

LOOP

Circular Economy Ecosystem

Building an ecosystem that generates new business and supports the global goals of circular economy.

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An aerial photograph of a lush green forest with a river that forms a nearly perfect circle in the center. The text is overlaid on the image.

Circular Economy is about turning
inefficiencies in linear value chain
into **business value**

The LOOP Family

Avanto Ventures



Nordic
Innovation

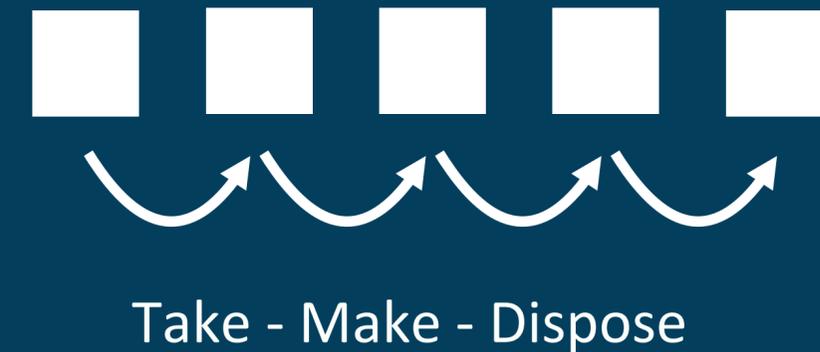
SITRA

An aerial photograph of a coastal region. In the center is a dark, calm bay or inlet. To the left, a rocky coastline features several small buildings and a pier extending into the water. The right side of the image shows a steep, green hillside. The overall scene is captured from a high angle, showing the natural and built environment.

LOOP takes
Circular Economy
from strategy to
action.

In LOOP Ecosystem, circular innovations are built through partnership between corporations, growth companies, and CE experts

In **traditional business models**, value creation is incremental as organizations cover costs plus some return on assets.
Each party optimizes its own value.



In an **ecosystem** value is created through a dynamic, networked, everyone-to-everyone process of exchange.

By bringing together various players and groups with distinct strengths, LOOP is able to capture new value, set the stage for innovation, develop and scale solutions, speed time to market, and increase success rate.



An aerial photograph of a circular island in a river, surrounded by dense green forest. The island is the central focus, with a winding river path around it. The text "Some current Venture Cases" is overlaid in white on the island.

Some current Venture Cases

Reima kids' outerwear as a service

BETA

Reima Play nyt ennakkotilattavissa koko Suomeen!

