellis and Yet-Ming Chiang, Sublime Systems is on a mission to reduce global CO2 emissions by decarbonising one of the most widely used building materials - cement. The company's technology replaces traditional kiln-based methods and utilises electrochemical processes to extract reactive calcium and silicates from existing raw materials at room temperature. This process not only avoids CO2 emissions from both the chemical reaction and heating, but also bypasses the need for subsequent carbon capture.

GREEN AWARDS juror Dr Christian Bogatu, Investment Advisor at SprinD on Sublime Systems: *"Sublime Systems has the potential to decarbonise the cement industry, which is responsible for 8% of global CO2 emissions. Leah and her team can have a huge impact."*

Category Milestone: *Asterra*

[Asterra](#), formerly known as Utilis, enhances infrastructure monitoring from space with innovative technology. Founded in 2013 by Lauren Guy and Elly

Perets, Asterra utilises satellite-based radar technologies and advanced algorithms to detect moisture and leaks in underground infrastructure such as water pipes and dams. This technology makes it possible to analyse large areas quickly and efficiently without touching the surface. This allows Asterra to provide critical data on the condition of infrastructure that would otherwise be difficult to access.

Dr Cyril Stephanos, Head of Department at acatech, is enthusiastic about Asterra's revolutionary technology: *"Asterra is not only a great example of how high-tech solutions originally developed for space applications can help tackle important challenges on Earth. It also shows how AI can pave the way for innovative technologies."*

Category Youngster: Fatou Jeng

[Fatou Jeng](#) has seven years of experience in climate activism and is currently one of the appointed Youth Climate Advisors to the United Nations Secretary-General, António Guterres. She founded the youth-led NGO Clean Earth Gambia and co-chaired the Women and Gender Working Group of the United Nations Youth Constituency on Climate Change (YOUNGO). Clean Earth Gambia has mobilised and engaged over 3000 young Gambians to protect the environment through capacity building, volunteerism and various educational initiatives. The organisation has worked with the Government of The Gambia and development partners, including UNICEF, and has planted over 35,000 trees to date.

"Fatou's educational approach to tackling the challenge of climate change is truly impressive. It has succeeded in mobilising and activating many young people and thus making a tangible impact in the region," says GREEN AWARDS juror Dr Tanja Emmerling, Partner at High-Tech Gründerfonds.

Honour awards

Arizona Muse – Inspirational Achievement Award

Arizona Muse has been honoured with the 'Inspirational Achievement Award'. The US model and environmental activist has brought about positive change in the fashion industry with her work. Through collaborations with Greenpeace, The Sustainable Angle and UN organisations such as UNDP, UNEP and UNFAO, she has become a leading voice for sustainable practices.

She also uses her influence through her charity organisation DIRT, which aims to support sustainable solutions for fashion.

Dr Mamphela Ramphele - Lifetime Achievement Award

The 'Lifetime Achievement Award' was presented to Dr Mamphela Ramphele for her extraordinary commitment. She is a world-renowned activist who has dedicated her life to some of the most important struggles of our time. As co-founder of the Black Consciousness Movement with Steve Biko, later in her leadership roles as Managing Director of the World Bank, co-founder of ReimagineSA, Managing Director of the Club of Rome and now as a member of the Planetary Guardians, Dr Ramphele inspires and motivates people around the world to work for greater social justice and a more sustainable future.

Press Highlights: <https://www.picdrop.com/greentech-festival/azSVdWp2zE>

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About the GREENTECH FESTIVAL

The GREENTECH FESTIVAL (GTF) is Europe's leading sustainable tech event. As a platform for local and international businesses, politics, visionary start-ups and established companies, it brings together more than 200 exhibitors, over 350 speakers and more than 14,000 guests to the Messe Berlin exhibition center. The program includes the EXHIBITION, the CONFERENCE and the GREEN AWARDS. By offering a platform for new technologies, approaches and solutions, GTF is an ideal partner for businesses wanting to fast-track their mission to net-zero.

The GTF was launched in 2019 by Nico Rosberg and Marco Voigt and took place this year from May 15 to 17, 2024.

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