



Your customers of tomorrow

Sustainability, climate protection, circular economy, resource conservation are topics that concern the younger generations. Regional, national and international specialties are part of the culture. Many exhibitors at Grüne Woche already offer workshops, lectures and other activities to address the issues of these generations, to present the current and necessary changes and sensitize them to topics such as nutrition, animal welfare, etc.

By adding tourism offers to the topics of food, agriculture and horticulture, we would like to open up the school program to international exhibitors. Present yourself to this target group: introduce your country, your region with its specialties, traditions and peculiarities.



Grüne Woche young generation

Your offer – our service

- **You decide**
 - what or how you want to present your country, your region;
 - which age group you want to address. Grüne Woche attracts school children from 1st grade to high school graduation, as well as kindergarten children and on weekends many families;
 - the languages in which you would like to offer your activities.
 - when and how often you offer your activities, to which classes and how many students.
- School classes come on weekdays (17., 20. - 24.01.2025); at weekends and in the afternoons, teenagers and children come with their families.
- You fill out the registration form, we will advertise this to the target groups.
- We inform almost all schools in Berlin and Brandenburg and also numerous teachers directly or via many multipliers by e-mail.
- In week 45, the school offers will be posted online for booking. From December on you will regularly receive information on which classes have booked your offers.
- **Examples of previous offers:**
 - Workshops, also for participation: cooking, baking, juice pressing
 - Themed "exhibitions"
 - Product information (with and without tasting), e.g. about fish, apples, spices
 - Folk dances to be practiced briefly and presented on a stage
 - Information events.
- **This is a free service for our exhibitors. Please also inform your co-exhibitors.**

Register your free school program offers at: www.gruenewoche.de