

PRESS RELEASE

Green Alley Award 2024: Seeking Circular Economy Innovators
Applications are open at www.green-alley-award.com/apply/



In 2014, Landbell Group started the first Green Alley Award with the vision to invest and innovate for the future. Now, as a decade unfolds, the Green Alley Award is once again in search of circular economy startups in the fields of recycling, waste prevention and digital solutions. Applications will be open until 20th November 2023 and startups have the chance to win €25,000.

Mainz, 11 September 2023 – Facing difficult challenges posed by climate change, environmental pollution, and resource scarcity, the circular economy emerges as an important solution.

Long ago, Landbell Group recognized this need and introduced a decade ago the Green Alley Award – the Europe’s pioneering startup prize for the circular economy. Its purpose: to identify innovative European business ideas that balance economy and ecology in significant ways.

The impact of the Green Alley Award has been truly significant, as demonstrated by the submission of more than 1,600 groundbreaking ideas, all competing to win €25,000 prize. Notably, within this diverse pool of applicants, it is important to highlight that in recent years 40% are female founders.

Throughout its journey, the Green Alley Award has dedicated more than €1.3 million in funding, recognized 54 finalists, and celebrated the successes of multiple winners coming from several European countries like Finland, Germany, Italy, UK and Ukraine. By doing so, it has actively nurtured young entrepreneurs while also connecting them with an extensive network of circular economy experts.

“We initiated the Green Alley Award ten years ago to support entrepreneurs that take on circular economy challenges” says Jan Patrick Schulz, CEO of Landbell Group and founder of the Green Alley Award. “As we gather to celebrate this milestone, we also look towards the horizon—and a new decade full of possibilities. Our commitment remains steadfast: to nurture, inspire, and elevate circular economy startups that will continue to drive change, push boundaries, and lead the way towards a more sustainable future.”

At the last edition, in a total of 226 startups that competed for the award across categories encompassing the digital circular economy, recycling, and waste prevention, the award went to the startup S.Lab (2023) for their inventive eco-friendly packaging solution. The history of winners is impressive, spanning from the pioneering spirits of RePack (2014) to the visionary forces of Adaptavate (2015), Green City Solutions (2016), Sulapac (2017), Aeropowder (2018), Gelatex (2019), Traceless Materials (2021) and Voltfang (2022).

The Application Process

1. Startups are invited to submit their application by 20th November 2023 online at <https://green-alley-award.com/apply/>.
1. A pre-selected number of startups will be announced 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.
2. In April 2024, 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.

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About 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 and 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.

About Landbell Group

Landbell Group is an international provider of comprehensive take-back, consulting and software solutions for environmental and chemical compliance. Landbell was founded in 1995 as a waste management company in Germany and has since evolved into a global service provider. Today, Landbell operates take-back/collection systems for various waste streams in 15 countries worldwide, supports over 38,000 customers in more than 60 countries in fulfilling extended producer responsibility, and collected over 760,000 tons of batteries, e-waste and packaging in 2020. Landbell AG, specifically in Germany, operates a certified and independent dual system for manufacturers and retailers to meet their legal requirements.

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