

A platform for secondary resources

Key words: circular economy, marketplace, secondary resources



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Aim

To create a sustainable and resource efficient future for our economy

EIT Community connection

EIT Food (member of Rising Food Stars)

KEY FACTS

Project started:
June 2016

Theme:
Circular economy

UNIQUE SELLING POINTS

- More efficient waste management
- Additional revenue stream
- Resource stewardship = marketing opportunity
- User friendly interface
- Complete platform solution, integrated trading and open innovation

is a platform solution that allows active users to emerge as industry leaders with respect to resource stewardship.

Societal impact

Opening up a platform for the industry to engage in a circular economy will strengthen recycling and re-use opportunities and support sustainable innovations. A functioning circular economy will place limits on incineration and significantly reduce landfill, and reduce the excavation of primary resources, thus cutting carbon emissions.

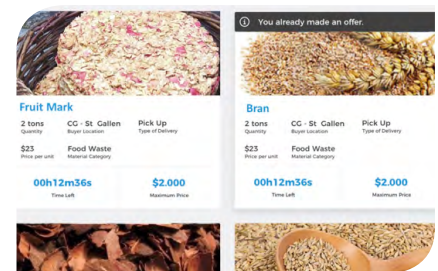
Achievements so far...

- First minimum viable product of marketplace
- First commercial customer: the biggest miller in Switzerland
- Significant interest from food industry, resulting in two partnerships: Deutsches Institut

für Lebensmitteltechnik (DIL) and EIT Food's Rising Food Stars

Teamwork

Our team is a mix of different fields of expertise, bringing together a wide network from industry and academia. Our interdisciplinary skills help us build a cross-industry network. By investing our full commitment, we are building knowledge in a fast and structured way. We are driven to change the way people think about resource stewardship, and thinking outside the box is what makes us the right team for successfully bringing RethinkResource to market.

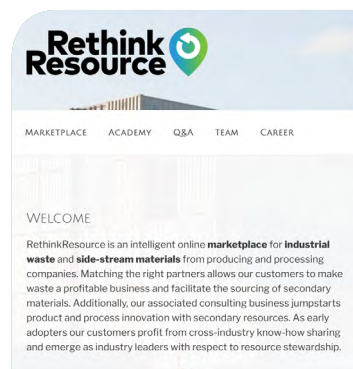


The start-up

The idea

RethinkResource creates an online marketplace where producing and processing companies can trade their waste and by-products. To jumpstart product and process innovation with secondary resources, we offer an associated consulting business.

As early adopters, our customers profit from cross-industry knowledge sharing. This combination of a marketplace and community



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