EL GREEN MALL, FIRST PAN-EUROPEAN MARKETPLACE FOR TRULY SUSTAINABLE SHOPPING LAUNCHES TODAY

Wednesday 14 June, 2023

- Berlin-founded green marketplace democratizes sustainable shopping by matching sustainable brands with conscious consumers.
- Every brand that makes it on the A-list is required to meet stringent sustainability criteria.

Berlin, 14 June 2023 — El Green Mall, the new pan-European sustainable marketplace on a mission to democratize the sustainable industry is opening up (virtual) shop today.

The Berlin start-up, born out of frustration with greenwashing and a lack of an all-encompassing platform for sustainable shopping, features products from small to medium-sized brands carefully selected for their dedication to sustainable practices, such as using planet-friendly materials, slow production methods, and supporting fair labor practices.

The brainchild of co-founders Federica Moreno and Ignacio Garcia, El Green Mall is the result of their relentless quest for a more conscious lifestyle, from trying to find sustainable alternatives to everyday items like blankets, makeup, or clothes, to ensuring entire supply chains are fair and ethical.

The sustainability championed by El Green Mall does not stop at environmental factors but also looks at the social and economic impact. Brands featured on El Green Mall are required to not only look after the well-being of the natural ecosystems and natural resources but also create systems that care about the security and the happiness of people and communities and employ economically sustainable production and distribution practices.

El Green Mall features tens of brands and a variety of categories, from self-care and fashion to yoga and technology accessories. Each brand accepted on El Green Mall must undergo a rigorous selection process, proving its sustainability credentials across five main pillars: **Slow Production, Planet Friendly Materials, Fair Supply Chain, Vegan & Cruelty-Free and Giving Back.**

El Green Mall not only offers shoppers a one-stop-marketplace for truly sustainable alternatives but also champions a friendly-user experience. For the launch, the website is available in three languages (Spanish, English, and German), with others planned in future growth phases, for a truly democratic experience.

Axel Klafs, founder of Vary Vace, one of the featured brands, has expressed their excitement for the launch of El Green Mall saying "*I feel deep respect for the solid job the founders of El Green Mall did in the recent months. Especially in times of international crises and economic uncertainty, it's a tremendous asset to have partners to share beliefs and values with.*

The socio-economic challenges of our times are facing the entire society and mustn't let us forget about the global dares. It's great that Federica and Nacho deeply inhaled this: making sustainable and high-quality products and knowledge accessible to a wide audience. We're proud to be part of this story from its early beginnings. The cooperation with the El Green Mall team was and is a pleasure based on a deep mutual understanding"

Federica Moreno, Co-Founder at El Green Mall, added: "*We believe in accessibility as the core of our project. We define accessibility as the easy availability of options and information to make informed decisions. In other words, accessibility means being able to find a selection of sustainable products from different categories in a single place that offers easy navigation, a friendly user experience and is available in many different languages. This is what El Green Mall offers today. Our aim for the future is to also build an ecosystem centered around holistic sustainability that also educates people and offers a platform for discussion around all aspects of sustainable industry.*"

Visit El Green Mall's website on June 14th to start shopping sustainably and supporting eco-conscious brands. Join the movement towards a more sustainable future and make a positive impact with your purchasing power.

- ENDS-

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NOTES TO EDITORS:

For more information, please visit the following links, in the media kit you will find a Video Manifesto that summarizes our beliefs:

Assets: Media Kit

Website: https://elgreenmall.com/

Instagram: https://www.instagram.com/elgreenmall/

Facebook: https://www.facebook.com/elgreenmall/

Email: press@elgreenmall.com

About El Green Mall

El Green Mall is the first sustainable pan-European digital marketplace bringing truly sustainable products to environmentally conscious consumers. Founded in 2023 in Berlin, its mission is to democratize the sustainable marketplace by making it accessible to everyone and simplifying access to products and eco-education, as well as amplifying responsible businesses. Its vision is to be the go-to place for conscious consumers. El Green Mall features tens of brands and a variety of categories, from self-care and fashion to camping and technology. Each brand accepted on the platform must prove its sustainability credentials across five key pillars (Slow Production, Planet Friendly Materials, Fair Supply Chain, Vegan & Cruelty-Free and, Giving Back), giving shoppers the peace of mind of making a truly sustainable purchase.

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Additional Assets:
https://drive.google.com/file/d/1rxwwZ1CHyQ_IXqTFAt8ghm-V4uJkEZYi/edit

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