Rakenna Play-pakettisi

Launching a new service on the market in 8 weeks



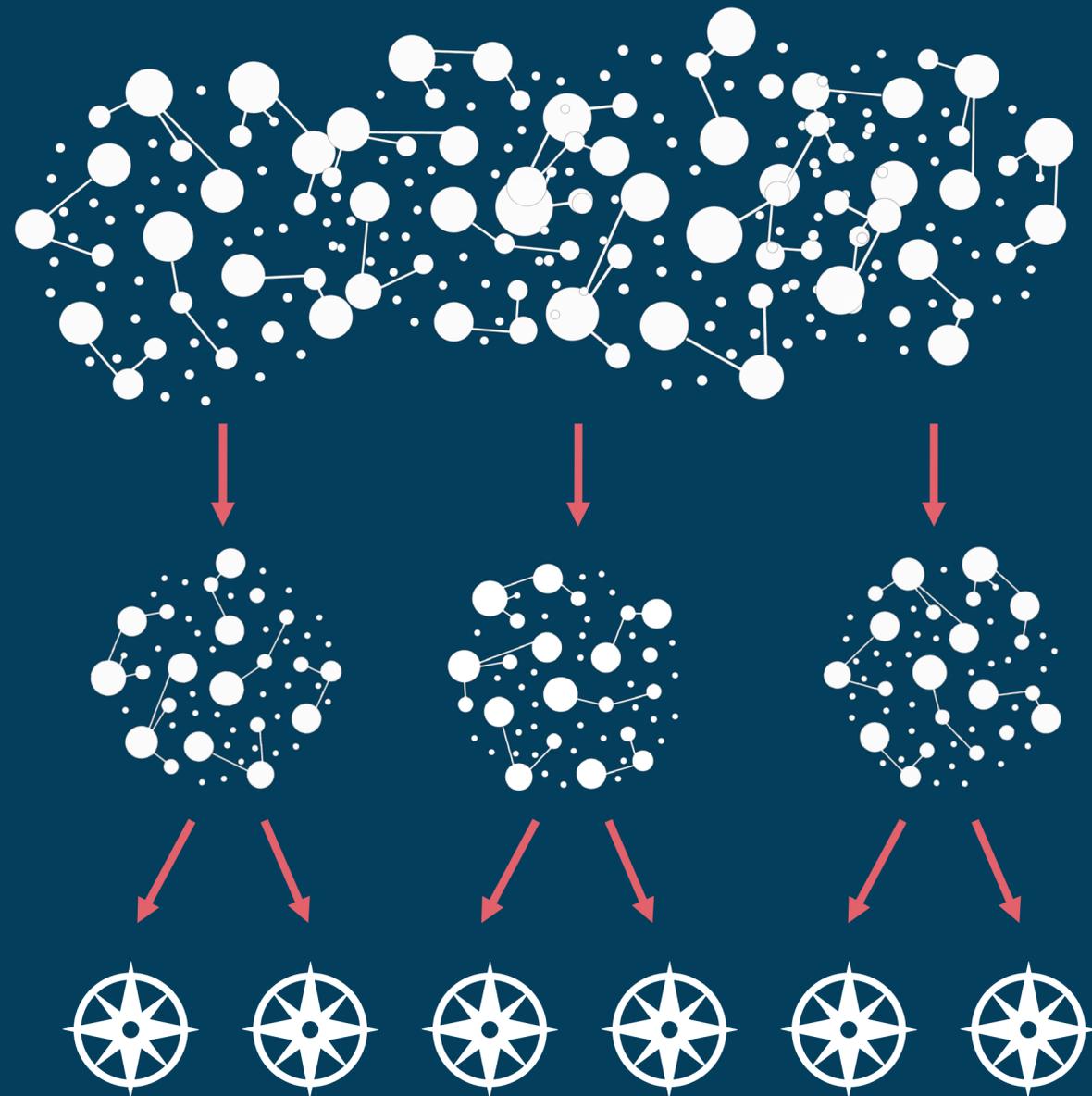
Subscription model for everyday necessities - while recycling plastics



Big corporations developing a new service with agile methods.



LOOP network gets companies together to create ecosystems that grow into meaningful CE business



