



# Circular Economy Switzerland

Le Mouvement pour l'Économie Circulaire  
Bewegung für eine Kreislaufwirtschaft  
Il Movimento per l'Economia Circolare

## Vision

Switzerland has completed the transition from a linear economy to a circular economy. In this way, the country is contributing to global sustainable development and is strengthening its own position as a location for business.

## Mission

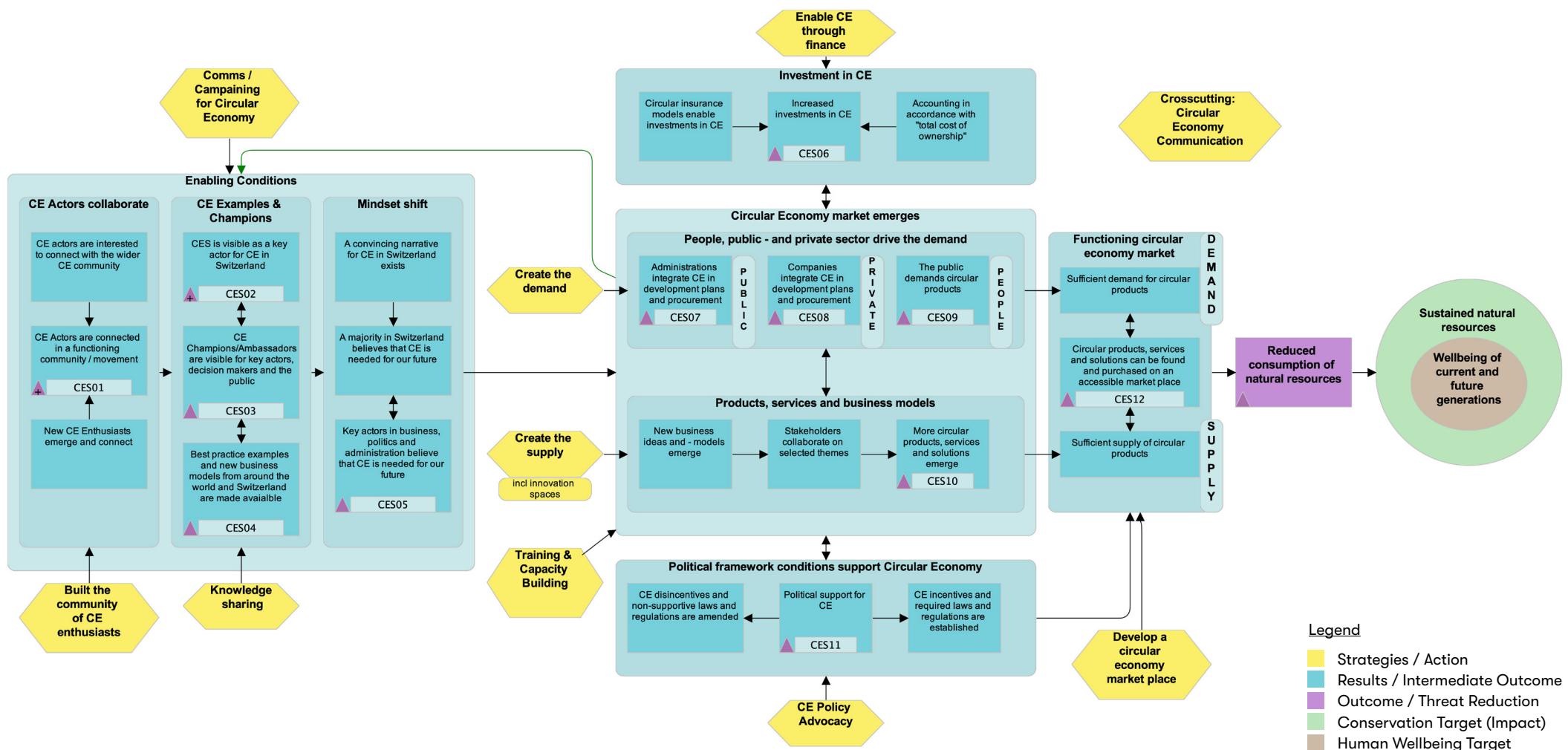
Our mission is to promote the circular economy in Switzerland at all levels. Our movement is the driving force behind the efforts to create a market for circular economy products and services and to raise awareness of the concept of the circular economy in the business world and among the general public. Circular Economy Switzerland brings together enthusiastic proponents of the circular economy from the private sector, civil society, politics and administration and promotes cooperation and knowledge sharing across all industries and fields.

