

November 04, 2019

## One hectare of 'Keen on the Country'

**Hall 27, the new multi-purpose hall on the Berlin Exhibition Grounds, with 10,000 square metres of display area, is being used for the first time by the Green Week 2020 to stage the event 'Keen on the Country'**

An entire hectare is being devoted to the display entitled 'Keen on the Country' at the International Green Week Berlin 2020. Hall 27, the new multi-purpose building with a pillar-free area of some 10,000 square metres, is available for the first time at the Green Week. Between 17 and 26 January the concentrated display of the countryside and its capabilities in Hall 27 encompasses the segments of Rural Development, Multitalented Wood, Renewable Raw Materials, Woodlands, Game, Hunting and Nature, the Bio-economy and Ecological Cultivation. Various organic organisations are also represented here. What is now the largest hall on the Berlin Exhibition Grounds is being marketed worldwide under the name hub27 as a location for trade fairs and exhibitions, other events and congresses, and is easily reached on foot from Messe Süd S-Bahn station. The two covered passageways leading to Halls 1 and 25 complete the circuit of the Exhibition Grounds.

### Rural Development: Land in sight – today and tomorrow

Rural Development is a combined show presenting all those aspects of rural areas that are often neglected by the media: imaginative ideas from some smart people, proposals for a future that promotes solidarity and sustainability, committed people, strong economic regions, the quality of life and leisure, modern working. All 'made in the country' and intended for the country. Visitors will be able to hold discussions with the exhibitors about what constitutes a good life in the country. What are the contributions made to this by the active commitment and involvement of the general public, the scope for sustainable life plans, or digitalisation? For anyone who is interested this is a chance to visit places with a good lifestyle, to experience tradition in a new guise and discover digital solutions for village life. A wealth of information is available about successful projects, the challenges facing rural developments, and the factors contributing to their success. The programme on the Land Show stage offers a fascinating combination of entertainment, information and the culinary arts.

### Join in with Multitalented Wood

Multitalented Wood is a lively display on more than 2,500 square metres in Hall 27 featuring many different facets of this subject. The German forestry industry's stand covers many aspects of sustainably managed woodlands. In particular, visitors will find copious examples of the serious stresses to which trees are exposed as a result of climate change, and details about such issues as nature conservation and the functioning of the environment, woodlands as workplaces and as suppliers of timber and food. The 'Green Week Woodlands' activity is an opportunity for visitors to make an active contribution to the efforts to plant new trees on damaged areas. Forestry experts are showing examples of sustainable woodland and forestry management, while innovative companies are providing information on efficient timber processing. The Berlin Forest Department is again providing a large pine tree, extending almost up to the hall ceiling, for visitors to climb. During the fair a Wood Workshop is being set up to show how timber can be used to make modern construction elements, and carpenters will be demonstrating their skills. Heating with wood helps to prevent climate change as well as reducing CO2 emissions, and the exhibitors of heating systems and materials will be demonstrating these benefits. The exhibitions and displays about interior fittings and furniture for indoor and outdoor use are a useful source of expert information, and they also show what a warm and natural atmosphere this amazing, multitalented material wood creates in the home.

### Economic activities using renewable raw materials



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Visitors to the stand of the Renewable Materials Agency (FNR) can find out about modern ways of living that make careful use of nature and its resources. In a bio-economy, oil and its derivatives are replaced by raw materials grown in the soil or in woodlands, thereby making a substantial contribution to climate protection and the safeguarding of supplies. The FNR is showing what practical form such a bio-economy can take, using a lightweight vehicle body made from vegetable fibres to reduce fuel consumption, and contributing to sustainable mobility. Another example is provided by car tyres whose rubber content is not obtained from tropical rain forests but is grown domestically. Wood is an important source of raw materials in the bio-economy. It will be shown how heating with wood reduces emissions and helps to protect the environment. The FNR also operates a Woodlands and Timber Skills and Information Centre (KIWUH), which is presenting all kinds of wood-based products from toothbrushes to T-shirts and modern timber construction. As a way of showing what varieties of trees are best for the environment now and in the future, visitors can also participate in an activity in which they have to assign timber samples to the appropriate type of tree as a particularly graphic way of understanding about wood as a material.

### **DJV: Animals do not understand traffic rules**

In Germany, wild animals are involved in crashes every two and a half minutes. At 41 per cent, deer are the animals most frequently hit by cars. And smaller mammals such as hares, rabbits and foxes, as well as birds, are involved more often than many people realise. The Roadkill Register now makes it possible to obtain a clear picture of the accidents involving animals all over Germany. The free app and the website [www.tierfund-kataster.de](http://www.tierfund-kataster.de) enable the exact location of animal casualties to be reported by the more than 14,000 users. This information can be used by researchers to identify particular hotspots, thereby making the roads safer. In Hall 27 the German Hunters' Association (DJV) is presenting the project aimed at preventing collisions with wild animals along with the campaign 'Animals do not understand traffic rules'. Visitors can use a vehicle braking simulator to test their reaction times and can also find out what to do after a collision has occurred. Partridges, skylarks and lapwings are also a cause for concern. There is a continuing decline in the habitats of wild animals in our country as a result of agricultural expansion and the fragmentation of habitats, as well as the proliferation of predators such as foxes and raccoons. On their stand in Hall 27 the National Hunters' Organisation is providing details about open country as a wildlife habitat. Visitors can take a close-up look at grey and brown partridges. The DJV is presenting hunting in all its diverse forms on the 380 square-metre display. Visitors of all ages can explore a realistic biotope, encounter birds of prey and hunting dogs, and sample game snacks too.

### **Towards a sustainable future with bio-economics**

Micro-organisms that destroy contaminants, building and insulation materials made of vegetable fibre, or kerosine substitutes made from algae – bio-economics encompasses a whole range of organically based innovations. Right at the start of the 'Science Year 2020 – Bio-Economics', that has been initiated jointly by the Federal Ministry for Education and Research and the organisation 'Wissenschaft im Dialog', visitors to the International Green Week can discover what solutions bio-economics can offer for a future-proof society and economy. How can we live in a more sustainable way, conserve resources and simultaneously safeguard our high standard of living? Using interactive exhibits, the Bio-Economics exhibition for the Science Year 2020 in Hall 27 is presenting proposed solutions for implementing bio-economics, with all its potentials and challenges. More details about bio-economics: [wissenschaftsjahr.de](http://wissenschaftsjahr.de).

### **BÖLN presents organic cultivation in Hall 27**

Sample and experience organic food in all its diversity. This is what is available to visitors in Hall 27 too, which features organic cultivation associations as well as the National Programme for Ecological Cultivation and Other Forms of Sustainable Agriculture (BÖLN). Taking as its slogan 'Organic – innovative, creative, sustainable!',

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BÖLN is presenting a colourful combination of products to sample and activities to get involved in. Visitors to the BÖLN stand can enjoy regional organic foods and beverages as well as quenching their thirst for knowledge. This is an opportunity to learn first-hand from representatives of demonstration farms and designated organic towns about the special attributes of organic products and how organics can be implemented in urban and rural areas. Organic experts will also be reporting on the latest research findings about organic cultivation and protein-rich plants. The highlight of this presentation at the fair will be the event celebrating the twentieth anniversary of the National Ecological Cultivation Competition on 23 January, from 9 a.m. until 3 p.m., with contributions on the theme of 'Innovation – Diversity – Tradition'.

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