



GREEN ALLEY AWARD 2019: INNOVATIONS IN THE CIRCULAR ECONOMY

WHO IS LANDBELL GROUP?



WEEE¹
(incl. PV-Modules)



Batteries

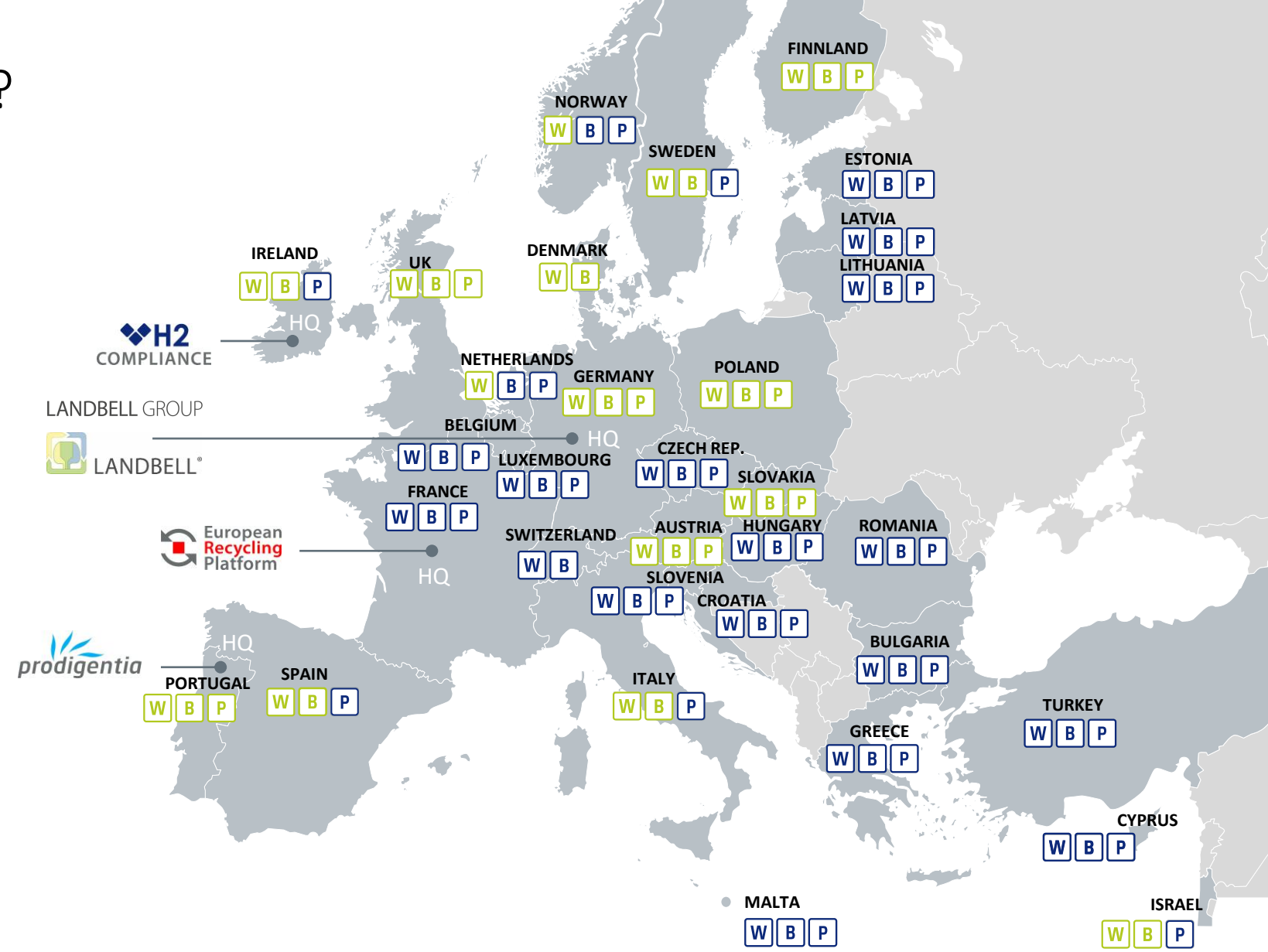


Packaging

+ REACH² and RoHS³ in entire EU

-  Compliance Schemes of Landbell Group
-  Services with other schemes

¹ Waste Electrical and Electronic Equipment
² Registration, Evaluation, Authorisation and Restriction of Chemicals
³ Restriction of Hazardous Substances



