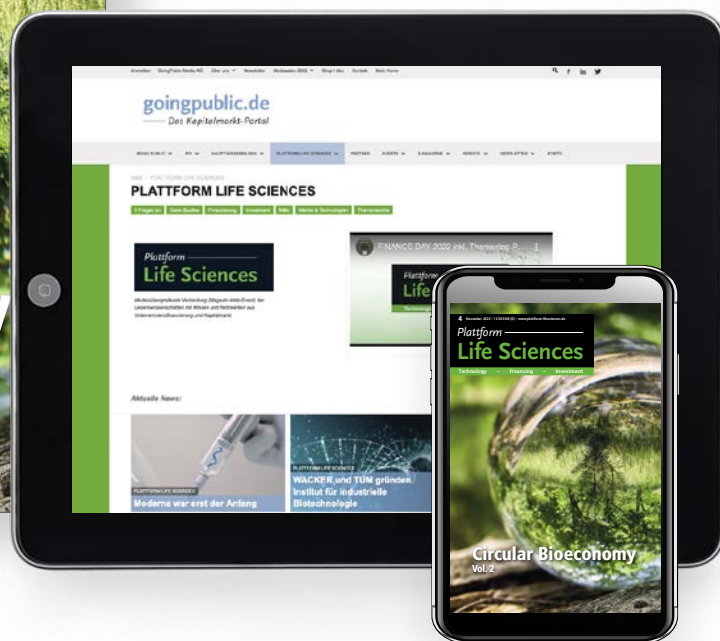


Circular Bioeconomy (Vol. 2)



Print +
e-magazine
+ web

Digital version: expanded to include multimedia content and functions – enhanced for mobile devices!



Date of publication
Advertising close

November 19, 2022
November 8, 2022

Circular Bioeconomy

Plattform Life Sciences | Issue 4/2022

The mission of Plattform Life Sciences:

Providing a cross-channel connection between **Life Sciences** and the knowledge and **networks of corporate financing** and the **capital market**

Date of publication: November 19, 2022

Size of the issue: approx. 64 pages

Copies to print: expected distribution: accompanying 7th ECP, February 22-23, 2023 (live and digital); nova institute conferences such as the Conference on CO₂-based Fuels and Chemicals (Cologne); business plan competitions such as Plan B

Language: English

This could be
your logo

Initial Partners



Contacts

Marketing/Sales: **Karin Hofelich**, Publishing Director Life Sciences
hofelich@goingpublic.de, phone: +49 (0) 89-2000 339-54

Editing: **Urs Moesenfechtel**, Editorial project management Plattform Life Science
moesenfechtel@goingpublic.de, phone: +49 (0) 151-155 150 61

Holger Garbs, Editor Life Sciences,
garbs@goingpublic.de, phone: +49 (0) 177-882 19 54



Karin Hofelich



Urs Moesenfechtel



Holger Garbs

Background and Objectives

The life principle of nature is diversity. What one species does not need, another can use and thus creates the basis of life for another. Every “waste” product of a development is the starting point of a new one. Through closed-loop relationships, nutrients are used optimally and fluctuating resource availability is balanced out. The **more diverse** these relationships are, the **more stable** the overall system is when facing negative influences.

The bioeconomy wants to **reorganize the economy** according to this very natural principle: This includes, above all, understanding a **diversity of actors** as a desirable goal and actively promoting it. It is necessary to think and act in **supportive networks**. In this way, regional material cycles can be closed and efficient and locally adapted solutions can be provided.

But above all it needs capital so that a new eco-system can become reality. The EU, for example, has recognized this

urgent need and **mobilized investments** of USD 1 trillion over the next ten years as part of the Green New Deal. And many other actors are gradually **becoming part of the transformation process**: In 2021, more than USD 500 billion was invested in sustainable ESG-integrated funds domiciled in Europe, contributing to a 55% growth in assets under management in these products. In Germany alone, the volume of sustainable mutual or investment funds amounted to around EUR 246 billion in 2021.

In this issue we present the many big and small players behind these figures. We show who is shaping **this sustainable economic ecosystem** and how they interlock and put the need for inter- and transdisciplinary solutions into practice. We demonstrate how slowly but steadily, nothing less than a breeding ground for **disruptive innovations** is emerging – and we invite you to be part of it. Because involvement and participation lead to further **diversity**, which **means stability** that **leads to prosperity** for all.

