

PRESS RELEASE GREENTECH FESTIVAL 2024

GREENTECH FESTIVAL CONCLUDES ITS 2024 GTF CONNECT TOUR IN LOS ANGELES TO SPOTLIGHT U.S. BASED GREENTECH CHAMPIONS AND INNOVATORS

Berlin / Los Angeles, 31 October 2024. This year, the GREENTECH FESTIVAL took its highly coveted GTF Connect series from London to Singapore and will conclude the 2024 season in Los Angeles at the iconic Avalon Hollywood on November 14th and 15th. Over the two days, GTF Connect will welcome approximately 600 guests, including a 50-person business delegation from Germany led by the Governing Mayor of Berlin, Kai Wegner, who will be part of the opening of the CONFERENCE. This year's theme, "Business as Usual is Dead," emphasizes the emergence of a new market era – one where green innovation and leadership take center stage, and the age of profit-only priorities has come to an end.

Celebrating impactful businesses and forward-thinking leaders at the GREEN AWARDS

The GREEN AWARDS, powered by Audi, will kick off GTF Connect on the evening of November 14th, celebrating green leaders and innovative companies from across the U.S. Guests will enjoy a welcome reception, the awards show and a seated dinner. The two main award categories are 'Start-up' and 'Changemaker.'

In the 'Start-up' category, the nominees **Ascend Elements**, **Twelve**, and **Lyten** are making waves by drastically lowering emissions in the battery and jet fuel spaces using innovative materials and technologies. Twelve's E-Jet® sustainable aviation fuel was tested and certified by the U.S. Air Force and has up to 90% lower lifecycle emissions than conventional jet fuel. Lyten's Lithium-Sulfur batteries have a higher performance, lower cost, and supply chain resilience with a 65%+ lower carbon footprint. Finally, Ascend Elements' patented Hydro-to-Cathode® technology allows for the recycling of used lithium-ion batteries and battery manufacturing scrap, transforming it into new, decarbonized EV battery cathode materials.

In the 'Changemaker' category, the nominees are **GRID Alternatives**, **LanzaTech**, and **Niron Magnetics**. GRID Alternatives is a nonprofit

organization working in Los Angeles, Orange, and Ventura Counties to drive economic growth and environmental benefits in communities most impacted by underemployment, pollution, and climate change. Minnesota based Niron Magnetics' Clean Earth Magnet technology is the world's first high-performance rare earth-free permanent magnet. LanzaTech, with U.S. offices in Illinois, was the first carbon capture and utilization company to go public on the Nasdaq and uses carbon bio recycling technology to transform waste carbon emissions into valuable fuels and chemicals. All of the incredible award contenders are making a significant impact in our future and the GTF team looks forward to honoring them.

GTF CONFERENCE hosts inspiring leaders and influential creators

An inspiring CONFERENCE day filled with keynotes and panels, as well as the GREEN START-UP SLAMS, an GREEN INVESTORS CRUNCH and a variety of networking opportunities will take place on November 15th. Discussion topics include hot debates on local topics of interest such "Can the LA Olympics be a Movement for Good" and "Is Sustainable Hollywood just another Fairytale?". These more sensational topics will be balanced with discussions around creating resilient and equitable cities, energy transformation, and accessible mobility for all.

Attendees will hear from renowned speakers coming in from across the U.S. including Adam Lenz, Head of Sustainability at Waymo; Erin Simon, VP and Head of Plastic Waste at the World Wildlife Fund; Conyers Davis, Global Director of USC's Schwarzenegger Institute; and Nurit Katz, Chief Sustainability Officer, UCLA, to name a few. Joining local sustainability leaders, the Mayor's office of Berlin will bring a delegation of business and innovation leaders to LA. The festival program will feature Mayor Wegner, along with the CEOs of Berlin Public Transport (BVG) and the Berlin Energy Agency.

Another major highlight are the GREEN START-UP SLAMS, where start-ups pitch their products and ideas to the CONFERENCE audience. Decided through audience voting, one lucky startup will be chosen as the winner of the Green Start-up Slam, Los Angeles 2024. The winner will receive a market readiness workshop with BCG X Greentech and be sponsored to attend next year's international Green Start-up Slam Grand Final at the flagship GREENTECH FESTIVAL in Berlin. Additionally, start-ups and investors will

have the opportunity to connect and network during the GREEN INVESTORS CRUNCH, held at lunchtime on the CONFERENCE day.

GTF FOUNDERS share their thoughts

Marco Voigt, Co-Founder GREENTECH FESTIVAL, said: *"The GREENTECH FESTIVAL is here because green leadership deserves to be recognized and we want to play our part by providing the platform and inspiration for business leaders to see what's possible when green business innovation, technology, and leadership unite. We have learned a lot from our peers across the globe on our 2024 tour and we're excited that GTF Connect has the opportunity to return to Los Angeles a second time, especially given that our aim is to celebrate and promote green change across the entire planet."*

Nico Rosberg, Sustainability & VC Entrepreneur, Co-Founder GREENTECH FESTIVAL, commented: *"This year's GTF Connect in Los Angeles is about uniting to transform today's unprecedented challenges into opportunities for a better tomorrow. Business as usual is Dead and we're eager to dive deep into what this means for the future of sustainability, innovation, and green technology. I also look forward to seeing who takes home the Green Start-Up Slam win in Los Angeles and welcoming them to Berlin next May for the Green Start-Up Slam Grand Final."*

Join the green business community with FREE tickets to the GTF CONFERENCE: <https://usa.greentechfestival.com/tickets/>

For more information on GTF CONNECT LA, please visit: <https://usa.greentechfestival.com/>

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Notes for journalists:

Journalists can secure press accreditation for this year's event [here](#).

Press and interview inquiries:

If you are interested in setting up an interview with GTF's team and co-founders, or our speakers and award nominees, please do not hesitate to contact us directly.

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About GTF Connect

The GTF Connect is an international event series initiated by the GREENTECH FESTIVAL, which first took place in London in 2021. By expanding globally, the festival's aim is to celebrate and promote green change across the entire planet, as this world urgently needs sustainable transformation. This year's GTF CONNECT kicked-off in London, followed by Singapore in October, and will conclude this year in Los Angeles in November.

About GREENTECH FESTIVAL

GREENTECH FESTIVAL is the leading global platform for business sustainability, uniting innovators, changemakers and communities to showcase cutting-edge green technologies, share actionable insights and accelerate the decarbonisation of industry. The event includes the EXHIBITION, the CONFERENCE and the GREEN AWARDS with a thematic focus on the topics Mobility and Transport, Energy and Infrastructure as well as Industry and Materials. The GTF was launched in 2019 by Nico Rosberg (Sustainability & VC Entrepreneur) and Marco Voigt (Greentech Entrepreneur) and takes place annually in Berlin.