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Nederlandse versie

Op 26 januari 2026 vindt het True Price Festival plaats in Theater Utrecht, ik nodig je graag uit om erbij te zijn.

We stellen ons één simpele maar belangrijke vraag: Wat als prijzen laten zien wat écht telt, voor mens en planeet?

Met o.a. een keynote van Harm Edens, praktische workshops met Fairtrade, Buynamics, Impact Economy Foundation en Impact Institute, en de uitreiking van de True Price Award 2026.

Ik hoop je daar te zien om samen verder te bouwen aan prijzen die ertoe doen.

👉 Bekijk het programma en meld je aan:

<https://www.trueprice.org/registration-true-price-festival-2026/>

TAG: funders, participants

#TruePriceFestival #EchtePrijzen #TruePricing #ImpactEconomie #Duurzaamheid

English version

I'm excited to share that on **26 January 2026**, we'll come together again at the **True Price Festival** in **Theater Utrecht**.

This year's festival is all about one simple but powerful question:

what if prices reflected what really matters — for people and planet?

The True Price Festival brings together businesses, policymakers, researchers and changemakers to explore how **true pricing** can help build a fairer, more sustainable economy.

You can expect:

A keynote by **Harm Edens**

Hands-on workshops with partners such as **Fairtrade, Buynamics, Impact Economy Foundation and Impact Institute**

The presentation of the **True Price Award 2026**, celebrating products that are closing the gap between the market price and the true price

Plenty of space to connect, learn and exchange ideas

I'd love to personally invite you to join us and be part of this growing community.

👉 View the programme and register here:

<https://www.trueprice.org/registration-true-price-festival-2026/>

Hope to see you there as we continue shaping an economy with prices that truly count.

#TruePriceFestival #TruePricing #ImpactEconomy #Sustainability #BroadProsperity