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BIOFACH2020 **VIVANESS**2020
into organic into natural beauty



PRESS RELEASE

12 February 2020

“What’s your eco?”: BIOFACH and VIVANESS campaign encourages people to get involved

- **BIOFACH and VIVANESS tell stories from the sector**
- **Ambassadors give a face to the campaign**
- **Eco network designed to facilitate vibrant exchanges**

Starting this year BIOFACH, the World’s Leading Trade Fair for Organic Food and VIVANESS, the International Trade Fair for Natural and Organic Personal Care (12 – 15 February 2020) will provide a very special insight into the sector. An engagement campaign with the title: “What’s your eco? – What’s your contribution to a sustainable future?” is designed to tell the success stories of personalities from the organic sector and help encourage dialogue with one another.

From 12 to 15 February 2020, organic food and natural and organic cosmetics will take centre-stage in Nuremberg when BIOFACH and VIVANESS host the international gathering for the sector in the birthplace of Renaissance artist Albrecht Dürer. The intention behind the campaign is clear: to encourage sound professional dialogue and networking in the context of the topics that are currently driving the industry. To help reach and connect even more people, the combined trade fair is launching a sophisticated engagement campaign this year.

The centrepiece of the campaign is an interactive landing page (whatsyoureco.biofach.de). It will initially be used to collect statements as a basis for dynamic growth in a second stage, above all in social media. “Our aim is to engender a vibrant network where ideas big and small, projects and innovations from the sector can be shared and promoted. We have come up with something special as a little incentive to take part: Once we reach 150 participants we will plant one tree for each of them to hopefully create a little wood,” says Danila Brunner, Director of BIOFACH and VIVANESS.

**Veranstalter
Organizer**
NürnbergMesse GmbH
Messezentrum
90471 Nürnberg
Germany
T +49 9 11 86 06-49 09
F +49 9 11 86 06-49 08
besucherservice@nuernbergmesse.de
www.biofach.de
www.vivaness.de

**Vorsitzender des Aufsichtsrates
Chairman of the Supervisory Board**
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Bayerischer Staatsminister der
Finanzen und für Heimat
Bavarian State Minister of Finance
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**Registergericht
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“Specifically, we are asking people from the sector about their contribution to a sustainable future,” she continues. To this end, various exciting trade fair activities have also been planned, such as a mobile photo booth, life-size cardboard cut-outs, and a drop-in area for mutual discussions in the media lounge. The campaign will be launched with success stories from select “ambassadors” who will then function as multipliers. Even in the run-up to the fair, their contributions will draw attention to the campaign, as these are people with sound knowledge of the industry who already have extensive networks. “In this way we can make lots of people aware of a more conscious lifestyle and then also immediately offer them new opportunities for sustainable alternatives,” Brunner concludes.

Contact for press and media

Barbara Böck, Saskia Viedts (BIOFACH)
Christina Kerling, Jasmin McNally (VIVANESS)
T +49 911 86 06-83 29
press@biofach.de
press@vivaness.de

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