LANDBELL GROUP

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DS DS Entsorgungs- und
Dienstleistungs- GmbH

 **European
Recycling
Platform**

green::ALLEY

 **H2
COMPLIANCE**


LANDBELL®

 **prodigentia**

GREEN ALLEY AWARD IN A NUTSHELL

The Green Alley Award is the **only startup award in Europe** specifically for the **circular economy**. This annual prize was created in 2014 by LANDBELL GROUP and has been joined by several partners over time.

The award celebrates creative entrepreneurs working to advance the circular economy in Europe. It promotes ground breaking **digital circular economy solutions, recycling solutions or ideas for waste prevention** in order to recover valuable resources from waste.

Our mission is to turn the linear into a circular economy and find sustainable solutions that are equally **beneficial for your business and the environment**.

WHY GREEN ALLEY AWARD

FINDING TRENDS AND SOLUTIONS
IN THE CIRCULAR ECONOMY.

IMPROVING THE EUROPEAN RECYCLING AND
WASTE
MANAGEMENT SYSTEM

HELP STARTUP FIND NEW SOLUTIONS FOR
PRODUCERS
AND CONSUMERS.

RAISING THE PROFILE OF GREEN
ENTREPRENEURS AND BUSINESSES.

INTRODUCING GREEN STARTUPS TO THE
EUROPEAN MARKET.

HIGHLIGHTING ENVIRONMENTAL
ISSUES AND RESOURCE EFFICIENCY IN
SOCIETY.

