

# ... und eins für die Kunden, die schon länger da sind.

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## Startups: Ten Green Companies, of which we shall hear 2013

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By Benjamin Reuter in business - 03.01.2013 at 10:00

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Safe: carsharing, smart grid solutions and bring fair trade products now also adults like BMW, RWE or Tchibo to market. The pioneers were but in all these areas startups. That is still the case. So if you want to know how we in 2013 sustainable living should look into the startup scene - even after Germany.

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### Innovative Carsharing: Citeecar

At first glance, the difference in December Founded **Berlin carsharing startup Citeecar** little from the competition. Users can pick up cars only at certain points in the city, pay a rental fee and a monthly fee - both is however cheaper than the competition. But it is a peculiarity: users can apply as "hosts" in Citeecar. You agree to provide a permanent free parking available and keep the car clean. They'll be able to drive the car up to a certain distance every month for nothing - and Citeecar no longer needs to worry about parking for its fleet.

### Solar buying made easy: Greenenergetic

In order to buy a TV, you just go in the next electronic trading. A few clicks online but already rich. Anyone who would like to establish a solar energy system on the other hand has to deal with tedious Kleinklein. The **Cologne Greenenergetic startup** wants to make the purchase and installation of a solar power plant for homeowners now as simple as buying the TV - including advice and technical tips.

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## Climate friendly shopping: Get-neutral

So far, it is almost impossible to determine the CO2 footprint of everyday products - and then to neutralize. This means that to balance the greenhouse gas emissions that caused the production and transportation of frozen pizza or the yogurt. That is what makes the app but recently the **Reutlinger Startups Get-neutral** possible. Simply scan the barcode at the grocery store with your smartphone and check the CO2 balance. Neutralize the emissions among other sponsors of the app at the end of the year in climate protection projects.

## Green Data Storage: GreenCloud

Cloud services are at home users as well as companies currently very fashionable. Too bad that the power for the massive online databases for the most part comes from fossil fuel plants. Trial and Error: data services consume more energy than the entire global aviation! For those who want to outsource their videos, music, documents or sustainable, the **Icelandic startup GreenCloud** the solution. The location advantage makes it possible: The northern lights operate their data centers with 100 percent green energy from geothermal and hydroelectric power.

## Future for electric taxis: Green Transport Sàrl

Well, few people will go to Geneva next year. Taxi operators could crib from there but a good idea. For the **Swiss startup Green Transport SA** builds there just on a green car service, which exclusively uses hybrid or electric cars like the Toyota Prius or the Renault Fluence.

## Electricity costs Easy: Tenrehte Technologies

As simple energy savings should always be. The **U.S. startup Tenrehte Technologies** has developed an "intermediate socket" that calculates the energy consumption of the device and transmits data via radio to the computer. But the device is the size of a cigarette between simple, clamped, for example, the washing machine and the wall outlet. Is the current at a specific time of day low, the machine can turn on while on the road. The downside: There are the picowatt called smart home box just in the U.S.. Moreover, Germany has no profile flexible electricity prices for consumers. Both could, in the course of the energy turnaround soon change that.

## Save on heating costs Easy: Future Watt

The **Berlin Startup Future Watt** has made it his task, one of the most important requirements of the energy revolution finally lift on the track: the energy efficiency of buildings. Here, the team is the founder and Florian Philipp Pausder Tetzlaff in particular the issue of heat. Homeowners, business owners and tenants and landlords may soon be on the online platform **heizkosten-senken.de** seek advice on how to reduce their heat consumption with new technology or building insulation is best.

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## Produce power itself - and it should consume: Kiwigrid

And once again the topic of smart home - this time from **Dresden startup Kiwigrid** . The Saxons connect all electronic devices in homes, apartment buildings, or a software company and merge it with power generation systems such as solar panels. Whenever solar electricity is produced, it can consume so precisely. The motto: do laundry, when the sun shines.

## Invest in green energy: Sunny Crowd

Crowdfunding is on everyone's lips. Anyone who looks exclusively for renewable energy projects, which he wants to invest in the future in **Sunny Crowd** properly. The startup of Saarbrücken will offer investment opportunities in solar and wind farm projects for everyone.

## In the morning a sip Aid: Coffee Circle

Anyone familiar with the morning coffee also still the same would have a sip of good conscience, for the **Berlin Coffee Circle** of the first point. Per kilogram of Ethiopian coffee, the customer purchase through the site, one euro goes directly to support projects such as schools in the African country. Detours through Fair Trade certified or organizations take the money, because Coffee Circle directly involved in local projects. Moreover, the small farmers are supported, which provide the coffee. Accurate information, which differs from other Coffee Circle Fair Trade suppliers, there is **here** .

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