



Press Portfolio

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Data Sheet

Company:	Green City Solutions GmbH
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Social Media:	Facebook , Twitter , LinkedIn , YouTube , Instagram , Newsletter
Founding Date:	25.03.2014
Managing Partners:	Dénes Honus, Peter Sängler
Founders:	Dénes Honus, Peter Sängler, Zhengliang Wu, Victor Splittgerber
Team:	25
Awards:	<ul style="list-style-type: none">- CUBE Tech Challenge 2017 (Finalist)- PropTech Innovation Award 2017 (Finalist)- Global Urban Innovator 2017 by NewCities Foundation- UR Link – Unibail-Rodamco's Accelerator 2017- World Tourism Forum 2017 (Finalist)- 50 'Top Start-ups 2016' Germany (Rank 5)- Chivas The Venture 2016 (National Winner)- iiAwards 2016 (Winner)- EIT Digital Challenge 2016 (Winner Category 'Digital Cities')- Smogathon 2016 (Winner)- Creative Business Cup 2016 'The world's best creative startup' (Winner)- Creative Business Cup 2016 (Winner 'Sustainable Living Challenge')

- Creative Business Cup 2016 (Winner 'Health Challenge')
- Creative Business Cup 2016 (Winner 'Microsoft Bizspark Plus')
- Green Buddy Award 2016 (Winner Category 'Smart City Solutions')
- Next Economy Award 2016 (Top 3 Category 'Nature')
- Green Alley Award 2016 (Winner)
- Hello Tomorrow Challenge Global Summit 2016 (Finalist Category 'Air Quality')
- 'Neumacher'-Wettbewerb der WirtschaftsWoche 2016 (Top 6)
- IET Innovation Awards 2016 (Top 5 category 'Start-up')
- Start Green Award 2016 (Semi-Finalist Category 'Start-up')
- seif Awards for Social Entrepreneurship 2016 (Winner 'seif Award for Future Trends')
- Postcode Lottery Green Challenge 2016 (2nd Prize),
- Sächsischer Staatspreis für Design 2016 (Nominee 'Social Design')
- Creative Business Cup 2016 (National Winner),
- TechCrunch Berlin Meetup + Pitch-off at Tech Open Air 2016 (Winner)
- Plus X Award 'Young Innovator' 2016 (Winner),
- Best Bio-Based Business Concept Award 2016 (Winner),
- Challenge Cup 2016 (Winner)
- Smart City Forum (Member)
- Deutscher Engagementpreis 2016 (Nominee)
- 'Grüne Brise' environmental award (Nominee)
- Deutsche Bahn Accelerator Batch #3 (Member)
- Industriepreis: BEST OF 2016 (Category 'Energy & Environment')
- Smart Urban Pioneers (Top 10 Nominee)
- 50 'Top Start-ups 2015' Germany (Rank 14)
- blueprint Swire Properties Accelerator 2016 (Member)
- Forbes '30 Under 30 Europe' list (Category 'Social Entrepreneurs': Dénes Honus)
- BITKOM hub conference Innovator's Pitch (Category IoT 2015, 1st Prize)
- Innovation Grand Challenge 2015 (2nd Prize)
- 'Kultur- und Kreativpiloten Deutschland' 2015 (Winner)
- Fraunhofer Urban Futures Conference (Winner Call For Ideas) 2015

- 'Morgenstadt: City Insights' 2016 (Member)
- Nationwide Winner Category 'Environment' in the 'Land of Ideas' 2015
- Infiniti Accelerator driven by NEST 2015 (Member)
- European Youth Award 2015 (Winner Category 'Go Green')
- Landmark in the 'Land of Ideas' 2015 (Winner)
- 12th Thüringer Elevator Pitch 2015 (Award Winner)
- Ecosummit Award 2015 (Nominee)
- GreenTec Awards 2015 (Top10-Nominee)
- Ideen- und Gründungswettbewerb Generation-D 2014 (1st Prize)
- Climate-KIC Venture Competition Europe 2014 (Finalist)
- Climate-KIC Venture Competition Germany 2014 (2nd Prize)
- Climate-KIC Accelerator 2014/15 (Member)
- Green Product Award 2013/14 (Nominee)
- Avalia-Gründerlounge 2013 (1st Prize)

Green City Solutions and the CityTree

Green City Solutions was founded in March 2014 by a team which combines expertise in architecture, informatics, engineering and horticulture: Dénes Honus, Victor Splittgerber, Liang Wu and Peter Sängler. Our ambition is to develop highly efficient and sustainable solutions to improve the environment for the cityscape of tomorrow.

