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## Holcim partners with Greentown Labs to accelerate climate tech for sustainable building

- **Partnership with Greentown Labs, largest climate tech startup incubator in North America**
- **Prime access to built environment startups for early adoption of cutting-edge technologies across Holcim operations**
- **Holcim to join Greentown's Industry Leadership Council**

Holcim is entering a partnership with [Greentown Labs](#), the largest incubator of climate tech startups in North America, to accelerate open innovation for the decarbonization of the built environment. The premium "Terawatt" partnership with Greentown, with incubators in Somerville, Mass. and Houston, Texas, gives Holcim prime access to promising startups focused on innovative and sustainable building solutions. Through it, Holcim aims to become an early adopter of cutting-edge technologies to decarbonize building. It will participate in targeted engagements with innovative startups and attend exclusive building-sector pitch days. Holcim also joins Greentown's Industry Leadership Council, which provides strategic guidance to Greentown, including on reducing tech-to-market lead times.

Nollaig Forrest, Chief Sustainability Officer, Holcim: "With our open innovation ecosystem, we partner with hundreds of startups worldwide to accelerate the shift to sustainable building. By partnering with Greentown Labs, we aim to empower the best and brightest startups active in the built environment to scale up their impact. The combination of Holcim MAQER Ventures, our venture capital program, with Greentown's stellar roster of successful climate tech startups will serve as a catalyst to reinvent how the world builds for a regenerative future."

Kevin Knobloch, CEO of Greentown Labs: "Greentown Labs is thrilled to be partnering with Holcim, a global leader in sustainable building solutions to decarbonize the built environment to bolster cutting-edge climate tech innovations in this critical sector. We look forward to seeing Holcim engage with our building tech startups, sharing its unmatched expertise in low-carbon building innovations and helping advance our entrepreneurs' solutions."

Greentown mobilizes climate solutions by providing climate tech startups with the resources, knowledge, connections and equipment they need to thrive. Home to over 200 startups, and having supported over 525 since being founded in 2011, Greentown's two incubators offer lab space, shared office space, machine shops, electronics labs, tool shops, software and business resources, and a large network of stakeholders.

Holcim's open innovation ecosystem spans hundreds of startups with which it partners through MAQER Ventures, its corporate venture capital program. With advanced research in 15 areas from ultra high-strength concrete to 3D printing, Holcim's innovative solutions cover the entire lifecycle of the built environment. They range from low-carbon ECOPact concrete and ECOPlanet cement, to advanced roofing, insulation and facade systems that make buildings more sustainable in use.

## About Holcim

Holcim is a global leader in innovative and sustainable building solutions with net sales of CHF 29.2 billion in 2022. Driven by its purpose to build progress for people and the planet, its 60,000 employees are on a mission to decarbonize building, while improving living standards for all. The company empowers its customers across all regions to build better with less, with its broad range of low-carbon and circular solutions, from ECOPact to ECOPlanet. With its innovative systems, from Elevate roofing to PRB's insulation, Holcim makes buildings more sustainable in use, driving energy efficiency and green retrofitting. With sustainability at the core of its strategy, Holcim is becoming a net-zero company with 1.5°C targets validated by the Science Based Targets initiative (SBTi).

Learn more about Holcim on [www.holcim.com](http://www.holcim.com), and by following us on [LinkedIn](#).

Sign up for Holcim's Building Progress newsletter [here](#) and follow our journey to a net-zero future.

## Important disclaimer – forward-looking statements:

This document contains forward-looking statements. Such forward-looking statements do not constitute forecasts regarding results or any other performance indicator, but rather trends or targets, as the case may be, including with respect to plans, initiatives, events, products, solutions and services, their development and potential. Although Holcim believes that the expectations reflected in such forward-looking statements are based on reasonable assumptions as at the time of publishing this document, investors are cautioned that these statements are not guarantees of future performance. Actual results may differ materially from the forward-looking statements as a result of a number of risks and uncertainties, many of which are difficult to predict and generally beyond the control of Holcim, including but not limited to the risks described in the Holcim's annual report available on its website ([www.holcim.com](http://www.holcim.com)) and uncertainties related to the market conditions and the implementation of our plans. Accordingly, we caution you against relying on forward-looking statements. Holcim does not undertake to provide updates of these forward-looking statements.