Heavily dependent on imports and exports on both the production and consumption sides, Switzerland currently trades primarily with countries that are also consuming more natural resources than can be regenerated on their national territory. If resources become less available on global markets, the Swiss economy may face growing risks in both its supplier and its export markets. Therefore, it is in the interest of Switzerland to transition to a new economic system that designs out waste and makes better use of the resources available.

"The transition to a circular economy is gaining support as an engine for innovation that can deliver better products and services. Switzerland has the scientific and engineering ingenuity to become a circular economy leader if it fully embraces the challenge."

Holger Schmid, Director, Switzerland Programme, MAVA

Switzerland has a reputation of being clean, this does however not translate into low resource consumption. Recycling rates for glass bottles and paper are high. Also, much of the plastic is collected but burned for energy rather than being recycled back into the production cycle. Car ownership pro person is high, so is personal living space and general material consumption.

In the bigger cities, a growing share of the population is, at least conceptually, in support of a greener, less resource consuming and polluting economy. Individual companies have started to explore what circular economy could mean for their business. Also, a national research programme for a sustainable economy is exploring pathways towards a circular economy.

**Transition towards a resource efficient and circular economy**

- Renewable energy
- Refurbish
- Recycle
- Material savings

**LINK WITH OTHER MAVA ACTION PLAN**

SE4: Circular Economy Europe
HOW WE THINK CHANGE WILL HAPPEN

The action plan (or 'results chain' in technical terms) has been developed in accordance with the Open Standards - a recognised methodology in the conservation field. A summary is presented below.

COLLABORATE
- Build private sector support through business associations and new stakeholder collaborations

DEMONSTRATE
- Demonstrate the potential for circular economy in progressive towns / cantons

MOTIVATE
- Share success stories of green economy and show the opportunities for new business models

INNOVATE
- Stimulate innovation in design, service and business models

EXPECTED KEY RESULTS
- Towns and cantons show leadership in facilitating the circular economy
- Economic leaders see the strategic advantage of the circular economy
- An emerging market for circular products
- Growing excitement and movement for a new economic opportunity

WE AIM TO:
- Reduce waste and material consumption

HOW IS THIS ACTION PLAN BEING IMPLEMENTED?

The action plan is implemented in close collaboration between seven Swiss organisations – ecos, Impact Hub, SANU durabilitas, Circular Hub, Swiss Economic Forum, Who is Nick, Yodel Foundation, including knowledge support from Circle Economy and the Ellen MacArthur Foundation. Collaboration is ensured by a small part-time coordination with regular updates and meetings between the organisations.

WHO ARE OUR MAIN PARTNERS?

The total annual budget of the action plan is CHF 2'250'000. MAVA allocates CHF 1'250'000. The rest is funded by Engagement Migros.

WHAT IS THE ANNUAL BUDGET?

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