



# PRESS-KIT



Go to the digital press kit

Downloadable materials (photos, logos, etc.) can be found on the Resilience Expo website under the “For Press & Media” tab.



# CONTENT

|  |    |
|--|----|
| 1. Background & Key Facts              | 3  |
| 2. Social Media Post – Example         | 5  |
| 3. One-Pager                           | 6  |
| 4. Sharepics, Postcards, and Flyers    | 7  |
| 5. Consortium                          | 9  |
| 6. MUNV Press Invitation [Placeholder] | 11 |
| 7. MUNV Press Release [Placeholder]    | 12 |
| 8. Contact                             | 13 |



# 1. BACKGROUND & KEY FACTS

## ABOUT THE RESILIENCE EXPO

### A space for exchange and networking focused on the climate adaptation economy

Resilience Expo is the first **trade fair with international reach** dedicated specifically to the climate adaptation economy. At a time when extreme weather events and the impacts of climate change are becoming increasingly noticeable, the Expo offers a **platform** to present concrete solutions for adapting to climate change and to raise the profile of the climate adaptation industry as an independent, internationally oriented economic sector.

The Expo's goal is to bring together business, science, and politics to promote the **transfer of knowledge and technology** as well as concrete collaborations at the regional, national, and international levels. Here, participants exchange insights on the latest research findings, policy strategies, and sustainable solutions for the economy.

### A Growing Industry with Transformative Power

Die Klimaanpassungswirtschaft reagiert nicht nur auf die Klimakrise, sondern bietet auch Perspektiven für neue Geschäftsmodelle, internationale Kooperationen und langfristige wirtschaftliche Resilienz

Considering increasing climate risks, the climate adaptation industry is rapidly gaining significance worldwide. As a dynamically growing **cross-sectoral industry**, it combines economic, technical, and digital solutions to address the impacts of climate change. Its areas of activity include flood protection, urban heat protection, as well as data-driven early warning systems and monitoring tools.

With a global trade volume of approximately **153 billion euros** in 2021, the economic potential of the climate adaptation industry is becoming clear. Particularly in countries of the Global South, which are frequently and severely affected by the consequences of climate change but often have fewer options for adaptation, a rising demand for relevant technologies and services is expected. However, the sector is also gaining increasing importance in North Rhine-Westphalia. In 2021, approximately **190,000 people were employed in the sector in North Rhine-Westphalia**. This makes North Rhine-Westphalia's climate adaptation sector roughly as large as the chemical and pharmaceutical industries combined. The climate adaptation sector not only responds to the climate crisis but also offers opportunities for new business models, international cooperation, and long-term economic resilience.

### A Strategic Launch – International Expansion Planned

With the launch of the Resilience Expo in June 2025, a solid foundation has been laid to gradually develop the exhibition into a **leading international event** in the coming years, thereby adequately showcasing the full range of adaptation solutions. North Rhine-Westphalia, and particularly the **Rhineland Mining Region** as a post-mining area, is emerging as a model region for sustainable transformation. The Resilience Expo will be closely linked to regional innovation projects and the **Zukunftsagentur Rheinisches Revier** to bundle existing initiatives and bring them into the international discourse. In doing so, it relies on strategic partnerships with companies, research institutions, and international organizations.



## Key Facts

- An internationally oriented trade fair focused on the climate adaptation industry
- Initiated by the Ministry of the Environment, Nature Conservation, and Transport of the State of North Rhine-Westphalia (MUNV)
- Funded by the federal government and the State of North Rhine-Westphalia
- Project duration: 2025 to 2027; continuation is planned
- First edition on June 23, 2025, in Neuss

## Funding background

The Resilience Expo is one of the 19 key flagship projects of the North Rhine-Westphalia state government in the context of structural change in the Rhineland mining region. To support the sustainable transformation of this region following the phase-out of coal, the federal and state governments are jointly providing over 14.8 billion euros. The state of North Rhine-Westphalia is supplementing federal funding with its own budgetary resources. To date, a total of 317 projects in North Rhine-Westphalia have been approved, with a total funding volume of approximately 2.2 billion euros.

## STARK in the Rhineland Mining Region

Through the “STARK” funding program (Strengthening the Dynamics of Transformation and a New Beginning in the Mining Regions and at Coal-Fired Power Plant Sites), the federal government and the state of North Rhine-Westphalia are supporting the restructuring and diversification of the economy in the Rhineland Mining Region. The goal is to strengthen the region through innovation, new jobs, and sustainable projects. To this end, sustainable technologies, education, and infrastructure are being promoted to enable a sustainable, green, and economically stable structural transformation.