Every day 90 % of cities' inhabitants breathe polluted air which becomes the cause of every 7th death worldwide. The major components of air pollution are nitrogen oxides, ozone and especially fine dust (PM), of which $10\mu\text{g}$ per m^3 of air shorten the life span by half a year. At the same time the global population goes urban and in 2050 80% of world's population will live in cities.

Green City Solutions addresses this global problem by combining a special, vertical installed moss culture, with our own developed Internet-of-Things (IoT) technology for its optimal maintenance. Our patented product, the 'CityTree', is a 4meter-high, 3m-wide and 60cm-deep, freestanding unit. It combines specific moss cultures with vascular plant that eat particulate matter (PM), nitrogen dioxide and ozone – offsetting 240 tons of CO_2 -equivalents per year in total. The plant filter can be adapted to any environment. The construction contains sensors collecting environmental and climatic data, to regulate and control the unit and ensure that the plants survive. Thus, the CityTree has the same effect as up to 275 urban trees, but requires 99% less space and 5% of the cost. Thanks to solar panels and rain water retention systems, the unit requires only a few hours of maintenance per year.

During the development of our product we focused on using recyclable material to lower our carbon footprint. This has made our product itself sustainable. The production footprint of 4t of CO_2 is compensated by capturing 240t of CO_2e in just one year.

To ensure its profitability, implementation of visual and digital information on the vertical plant display for marketing campaigns is possible. Analogue information can be displayed as simple writing or logo, but also with the help of plants in a variety of different colors. Our system enables access to digital content by implementing technologies such as a QR-Code, NFC or digital screens. This makes it possible to use the CityTree for out of home media advertising as well as mobile commerce purposes. Integrated benches and the offer of additional services, such as Wi-Fi hotspot or e-bike charging stations extend the functionality of the CityTree.

Since the beginning of our venture we have implemented our product in several European cities with current installations in Norway, France, Germany, Belgium, Macedonia and Hong Kong. Our product was also able to be temporarily deployed for a number of conferences, fairs and campaigns in Munich, Berlin, Krefeld, Regensburg, Hannover, Halle, Dresden and Jena through its mobile and freestanding design.

Green City Solutions is an award winning company, which in October 2014 was already declared as one of the four best CleanTech start-ups in Europe by the EU organization Climate-KIC. In September 2015 Green City Solutions has been chosen as one of eight startup companies from across the globe to participate in the first Infiniti Accelerator driven by Nest. The German start-up was also one of six chosen applicants out of more than 3,000 entries from more than 100 countries for the Innovation Grand Challenge and is among the top three winner's circle. The CityTree has been awarded as the nationwide winner in the category 'Environment' of the 'Germany - Land of Ideas' initiative and a winner of the 'Go Green' category at European Youth Festival in Graz. Moreover, Green City Solutions bears the title of 'Cultural and Creative Pilot Germany 2015' and won the first place at the 'Urban Futures ideas competition' of Fraunhofer and is now a member of 'Morgenstadt Insights'. Furthermore Dénes Honus (CEO) was honored as one of the 'Social Entrepreneurs' in the first ever '30 Under 30 Europe' list. The smart plant filter has also been awarded at the Challenge Cup 2016 at Metropolitan Solutions, as a winner of the Plus X Award „Young Innovator“ and the Best Bio-Based Business Concept Award. In addition, Green City Solution was part of the Deutsche Bahn Accelerator Batch 3 “Next Station” and a nominee of the “German Engagement Price”. In September 2016, Green City Solutions has been honoured with the “Runner-up” price of the well known Postcode Lottery Green Challenge, the world's largest annual competition for sustainable entrepreneurship. In autumn 2016, the start-up has been nominated for the Next Economy Award, the Hello Tomorrow Challenge, the IET Innovation Awards and the Start Green Award. Green City Solutions won the EIT Digital Challenge (Category 'Digital Cities'), the Smogathon, the Creative Business Cup (“The world's best creative startup”), the Green Buddy Award, the Green Alley Award and the iiAwards. In 2017 Green City Solutions was declared by Chivas Regal Germany as the national winner of Chivas The Venture and will take part in the global finale in Los Angeles.

