Containing Greens AB from Northern Sweden Winner of First Laurence Trân Arctic Futures Award

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The International Polar Foundation is proud to announce the winner of the first-ever Laurence Trân Arctic Futures Award: Containing Greens AB, a startup created by young entrepreneurs based in Luleå, Sweden.

An initiative of the International Polar Foundation and financed by the Trân family, the Laurence Trân Arctic Futures Award provides 7,500 Euros of financial assistance to a fledgling startup or young entrepreneur based in the Arctic* to help them further establish their business.

Starting this year, the award will be presented to a different startup or young entrepreneur every autumn at the annual Arctic Futures Symposium, which brings together in Brussels Arctic stakeholders from across the Arctic to discuss topics of importance to them.

“We’re very excited to be the first recipients of this award,” stated the company’s CEO, Moa Johansson. “We’re very grateful to be recognised for our work!”

Containing Greens AB was chosen because of its innovative approach to using heat generated by data centres (which are popping up all over the Arctic) to grow vegetables destined for local consumption in a part of Northern Sweden that, due to its Arctic climate, is obliged to import about 90% of its produce.

“By using heat from data centres that would otherwise go to waste, as well as a vertical hydroponics system to optimise the use of space and LED lighting to minimise energy consumption, Containing Greens is able to offer a more sustainable alternative to cultivating fresh produce in the High North,” explained Ms. Johansson.

Containing Greens was selected among 10 candidates proposed by the partners involved in the organisation of the Arctic Futures Symposium, as well as other Arctic stakeholders.

The award will be presented by IPF Managing Director Nicolas Van Hoecke, IPF Board Members Maire-Anne Coninsx and Piet Steel, and Mads Qvist Frederiksen, Director of the Arctic Economic Council, who was involved in the process to select the winner.

“Containing Greens is an exciting company because it combines some of the benefits of being in the Arctic (a cold climate region with lots of cheaper, renewable energy, which attracts data centres) while also solving a challenge in the Arctic (the difficulties of getting fresh greens locally in a place where it is dark several months a year),” explained Mr Frederiksen. “They won the prize because they are visionary, ambitious, and idealistic - with a starting point from the North - and they provide a much - needed service locally.” Runners-up include Siu-Tsiu from Greenland, which contributes to increased employment and sustainability in Greenland on regional and local levels, and Lofoten Seaweed from Norway, which sells a wide range of products based on sustainably harvested seaweed grown in Northern Norway.

Ms Johansson will accept the award on behalf of the company during a ceremony to be held at the end of this year’s Arctic Futures Symposium, which will take place on November 29th and 30th at the Residence Palace in Brussels’ EU Quarter. The symposium will focus on topics such as Arctic governance, energy, innovation and entrepreneurship, and research cooperation.

“I look forward to receiving this prize at the Arctic Futures Symposium and taking part in discussions about issues that affect our region,” Ms. Johansson said.

IPF Founder and President Alain Hubert, who has been a life-long entrepreneur himself, is thrilled that the prize will be able to help the next generation of entrepreneurs.

“Thanks to the generosity of the Trân Family, IPF is able to help young entrepreneurs who are committed to finding sustainable solutions to our needs,” remarked Mr. Hubert. “Just like the world’s first zero-emission polar research station, Princess Elisabeth Antarctica (which IPF designed and built with the help of its partners and the Belgian State), the Laurence Trân Arctic Futures Award celebrates innovation and entrepreneurship, and also reflects IPF’s core values of taking action to build a more

sustainable future. We're grateful to the Trân Family for supporting young entrepreneurs who share our vision."

The Tran family is glad that their daughter's legacy will live on in an award that focuses on helping young entrepreneurs bring their innovative ideas to fruition.

"We congratulate the winners of the first Laurence Trân Arctic Futures Award for their original idea," Brigitte Trân-Loustau stated. "We wish them lots of luck with their venture!"

About the International Polar Foundation (IPF):

The IPF is a public foundation, created in 2002 by Alain Hubert. Its remit is to support international polar scientific research. The IPF was also behind the creation of the Princess Elisabeth Antarctica station, which was officially opened in 2009 as the first and, to date, only zero-emission station, with a view to maintaining a Belgian presence in Antarctica and pursuing its ambition in service of citizens facing climate and environmental challenges. Every year, the Princess Elisabeth Antarctica station hosts numerous scientists of all nationalities.

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History of the Laurence Trân Arctic Futures Award:

The Laurence Trân Arctic Futures Award is named after the oldest daughter of Mr Trân Van Thinh, Laurence Trân, who died at the age of 26. Laurence was a gifted young woman who was passionate about dance and literature, and was a talented writer.

In loving memory of their daughter, in 1986 her parents and close friends created the Laurence Trân Foundation, which awarded a biannual literature prize aimed at young writers who, through their work, brought cultures together, defended freedoms, and showed solidarity with the marginalised.

After thirty years and more than twenty literary awards given, the Trân family decided the focus of the prize should shift towards more urgent contemporary issues such as environmental protection and climate change. After meeting IPF Founder and President Alain Hubert, the Trân family decided to join forces with IPF to create the Laurence Trân Arctic Futures Award to support young Arctic entrepreneurs working to find sustainable solutions to the challenges they face in the Arctic.

About the Arctic Futures Symposium:

Established in 2010 to raise public awareness of important developments in the Arctic region, the annual Arctic Futures Symposium has become an essential venue for promoting dialogue between Arctic stakeholders and empowering inhabitants of the Circumpolar North.

The Arctic Futures Symposium also provides members of the European Institutions and the wider international community in Brussels with the opportunity to engage with Arctic stakeholders on issues such as marine transport and infrastructure, search and rescue capabilities, concerns of Arctic indigenous communities, scientific research and monitoring, ecosystem stewardship, and the sustainable development of the Arctic's natural resources and economic potential.

www.arcticfutures.org

*To qualify for the award, candidate companies/entrepreneurs must have their base of operations in one of the following regions:
United States: the State of Alaska
Canada: Yukon Territory, Northwest Territories, Nunavut Territory, the Nunavik region of the Province of Québec, the Nunatsiavut region of the Province of Newfoundland and Labrador
Greenland
Iceland
The Faroe Islands
Norway: Nordland County, Troms and Finnmark County
Sweden: Norrbotten County, Västerbotten County, Jämtland County, Västernorrland County
Finland: Lapland Region, North Ostrobothnia Region, Kainuu Region

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