

**Invitation to the online event Why sustainability is a state of mind on 3 July 2024**



Dear xxx,

How can we act in a radically environmentally conscious way in all areas of life in the future? What does it take to establish fundamental changes in the long term? These are the topics of the lecture " **Why sustainability is a state of mind** " by neuroscientist and bestselling author **Professor Dr. Maren Urner** at the next online event of Messe Frankfurt's consumer goods fairs.

Find out how and why psychology can save the world. Benefit from scientific insights that will inspire you both professionally and privately.

The necessary transformation requires doers, decision makers and leaders who think dynamically and interact with emotional maturity as individuals, in groups and with the environment - the Professor of Media Psychology at the Media University of Applied Sciences in Cologne is convinced of this and will give you new food for thought.

Join us and feel free to pass this invitation on to your customers and colleagues. Participation is free of charge. You can follow the presentations in German and English.

**When will it take place?** On 03 July 2024, 10.00 to 11.00 a.m. CET

**Where?** Click here to register: [consumergoods.digital.messefrankfurt.com](https://consumergoods.digital.messefrankfurt.com).

The new 2024 event series once again offer in-depth expert knowledge, inspiring food for thought and practical tips every two months throughout the year.

**News from the consumer goods trade fairs**

Interested in how you can advertise your company and products on our digital platform? You may find some information on advertising opportunities via this [link](#).

Feel free to contact us.

With kind regards

Philipp Ferger  
Vice President Consumer Goods Fairs

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