Photos



The Founders in front of the CityTree
(l.t.r.: Peter Sanger, Victor Splittgerber, Zhengliang
Wu, Denes Honus)
© Green City Solutions



Denes Honus (CEO)
© Green City Solutions



Peter Sanger (COO)
© Green City Solutions



Victor Splittgerber (CTO)
© Green City Solutions



Zhengliang Wu (CIO)
© Green City Solutions



The founders in front of the CityTree prototype
(l.t.r.: Zhengliang Wu, Dénes Honus, Peter Sänger,
Victor Splittgerber)

© Green City Solutions



Peter Sänger working on the prototype of the
CityTree

© Green City Solutions



The CityTree at Ernst-Abbe-Platz in the city of Jena
with benches, as a WiFi-Hotspot and communicator

© Green City Solutions



The CityTree as a highlight of the GreenTec Award
Ceremony 2015

© Kraul | GreenTec Awards



The CityTree at „Digital-Life-Design“ conference in
Munich

© Green City Solutions



The CityTree in Oslo at Nordraaks Square between Wergelandsveien and Holbergsgate

© Green City Solutions



The CityTree in the Norwegian capital at Solli Square and Sommerrogata

© Green City Solutions



The CityTree in the city centre of Krefeld at the festival "Kultur findet Stadt(t)"

© Green City Solutions



The CityTree with digital screen in the city of Krefeld at the festival "Kultur findet Stadt(t)"

© Green City Solutions



The CityTree in Hong Kong in front of the Hopewell Centre

© JOS



The CityTree in Hong Kong in front of the Hopewell Centre

© Jessica Cheung



The CityTree at the Vivatechnology 2016 in Paris

© Green City Solutions



One of the three CityTrees at Place de la Nation in Paris

© Green City Solutions



One of the three CityTrees at Place de la Nation in Paris

© Green City Solutions



Eight CityTrees in front of the Frauenkirche in Dresden

© Green City Solutions



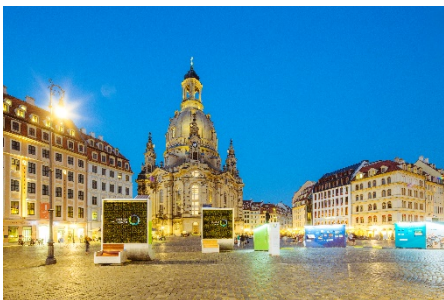
Eight CityTrees in front of the Frauenkirche in Dresden

© Green City Solutions



Eight CityTrees in front of the Frauenkirche in Dresden

© Green City Solutions



Eight CityTrees in front of the Frauenkirche in Dresden

© O. Killig



The CityTree without benches for Deutsche Bahn at Berlin main station

© Green City Solutions



The CityTree without benches for Deutsche Bahn at Berlin main station

© Green City Solutions



The CityTree without benches for Deutsche Bahn at Berlin main station

© Green City Solutions



The indoor CityTree without benches for Deutsche Bahn at InnoTrans 2016

© Green City Solutions



The CityTree with benches for Deutsche Bahn at InnoTrans 2016

© Green City Solutions



The CityTree with benches at the station Süskreuz in Berlin for Deutsche Bahn

© Isabell Baumgarten



One of the three CityTrees in Dresden in Winter 2017

© Green City Solutions



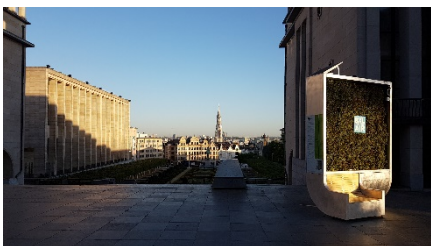
One of the three CityTrees in Dresden in Winter 2017

© Green City Solutions



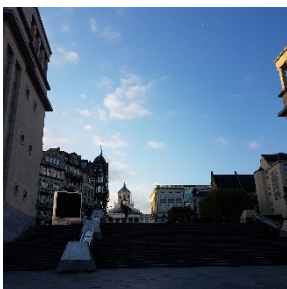
The CityTree with benches for Deutsche Bahn in front of main station Essen, the „European Green Capital 2017“

© Green City Solutions



The CityTree at Mont des Arts in Brussels

© City of Brussels



The CityTree at Mont des Arts in Brussels

© City of Brussels



The CityTree at the award ceremony for the "Land of Ideas"-competition in Dresden

© Deutschland – Land der Ideen - Willem gr. Darrelmann



The founders and the CityTree at the award ceremony for the "Land of Ideas"-competition in Dresden

© Deutschland – Land der Ideen - Willem gr. Darrelmann

If you need any further photo material do not hesitate to contact us.