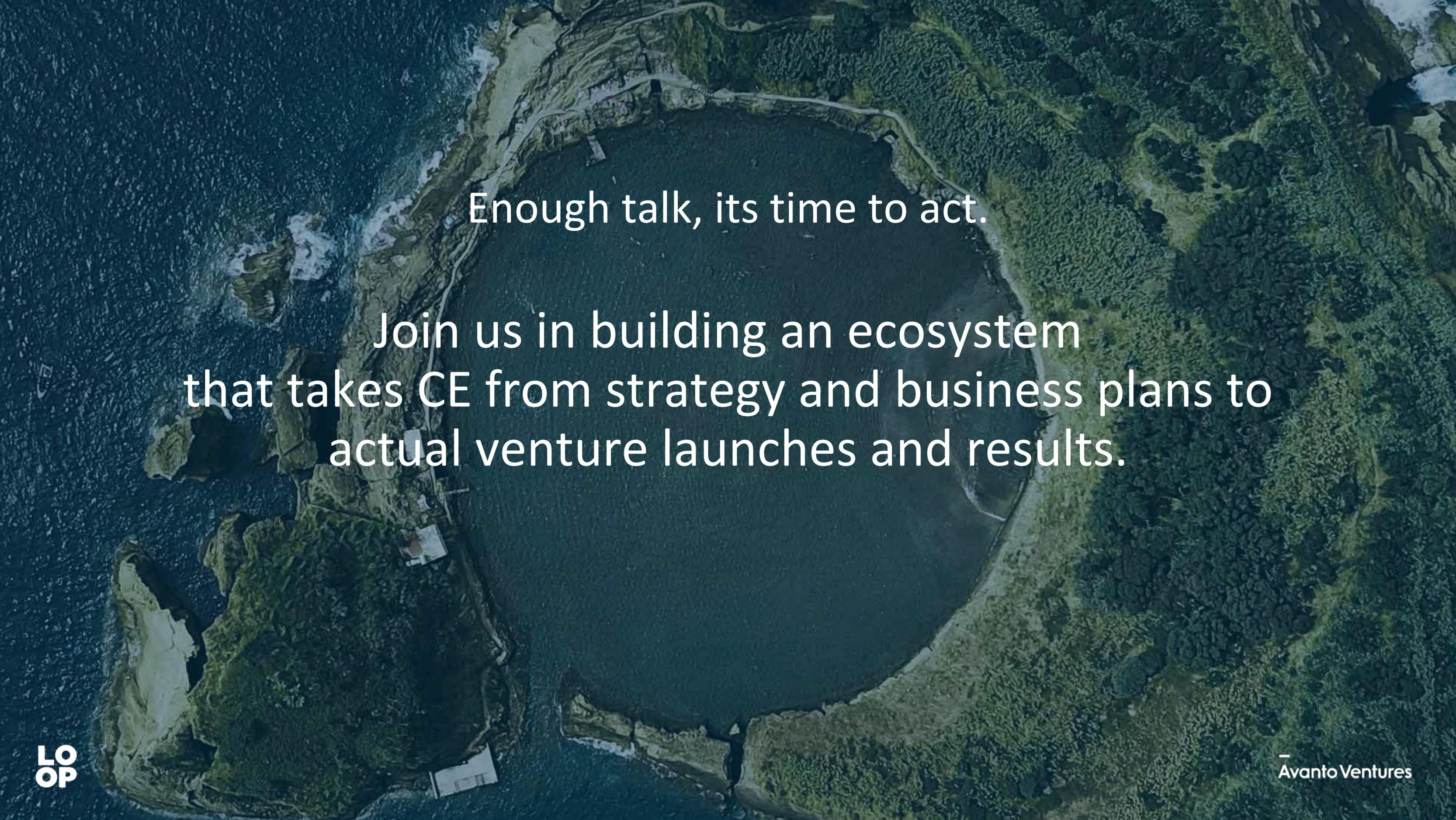
1. LOOP Ecosystem: A Network of corporations, growth companies and CE experts from Denmark, Finland, Iceland, Norway, and Sweden - focused on the key domains of packaging, food, and textiles.

2. LOOP Venturing tables: Recurring topic-based and interest-based communities, to boost development and to exchange knowledge and ideas.

3. LOOP Ventures: Generating and piloting new ideas and new ventures with ecosystem partners. Scaling up when an opportunity has been validated.

LOOP Ecosystem - Many ways to join

	Ecosystem Member (Personal)	Ecosystem Member (Company)	Ecosystem Partner	Ecosystem Key Partner
Annual seat in our CE communities: Venturing Tables + invitation to LOOP events	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Access to LOOP database of growth companies + 3 Personal Memberships		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Workshop on CE business models and LOOP's circular landscape analysis		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Choosing your tailored topic to cover in one of the VenturingTables			<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Tailored two-month growth company screening project on a CE topic of your choice			<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Pilot on chosen topic				<input checked="" type="checkbox"/>



Enough talk, its time to act.

Join us in building an ecosystem
that takes CE from strategy and business plans to
actual venture launches and results.

**LO
OP**

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