

GreenUp Pop-up plant shop from WEF leftovers for Davos, helping reduce CO2

- After World Economic Forum Annual Meeting, event organizers can bring plants to the Swiss NGO **GreenUp** to donate them to local residents in Davos
- Drop off at Langlaufzentrum (**Hertistrasse 4A**) Friday 27 May from 0900-1500
- For leftover furniture, organisers can upload images to the [GreenUp Folder](#) until 26 May 2022 at 22.00 for donation to local residents but remain responsible for disposal should there be no uptake.

Davos, Switzerland, 22 May 2022 – When the first in person World Economic Forum (WEF) Annual Meeting in two years comes to a close, Swiss NGO GreenUp will start working to meeting some of the WEF guidelines for sustainable event management by recycling leftover plants and furniture back into the Davos community.

GreenUp is organising Greenshare, a 'Pop-Up' plant shop where the Davos residents can collect a plant leftover from the WEF, keep it alive and give it a new home. This not only brings joy to the residents hosting the 2500 delegates visiting Davos between 22 and 26 May but is a step towards keeping biodiversity on our planet and helping reduce CO2 emissions.

The project has the full support of the World Economic Forum, committed to integrating sustainability best practices into the core of its event operations and aiming to renew its ISO21021 certification for sustainable event management.

Alois Zwinggi, Member of the Managing Board, World Economic Forum "This year in our Global Risks Report, respondents signal again that environmental risks have the potential to yield the most damage to people and the planet. Recycling plants from our Annual Meeting is a small step towards preserving precious resources. We are also proud to be giving back to the Davos Community."

Philipp Wilhelm, the Mayor of Davos comments; "The aim of the project is very valuable for the global future: sharing resources and avoiding waste. It is great that this project from GreenUp is being implemented in Davos this year."

Nicole Keller CEO of GreenUp says: "We aim to inspire people across Switzerland that it is 'best to live with less'. Any donations received will go to our projects like 'GreenHub' or 'ClothingLoop-project' in Davos."

An opportunity to recycle furniture is also being organised by GreenUp, with a possibility for event organizers to upload photos to the [GreenUp Folder](#) by 2200 on 26 May for collection by local residents.

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For more information:

World Economic Forum [Sustainable Event Guidelines](#)

Swiss NGO GreenUp: [more information](#)

Contact:

E-Mail: davos@green-up.ch

Telephone: +41 078 681 30 52