

## Press Release

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### A successful start into the pioneer batch of Thinkubator

*Vienna, October 18, 2021.* **Last weekend the kick-off to the pioneer batch of the Thinkubator research association took place: In addition to enriching lectures and exciting discussions, the 16 Thinkubator Fellows were treated to insightful workshops on the topics of circular economy and climate crisis. The closing event was the founding party of the association.**

#### Start of the research programme

"We were able to take the first important step in our research relay and are getting closer to realizing our vision of a self-sustaining cycle of research and entrepreneurship," emphasized **Felix Ambros**, Chairman of the Thinkubator, who welcomed the participants together with **Alexandra Kick**, Chairwoman of the association.

#### The program of the Kick-Off

"24% of all Austrians are addicted to shopping! We need an alternative to the throwaway society that has brought us to the abyss," warned **Sepp Eisenriegler**, Founder of the Repair and Service Center R.U.S.Z. He gave the Fellows a perspective on the occupational fields within a circular economy.

**Raphaella Hellmayr**, Spokesperson for the Cradle to Cradle (C2C) Regional Group Austria, gave the Fellows insights into C2C and practical examples of its application on the second day of the event. "We are destroying our ecosystem. The way we are currently living, we are pests to the earth. Materials must be designed according to the C2C principle so that they can circulate in the ecological cycle," Hellmayr said.

**Andreas Ellenberger**, Co-founder of Circonnect, an organization that promotes circular and regenerative solutions for global and local sustainability, helped the Fellows to research problems in current climate research. "The question is, how can I close loops in the circular economy on a local level," emphasized Ellenberger.

#### Founder's festival

The highlight at the Founders' Festival was a panel discussion between **Sigrid Stagl**, Economist, **Marcus Rosenberger**, Co-Founder of beeanco, **Stefan Faatz-Ferstl**, Ecopreneur & consultant at dwarfs and Giants and **Thomas Zimpfer**, Managing Director of B&C industrial holding. The discussants' different approaches to the topic provided the audience with various perspectives on the question of the role of startups in the circular economy.

### **pioneer batch**

With the pioneer relay, Thinkubator is taking an important first step towards closing the knowledge-action gap in climate research. After a training module in which the fellows get educated in the fields of circular economy, social entrepreneurship and climate change, teams will dive into research about very specific problems in the field of circular economy. Starting in November the groups will embark on their research. In January this will be followed by a conception phase, in which the fellows will be looking for innovative solutions. After the pioneer batch, engaged fellows will move on to the implementation phase and develop their ideas further as social businesses. Thinkubator provides support in the areas of graphic design, business development, legal and financial advice.

### **press photos:**

<https://www.dropbox.com/sh/Of3fccvayuq2pzz/AABgKRlgkw7SBpBLr4fN4ob3a?dl=0>

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### **Thinkubator**

Thinkubator is an association which implements sustainable solutions. The purpose of the association is to conduct research on climate change and environmental protection to develop and provide sustainable solutions.

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