Main Topics (subject to change)

- Promoting structural change: Opportunity rather than compulsion to shape a better world
- Verifying the narrative: Credible **ESG monitoring** systems strengthen investor confidence
- Transforming through innovation: Creating new market hot-spot by **scaling start-ups**
- Creating new momentum: Stakeholder engagement and local anchoring drive the development of a bioeconomy ecosystem
- Coordinating the interplay: Clusters, model regions and initiatives create productive circular value chains
- **Mobilizing fresh capital**: Pathways out of funding gaps by combining different funding sources with different funding instruments.
- Promoting market uptake: Ensure policy coherence to enable the bioeconomy to take root
- Stabilizing framework conditions: Scope for re-investment, entrepreneurial risk protection and fair market access provide investors with security

Execution and Marketing

A. Partnerships:

3–10 partners contribute EUR 7,500 (20% discount for a commitment of 2 years = EUR 6,000 p.a.) respectively to the production of the “Circular Bioeconomy” issue.

In return, all partners receive the following services:

- Mention as a partner of the issue along with their logo in a partner advertisement inside the magazine
- Full page advert (rate card value: EUR 2,900)
- Up to 200 copies of the issue to be displayed at events, sent to their own network, etc.
- 1/2 page profile according to questionnaire provided by Plattform Life Sciences

Online (included)

- E-magazine incl. unlimited online distribution rights for the e-magazine and the relevant article as well as a PDF file of the partner’s own contribution
- Posting of the article on the LinkedIn account of Plattform Life Sciences
- Inclusion of the contribution on the website www.plattform-lifesciences.de
- Inclusion of the article in the newsletter *LifeSciencesUpdate*
- 1/2 page profile online at www.goingpublic.de/who-is-who according to questionnaire provided by Plattform Life Sciences

Partners’ editorial content can be integrated into the issue (e.g., in the form of a professional article, interview, etc.) in coordination with the editors.



B. Adverts:

Booking is conducted via the advertising department at GoingPublic Media AG, prices according to rate card, e.g., 1/1 page EUR 2,900, 1/2 page EUR 1,900, 1/3 page EUR 1,600 (a discount of 20% will be granted for a commitment of 2 years)

C. Copy Sales:

In particular for the issue “Circular Bioeconomy,” the publishers offer 100 copies for costs of production to be distributed to the main target groups, e.g., 500 copies at EUR 2.00 per copy, 1,000 copies at EUR 1.50 per copy (retail price: EUR 12.50!).

D. Special Advertising Format: “Profiles”

For companies, business promoters/clusters, investors, incubators, accelerators, technology centres, founder networks, business plan competitions, consultants, lawyers, and service providers:

1/2 page profile for only **EUR 1,200 plus VAT**, incl. graphic design/layout.

Moreover, a short company description of advertisers who ticket a profile in one of our Life Sciences issues will be included in our Life Sciences “who’s who” (www.going-public.de/who-is-who).

800 characters	Company	Online publication of the profile (at least 12 months)
	Field of Activity 160 characters	
	Ownership Structure and Financing 160 characters	
	Partners 160 characters	
	Products/Services 160 characters	
	Unique Selling Point 160 characters	
	Membership in networks/associations 160 characters	
	Contact person	

Circular Bioeconomy

Reply coupon

by e-mail: hofelich@goingpublic.de

Date of publication:

November 19, 2022

Copy deadline:

November 11, 2022

Advertising close:

November 8, 2022

Yes, we would like to join!

Ad, Format:

Profile Partner of the issue Advertorial

Price information

Advertising formats		
2/1 page		EUR 4,350
1/1 page		EUR 2,900
1/2 page		EUR 1,900
1/3 page		EUR 1,600
Profile		EUR 1,200
Partner of the issue		EUR 7,500
Other formats		On request!
NEW: Advertorial: 1/1 page (approx. 3,300 characters + illus.)		EUR 2,900
NEW: Advertorial: 2/1 page (approx. 7,300 characters + illus.)		EUR 4,350

All prices are additionally subject to a value-added tax of 19%; for a two-year commitment we grant 20% discount on partnership and advertisements

We would like to order _____ copies of the Edition "Circular Bioeconomy" for a subscription price of EUR 9,80 instead of EUR 12.50 (incl. 7% VAT, excl. EUR 1.80 for shipping)!

Company data or stamp

Company Name, Surname

Street Zip Code, City

E-Mail Telephone

Date/Signature