



PRESS RELEASE

ECOSUSTAINABILITY, TWO WOMEN WON THE SMART TALK CONTEST OF GECO EXPO THE YOUNGEST INVENTED SOLAR PANELS PRÊT-À-PORTER

Sara Plaga, founder of the Levante startup, whose goal is searching solutions to travel in a more eco-sustainable way, wins the GECO contest for the most innovative green projects. Federica Campilongo with Sternartica, which produces eco-sustainable soaps and shampoos, is in first place for the category. And GECO Expo decided to leave the virtual platform open until June 30th.

Milan, 10 March 2022 - Photovoltaic panels inspired by origami which, in addition to being beautiful, are easily transportable, extendable, and made of recycled carbon fiber: they can be put on the camper, on the boat, almost anywhere. The greentech startup Levante designs and produces them, which won first place in the category "ideas and startups to support" of the Smart Talk, the video contest of the virtual 3D fair on eco-sustainability GECO Expo to promote the most innovative green projects, realized thanks to the contribution of LeVillage by CA Triveneto. Levante also received special prizes offered by PoliHub and Guru Marketing. The jury, chaired by Antonio Rancati, coordinator of the Cetri-Tires European study center, chose her from among the 11 finalist projects.

Co-founder Sara Plaga, who, starting from her passion for sustainable travel, designed an origami-style photovoltaic panel together with her partner to allow access to energy everywhere: compact and portable when closed (-40 % of occupied space), offers maximum power when deployed (+ 70% energy efficiency) and is designed to have the least possible impact thanks to the principles of "Design for Disassembly". The product is designed not only to promote green mobility, but also to make energy accessible to remote areas of developing countries. "I believe that as human beings and companies we have a moral duty to create a better planet - said Sara - and that, as Ghandi said, we must be the change we want to see in the world".

Sternartica, which produces soaps, solid shampoos and cosmetics (all eco-sustainable), with its laboratory on the outskirts of Provence, even if the founder Federica Campilongo is very Italian, was ranked first among the 12 finalists in the category "Already active startups and companies". The name of the company is already a program: the Arctic tern is a migratory bird that weighs only 100 gr but, despite its size, travels more than 2.4 million kilometers in thirty years of life. The equivalent of three round trips to the Moon. "The Arctic tern - explains the entrepreneur - teaches us that no one is too small to do great things. And it shows us that, if we want, we can really change the world".

This year, several foreign realities have taken part in the contest, a sign that the themes promoted by GECO Expo were able to attract attention even beyond the borders. Also for this reason, the organizers of the 3D eco-sustainability fair have decided to leave the virtual platform open until June 30th, with free entry, to continue to allow visits to the pavilions and listen to the talks of guests such as Bibop Gresta, CEO of Hyperloop Italy, on issues such as the transport of the future, energy communities, the fight against food waste and the promotion of conscious consumption. In all, in the 24 meetings and debates of this edition, 98 speakers followed one another for 30 hours of livebroadcast.



"This year we have further raised the level of speakers on the sustainability landscape, presenting inspiring business stories and best practices of innovation at an international level. - comments Daniele Capogna, creator of GECO Expo and co-founder Smart Eventi - GECO will aim at the development of an active community and the creation of an increasingly sophisticated content program. We have the ability to listen to those around us and, with a view to continuous consultation, we will evaluate the feedback from this second edition and together we will design the third".

ALL WINNERS OF THE SMART TALK CONTEST

In addition to the winners, here are the other projects on the podium: in the category "Ideas and startups to support", in second place Dotzero, a company that produces recyclable shoes, which also won the Innovup award. Third place for Hortomio, a research project to sensitize young people to the use of new cultivation techniques and sustainable crop management. In the category "Already active *companies and startups*", the innovative female startup WHATaECO was awarded second place, which has given life to a sustainable e-Commerce platform; while in third place, equal merit, we find SolarGaps - intelligent solar blinds that allow you to use window areas for the generation of green energy, reducing electricity bills and CO2 emissions - and CircuLite, a company that recycles the ash by creating components that are then used for anti-Covid masks, for various types of filters, beauty products, and for capturing CO2. SolarGaps also wins the Innovup Award, while CircuLite the CA Levillage Award.

INFO and ACCESS (free, after registering): <https://en.gecoexpo.com/>

SMART EVENTI

Smart Eventi is an event and marketing agency based in Milan that has been operating on the national territory for over 10 years. Structured in various specialized Business Units, it deals with institutional events such as meetings, conventions, gala dinners, fashion and beauty events, luxury events for foreigners, team building and incentive travel. Over the years, the agency has built a database of over 300 locations and networks of indexed web portals, thanks to which it organizes over 200 events per year