THE SUCCESS STORY

1st

European startup award in the
circular economy

Applications from more than

50 countries

6

years of
extensive
experience

30

Successful finalists

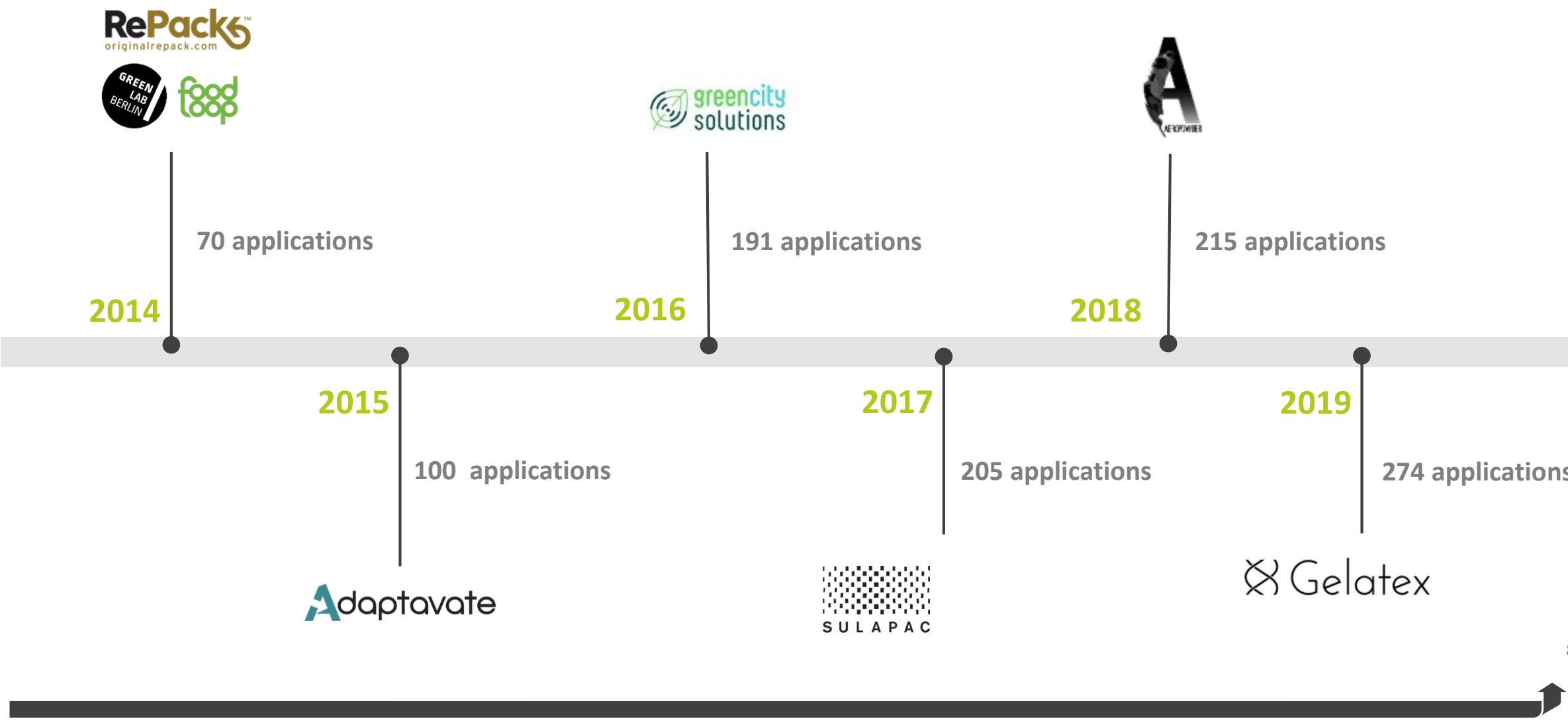
> 1000

Applications for the
Green Alley Award

> €1 m

of investments in the first
European circular
economy startup award

TIMELINE



WINNERS & FINALISTS

GELATEX TECHNOLOGIES: GREEN ALLEY AWARD WINNER 2019



The Problem

2 billion m² of leather is produced annually in the world, but 95% is made using 2.5 kg of toxic chemicals to make only 1 m² of material.

Product

ORGANIC GELATIN-BASED LEATHERLIKE TEXTILE

Gelatex is made mainly from gelatin that is derived from the waste of leather or meat industries.

NATURAL & DISPOSABLE

The material is organic and sustainable. It is made of waste and produced without the use of toxins. After use it is fully biodegradable.

EXCELLENT PROPERTIES

The material comes on rolls, is mass-producible and is water resistant. It comes in two-sided colours, its thickness and texture can be customized.

Benefits

- uses surplus materials
- is cheaper and faster than leather production
- satisfies growing customer demand for eco-friendly alternatives to leather
- energy-efficient production without toxins

Ø Gelatex



Eco-friendly / Zero waste / In-demand textile

AEROPOWDER: THERMAL PACKAGING MADE FROM FEATHERS



The Problem

Europe produces 25 kilogram of packaging waste per capita consumption

Product

THERMAL PACKAGING MADE FROM FEATHERS

Aeropowder uses cleaned surplus feathers to create a unique textile which is covered in a biodegradable film for ease of handling.

NATURAL & DISPOSABLE

By using surplus feathers, no new resources are needed to produce the packaging. All components are biodegradable.

EXCELLENT PROPERTIES

The feather material is strong, lightweight and provides outstanding insulation. Pluuma keeps products cool for up to 10 hours.

Benefits

- uses surplus materials
- is more efficient to purchase and store
- future-proofs compliance with packaging regulations and satisfies growing customer demand for green packaging
- saves packaging and disposal costs

SULAPAC: ALTERNATIVE TO PLASTIC PACKAGING



The Problem

Each year Europe produces 58 million tonnes of plastic of which 40 % is packaging material

Product

ECO-FRIENDLY PACKAGING

Sulapac provides a range of sustainable jars in 15 ml to 200 ml sizes which can be used as alternatives to conventional packaging for luxury goods such as cosmetics or food.

