

# Cross-Vertical Description: Circular Economy Initiative

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## About

The **Circular Economy Initiative** is looking for disruptive technologies and business models across Kickstart's focus areas: EdTech & New Work, FinTech & InsurTech, Food & Retail Tech, and Smart City & Technology verticals.

## Description

In 2020, Kickstart has launched the **Circular Economy Initiative (CEi)** to support cross-industry technological innovations for sustainable development, thus fostering the shift towards a Circular Economy in Switzerland. This initiative will be implemented in cooperation with [Impact Hub Switzerland](#), as part of the [Circular Economy Transition](#) initiative.

Innovation bridges, pilot projects and other collaborations, are being built during the Kickstart program between startups/scaleups and established organisations including corporations, institutes, cities, etc. The objective is to match the needs of our partners with the circular solutions developed by startups through the structured cross-vertical open innovation process.

## What is «circular economy» ?

Circular economy is a powerful method consisting of principles and activities that aims to retain the value of resources, materials, components and products for as long as possible in the economy.

This is done by narrowing – slowing – closing – and regenerating materials and energy loops. It is a systemic approach whose purpose is to reduce the consumption of natural resources and to contribute to sustainable development.

## Partners

- Holcim Schweiz
- MAVA Foundation
- Migros
- Mobiliar
- PostFinance
- Swisscom
- Axa
- Circular Economy Transition
- Impact Hub Switzerland

## PoC/Partnership Areas

1. EdTech & New Work
2. FinTech & InsurTech
3. Food & Retail Tech
4. Smart City & Technology

## Collaboration opportunities 2020

### 1. EdTech & New Work

- Educate and create awareness for CE transition
- Sensibilization of employees for CE topics / employee engagement

### 2. FinTech & InsurTech:

- Impact Banking
- Green Payments
- SME Circular Financing
- Save paper & Digitization of processes

### 3. Food & Retail Tech:

- Sustainable Packaging / Plastic Reduction
- Farm to Fork Value Chain / local / urban / peri-urban sourcing of food
- Waste Reduction & Valorisation of by-products and waste

### 4. Smart City & Technology:

- Energy Storage Circular Models
- Re-/ Up-Cycling/ Material production waste
- Waste Management
- Disruptive Biodegradable Solutions
- Save Resources (Energy, Water, etc.)
- Circular Economy in Connectivity
- Sustainable Design/ New Materials

## Applied Technologies

- Industry 4.0
- Internet of Things (IoT)

- Distributed Ledger
- Blockchain
- Cognitive Intelligence
- Virtual reality (VR) and Augmented Reality (AR)
- AI/Machine Learning
- Conversational Interfaces (Voice, Chatbots, etc)
- Big Data/Analytics
- Robotics
- etc.

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