[Read the Charter](#)

# Theory of Change

While developing this strategy we have practiced adaptive management using Theories of Change as defined by the CMP Open Standards for the Practice of Conservation. Theory of Change (TOC) diagrams provide a clear overview of the causal links and impact we are aiming to achieve for each area of work.

The diagrams should be read from left to right as a sequence of cause and effect. TOCs anchor in the impact on the environment and people (green & brown ovals) via the reduction of threats (purple boxes). With our actions/strategies (yellow hexagons), we are pushing for achieving intermediate results (blue boxes), i.e. changes in the world around us, required to reach the desired impact.



# Creating a Market for Circular Economy

The Narrative behind our Theory of Change (read from 1-5)

## Enabling Conditions

### 1.1 | Community & Knowledge Sharing

When the actors of the Swiss circular economy form a community, opportunities for exchanging ideas and learning from each other are fostered. Knowledge exchange creates new cooperation between actors. Circular Economy Switzerland (CES) becomes a central hub for these actors in the circular economy in Switzerland.

Result: An active community of circular economy practitioners is established, sharing knowledge and working collaboratively to create a circular market.

### 1.2 | Communication & Mindset Shift

Through our active communication, Circular Economy Switzerland becomes known in Switzerland and serves as a point of contact for all the different stakeholders involved. Best practice examples are identified and "Circular Economy Ambassadors" emerge from the community. Their visibility will inspire other CES actors and the public. In this way, central actors are convinced of the circular economy and a mindset shift is emerging.

Result: A specific mindset for a circular economy is in place and acts as a stimulus for the market, and CES is well-known.

## As a Result:

As the market for a circular economy is established, the consumption of natural resources is reduced and consequently the conservation of natural resources and the well-being of present and future generations is ensured.

## Circular Economy Market Emerges

### 5.1 | A Functioning Circular Economy Market

As a result of this campaign to stimulate demand and supply, there will be a sufficient number of suppliers of products and services of the circular economy, as well as a ready market demand. We will also create a marketplace where supply and demand can meet, for example through a physical trade fair taking place once a year.

Result: Circular products, services and solutions can be found and bought from an accessible marketplace.

### 5.2 | Positive Feedback Loop

Through all our activities in the areas of supply, demand, policy work and finance, the circular economy community grows, and the mindset shift rises exponentially until the whole economy is a circular one.

## Investments

### 2 | Enable Investment

In order to enable the market entry of new business models, services and products of the circular economy, we concentrate on the establishment of suitable insurance models and calculation models. Above all, we focus on fostering and stimulating further investment.

Result: Financial incentives are in place and obstacles have been removed to create a market for a circular economy.

## Stimulating the Market

### 3.1 | Create the Demand

In order to stimulate demand, we will focus on three points: Firstly, we will advise the public sector, especially in cities, to integrate circular economy criteria into public procurement, because this sector has significant great leverage (PUBLIC). Secondly, we will encourage companies to demand more circular, raw materials and products for production (PRIVATE). And thirdly, we will develop a marketing strategy to convince the consumers of the concept and to buy products within the circular economy, since individuals also contribute to demand and can influence a change in the mindset (PRIVATE).

Result: There is a significantly increasing demand for circular products and services.

### 3.2 | Create the Supply

On the supply side, we will promote new business models and products of the circular economy through innovation spaces and by providing advisory services. In addition, we will promote cooperation in selected sectors so that resource cycles can be reduced, extended and closed more effectively.

Result: New services, business models and products of the circular economy are established and brought to market.

### 3.3 | Trainings & Capacity Building

As the circular economy is still a rather abstract concept for many, we will systematically work on capacity-building on the supply and demand side by offering workshops and training courses on various focal points, for example.

Result: Actors understand the concept of the circular economy and recognize its potential for the Swiss economy.

## Policy

### 4 | Policy Framework

Our policy work, through analysis and personal interactions in particular, is twofold: it will involve a) the removal of barriers to the circular economy and b) the creation of positive incentives for developing the circular economy.

Result: The political framework conditions in Switzerland support the establishment of a market suitable for a circular economy and money flows are redirected towards sustainable solutions.