Current Press Releases

Press Release
February 13th 2017



German Start-up Green City Solutions is bringing clean and cool air to Italy

Modena/ Berlin, February 13th 2017 – In order to prove the effectiveness of the smart biotechnological filter “CityTrees” in an urban environment, with regards to its ability to face air pollution improve biodiversity and reduce heat island effects, a consortium of Green City Solutions, Proambiente and the Italian city of Modena initiate the “CityTree Scaler”, a project enabled by the support and network of Climate-KIC Germany. The goal of this two year research project is to provide cities with a holistic solution of a smart climate infrastructure. Within this time framework starting in spring 2017, the partners will install six CityTrees, located in the most polluted street of Modena.

The German start-up Green City Solutions is a successful and fast-growing company with a vision to mitigate climate change and fight air pollution through a highly smart and profitable “climate infrastructure” for sustainable and liveable cities of tomorrow. The company has developed a unique and patented product that combines cutting-edge Internet-of-Things (IoT) technology with specific moss cultures and plants that “eat” air pollution. The so-called “CityTree” has the same environmental impact as 275 urban trees but requires only the space of 3m². Thanks to the IoT technology, solar panels and a rain water collecting system, the unit requires only a few hours of maintenance per year.

In October 2014, Green City Solutions was declared as one of the four best CleanTech start-ups in Europe by the EU organization Climate-KIC, the biggest European innovation initiative for climate friendly technologies. In September 2015, the start-up graduated from the Climate-KIC accelerator program and has now received the title an official partner of the well-known organization. With the help of Climate-KIC, it will possible to prove the results of laboratory tests and to guarantee scalable results through their independent partner institutes which is Proambiente. The institute will lead the research for the project in the city of Modena. Two field campaigns will be carried out at an urban street canyon. The results should prove the binding capacity of ca. 240 tons CO₂ equivalents annually per CityTree, resulting in a CO₂ equivalents reduction by the six CityTrees of approximately 2.880 tons for the two years project duration.

“We are delighted to announce the CityTree Scaler project in cooperation with our partners Climate-KIC, Proambiente and the city of Modena. The project will help us to obtain important insights of the effectiveness of our smart plant filters. The results will help us to prove the estimated results of the laboratory tests”, says Victor Splittgerber, CTO and co-founder of Green City Solutions. “After the accelerator program and the award from Climate-KIC, the partnership is now our next great opportunity from this well-known organization. “

“We see the CityTree as an essential part of future environmental urban planning. Therefore the next logical step is the testing over a longer period under real urban conditions. We believe that the confirmation of the laboratory proven results will help Green City Solutions to convince potential customers such as cities and municipalities to install the smart plant filters”, says Björn Grindberg, Innovation Lead at Climate-KIC.

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The location of the project is the city of Modena in the same-named Province in northern Italy, in the heart of the Po Valley which is one of the main hot-spot of air pollution in Europe and it can be considered an ideal test environment to study mitigation strategies for the urban ambient air quality. “As a city, we see an enormous opportunity and need for new ways of combating air pollution. Up to date, there has been no single solution, which would directly reduce the level of pollutants independently of its source. Therefore, the Smart Climate Infrastructure offered by Green City Solutions could be a game changer in this field and we would like to fully support its development”, said Giulio Guerzoni, Councillor City of Modena.

About Green City Solutions GmbH

Green City Solutions was founded in spring 2014 by a team of experts from architecture, mechanical engineering, informatics and horticulture/biology. The start-up develops smart solutions in the field of environmental services, CleanTech and sustainable urban planning for greener and more liveable cities. The vertical and multiple awarded plant filter CityTree is the first step into a climate infrastructure: A sustainable urban infrastructure which combines climate and environment protection with targets of climate change adaptation.

greencitysolutions.de

About Proambiente

Proambiente and its partner, the Italian National Research Council (CNR), specifically the STOPPER group of the Institute of Atmospheric Sciences and Climate (ISAC-CNR) have a renowned expertise on the general theme of global changes and their impacts on the air quality and the climate system, studying emission processes, transformation and deposition of trace substances resulting from the natural biogeochemical cycles of the oceans and terrestrial ecosystems, as well as by human activities.

consorzioambiente.it

About the city of Modena

The City of Modena is the local authority governing Modena, a city of about 185.000 inhabitants located in the Emilia-Romagna Region - Northern Italy. It is a public institution whose aims and fields of action are very varied. It is composed of different Departments, such as Environment, Mobility, Civil Protection, Public Works, Territorial and Urban Planning, Social Policies, Education, Economic Policies, etc.

