

## MEDIA RELEASE

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### 33 Startups for a more sustainable Switzerland

**For 33 startups from all over Switzerland, the three-month funding program "Circular Economy Incubator 2021" will start next week. They all have circular business models - meaning solutions based on the [principles of the circular economy](#) such as reuse, repair, resell, and refurbish – and they stand for a future where doing business is both economically and environmentally sustainable.**

The recently published [report](#) of the Intergovernmental Panel on Climate Change (IPCC) has once again made it clear that we urgently need to minimize the negative impact of our production and consumption patterns on the climate. The circular economy can take on an important role here - and startups with successful circular business models in particular can make a decisive contribution to the transition from the linear to the circular economy.

#### **Hybrid program implementation for the first time**

Already more than 50 startups have gone through the previous two editions of the Circular Economy Incubator program. New this year is the hybrid execution: instead of on-site sessions in the Impact Hubs in Basel, Bern, Geneva, Lausanne, Lugano and Zurich, the startups participate in mostly virtual Lunch'n'Learn and peer exchange sessions. "The hybrid program format simplifies participation from all parts of the country and increases flexibility for all participants. The central point of interaction is the digital "self-learning tool", which includes all important program materials and tools, and in which the startups work out important milestones together with their mentors," says Noora Buser, coordinator at the program organizer Impact Hub Switzerland.

#### **Broad field of participating startups**

Although the 33 projects operate in different sectors, the circular economy is embedded in the DNA of all of them. Projects such as [Mission Mycelium](#) or [Kly](#), for example, reprocess seemingly useless waste materials for further use, while digital platforms such as [Thingsy](#), [WiSort](#), or [2050 Materials](#) uncover the circular potential of goods and encourage both companies and consumers to produce and consume more sustainably.

For more information on the startups, click [here](#).

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**Logos and images:** [click here](#)

**About Circular Economy Transition:**

Circular Economy Transition is a pioneer initiative that aims to accelerate the transition of Switzerland to a Circular Economy. It currently takes place in 6 Swiss cities – Basel, Bern, Geneva, Lausanne, Lugano and Zurich. In close collaboration with [Impact Hub Switzerland](#), [sanu durabilitas](#) and with the support of [MAVA foundation](#), [UBS](#), [Swisscom](#) and others, this initiative contributes to drive the circular thinking for the future of business, policy making and society. Apart from the Incubator program, Circular Economy Transition organizes monthly [community events](#) on the topic of Circular Economy and operates the [Business Lab](#), a platform for corporates and SMEs that supports them in identifying circular business potential, optimizing their value chains and prototyping new solutions and products.

Website: [www.cetransition.ch](http://www.cetransition.ch)

**About Impact Hub Switzerland**

The Impact Hub Switzerland association was founded in May 2019 by the six Swiss Impact Hubs with a total of eight locations in Basel, Bern, Geneva, Lausanne, Lugano and Zurich. The Swiss-wide community of around 1'500 members consists of entrepreneurs, creatives and techies who can benefit from the services of the Impact Hub network throughout Switzerland. These include coworking places, meeting rooms, events and start-up support programs. The association's activities focus on entrepreneurship, sustainable development, innovation and new forms of work.

Website: [www.impacthub.ch](http://www.impacthub.ch)