

IMPERIAL
ENTERPRISE LAB

 **Green Tech**
LEGAL COLLABORATIVE

The magazine for
innovators & entrepreneurs

D/srupt

GTLC
Special Edition

Green Tech Legal Collaborative 2025

2023 Winner

LawWorks: Most Effective
Pro Bono Partnership

2024 Winner

Legal Business Awards:
ESG Programme of the Year

2024 Highly Commended

Financial Times: Innovative Lawyers
Europe – ESG and Sustainability

Photo Credit: Resting Reef



Pioneering Pro Bono Legal and Compliance Support for Climate-Positive Startups

Since 2021, the Green Tech Legal Collaborative (GTLC) has provided essential pro bono legal and compliance support to early-stage green tech startups from Imperial and the Undaunted programme. Founded by Bloomberg and Imperial Enterprise Lab, GTLC has facilitated over £6 million in free legal assistance, helping founders navigate the legal complexities of scaling sustainable solutions.

The programme is supported by Bloomberg and 11 leading law firms, including Ropes & Gray, Willkie Farr & Gallagher, A&O Shearman, Ashurst, Freshfields, Keystone Law, Mayer Brown, Taylor Wessing, Travers Smith, Venner Shipley, and Withers & Rogers. Through this collaborative model, GTLC empowers startups to address climate challenges with confidence.

Addressing the Legal Gap for Green Innovators
For early-stage climate innovators, navigating legal and regulatory landscapes can be daunting. The high cost of legal services often prevents founders from accessing the support

they need to grow. GTLC bridges this gap by offering expert legal guidance, allowing startups to focus on their mission of driving sustainable innovation.

GTLC is led by a Steering Group consisting of co-founders Mia Motiee, Legal Counsel at Bloomberg LP, and Victoria Nicholl, Head of Incubation Services at Imperial Enterprise Lab, alongside Felicity Kirk, Pro Bono Counsel at Ropes & Gray, and Yannis Yuen, Litigation Associate at Willkie Farr & Gallagher. The Steering Group is supported by Sara Roberts at Imperial Enterprise Lab, and Nicky Trimble at Ropes & Gray, who both play a key role in helping GTLC go from strength to strength.

Impact in Numbers

-  **Over £6M** in pro bono legal support provided since 2021
-  **30+** start-ups supported since 2021
-  **100+** legal experts supported Cohort 4 in 2024.

A Word from **Dr. Simon Hepworth, Co-Director of Enterprise (Commercialisation)** at Imperial, highlights the programme’s impact:

“For climate tech founders, navigating legal complexities can be a lonely and slightly terrifying experience, trying to work out which bits of a contract are really going to bite them or save them in the years ahead. The impartial and friendly voices of GTLC are a breath of fresh air. Knowing they are experts. Knowing they have your back. Imagine what a difference that makes. We cannot thank our colleagues enough for their kind and generous support.”



The GTLC Journey: Five Years of Growth

- 2021**
Launched by Imperial Enterprise Lab & Bloomberg with founding firms Ropes & Gray and Willkie Farr & Gallagher. Cohort 1 supports 6 startups.
- 2022**
Cohort 2 expands to 10 startups.
- 2023**
Cohort 3 welcomes 18 startups. GTLC wins LawWorks Most Effective Pro Bono Partnership award.
- 2024**
Cohort 4 supports 20 startups. GTLC wins Legal Business Awards ESG Programme of the Year and partners with qLegal for Project Janus Green.
- 2025**
GTLC expands to 11 law firms. Cohort 5 launches in May.

Showcasing Sustainable Innovation: Moree at the GTLC Cohort 5 Launch

Moree has developed reusable smart packaging with a SaaS tracking platform, reducing waste and cutting costs by up to 50%.

Using QR or RFID tags, they track packaging from roasters to hospitality customers and back, providing valuable data on carbon, plastic, and cost savings. Their sustainable innovation earned them recognition at the London Packaging Week Awards.

We’re thrilled to showcase Moree’s branded products at the GTLC Cohort 5 launch in collaboration with Imperial Enterprise Lab, celebrating impactful innovation.

[Find out more](#)
www.getmoree.com



Innovating Legal Support: Project Janus Green

In 2024, GTLC partnered with qLegal, Queen Mary University of London’s award-winning legal advice clinic, for Project Janus Green.

Through a legal design hackathon, students developed resources to streamline legal processes and enhance accessibility for founders.

experts and founders, helping both sides better understand each other. It’s been inspiring to see the students engage with startup ambitions and build solutions for greater impact.”

Karen Watton
qLegal Director:
“Janus Green fosters collaboration between legal

[Find out more](#)
www.qmul.ac.uk/qlegal

#SupportedbyGTLG

Resting Reef Transforms Memorials into Living Reefs



Resting Reef is reimagining death care with meaningful and sustainable memorials. Instead of traditional urns or burials, the ashes of loved ones or beloved pets are transformed into living reefs that help restore marine ecosystems, creating a lasting and environmentally friendly tribute. Founded by Aura Murillo Perez and Louise Lenborg Skajem, the company has launched over 20 pilot reefs in Bali, attracting 59 fish species

and enhancing biodiversity.

Recognised on the Forbes 30 Under 30 Europe list for Social Impact, Aura and the team have secured nearly £400,000 in grants, including the Global Explorers Award.

GTLG has been instrumental in Resting Reef's growth, providing legal guidance on incorporation, SEIS/EIS frameworks, contracts, NDAs, and regulatory compliance. This support has ensured the business operates on a strong legal foundation, enabling it to expand its positive impact on marine environments.

Find out more
www.restingreef.co.uk

BlueNose Wins Terra Carta Prize for Shipping Innovation



BlueNose is enhancing containership energy efficiency with aerodynamic retrofits, reducing fuel consumption by up to 5%. Using advanced algorithms, they optimise airflow to cut emissions and costs. BlueNose won the prestigious Terra

Carta Design Lab 2024, receiving £100,000 to accelerate their impact.

With GTLC's legal support, BlueNose secured two Advance Subscription Agreements (£120k and £150k) and mitigated IP and employment risks. This guidance has been instrumental in their confident, strategic growth.

Find out more
bluenosetech.com

Start-Up Spotlight: Ponda



Julian Ellis-Brown, CEO, Ponda: "GTLG's expertise has been invaluable in helping us navigate the green tech sector with confidence, supporting us with brand partnerships, sensitive employment matters, fundraising negotiations, and refining our IP strategy. Their comprehensive legal support has been instrumental to our success."

Find out more
www.ponda.bio

Algreen: Three Years of GTLC Support Powering a Sustainable Future



After three years on the programme, Algreen is graduating from GTLC. Algreen is leading the way in renewable, biobased materials and was recently named one of Bloomberg's Top 25 UK

Startups to Watch for 2024. GTLC provided support to help navigate complex legal areas including governance, fundraising, and IP, laying a solid foundation for continued growth and innovation in sustainable materials.

Find out more
www.algreen.tech

Vuala's Innovation Takes Off at Heathrow



Vuala's VualaX1 artificial stomach is now transforming food waste at Heathrow Terminal 5 into energy feedstock. To date, with GTLC's support, Vuala has closed an institutional investment round, structured its commercial offering, secured operational premises and obtained a talent sponsorship license. With GTLC's backing, Vuala continues to innovate in recycling technology and sustainability.

Find out more
www.vuala.co.uk

Interested in hearing more?

Visit our webpage:
imperialenterpriselab.com/services/gtlc

Follow us on LinkedIn:
[linkedin.com/company/green-tech-legal-collaborative](https://www.linkedin.com/company/green-tech-legal-collaborative)