Modena is located within the Po Valley. Therefore, it has a particularly unfortunate topographical conformation which favours low wind and strong inversion situations, conditions which can lead to extremely high PM concentrations, especially during the cold season.

In order to reduce this phenomenon and to fight against air pollution, Emilia-Romagna Region has adopted the PAIR (Regional Integrated Air Plan), with a strategic time frame up to 2020. PAIR defines the measures for the recovery of air quality, with the aim of reducing the level of pollutants within the regional territory and of respecting the thresholds fixed by the Directive 2008/50/CE and by the Italian law (D.Lgs 155/2010).

In order to fulfill PAIR requirements, the City of Modena applies traffic circulation restrictions foreseen by the Plan: from 1st October to 31st March, from Monday to Thursday, from 8.30 a.m to 6.30 p.m., in the city area the vehicular circulation is allowed to Gasoline vehicles since Euro 2 class and Diesel

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vehicles since Euro 4 class. Moreover, there is a permanent Limited Traffic Zone, covering the area of the Old Town Centre, accessible only by resident and by commercial vehicles since Euro 4 class, through a paid permit. An electronic “control system” monitors all accesses to the Limited Traffic Zones. Since 2010, the City of Modena is committed in fight against air pollution and climate change also through the Covenant of Mayor initiatives and, since 2011, it adopts the SEAP (Sustainable Energy Action Plan), the key document in which the City outlines how it intends to reach its CO₂ reduction target by 2020, by promoting the sustainable development of the local territory.

About Climate-KIC

Climate-KIC is the largest European innovation initiative for climate-friendly technologies. Launched in 2010 as an EU program, Climate-KIC, with offices in 15 European countries, promotes innovation projects, start-ups and newcomer innovators. More than 250 partners from business, science, the public sector and civil society are working at Climate-KIC on groundbreaking, scalable innovations to combat climate change. Since 2010, Climate-KIC has accompanied more than 500 green start-ups in its accelerator program on their way from the idea to the market. More than 1,000 young talents have participated in one of the numerous training or coaching programs to improve the innovation competence. Climate-KIC Germany is headquartered on the EUREF campus in Berlin Schöneberg and coordinates the German activities.

climate-kic.org

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Green City Solutions lands seven-figure first round financing

Berlin, February 2017 – The Biotech and Internet-of-Things (IoT) Start-up Green City Solutions GmbH headquartered in Berlin announces the successful completion of its first round financing with LITTLE ROCK GmbH (Düsseldorf), coparion GmbH & Co. KG (Köln, Berlin) as well as DON Ventures II GmbH & Co. KG (WOLFMAN.ONE GmbH / Prof. Nietzer, Dr. Doll Holding GmbH; Heilbronn) and one smart money investor not mentioned by name.

Every day 90 % of cities' inhabitants breathe polluted air which causes every 7th death worldwide. In addition this leads to a yearly economic damage in the amount of more than 5 trillion US Dollar. The unique and patented product of Green City Solutions aims to solve this global problem by providing clean and cool air in urban environments. The smart concept combines cutting-edge Internet-of-Things (IoT) technology with specific moss cultures and plants that eat particulate matter (PM) and nitrogen dioxide – offsetting 240 Tons of CO₂ equivalents per year in total.

The so-called “CityTree” has the same environmental impact as 275 urban trees but requires only the space of 3m². Thanks to the IoT technology, solar panels and a rain water collecting system, the unit requires only a few hours of maintenance per year. The construction contains sensors gathering environmental and climatic data, which could be extended and synchronized with air quality values measured by cities. On top of its environmental impact the CityTree is ready to display digital and analogue information for commercial purposes. It is possible to place simple analogue information such as writing or even company logos. The CityTree also enables access to digital content by integrating technologies such as QR-Code, iBeacon, NFC or digital screens. The vertical plant filter has been installed already in numerous cities worldwide: At the moment, CityTrees are installed e.g. in Oslo, Paris, Berlin, Dresden and Hong Kong.