NATURAL & DISPOSABLE

The material is made of FSC-certified wood and natural binders. It is completely biodegradable and leaves no microplastics behind.

EXCELLENT PROPERTIES

The packaging is available in nine colours and has plastic-like properties: it is water, oil and air resistant.

Benefits

- reduces microplastics and uses renewable raw materials
- is compatible with existing machinery in the production process
- has unlimited design possibilities
- future-proofs compliance with packaging regulations and satisfies growing customer demand for green packaging

REPACK: SUSTAINABLE ALTERNATIVE FOR E-COMMERCE



The Problem

E-commerce increases
amount of packaging waste

Product

REUSABLE PACKAGING

RePack provides reusable envelopes for online deliveries in three adjustable sizes, which can be used at least 20 times.

ALL-INCLUSIVE SERVICE PROCESS

RePack takes packaging back from customers, then checks, cleans and redistributes it to online retailers. The startup runs a reward system that generates repeat sales for participating brands.

EXCELLENT PROPERTIES

The reusable packaging is made from recycled materials. It is adjustable, airtight, and protects the goods inside.

Benefits

- generates repeat sales through a reward system for participating brands
- improves customer experience
- reduces CO2 emissions by up to 80%
- reduces packaging and disposal costs

FINALIST MIWA: MODULAR RETAIL SOLUTION



The Problem

Stores sell products in non-recyclable packaging material without customers being able to choose a greener alternative

Product

REUSABLE PACKAGING

MIWA develops and operates a system that simplifies and improves the distribution and sales of packaging-free goods.

ALL-INCLUSIVE SERVICE PROCESS

The system is based on reusable capsules and in-store modular units that provide an effective supply chain and store management. For shopper and community engagement we provide a shopping app.

EXCELLENT PROPERTIES

The system prevents the creation of packaging waste (precycling) in the whole delivery chain from producer to household.

Benefits

- generates repeat sales through a reward system for participating brands
- improves customer experience
- reduces CO2 emissions by up to 80%
- reduces packaging and disposal costs

FINALIST SUPERSEVEN: REUSABLE PACKAGING SOLUTION



The Problem

More than 60 % of plastic waste comes from packaging, but only 40 % of that packaging is recycled

Product

REUSABLE PACKAGING

Superseven's brand Repaq offers a variety of packaging solutions which are 100% recyclable. The packaging solutions are made from renewable and natural raw materials.

ALL-INCLUSIVE SERVICE PROCESS

As technology scouts, superseven initiates, supports and advises innovation processes and certifications.

Excellent properties

The cellulose based material composts within 42 days in a bioactive environment (such as compost, soil, sea water) without leaving toxic substances in nature.

Benefits

- finished packaging in standard sizes or individually made. Materials are available from transparent to opaque, as monofilms and laminate.
- all packaging is suitable for direct contact with food or products
- the product range is supplemented by packagings that can be fully recycled within the usual recycling process.

WRAP UP

Since we created the Green Alley award in 2014 a lot of things have changed.

Politics have made environmental issues a top priority - mostly because of strong pushes from people. People that are firm in their believe that we cannot continue depleting our resources. People are worried, anxious and fed up. And they should be. We are still producing 2.5 Billion tons of waste every year in the EU, of which only half is recycled – this is just one example. So pressure on businesses and politics is increasing – Fridays for or future extension rebellion created a momentum and public awareness that we certainly did not expect one year ago, let alone when we started this award. Raising awareness is key – but the big question is now – how do we act - to transform our society and our industry to a circular economy?

Listen to the startup community. Since 2014 the applications have become more professional every year. Not only artwork also how advanced the projects are, which are presented. The world needs those ideas, we are happy to give them a stage to present themselves.