

## ECO4CLIM16 BERLIN - GREENBUZZ BERLIN CONCLUSIONS REPORT



**City, venue & date:** Berlin, betahaus, 25.10.2016, 5-10pm

**Link to event's page and photo albums:**

<http://greenbuzzberlin.de/event/eco4climate2016/>

<http://ecopreneurs4climate.org/2016/09/28/berlin-welcomes-ecopreneurs-climate-eco4clim16/>

[https://www.facebook.com/232029316966748/photos/?tab=album&album\\_id=671619249674417](https://www.facebook.com/232029316966748/photos/?tab=album&album_id=671619249674417)

**Organizer:** GreenBuzz Berlin e.V., UnternehmensGrün e.V.

**Event partners:** Das Baumhaus Berlin, Spreegut, Deutsche Umweltstiftung (EcoCrowd), heads up! magazine, ImpactHub Berlin, Green Me Berlin, Original Unverpackt, betahaus, eMio, Berlin Valley

**Number of attendants:** around 120 (80 participants for first part)

**Number of Climate Innovation Labs:** 6 workshops

**Number of participants (applicants for Climate Champion Awards):** 8 preselected pitches



#ECO4CLIM16 @ECO4CLIM



## **PART 1 - Climate Innovation Labs: Workshop**

Ecopreneurs, green companies, civil society organizations, and other key stakeholders came together to identify local climate challenges and outline inspiring sustainable business solutions to address them in different workshop formats. The following labs were offered to which our participants were distributed equally.

### **1) How to make urban sustainable mobility more attractive for the common mass?**

Lead: Isabell Eberlein and Sarah Hoffmann, PR & Cooperation @[naturtrip.org](https://naturtrip.org)

In the Climate Innovation Lab we want to discuss the barriers of urban sustainable mobility (public transport, bikes and shared mobility) and possible solutions to a shift in transport behavior. Hereby, [naturtrip](https://naturtrip.org) serves as one illustrative example.

### **2) Raising a greater social movement for cleaning the Spree**

Lead: Ana Shalin Stoeckermann, Coordinator @[Flussbad Berlin e.V.](https://flussbadberlin.de)

The challenge addresses the question how Flussbad Berlin can become a greater social movement, e.g. through new communication strategies and action plans. This is important to finally succeed in realizing our vision of clean fresh water in the Spree (canal).

### **3) Positive impact of cycling on the environment, air quality and noise (in German)**

Lead: Yvonne Hagenbach, Social and Communication Economist, Founder Lesotre®, Activist @[Netzwerk Fahrradfreundliches Neukölln](https://netzwerk.fahrradfreundliches-neukoelln.de)

In the challenge, participants will come up with new business ideas to develop 1–3 exemplary business concepts, in which environmental impacts play a large role.

### **4) Catalyzing climate action of civil society in Berlin**

Lead: Karen Wohlert, Co-Founder @[Das Baumhaus Berlin](https://dasbaumhausberlin.de)

What if neighbors, changemakers and social-ecological projects in Berlin would pledge to contribute to a common project: decarbonizing their own city by 2050? A lab to discuss and co-create “COB1”, a local climate think tank parallel to COP22 to start the process.

### **5) Yoga & Sustainability**

Lead: Salomé Laloum-Gaultier, co-founder of FYC ([French Yoga Collective](https://frenchyogacollective.com))

FYC hosts events around yoga and the sustainable lifestyle with two goals: making yoga fun and accessible & raising awareness about sustainability by partnering with sustainable brands and organisations. They want to bring the concept to Berlin and need your help!



## 6) Climate Innovation in your neighbourhood

Lead: Carolin Kruse, Board Member @[GreenBuzz Berlin](#)

The goal is to transport climate innovation further to our neighbourhoods in Berlin. We aim to create regular “climathons” and want to develop detailed ideas on topics and target groups with you. Also, we are looking for potential partners.

The results included recommendations as well as some ideas of action: making actions from companies to promote the use of the bike among its workers, making public transport more accessible, ideas to reduce waste and other suggestions based on a shared economy. The ideas and concepts developed as well as feedback from the participants will be translated into future actions workshop leaders and therefore have a direct positive impact on a local sustainable development in Berlin. Some participants decided to stay in contact with the organizations to offer voluntary and pro-bono support.



## PART 2 - Climate Champion Awards

Eight pre-selected ecopreneurs and green SMEs pitched their projects, products, or services to an expert jury and a diverse audience. Prizes include interviews by international media, mentoring by sponsors, and particularly the participation in the COP22 Summit for one global winner.