“We are delighted to announce the completion of our first round financing. Now, we can take Green City Solutions to the next step as it endorses our vision of clean and profitable urban air resulting in a higher quality of living in cities”, says Dénes Honus, co-founder and CEO of Green City Solutions. “We are proud to enjoy the trust of such experienced, multi-disciplinary smart money investors representing long-time expertise in the field of future oriented technologies. Hence, we are looking very much forward to a successful collaboration.”

“Our first touch point with the team was roughly six months ago followed by an intense diligence. The main trigger for our investment decision was the complementary setup of the founders and the groundbreaking combination of GreenTech and IoT with multi-faceted monetization opportunities”, says Karsten Jansen, founding partner of LITTLE ROCK GmbH. “The CityTree has the power to provide a pioneering contribution in tackling air pollution representing one of the most critical issues in industrialized and emerging countries. By partnering with B2B and B2G clients the City Tree addresses a multi billion dollar market with the medium term goal to establish an intelligent climate infrastructure platform.”

The first round financing enables Green City Solutions to further expand its marketing, production and sales organisation on national and international level. For this purpose, the company filled important positions and started cooperations such as with the EU programme called Climate-KIC, the biggest European innovation initiative for climate friendly technologies.

About Green City Solutions GmbH

Green City Solutions was founded in spring 2014 by a team of experts from architecture, mechanical engineering, informatics and horticulture/biology. The start-up develops smart solutions in the field of environmental services, CleanTech and sustainable urban planning for greener and more liveable cities. The vertical and multiple awarded plant filter CityTree is the first step into a climate infrastructure: A sustainable urban infrastructure which combines climate and environment protection with targets of climate change adaption.

greencitysolutions.de

About LITTLEROCK GmbH

LITTLEROCK GmbH is a seed and early stage venture capital firm dedicated to investing smart money in passionate and high-profile founders who seek to define and dominate the future. LITTLEROCK's multi-disciplinary investment team has longstanding experiences as serial founders, serial investors and investment banking skills with extensive ties to global partners. Backed by a renowned single family office the team pursues an industry agnostic investment strategy centered around today's and prospective digitization topics. After commencing operations in the fall of 2015 the current portfolio consists of 9 investments located in Germany, the US, India and Vietnam. LITTLEROCK's objective is to extend the portfolio further by partnering with top-notch teams and emerging technologies.

littlerock.vc

About coparion GmbH & Co. KG

coparion provides venture capital to accelerate momentum and growth. With a current active fund of EUR 225 million coparion has the means to do so.

coparion supports entrepreneurial vision with know-how, but without intervening in daily business operations. Thanks to in-depth experience in venture capital and in building companies, the coparion team discerns potentials and opens up new perspectives. coparion has the substance, tenacity and creativity required to mutually manage difficult situations successfully.

coparion only invests with co-investors. The fund invests up to EUR 10m per company, usually in several financing rounds of EUR 0.5-3m each. Investment focus is on German companies in the start-up and early growth phase. coparion is based in Cologne and Berlin.

coparion.de

About DON Ventures II GmbH & Co. KG

DON Ventures II is a self-financed private equity company of DON Ventures I GmbH & Co. KG, Dr. Doll Holding GmbH and WOLFMAN.ONE GmbH. The aforementioned companies hold equity stakes in the Old Economy and New Economy segment.

Press Release
February 3rd 2017



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Green City Solutions named as Best Digital Cities scaleup

- EIT Digital has named Green City Solutions from Germany as the best European technology scaleup in the field of Digital Cities

- Green City Solutions competed against eight other finalists for access to support for international growth

The Berlin-based scaleup Green City Solutions has been awarded first place in the Digital Cities category of the EIT Digital Challenge. The EIT Digital Challenge aims to identify the next wave of Europe's top scaleups - fast growing startups who are ready to scale-up their operations - to help them grow internationally and raise funding.

Green City Solutions wowed the judges at the finals competition held at the #CLOUD Business Center in Paris, France, with Green City Solutions created the CityTree, a freestanding 4x3 m unit combining smart sensors with real plants. The construction has the same effect as up to 275 regular urban trees, but requires 99% less space and 90% less investment.

The company will receive access to EIT Digital's pan-European innovation network and the chance to benefit from the business growth support provided by the EIT Digital Accelerator and additionally €50,000 in cash.

Second place went to FOR CITY from France whose technology offers a collaborative platform where public authorities and project owners can visualise and combine their plans for city infrastructures in 3D to simulate their ideas for the city of the future.

