

PRESS RELEASE

Green Alley Award 2022: Applications are open now

With the Green Alley Award, Landbell Group invites startups to showcase their technology, service or product for a circular economy, where resources are saved and waste is minimized. Applications will be accepted until 23rd November 2021. Startups have the chance to win €25,000.

Mainz, 14 September 2021 – The Green Alley Award is Europe's first startup prize for the circular economy, established in 2014 by Landbell Group. Founders and startups are invited to submit their application for the 2022 Green Alley Award online at green-alley-award.com. The best ideas will be selected for a live pitch in April 2022.

The 2022 Green Alley Award targets startups and young entrepreneurs who have developed a business model in the areas of digital circular economy, recycling and waste prevention. The award sponsors are looking for companies that are about to launch their products or services or are already in the growth phase. They also welcome startups who want to expand into other European markets. The sole condition is that the business idea must help reduce waste or turn waste into resources.

'We want to encourage new ideas and business models to save resources and reduce waste,' says Jan Patrick Schulz, CEO of Landbell Group. 'There are so many creative ideas around. Our aim is to foster and promote young founders and connect them to our vast network of circular economy experts across Europe.'

The Winners – a wide range of concepts

Whether it is the development of sustainable materials, ideas for waste reduction or helpful digital tools, the circular economy holds enormous business potential for startups. The diversity of concepts from Green Alley Award winners over the past years clearly shows this, e.g. traceless materials from Germany, which won the 2021 award for a patent pending technology that transforms agricultural industry residues into a sustainable plastic alternative. In 2019, Estonian startup Gelatex Technologies convinced the jury with their unique idea of an alternative to conventional leather made of by-product gelatin. In 2017, the Finnish startup Sulapac presented a wooden, biodegradable alternative to plastic packaging for the cosmetic industry. The winner of the first Green Alley Award in 2014 was the Finnish startup RePack. It provides reusable packaging service for the e-commerce industry.

The Application Process

1. Startups are invited to submit their application by 23rd November 2021.
2. A pre-selected number of startups will be put on the Green Alley Award website for a public vote. The startup with the majority of the votes will be automatically amongst the six finalists. The remaining five will be selected by our expert committee.
3. On 28th April 2022 the six finalists will be invited to Berlin, where they will meet circular economy and startup experts in working sessions. In the evening each of the finalists will have the chance to pitch their idea live on stage to an expert jury and international audience.

The Supporters – turning the linear into a circular economy

The annual Green Alley Award was created in 2014 by Landbell Group, the leading supplier of global environmental services, along with Germany's crowdfunding pioneer, Seedmatch. The Award is also supported by our media partner Positive News, a UK based news platform.

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The jury is made up of experienced leaders from Landbell Group as well as external experts including Martin Wright, circular economy speaker and Chair of Positive News and Anne Lamp, CEO and co-founder of the startup traceless materials which won the 2021 Green Alley Award.

Benefits at a glance

- €25,000 prize to take your business to the next level
- Feedback from high-ranking circular economy experts and startup mentors
- Networking opportunities and new business contacts
- Pitch to potential investors and media at the Green Alley Award finals

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About the Green Alley Award

The Green Alley Award is Europe's only startup prize specifically for the circular economy. The mission is to turn the linear into a circular economy and transform the waste and recycling industry as we know it today. The annual European prize was created in 2014 by Landbell Group, the leading supplier of global environmental services, along with Germany's crowdfunding pioneer, Seedmatch.

For more information, visit www.green-alley-award.com.

About Landbell Group

Landbell Group is an international provider of comprehensive take-back, consulting and software solutions for environmental and chemical compliance. Established as a packaging compliance scheme in Germany in the year of 1995, Landbell Group has since evolved into a global service provider. Today, Landbell Group operates 33 producer compliance schemes worldwide for various waste streams, helps over 37,000 customers in more than 60 countries to fulfil their extended producer responsibilities, and collected over 790,000 tonnes of waste batteries, electronics and packaging in 2020.

For more information, visit www.landbell-group.com.