

## PRESS RELEASE

### GREEN ALLEY AWARD 2023 LOOKING FOR STARTUP IDEAS TO REVERSE CLIMATE CHANGE

**The state of the global climate indicates that more forceful measures are needed to reverse global warming before 2050. The Green Alley Award is looking for disruptive startup ideas to build a circular economy that significantly contributes to our climate goals. Applications will be accepted until 21st November 2022. Startups have the chance to win €25,000.**

*Mainz, 13 September 2022* – Heat, drought, wildfires – the climate crisis is getting hold of Europe and every little measure to reverse the trend counts. European startups with a circular business idea can significantly contribute to reducing greenhouse gas emissions as their engagement in the Green Alley Award, Europe’s first startup prize for the circular economy, demonstrates. From a total of 177 applications from 25 different European countries last year, the majority came from Germany, Italy and the UK and focused on topics such as circular fashion, zero waste shopping, reusable take-away packaging and share economy. Now, the 9th edition of this European prize is calling startups all over Europe to apply with their business idea for a circular economy by 21st November 2022..

“If we really want to be a climate-neutral continent by 2050, we have to work towards a circular economy that will provide the resources for the energy transition and electrification of transport,” says Jan Patrick Schulz, CEO of Landbell Group and founder of the Green Alley Award. “We have to explore not only existing but also emerging solutions to reduce global warming and circular startups are great innovators in this field.”

Since 2014, Landbell Group, a global provider of environmental and chemical compliance solutions, has presented the Green Alley Award to startups whose innovative products, services or technologies help to make the most efficient use of resources and reduce waste drastically. The award sponsors are looking for companies with business models in the areas of digital circular economy, recycling and waste prevention that are about to launch their products or services or are already in the growth phase and want to expand into other European markets.

#### **European startups for a circular economy**

Whether it is the development of sustainable materials, ideas for waste reduction or helpful digital tools, the circular economy holds enormous business potential for European startups. The diversity of concepts from participants over the past years clearly shows this. Three out of eight winners since 2014 have come from Germany, among them, the 2022 winner Voltfang: The Startup from Aachen convinced the jury with their sustainable electricity storage system that uses only second life batteries from electric cars to store excess energy from solar panels and provide clean energy to companies. In 2021, traceless materials from Hamburg won the award for a patent pending technology that transforms agricultural industry residues into a sustainable plastic alternative. Before these consecutive German victories, two winners came from Finland, two from the UK and one from Estonia.

## The Application Process

1. Startups are invited to submit their application by 21st November 2022 online at [green-alley-award.com](https://www.green-alley-award.com).
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 an expert committee.
3. In April 2023, the six finalists will be invited to Berlin, where they will participate in working sessions with high-ranking circular economy experts and startup mentors. 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 winner of the finals will receive prize money of €25,000. At the after party there will be the opportunity for networking and making new business contacts.

## Press Contact

Julia Linz, PR & Communication, Landbell Group

Mail: [j.linz@landbellgroup.com](mailto:j.linz@landbellgroup.com), Phone: +49 6131 23 56 52 485

## 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. The Award is also supported by our media partner, Positive News, a UK based news platform. The jury is made up of experienced leaders from Landbell Group, as well as external experts including Katrin-Cécile Ziegler, Environmental Economist, Digital Expert and Tech Journalist; Martin Wright, circular economy speaker and Chair of Positive News, Anne Lamp, CEO and co-founder of the startup, traceless materials and David Oudsandji, co-founder of Voltfang and winner of the Green Alley Award 2022.

For more information, visit [www.green-alley-award.com](https://www.green-alley-award.com).

## About Landbell Group

LANDBELL GROUP is a leading provider of environmental and chemical compliance solutions with local expertise and global presence. Established as a packaging compliance scheme in Germany in 1995, LANDBELL GROUP has since evolved into a platform for extended producer responsibility (EPR) worldwide. LANDBELL GROUP's comprehensive core services – compliance, consulting and software – help companies to meet all their EPR obligations worldwide. Its producer responsibility organisations for compliance have collected and treated more than 10 million tonnes of waste batteries, electronics and packaging. For more information, please visit [www.landbell-group.com](https://www.landbell-group.com).