The Germany-based Civocracy was awarded third prize. They have a B2B online platform that aims to enable meaningful interaction between societal stakeholders such as local governments, organizations, citizens and businesses in order to foster participation, collaboration and transparency.

"Over the years, the EIT Digital Challenge has identified some of the best digital scaleups in Europe. It shows that Europe not only has an abundance of startups with innovative ideas but also entrepreneurs with great ambitions to enter other markets. We are impressed by Green City Solutions, For City and Civocracy and their technologies. We think they will have a real impact on the Digital Cities landscape in Europe and we look forward to getting to know them better," explains Dominik Krabbe, EIT Digital Challenge Lead.

In total, ten digital technology companies from across Europe competed in front of an international expert jury for the opportunity to benefit from the EIT Digital innovation network. The top three teams have been invited to an exclusive two-day event being held by the EIT Digital Accelerator in Berlin in December.

Here, Green City Solutions #1, For City #2 and Civocracy #3 will have the chance to meet the winners from the other categories, connect with EIT Digitals' unrivalled ecosystem during a networking evening and discuss their growth strategies with international EIT Digital experts during workshops.

The EIT Digital Accelerator comprises a team of experienced business developers and fundraising experts. They operate from 13 cities across Europe as well as a hub in San Francisco. Since 2012, they have supported more than 200 startups in accessing new markets and helped them raise more than €75 million in investment to date.

<https://www.eitdigital.eu/news-events/news/article/green-city-solutions-named-as-best-digital-cities-scaleup/>



Winner EIT Digital Challenge 'Digital Cities' category: Green City Solutions



Creative Business Cup



GREEN CITY
SOLUTIONS

Green City Solutions: Global winner of Creative Business Cup 2016

Monday afternoon, Danish time, Danish Minister of Culture Bertel Haarder rewarded the world's best creative entrepreneur. The award ceremony took place at Copenhagen Business School in Copenhagen, Denmark.

The title of world champion in creative entrepreneurship 2016 befell Green City Solution of Germany, who impressed the jury with their business idea; an urban tree covered by moss cultures that eats particular matter, nitrogen dioxide and ozone with the same effect as 275 natural urban trees. Runners-up were Poputar Smart Guitar of China and City Transformer from Israel.

The best project ideas at this year's Challenges at Creative Business Cup were named too. Green City Solutions (Germany), Jookie (Belgium), Poputar Smart Guitar (China), Haiku (France), HotClick (Chile), Lovia (Finland) and Innomdle Lab (South Korea) where named best in their respective categories.

Copenhagen, November 22nd 2016 – The past three days creative entrepreneurs from more than 60 countries have presented over a 100 pitches in front of an international jury comprising of Amy Cosper from Radical Upstarts, Otho Kerr from Encourage Capital, Tiffany Norwood from Tribetan, Saudi-Arabian Princess Sama Faissal Al Saud, and partner Sten Peters from Deloitte.

Rasmus Tscherning, CEO at Creative Business Cup, said: "Over two intense days at this year's Creative Business Cup, 400 innovative, creative startups have tested if their brilliant and innovative ideas can transform into a profitable business with a professional, international jury. They were all impressive, I am sure Green City Solutions has an exciting journey ahead of them."

Main competition – Creative Business Cup

The jury's motivation to award the winner prize to **Green City Solutions** from **Germany**: "This team captures both the imagination and the intelligence of good business. They bring nature and art together in a beautiful fusion to solve an important health issue in the world: air pollution. In a sustainable way they have created "City Trees" which will have an enormous impact on the air we breathe. Because of this extraordinary achievement, we in the jury would like to congratulate Green City Solutions from Germany."

The second prize went to **Poputar Smart Guitar** from **China**, the third prize went to **City Transformer** from **Israel**.

Creative Business Challenges

This year, Creative Business Cup premiered the Creative Business Challenge category as a new initiative to strengthen and support the bridging of innovative entrepreneurship with various industries.

Creative Business Health Challenge: Green City Solutions (Germany)

The jury agreed that the winner of the Health Challenge has presented a creative business idea that combines aspects within design, IOT, and innovative thinking. This combination has already had an impact on the reduction of urban air pollution, and the jury believes that the winner's idea will be beneficial to many people worldwide.

