

## Fourth edition of the IMPACT FESTIVAL calls on business to become more sustainable

Frankfurt am Main, July 25, 2024 - On October 30 and 31, the IMPACT FESTIVAL, Europe's largest B2B event for sustainable innovation and transformation, will hold its fourth edition. The event will take place at Messe Frankfurt for the first time and is expecting over 4,500 participants in total. This year, the IMPACT FESTIVAL is once again committed to the goal of driving the transformation towards a more sustainable economy. Since the first year, the event has been supported by Commerzbank AG with its network in the SME sector, StartHub Hessen and the Hessian Ministry of Economics, Energy, Transport, Housing and Rural Areas.

As one of the leading professional services firms in Germany, PwC will support the 2024 event as a strategic partner and contribute its expertise in sustainable transformation. With experience in advising on forward-looking business strategies, PwC promotes innovation for a sustainable economy.

The two-day program will focus on content formats such as presentations, discussions, masterclasses and deep dives by leading industry experts. They are intended to provide information about current challenges and concrete solutions in the area of sustainability and to give participants approaches on how their own company can act more sustainably. This will take place in the "Energy transition" topic area with a presentation by Prof. Dr. Claudia Kemfert, Head of the Energy, Transport and Environment Department at the German Institute for Economic Research, among others. In the "Climate and Democracy" section, the President of the Federal Environment Agency, Prof. Dr. Dirk Messner, and Dr. Katharina Reuter, Managing Director of the German Sustainable Economy Association (BNW), will provide new impetus. Carlos Alvarez Pereira, Secretary General of the Club of Rome, will speak on the topic of "Beyond Growth". Further experts will be announced in the coming weeks.

Another integral part of the IMPACT FESTIVAL is the well-known and extensive exhibitor program with around 200 solution providers, including start-ups, scale-ups and SMEs, as well as several large collective stands, including those of SEND e.V., the International Sustainable Chemistry Collaborative Centre and TechQuartier. New this year: the Solution Stage, where innovators and established companies will present their solutions and specific use cases.

Anyone who would like to get to grips with the topics of sustainability and transformation in advance can attend one of the new series of events at the IMPACT FESTIVAL. The IMPACT CIRCLE aims to bring together the local community around the topic of sustainability with short impulses and networking opportunities. The next edition will take place on August 28. Further information is available [here](#). The IMPACT CONNECT & LEARN format is an educational online offer. The next edition will take place together with our partner :response on the topic of CSRD on August 6. Further information is available [here](#). General information about the IMPACT FESTIVAL can be found [here](#).

*The IMPACT FESTIVAL took place for the first time in September 2021. In addition to the annual two-day event, the project acts as a platform through which key stakeholders in sustainable transformation can network and exchange ideas throughout the year via the IMPACT COMMUNITY. With an extensive supporting program, including IMPACT WEEK, webinars, the IMPACT TALK podcast and an online*

*magazine, the IMPACT FESTIVAL pursues the goal of accelerating sustainable transformation throughout the year.*

*The IMPACT FESTIVAL is a project of neosfer GmbH, early-stage investor and innovation unit of the Commerzbank Group. Neosfer examines economically and socially relevant future technologies and promotes and develops sustainable, digital solutions. This is done through the three areas invest, build and connect. Through strategic venture capital (invest), the in-house development of technologies and business models (build) and the establishment of ecosystems around the sustainable and digital future of society (connect), neosfer creates access to innovations.*

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