



Sustainability Across Sectors: Highlights from GreenTech Festival 2024

by Saqib Saeed, *Chief Product Officer – at PTR Inc.*

Recently, I had the privilege to attend and present at the Greentech Festival, an excellent event in the realm of sustainability. This influential gathering left a profound impact, and I am delighted to share a comprehensive analysis of my experiences.

The Greentech Festival was a vibrant hub of activity, pulsating with the energy of engaged participants. With 14,000 visitors, 350 speakers across five stages, and 200 exhibitors, the event was a melting pot of diverse stakeholders, fostering an environment ripe for meaningful dialogue and collaboration.

A notable feature of the Greentech Festival was its exhaustive exploration of sustainability issues. The conference addressed a broad spectrum of sectors, including transportation, agriculture, energy efficiency, automation, and building infrastructure. Particularly commendable was the inclusion of discussions on sectors traditionally viewed as difficult to decarbonize due to technological and financial limitations, such as the aviation industry and building infrastructure. This inclusive approach underscored the necessity of a holistic strategy for achieving sustainability.

What distinguished the Greentech Festival was its emphasis on pragmatic solutions to existing challenges. The panels did not merely engage in high-level discourse; instead, they delved into specific bottlenecks related to financing, policy, and technology. This practical orientation provided attendees with actionable insights and strategies for overcoming current obstacles in the sustainability landscape.

The composition of the panels at the Greentech Festival was particularly noteworthy. They featured a balanced mix of experts from research, industry, and policy domains, ensuring a multidisciplinary perspective on each issue. This diversity facilitated richer discussions and more comprehensive analyses

of sustainability challenges and opportunities. Coming from an energy background, the conference content illuminated how tunnel-visioned I had been regarding sustainability. It became evident that numerous sectors urgently require sustainable practices. Agriculture, in particular, stood out as an area significantly neglected over the years, where innovation and technology have been slow to permeate.

One of the strengths of this conference was its facilitation of critical debates on contentious topics such as carbon capture. These discussions are essential for advancing sustainability dialogues. The panelists and presenters did not shy away from presenting opposing viewpoints, thereby offering the audience a nuanced understanding of complex issues. For instance, debates scrutinized the viability and implications of carbon capture and storage, questioning whether it serves as a legitimate solution or merely prolongs the reliance on the oil and gas industry. Similarly, discussions on the pace of innovation in sustainable air travel and the dual impact of AI on sustainability were particularly enlightening.

Beyond the conference sessions, the event showcased a large number of exhibitors presenting innovative solutions. It was inspiring to see companies from various sectors demonstrating their commitment to sustainability through practical solutions. The Startup Land was an excellent initiative, highlighting brilliant concepts in sustainability. This area provided a platform for emerging startups to display their innovative ideas and technologies, further enriching the conference experience.



Key Takeaways

- The festival's vibrant and engaged atmosphere was a catalyst for productive interactions and knowledge exchange.
- The comprehensive coverage of sustainability, including hard-to-decarbonize sectors, highlighted the need for an all-encompassing approach.

- The panels' emphasis on real-world solutions to current bottlenecks in financing, policy, and technology provided valuable, actionable insights.
- The diverse mix of researchers, industry leaders, and policymakers enriched the discussions, offering well-rounded perspectives.
- The open debates on topics such as carbon capture and the role of AI contributed to a deeper understanding and critical evaluation of these issues.

Greentech Festival was an excellent event that provided a comprehensive and pragmatic examination of sustainability. The engaged atmosphere, extensive coverage, and focus on actionable solutions made it an invaluable experience. The diversity of perspectives and critical debates further enhanced the festival's impact, fostering a deeper understanding of the complexities surrounding sustainability. I am eager to see how these discussions will influence future sustainability initiatives and drive meaningful progress.

Author:



Saqib Saeed

Chief Product Officer - PTR Inc.

Saqib is a highly accomplished market research professional and a data storyteller in the international energy industry. With over a decade of experience in the field, he currently serves as the Chief Product Officer at PTR Inc. His expertise lies in the power grid and e-mobility equipment sectors. Throughout his career, Saqib has overseen numerous global market research studies and provided valuable insights to key decision-makers at various Fortune 500 companies. He is a member of the editorial board for Transformers Magazine and a member of the Advisory board of CWIEME Berlin. In addition to his market research career, Saqib has also worked in the manufacturing sector. Saqib holds a Master's degree in Electrical Power Engineering from the Technical University of Munich.

About PTR:

"With over a decade of experience in the Power Grid and New Energy sector, [PTR Inc.](#) has evolved from a core market research firm into a comprehensive Strategic Growth Partner, empowering clients' transitions and growth in the renewable energy landscape and E-mobility, particularly within the electrical infrastructure manufacturing space."