

## ambiente christmasworld creativeworld nordstil

### New Digital Academy online event on 3 July 2024 explains *Why sustainability is a state of mind*

Frankfurt am Main, June 2024. How can we act in a radically environmentally conscious way in all areas of life in the future? What does it take to permanently establish fundamental changes? Renowned neuroscientist and bestselling author Professor Dr. Maren Urner will present scientific findings and psychological approaches on this topic at the online event of Messe Frankfurt's consumer goods fairs on 3 July 2024 from 10:00 to 11:00 a.m.



Save-the-date: The next Digital Academy online event will take place on 3 July. Graphic: Messe Frankfurt

The next event of the online series focuses on the megatopic of sustainability from a different perspective and shows new ways to find sustainable solutions: The professor of media psychology at the Media University of Applied Sciences in Cologne is convinced that we can only achieve the necessary transformation if we radically rethink and redesign food, work, housing and mobility now. Above all, we urgently need doers, decision makers and leaders who think dynamically and interact with emotional maturity as individuals, in groups and with the environment. We all need to rethink, because sustainability is always a state of mind. But why is that the case? And how can psychology help us to save the world? In her lecture, expert Professor Dr. Maren Urner provides exciting answers that can be applied to all areas of life.

With the Digital Academy, Messe Frankfurt's consumer goods trade fairs regularly offer online events on a joint platform on topics that are currently moving and changing the

industry. For example, more and more manufacturers are developing sustainable product ranges that make the special interest programme "Ethical Style" visible at the four trade fairs Ambiente, Christmasworld, Creativeworld and Nordstil. The online events can be followed in German and English and provide in-depth industry knowledge, food for thought and hands-on advice from experts. Registration is free of charge at <https://consumergoods.digital.messefrankfurt.com/>

### **Next trade fair dates**

Summer Nordstil will be held from 27 to 29 July 2024 and Winter Nordstil will follow from 11 to 13 January 2025 in Hamburg.

Ambiente, Christmasworld and Creativeworld will continue to take place at the same time at the Frankfurt exhibition centre. However, they will be moved to the beginning of February to ensure that the trade fair dates are harmonised.

Ambiente/Christmasworld:	07 to 11 February 2025
<b>NEW:</b> Creativeworld:	07 to 10 February 2025

### **Note for journalists:**

Discover inspirations, trends, styles and personalities on the [Ambiente Blog](#) and further expert knowledge and ideas for retail on [Conzoom Solutions](#). With the [Conzoom Circle](#) network, Messe Frankfurt links the most important international platforms for the global consumer goods and retail industry and bundles industry knowledge and expertise.

### **Press releases & images:**

[ambiente.messefrankfurt.com/press](https://ambiente.messefrankfurt.com/press) | [christmasworld.messefrankfurt.com/press](https://christmasworld.messefrankfurt.com/press) | [creativeworld.messefrankfurt.com/press](https://creativeworld.messefrankfurt.com/press) | [nordstil.messefrankfurt.com/press](https://nordstil.messefrankfurt.com/press)

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