



**HHL Press Contact**

Eva Echterhoff  
T +49 341 9851-614  
C +49 170 2973 880  
media@hhl.de  
www.hhl.de

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## **HHL Students Spearhead International Sustainability Competition**

A group of five students from HHL Leipzig Graduate School of Management have achieved a place among the top 4 in the SCG Bangkok Business Challenge@Sasin, hosted by Sasin Business School in Bangkok, for the best sustainable business idea.

The HHL team has found ways to counteract the increasing shortage of land for growing fruit and vegetables. Their startup REYVER aims to maximize the use of existing land area by expanding it vertically.

With their idea, the HHL team was able to beat out 242 international teams from 64 academic institutions. This year's competition welcomed participants representing 26 countries from 6 continents and took place online.

### **The HHL team's sustainable business idea — REYVER**

The team of students convinced the jury with a business model that addresses what is arguably one of the most pressing challenges of our time — the increasing shortage of land for fruit and vegetable cultivation. The idea of their startup REYVER is to maximize the use of existing land; to give it a new dimension by vertical expansion. In their deliberations, the members of the startup listed the issues facing future generations in depth. Researchers predict a world population of more than 10 billion people in 2050, concentrated mainly in the cities. The growing need for food goes hand in hand with rising environmental awareness. More than 12 percent of the people in Germany buy organic foods. Through a vertical use of land areas, the company aims to reduce water consumption by 95 percent, land use by 90 percent, and soil erosion by as much as 100 percent. In the process, the startup aims to achieve better productivity from the surface of the area, believing an increase of up to 80 percent per square meter may be possible. An app depicting the growth will guide the consumer through the cultivation process. The team hopes to gradually inspire more and more cities to implement the system, Berlin being the first one.

*“People want to eat organic but often forget the long distances food has to travel and the often inefficient farming methods that make organic products available to only a fraction of the world's population. Our customer-centric vertical farming service allows us to bypass the weaknesses in our food supply, saving water and preventing soil erosion.”*



(David Muuß, REYVER startup and HHL student)

### **The competition**

The competition is both Asia's leading and longest-running competition for students to present their startup ideas. It was designed to give young potential founders a stage to measure themselves against the competition, make sustainability concepts accessible to a large crowd of interested parties and encourage collaboration with similar business models. The first SCG Bangkok Business Challenge @ Sasin competition was held in Bangkok in 2002 and opened its doors to an international audience in 2008. It defines sustainability as business processes that meet the needs of the consumer without compromising future generations, for instance, in terms of environmental aspects. Therefore, the ideas of the teams are primarily reviewed to determine whether the effects of people's actions in connection with the product are taken into account.

### **Academic contact:**

Jun.-Prof. Dr. Dominik Kanbach

[www.hhl.de/kanbach](http://www.hhl.de/kanbach)

### **HHL Leipzig Graduate School of Management**

HHL Leipzig Graduate School of Management is one of the leading business schools in Germany and the world. It is a university-level private business school with the right to award doctoral and post-doctoral degrees.

The 2020 edition of the renowned Global Masters in Management Ranking awarded top places to the education offered at HHL Leipzig Graduate School of Management both in Europe and worldwide (2nd place in Germany, 23rd place globally). HHL's Master in Management (M.Sc.) program was ranked no. 1 in Europe and no. 2 worldwide (Wall Street Journal/Times Higher Education College Rankings 2019). HHL was named "Germany's Top Entrepreneurial University" by Stifterverband for the fourth time in a row. The goal of the oldest business school in German-speaking Europe is to educate entrepreneurially minded, responsible and effective leaders.

To find out more, visit [HHL.de](http://HHL.de).