Participants / Selected Climate Champion Applicants				
Category	Project or company	Website and/or social media	Name	Last name
Ecopreneur/SME	Fresh Square	<a href="http://www.fresh-square.com">www.fresh-square.com</a>	Solene	Guere
Ecopreneur/SME	Buncha Blocks Hostel	<a href="http://www.facebook.com/bunchablocks">www.facebook.com/bunchablocks</a>	Deniss	Peld
Ecopreneur/SME	ANJA GmbH & Co. KG	<a href="http://www.adaptive-nutrition.com">http://www.adaptive-nutrition.com</a>	Melusine	Reimers
Ecopreneur/SME	NatureBros	<a href="http://nature-bros.com/">http://nature-bros.com/</a>	Darina	Onoprienko
Ecopreneur/SME	Breeze	<a href="http://www.projectbreeze.eu">www.projectbreeze.eu</a>	Robert	Heinecke
Ecopreneur/SME	OEEX - Open Energy Exchange	<a href="http://www.oeex.org/">http://www.oeex.org/</a>	Ayanda	Rogge
Ecopreneur/SME	CO2ntreebute	<a href="http://www.facebook.com/co2ntreebute">www.facebook.com/co2ntreebute</a>	David	Hentschel
Ecopreneur/SME	Sharecy	<a href="http://www.sharecy.org">www.sharecy.org</a>	Raphael	Fellmer

Members of the Jury				
Organization	Position	Website and/or social media	Name	Last name
innergy.berlin (innogy)	Founder of Innovation with Energy	<a href="http://www.innergy.de/en">http://www.innergy.de/en</a>	Christian	Huder
heads up! Magazine (betterplace)	Co-Founder and Editor in Chief	<a href="http://www.heads-up.cc/">http://www.heads-up.cc/</a>	Florinn	Bareth
Deutsche Umweltstiftung / EcoCrowd	Board Member	<a href="https://www.deutscheumweltstiftung.de/">https://www.deutscheumweltstiftung.de/</a>	Hans Leo	Bader
UnternehmensGrün e.V.	Cooperation Manager	<a href="http://www.unternehmensgruen.org/">http://www.unternehmensgruen.org/</a>	Juliane	Reiber
SmartB Energy Management / GreenBuzz Berlin e.V.	CTO	<a href="http://www.smartb.de/">www.smartb.de/</a> <a href="http://greenbuzzberlin.de/">http://greenbuzzberlin.de/</a>	Marco	Blumendorf

Each pitch was allocated 10 minutes, including 7 minutes of presentation and 3 minutes of questioning from the jury. The jury received an evaluation form which included the following criteria on a scale from 10 (best) to 1 (worst):

**Team:** strength and complementarity of the team members.

**Innovation:** innovative approach to any and all aspects of the project such as business model, implementation, communication, and impact measurement.



**Financial sustainability/viability:** capacity of the business model to generate sufficient revenue to cover costs. Key factors at play: diversified portfolio of services/products.

**Environmental Impact** Impact (SME), or potential for impact (ecopreneur), on climate change mitigation -reduction of carbon emissions-, and adaptation/resilience of local communities to its effects.

After all pitches were delivered, the jury discussed in private and an audience winner was chosen by cheering for the pitches. The outcome of the jury and audience selection was as follows:

- **1st prize:** OEEX [Peer-to-peer marketplace to connect regional energy producers, energy suppliers and customers in a smart energy community to share and trade their energy for better efficiencies and use of local renewable energies.]
- **2nd prize:** Breeze [Provides air quality data, insights and recommendations to increase workforce health and productivity and to create a baseline for smart cities to measure the effect of ongoing citizen wellbeing projects.]
- **3rd prize:** Sharecy [Non-profit organisation which empowers food saving all over the world - Through an efficient matching per app, food businesses can save resources, CO2 emissions and money.] and Fresh Square [The only "smart garden" project that grows veggies in an organic soil, complying with the organic regulation at home.]
- **Audience prize:** Fresh Square

**Prizes:** Local prizes included free trainings, office space and vouchers from betahaus, ImpactHub, Original Unverpackt, eMio eScooters, Deutsche Umweltstiftung (EcoCrowd), Das Baumhaus Berlin and Spreegut worth nearly 1000€. Additionally, one global winner has the chance to participate in the COP22 in Marrakech in November 2016.





**PART 3 - Next steps**

GreenBuzz Berlin and UnternehmensGrün will meet in the next weeks to discuss next steps how to continue with the climate innovation lab, for example through transforming these lab events into one event series as part of the events that GreenBuzz Berlin is organizing. Therefore, further funds will be needed. Both organizations are willing to keep on collaborating together and many project partners and other actors such as Climate-KIC have shown their interest to participate.

**PART 4 - Acknowledgments**

This event was only possible with the support of not only global partners but also local people and organisations which contributed in many different ways. A big thanks to betahaus for supporting us with the venue, to all the enterprises that donated prizes, to the workshop conductors and the participants, whose ideas are contributing to make Berlin more sustainable, to the Climate Awards participants (pitches) because all their projects have an immensely positive impact; to the members of the jury, and to all the people who helped preparing the event before and during that day!

**Global partners:**



**Local partners:**

