



Green Alley Award 2018 is looking for the best circular economy startups in Europe

## Description



The Green Alley Award is entering the next round: Right now, circular economy entrepreneurs and startups have the opportunity to apply with their business ideas. Landbell Group, originator of the Founder's Award, encourages young companies to compete with their technology, service or product by July 1, 2018. With the Green Alley Award, Landbell Group created the first European startup award

for the circular economy in 2014. This year, founders have the chance to present their innovative projects at the GAA 2018 by applying here. The winner, who will receive €25,000 in prize money, will be determined at the finals in October as part of a live pitch.

The Green Alley Award 2018 is aimed at all startups and young entrepreneurs who have developed a business model in the areas of digital circular economy, recycling and waste prevention. GAA 2018 is looking for companies that are about to launch with their products or services or are already in the growth phase. Startup founders who want to expand into other European markets are also welcome. The sole condition is that the business idea must help recycle resources. Patrick Schulz, CEO of of the Mainz-based Landbell Group, stated: "We are delighted that the Green Alley Award is entering its fifth round this year. In recent years, we have come to know many exciting and innovative business ideas that all show in a special way how we can gradually establish a circular economy in Europe. In a circular economy, the value of products, materials and resources should be conserved in the economic cycle for as long as possible while, at the same time, generating as little waste as possible. In our current linear economy, not all products are recycled at the end of their lifecycle, wasting valuable materials." Whether it's the avoidance of plastics, the development of sustainable materials or the multiple use of products – the circular economy holds enormous business potential for young entrepreneurs and startups. This can be seen in the diversity of ideas from GAA winners over the past years. In 2017, the Finnish startup Sulapac convinced the jury with a sustainable alternative to plastic packaging.

Read the full article at: [www.eu-startups.com](http://www.eu-startups.com)

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2. business
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