## 2. SOCIAL MEDIA POST – EXAMPLE

1) The Resilience Expo is the world’s first trade exhibition dedicated exclusively to climate adaptation solutions. It brings together businesses, start-ups, research institutions and public-sector stakeholders to present technologies and services that strengthen resilience to climate change. From flood protection and water-sensitive infrastructure to climate-resilient buildings, early warning systems and digital tools, the Expo highlights practical pathways for action. It promotes exchange, collaboration and matchmaking across sectors. The Resilience Expo supports scaling up adaptation and accelerating implementation.

Further information about the Expo and participation: <https://resilience-expo.com/home/en/home-en/>

2) The Resilience Expo puts climate adaptation into practice. As the first global trade exhibition fully dedicated to adaptation solutions, it showcases how resilience can be built across sectors. Companies, start-ups, research and the public sector come together to share concrete tools – from flood protection and water management to resilient construction, early warning systems and digital innovation. The Expo is a platform for connection, collaboration and action, helping to turn adaptation strategies into real-world solutions.

Further information about the Expo and participation: <https://resilience-expo.com/home/en/home-en/>



## 3. ONE-PAGER

### Structural transformation and climate resilience

The Resilience Expo 2026 connects climate resilience with the structural transformation of the Rhenish lignite mining region (Rheinisches Revier) in North Rhine-Westphalia, Germany. As coal-based value chains are phased out, the region is currently undergoing a major economic and social transition while investing in sustainable innovation and future-oriented industries. Climate adaptation is a key dimension of this transformation, as communities, infrastructure and businesses must respond to increasing heat, drought, heavy rainfall and flood risks, and at the same time leverage adaptation as a driver of innovation, market development and quality employment.

### Why the Resilience Expo matters

Climate impacts are already affecting societies across Europe and beyond, with direct implications for public health, economic stability and critical infrastructure. Effective adaptation requires practical solutions, strong partnerships and the ability to scale implementation. The Resilience Expo responds to this need by convening key actors of the adaptation economy and supporting exchange between solution providers and those responsible for implementation. It showcases innovative, implementation-ready solutions that can strengthen resilience and accelerate adaptation action across sectors and regions.

### About the Expo

The Resilience Expo is the world's first trade exhibition dedicated exclusively to **climate change adaptation solutions**. It brings together companies, start-ups, research institutions, engineering and planning actors, as well as stakeholders from public administrations, civil society and associations. The Expo supports cooperation, matchmaking and project development across sectors and regions. The Expo showcases implementation-oriented approaches, including flood protection and risk management, water-sensitive infrastructure, climate-resilient buildings, early warning and monitoring systems, advisory services, digital tools and financing options. It highlights applied innovation that can be integrated into investment planning, infrastructure renewal and local decision-making.

### Programme and participation

On **10 June 2026**, participants can expect a trade exhibition with national and international exhibitors, complemented by a specialist programme featuring lectures, panels and pitch formats. Structured opportunities for networking, matchmaking and project initiation will support partnerships that translate solutions into practice. The event takes place at the **Hugo Junkers Hangar** in Mönchengladbach, an inspiring and light-filled multifunctional venue.

### Practical information

The Resilience Expo will take place on **10 June 2026** at the **Hugo Junkers Hangar**, Flughafenstraße 101, 41066 Mönchengladbach, Germany. Further information on programme, ticketing and registration will be made available via the Expo website and newsletter. Organizations interested in exhibiting are invited to contact the exhibition team at [exhibit@resilience-expo.com](mailto:exhibit@resilience-expo.com).

## 4. SHAREPICS, POSTCARDS, AND FLYERS

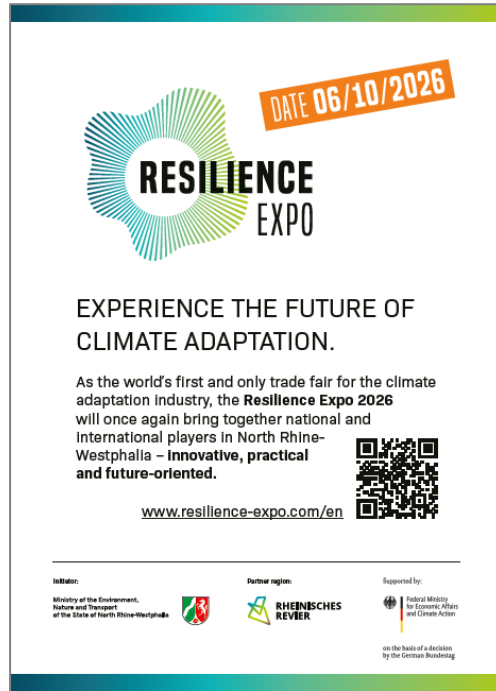
The following products were developed to promote the date and location of the Resilience Expo 2026 via social media and websites. In addition, they offer exhibitors and visitors the opportunity to share their planned participation using eye-catching visuals designed in the Expo's corporate style.

