Circular Economy Ecosystem

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

Moona Pohjola
Corporate Venturing Lead, Avanto Ventures
Circular Economy is about turning inefficiencies in linear value chain into **business value**
The LOOP Family

- Avanto Ventures
- Nordic Innovation
- SITRA
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.
Some current Venture Cases
Reima kids’ outerwear as a service

BETA

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

<table>
<thead>
<tr>
<th>Feature</th>
<th>Ecosystem Member (Personal)</th>
<th>Ecosystem Member (Company)</th>
<th>Ecosystem Partner</th>
<th>Ecosystem Key Partner</th>
</tr>
</thead>
<tbody>
<tr>
<td>Annual seat in our CE communities: Venturing Tables + invitation to LOOP events</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Access to LOOP database of growth companies + 3 Personal Memberships</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Workshop on CE business models and LOOP’s circular landscape analysis</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Choosing your tailored topic to cover in one of the VenturingTables</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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</tr>
<tr>
<td>Tailored two-month growth company screening project on a CE topic of your choice</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Pilot on chosen topic</td>
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Enough talk, it's time to act.

Join us in building an ecosystem that takes CE from strategy and business plans to actual venture launches and results.
Moona Pohjola
Corporate Venturing Lead
+358 40 869 6074
moona.pohjola@avantoventures.com