cooldown°earth welcomes North Rhine-Westphalia (NRW) funding for matterr

Friday 15 August, 2025

– Public funds and public welfare capital accelerate circular technology -

Düsseldorf/Berlin, 15 August 2025

The non-profit cooldown°earth foundation congratulates its portfolio company matterr on receiving funding confirmation from the state of North Rhine-Westphalia as part of the EFRE/JTF program "Produktives.NRW." Minister of Economic Affairs and Climate Protection Mona Neubaur presented the funding approval on August 6 in Düsseldorf.

To help end the export of waste from industrialised nations—a practice that currently places a disproportionate burden on the world's poorest countries—matterr has developed a globally patented solution capable of repeatedly transforming waste back into high-quality raw materials.

With this funding, matterr can accelerate the construction of its second plant, now on a small industrial scale, in North Rhine-Westphalia. The core technology is the depolymerization of PET under mild conditions. This allows mixed waste such as multi-layer packaging or mixed textile fabrics to be broken down into their primary components and fossil raw materials to be replaced on a large scale. By returning the monomer-based process to primary material quality, it enables molecular upcycling: Polyester textiles, which previously could only be recycled for low-quality applications, are now being used to create products of the highest quality – not only new textiles, but even packaging that is approved for food contact.

"**This is a unique partnership,"** says Wolfgang K. Hoever, **founder of cooldown°earth. "A charitable foundation takes the lead, the state follows – and the result is infrastructure that turns hard-to-recycle waste into a circular GreenTech product. This is great news for climate protection and for our region as a business location."**

The funding commitment awarded to matterr is not only the first from this programme but also the **maximum possible grant amount of €30 million**. The planned NRW facility is scheduled to start operations in 2027 with an annual capacity of 10,000 tonnes.

cooldown°earth is not the recipient of the funding, but an early investor and enabler. Any potential returns from its stake will, in accordance with its statutes, be reinvested in non-profit climate and environmental protection projects.

Background

- The State of NRW and the EU support strategic technologies under the **Produktives.NRW (EFRE/JTF 2021–2027)** programme to ensure they remain in NRW/Europe. The first grants went to, among others, **matterr** ("revolPET plant") and **Greenlyte**. Minister Neubaur highlighted the triple benefit for climate, jobs and innovation. (Pressrelease NRW)
- matterr's own statement details the funding amount, schedule and process; the plant will replace fossil-based PET feedstock with **primary-quality recycled material**. (Pressrelease matterr)

About cooldown°earth:

The **cooldown°earth foundation** is a private, non-profit foundation based in Krefeld, Germany. Founded in 2013 by Dr. Annekathrin Edelmann and Wolfgang K. Hoever, it works to promote social cohesion and climate protection.

Projects include the **Digital Climate School**, which helps schools integrate education for sustainable

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development into their curricula. The foundation fosters skills in using new technologies for sustainability and strengthens motivation for the responsible use of the planet's natural resources. www.cooldown.earth

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- Picture is available at AP -

Image note: Photo "Funding handover with Mona Neubaur and Wolfgang K. Hoever"

Pictured (from left to right): Thomas Tochtermann (Chairman of the Board, matterr), Benjamin Rump (COO, matterr), Wolfgang K. Hoever (Founder/Board, cooldown°earth), Mona Neubaur (Minister for Economic Affairs, Industry, Climate Protection and Energy of the State of North Rhine-Westphalia), Melanie Hackler (CEO, matterr), Jan Rückold (Head of Finance, matterr)

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