



PRESS RELEASE

FROM THE MANUFACTURERS OF SUPERSONIC CAPSULES TO THE ENERGY COMMUNITIES, THE WORLD OF GREEN ECONOMY MEETS AT GECO EXPO

The second edition of the 3D virtual eco-sustainability fair kicks off on 1st March, in an immersive environment, customizable with a personal avatar and interactive. There is a busy schedule of meetings to talk about the future of the Planet, smart cities and new technologies. And thanks to the partnership with ZeroCO2 in Guatemala, the forest of GECO Expo, GECO Jungle will be born.

Milan, 17th February, 2022 - What and how many energy communities are there in Italy? How much is the Bike Economy worth? What are the really feasible solutions when we talk about sustainable mobility? These and other questions will find an answer from 1st to 4th March during the second edition of GECO Expo, the eco-sustainability fair that return with the slogan "Green Together" on the 3D virtual platform www.gecoexpo.com , born during the first lockdown.

The initiative is promoted by the Smart Events agency with the contribution of MAZDA and Le Village by CA, and the partnership, among others, of Legambiente, Touring Club, Kyoto Club, the National Sharing Mobility Observatory, PoliHub and AlmaCube.

From renewable energy to sustainable mobility, from slow & local tourism to the circular economy, passing through eco-food: these are the five thematic areas on which the international event will focus, whose admission is open to the public and free of charge, after registering on the website <https://www.gecoexpo.com/visitatori-e-buyer>.

The program. It starts on March 1st at 9.30 am with a video conference by Luca Mercalli entitled "How is the planet doing", followed by a round table on the climate crisis with experts, including Stefano Caserini, professor of the Milan Polytechnic and author, and the bioarchitect Gianni Terenzi who will act as moderator. Following, at 11.15 am, the meeting on energy communities - those associations of citizens, institutions and other players who decide to join forces to equip themselves with plants for the production of renewable energy - which will be attended by Alberto Pinori, president, among others of Anie Rinnovabili Confindustria, and Livio De Santoli, Vice Rector for sustainability at Sapienza University in Rome. Also during the first day, but at 3.40 pm, it is the turn of Storytelling and Storymaking linked to the relaunch of the tourism and cultural sector with Sebastiano Venneri, representative of Legambiente, and other guests. On March 2nd, at 9.30 am, the meeting on electric mobility - with Enel X - will not be missed, during which we will also discuss the 2022 Budget Law, where there is no strategy for the energy transition of the automotive sector, and the actions to be taken to not run into strong competitiveness gaps compared to the rest of Europe. This will be followed at 12.45 am by Green Talk by Bibop Gresta, co-founder of HyperloopTT and CEO of Hyperloop Italia, the first company in the world to develop Hyperloop technology, a revolutionary mobility project that produces more energy than it consumes. The day ends at 5.15 pm with an international round table focused on new models of development beyond the crisis for experiential tourism and business travel, with speeches in English by the business travel associations of Denmark, Germany and Switzerland.

And, again, on March 3rd at 9.30 am, focus on Technology and digital at the service of agri-food' with the Barilla Foundation. At 2.15 pm, the attendance of protagonists of the fight against food waste and promoters of conscious

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consumption: Camilla Serra of the APP Too Good to Go, Guendalina Graffigna, Director of the research center EngageMinds HUB, and Cristina Gabetti, creator of the "Eye to the Waste "of Striscia la Notizia. On 4th March, at 11.15 am, another hot topic: "Sustainability and circular economy in Fashion and Sportswear" with Diadora and Orange Fiber.

The **GECO Green Talks** and the **GECO Educational Talks**, new this year, will lead us to learn about the innovations and ideas in the green economy field of companies and startups, such as "Sindaco Pedala", a social challenge among the first Citizens to experience the " cycling "of their municipalities.

Not just panels, but international best practices and B2B meetings. Side by side to the calendar of meetings we find **spaces and virtual stands in 3D**, where it is possible to organize business appointments with personalized avatars - also according to ethnicity, religion and sexual orientation - which teleport to the area of interest and interact interactively with the leading companies of the sustainable revolution, scientists and experts on the most disruptive industry trends. Among the exhibitors, the Spanish Tourist Board, Mazda Motor Italia, PromoTurismoFVG, EMoby, Ecoplasteam, Luxury Bike Hotels, Jojob Real Time Carpooling.

GECO Expo closes on 4th March, at 3.30 pm, with the **award ceremony of the Smart Talk**, a video contest for the most innovative green projects created thanks to the contribution of **LeVillage by CA Triveneto**, with a jury chaired by **Antonio Rancati**, coordinator of the European study center Cetri -Tires. A recognition for **sustainability and biodiversity projects** in two categories: startups at their beginnings and companies with a product already validated on the market.

"We are proud to have compared some of the most authoritative voices of the Italian landscape on sustainability, presenting highly inspirational business stories and best practices of innovation at an international level. - comments Daniele Capogna, co-founder Smart Eventi - But this year we wanted to take a step further and chose to join the ZeroCO2 reforestation initiative to counterbalance the emissions that even a virtual fair like ours produces. The partnership will lead to the planting of dozens of mahogany and cedar trees in the Petén region of Guatemala: an initiative that is good for the planet, but which will also have a direct positive impact on the populations living in the area. Covid has taught us the importance of **rethinking our way of doing business** and we want to fully grasp the opportunity to rewrite the future from a sustainable perspective, making the environmental culture grow."

Meanwhile, the "GECO Squad" is growing, the community of activists, influencers and disseminators, who are committed to promoting a green lifestyle. They too will be present with their avatars at GECO Expo.

FREE ENTRY, upon registration: <https://www.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