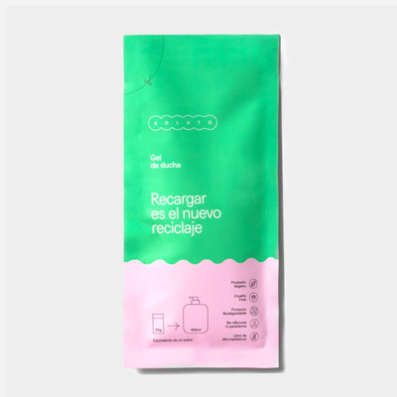


# EL GREEN MALL

## PRESS KIT



### Company Info

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 Wall 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, giving shoppers the peace of mind of making a truly sustainable purchase.

### Roadmap

El Green Mall's future looks bright. The mission is to build an ecosystem that goes beyond the marketplace. Democratizing the sustainable industry means providing the availability of not only options but also information, in order to make informed decisions.

That is why we are planning to develop an educational platform where people can learn about sustainable theory, physical fairs, and community spaces. With these initiatives we hope to bring sustainable entrepreneurs and conscious consumers even closer, to help build a more empathic movement.

If you want to stay tuned with our announcements, projects and releases, subscribe to our newsletter.

# 1ST

PAN-EUROPEAN  
SUSTAINABLE  
MARKETPLACE

# TENS

SUSTAINABLE  
BRANDS

# 10+

PRODUCT  
CATEGORIES

# EL GREEN MALL

## PRESS KIT

### Founding Team



#### Federica Moreno

*Managing Director & Spokesperson*

Born and raised in Venezuela, she always wanted to study social sciences. When she finished high school, due to the internal situation of her country, she moved to Spain, her mother's native country.

Two years later, she flew to Berlin for a job offer, where have been living for five years. While living in Berlin, she studied Digital Marketing, Business Management and developed her professional career in these fields. It is in this diverse city where recently, together with Nacho, they decided to build El Green Mall, the project that encompasses their many facets.

Before becoming a Digital Marketer and Business Owner, she was always a sports lover, with a deep connection to nature but even more, a very intense and philosophical person who often analyzes and questions her environment, life, and its systems, which was the first motivation at the moment of creating El Green Mall.



#### Ignacio García

*Co-founder*

Systems and technology have been constant components of Nacho's life. From his early years in Uruguay, where he was born, Nacho always knew his future would include technology. He studied System administration and Security Engineering. After successfully working on many 9 to 5 jobs in Uruguay, he decides to quit, travel the world, and live in New Zealand for a year.

After this adventure, he moved to Berlin to continue developing further his technical career. Behind his techy skills, he hides many other passions, including cooking, running, building and fixing, and traveling, as you can imagine by now. He has actually visited 30+ countries.

Nacho is the cold-headed person behind El Green Mall, the one who brings ideas to life, and the official recycler; if you ever have any doubts about which bin your garbage goes in, ask Nacho.

### Contact

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