### Sharepic for Social Media and Websites:





Printed Postcard:



Printed Flyer (only German):





## 5. CONSORTIUM

The Resilience Expo is conceived and organized by VDI Technologiezentrum GmbH, Prognos AG, Rebel Deutschland GmbH, and CLIMATICON GmbH. The consortium partners contribute complementary expertise and have a long history of successful collaboration, for example in establishing and managing the “Climate Adaptation & Business.NRW” network.



### VDI Technologiezentrum GmbH

As an innovation agency and a leading project sponsor in Germany, VDI Technologiezentrum GmbH is dedicated to the topics and technologies of the future. These include key technologies such as quantum technologies and materials, digitalization, mobility, security, and education, as well as health, sustainability, climate, and energy. VDI promotes research, shapes innovation, organizes networks, and communicates science. In this way, VDI enhances the visibility and acceptance of important research areas and creates opportunities for exchange.

**Contact:**

Dr. Heike Seitz

[seitz@resilience-expo.com](mailto:seitz@resilience-expo.com)

Tel. +49(0)151 41483357



### Prognos AG

Prognos AG is one of Europe’s oldest economic research firms and has been providing a solid foundation for sound decision-making for over 60 years. Prognos supports private companies, associations, foundations, and public sector clients in developing sustainable strategies for their future—through analysis, consulting, and guidance. Prognos possesses comprehensive expertise at the intersection of climate change and its consequences, provides consulting services specifically on the topic of the climate adaptation economy, and addresses other pressing issues in the fields of environmental policy, the circular economy, and climate change through an interdisciplinary approach.

**Contact:**

Oliver Lühr

[luehr@resilience-expo.com](mailto:luehr@resilience-expo.com)

Tel. +49(0)160 8829080



## REBEL

### Rebel Deutschland GmbH

Rebel Deutschland GmbH is a management consulting firm serving the public and private sectors, based in Düsseldorf. Rebel has extensive expertise in climate adaptation and advises municipalities, counties, companies, and governments in Germany and around the world on the possibilities and opportunities that climate adaptation offers. Specifically, Rebel designs adaptation strategies and decision-making systems, conducts cost-benefit analyses, and provides support for the financing and practical implementation of projects.

**Contact:**

Irene Seemann

[seemann@resilience-expo.com](mailto:seemann@resilience-expo.com)

Tel. +49(0)176 21422406



### CLIMATICON GmbH

CLIMATICON GmbH specializes in developing strategies and concepts for adapting to the impacts of climate change, as well as providing tailored consulting services for specific sectors and target groups. In this context, PR, communication, and public engagement strategies are key accompanying areas of focus. Thanks to its broad expertise in the fields of geosciences, planning, social sciences, communication, and design, the CLIMATICON team offers comprehensive, one-stop solutions for climate change adaptation, covering both conceptualization and implementation.

**Contact:**

Dr. Ulrich Eimer

[eimer@resilience-expo.com](mailto:eimer@resilience-expo.com)

Tel. +49(0)178 1695803



## 6. MUNV PRESS INVITATION [PLACEHOLDER]



## 7. MUNV PRESS RELEASE [PLACEHOLDER]

## 8. CONTACT



For further information, visit our website:  
<https://resilience-expo.com/home/en/home-en/>

### Registration

For visitors: <https://resilience-expo.com/home/en/visitors/>

### Newsletter

<https://resilience-expo.com/home/en/newsletter-en/>

### Contact

For inquiries and information about the Resilience Expo, please feel free to contact us by email.  
Please use the following email addresses for your inquiries:

For general inquiries: [info@resilience-expo.com](mailto:info@resilience-expo.com)

For information about the trade exhibition: [exhibit@resilience-expo.com](mailto:exhibit@resilience-expo.com)

For questions regarding public relations: [press@resilience-expo.com](mailto:press@resilience-expo.com)

---

Initiator:

Ministerium für Umwelt,  
Naturschutz und Verkehr  
des Landes Nordrhein-Westfalen



Gefördert durch:

 Bundesministerium  
für Wirtschaft  
und Energie

aufgrund eines Beschlusses  
des Deutschen Bundestages

Gefördert durch:

 Die  
Bundesregierung

aufgrund eines Beschlusses  
des Deutschen Bundestages

Gefördert durch:

Die Landesregierung  
Nordrhein-Westfalen



Partnerregion:

 RHEINISCHES  
REVIER

---

Organisation & Umsetzung:

**prognos**

**VDI**<sup>1</sup>  
Technologiezentrum

**AABEL**

**CLIMATICON**  
gemeinsam.klima.resilient 