

Turning crisis into opportunity at GTF Connect

GTF Connect, part of Europe's leading sustainable tech event GREENTECH FESTIVAL (GTF), returned to London on September 4th and 5th, drawing 700 visitors to the Ministry of Sound. Maddyness heard from some of the startups driving positive change.

Temps de lecture : minute

23 September 2024

Themed "Turning Crisis into Opportunity," the event featured a dynamic CONFERENCE with business leaders and innovators exploring greener technologies to combat climate change. The event kicked off with the prestigious GREEN AWARDS, where Cheesecake Energy, Zenobē, and Mary Robinson were honoured for their contributions to sustainability and climate action.

The second day saw over 40 speakers, including Dale Vince, Julia Pallé, and Richard Templer, share insights on vibrant and sustainable communities, future energy solutions, and financing climate initiatives. A highlight was the Green Startup Slams, where Radiant Matter won the opportunity to pitch at the GTF Berlin 2025 Grand Final. Additionally, a special session with Oxford University's SDG Impact Lab, in partnership with Nico Rosberg's Rosberg Philanthropies, underscored the event's focus on fostering collaboration between academia and industry to drive the UN's Sustainable Development Goals.

"The GREENTECH FESTIVAL believes that together we can and must turn crisis into opportunity. Our London event was the perfect platform to encourage more businesses to focus on sustainable solutions to overcome

the challenges associated with this. The startup businesses attending GTF Connect highlighted just some of the ways that innovative thinking will help to solve the climate challenges of tomorrow." Marco Voigt, co-founder of GTF.

Larry Kotch, Flybox

"My mission is to turn the human food system into one that generates zero waste, just as it is in nature. I believe the power of decomposers like the black soldier fly have been ignored to a great cost in our economy and I want to bring their power to work for humanity for good. The Startup Slam was a good chance to bring a variety of people on board with our mission, test this vision of an insect based waste management system on them."

Michele Soavi, Impact Scope

"At ImpactScope, we empower organisations to leverage AI and Web3 technologies to measure, verify, and enhance their sustainability efforts. We recognised that addressing climate change, the SDGs, and broader sustainability challenges demands a data-driven approach. AI and Web3 provide the ideal solutions to support these goals, enabling impactful actions to protect our planet and its ecosystems for future generations."

"As a tech startup, it's crucial for us to ensure our products meet market needs, with clear and focused communication. GTF London offered an incredible platform to present GWI, our greenwashing identifier, to a broader audience. This exposure provided valuable insights, especially as our focus has primarily been on the financial sector, helping us refine our approach and expand our reach."

Uri Meirovich, Skarper

"At Skarper, our mission is to transform the cycling industry by providing a more sustainable and practical alternative to traditional eBikes. We tackle challenges like weight, security and environmental impact by offering an innovative system that upcycles existing bikes with one click. This promotes sustainability and makes eBike ownership more accessible and eco-friendly. Our aim is to encourage more people to cycle by breaking the barriers to cycling, all while delivering a product that is simple to use and environmentally conscious."

"Being runner up at the Startup Slam marked a significant point for Skarper. It validated our vision for the product and reinforced our confidence that we're moving in the right direction. This recognition highlighted the dedication of our entire team and strengthened our belief in Skarper's potential to transform sustainable transportation. This has motivated us to push even harder as we prepare to launch and scale up."



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