Creative Business Sustainable Living Challenge: Green City Solutions (Germany)

We have chosen Green City Solutions for addressing an increasing worldwide problem of air pollution. They have developed a great scalable solution. The key is to use a model of interdisciplinary collaboration based on expertise in various domains which all contribute to its success. The creativity is perfectly integrated in the overall approach and the business model included a well thought-of service model, which has convinced the jury for a sustainable long-term profitable solution – therefore it represents the spirit of the Creative Business Cup.

This year, the **ACE Creative Award** goes to **Jookie (Belgium)**, the **Creative Business Play & Learn Challenge** was won by **Poputar (China)**, the **Kolding Mobility Challenge** by **Haiku (France)** and the **Creative Business Food Challenge** by **HotClick (Chile)**. **Lovia (Finland)** won the **Creative Business Cup Investor Pitch**, **Innomdle Lab (South Korea)** the **Invio Experience Technology Challenge**.

The prizes

The total sum of prizes this year amounts to €169,000.

Winners of Creative Business Cup 2016 – the world's best creative startup

First place: €15,000 and a year's full membership to Stylus worth €18,000. This includes access to over 1,000 trend reports on stylus.com, webinars and biannual events along with daily emails of the latest insights and trends.

Second place: €5,000 and a six-month membership to Stylus.

Third place: €3,000 and a six-month membership to Stylus.

Microsoft is giving a **Bizspark Plus** to a selected startup (chosen by Microsoft). The Bizspark Plus is free usage of Azure (a hosting and service platform) up to the big amount of €113.000 which the startup has available for two years. This gives the startup the possibility to focus on their solution, sale and growth and not having to think about costs for running their software solution.

Creative Business Challenges

The winner of the Creative Business Challenges: Invio Experience Technology, ACE Creative, Food, Health, Sustainable Living, Play & Learn and Investor receive €1.000.

The winner of Kolding Mobility Challenge receives €1.000 as well as a all-inclusive stay in Kolding for up to three people during 2017.

About Creative Business Cup

Creative Business Cup matches large corporations need for innovation with global creative startups. All year round, Creative Business Cup helps talented startups from the creative industries activate their potential for growth and development, through training, matchmaking, and mentor programmes. Creative Business Cup is a global movement, supported by investors as well as media and organisations and authorities.

The yearly highlight is the global finals where the world's best creative startup will be awarded in Copenhagen, Denmark. Before the spectacular event takes place, more than 70 countries have had national finals and chosen the best and most innovative startups from the creative industries. Come November, these teams are competing vigorously to win. Creative Business Cup, based in Copenhagen, makes all that happen. Website: www.creativebusinesscup.com

Information about the CBC as well as images from the event can be found soon at <http://www.creativebusinesscup.com/article/meet-winners-creative-business-cup-2016>.

About Green City Solutions

Dénes Honus, Peter Sängér, Zhengliang Wu and Victor Splittgerber founded Green City Solutions in March 2014 as a CleanTech start-up with the ambition to develop highly efficient and sustainable solutions to improve the environment for the cityscape of tomorrow.

Green City Solutions addresses the global problem of air pollution by combining a special, vertical installed moss culture, with Internet-of-Things (IoT) technology. The patented product, called the "CityTree", is a 4meter-high, 3m-wide and 60cm-deep, freestanding unit. It combines specific moss cultures with vascular plant that eat particulate matter (PM), nitrogen dioxide and ozone – offsetting 240t of CO₂e/year in total. Annually the plant filter compensates pollution from up to 417 cars and can be adapted to any environment. The construction contains sensors collecting environmental and climatic data, to regulate and control the unit and ensure that the plants survive. Thus, the CityTree has the same effect as 275 urban trees, but requires 99% less space. Thanks to solar panels and rain water retention systems, the unit requires only a few hours of maintenance per year. By using technologies like WiFi, iBeacon, NFC and digital screens, CityTrees can also transmit digital and visual information.

Since the beginning of the venture Green City Solutions has implemented their product in several European cities with permanent installations in Oslo (Norway), Paris (France), Dresden, Klingenthal (both Germany) and Hong Kong. The product was also able to be temporarily deployed for a number of conferences, fairs and campaigns in Munich, Berlin, Krefeld, Hannover, Regensburg, Halle, Dresden and Jena through its mobile and freestanding design. Green City Solutions is an award winning company, which in October 2014 was already declared as one of the four best CleanTech start-ups in Europe by the EU organization Climate-KIC.

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