



PARTNERSHIPS PROPOSAL

circle17 - 2020

ABOUT CIRCLE17



circle17 is an initiative, which unites the corporate- and startup ecosystem to share and rapidly develop ideas to urgent sustainability challenges. By offering a 8-month program to re-think, re-design and re-connect, circle17 aims to nudge the development multi-stakeholder collaborations, contributing with their business models to the achievement of the Sustainable Development Goals.



WHO STANDS BEHIND IT



respACT - austrian business council for sustainable development is Austria's leading business platform for Corporate Social Responsibility (CSR) and sustainable development. The association supports its currently more than 300 member companies in achieving ecological and social goals economically and independently with workshops, webinars, awards such as TRIGOS & ASRA and the flagship-event, the CSR-Tag.

www.respect.at



AustrianStartups is Austria's largest start-up platform and think tank for innovative entrepreneurship. With a team of around 50 startup enthusiasts, the non-profit organization organizes more than 60 events annually, operates communication platforms for more than 30,000 followers from the startup environment and publishes Austria's largest startup study – the Austrian Startup Monitor.

www.austrianstartups.com



IMPACTHON

19 - 23 NOV

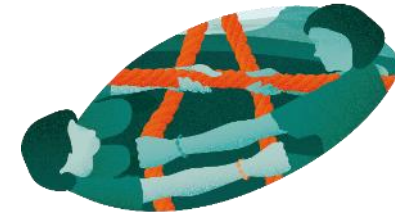
Ideation

- Idea generation & Collection
- Crowdsourcing & Collaboration

MATCHING

FEB Matchmaking-Event

- Startups
- Corporates
- Investors
- Funders



DISCOVERY

1 JUL Expertgremium

- Identify focus areas and themes

09 SEP Kick-off

30.09. 3 Workshops
14.10. • Education & Awareness
28.10. • Guidance in challenge definitions

TESTING

DEC- JAN Coaching

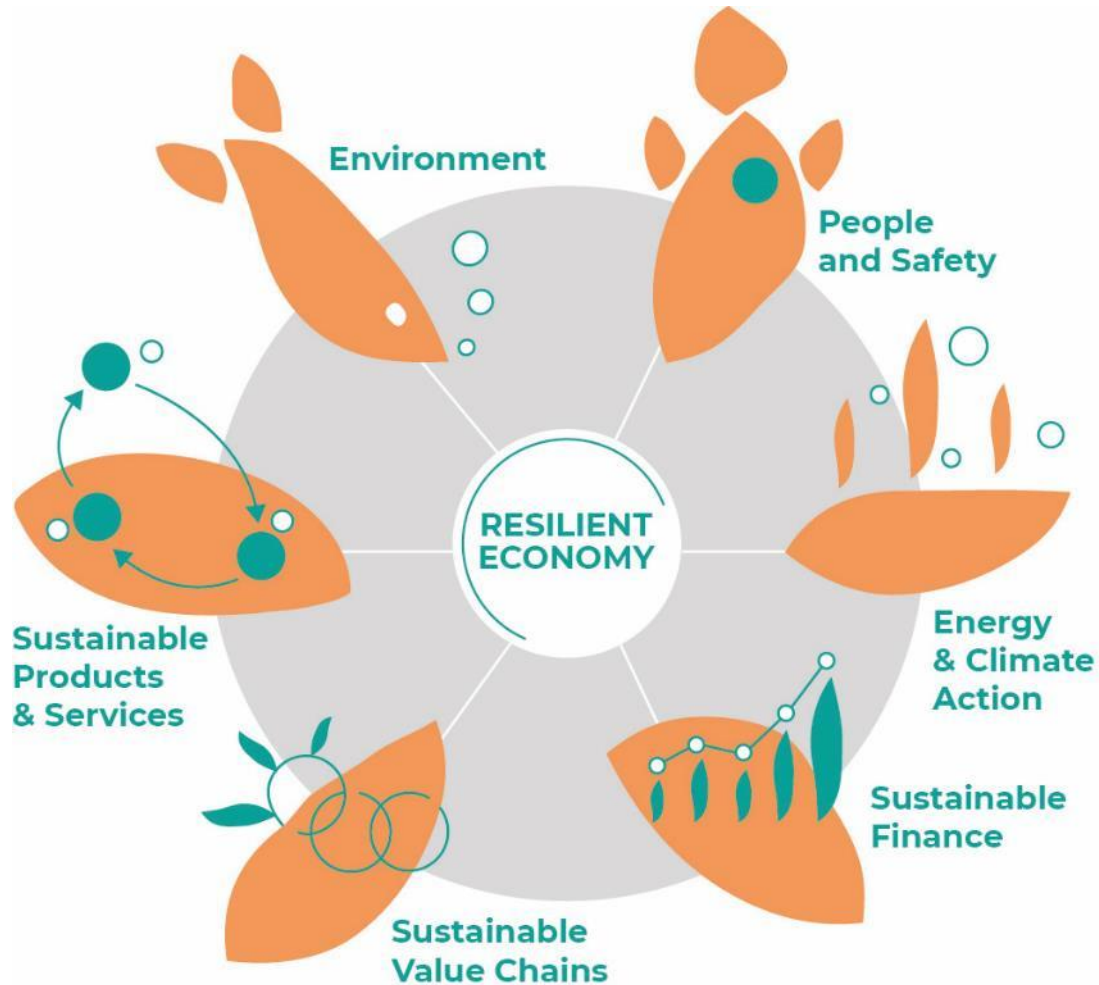
- Additional guidance
- Personal Coaching

EVALUATE

APRIL Touchdown Event

- Recapitulate
- Celebrate success

OUR MAIN FOCUS



The close interdependency of business with society and environment is clear: without a healthy planet and healthy people there's no healthy business on the long-term. A message that has been formulated within 17 goals - the Sustainable Development Goals (SDGs) of the United Nations.

A fundamental prerequisite for sustainable development and achieving the SDGs is **resilience**: *the capacity to persist, adapt and transform your business in the face of change.*

**POSITION YOURSELF AS A LEADER IN THE FIELDS
OF SUSTAINABLE INNOVATION!**

1

CHALLENGE LEAD

Get involved throughout the journey and **develop** as a corporate innovative and sustainable solution for environmental and societal challenges.

2

SPONSOR

Reach visibility as a sponsor through C17 in order to promote the movement of sustainable and resilient business models.

3

GUEST

Participate in the workshops and join the rest of the cycle as a guest to get familiar with the start-up ecosystem.

Join the C17 journey as a challenge lead, sponsor or guest!

1

CHALLENGE LEAD

**Be involved and
be part of the ecosystem!**



WORKSHOPS

Gain knowledge
on resilience and
sustainability
topics

IMPACTHON

Host a challenge
to startups and
makers during
the Impactthon

COACHING

Receive
coaching and
mentoring to
shape solutions

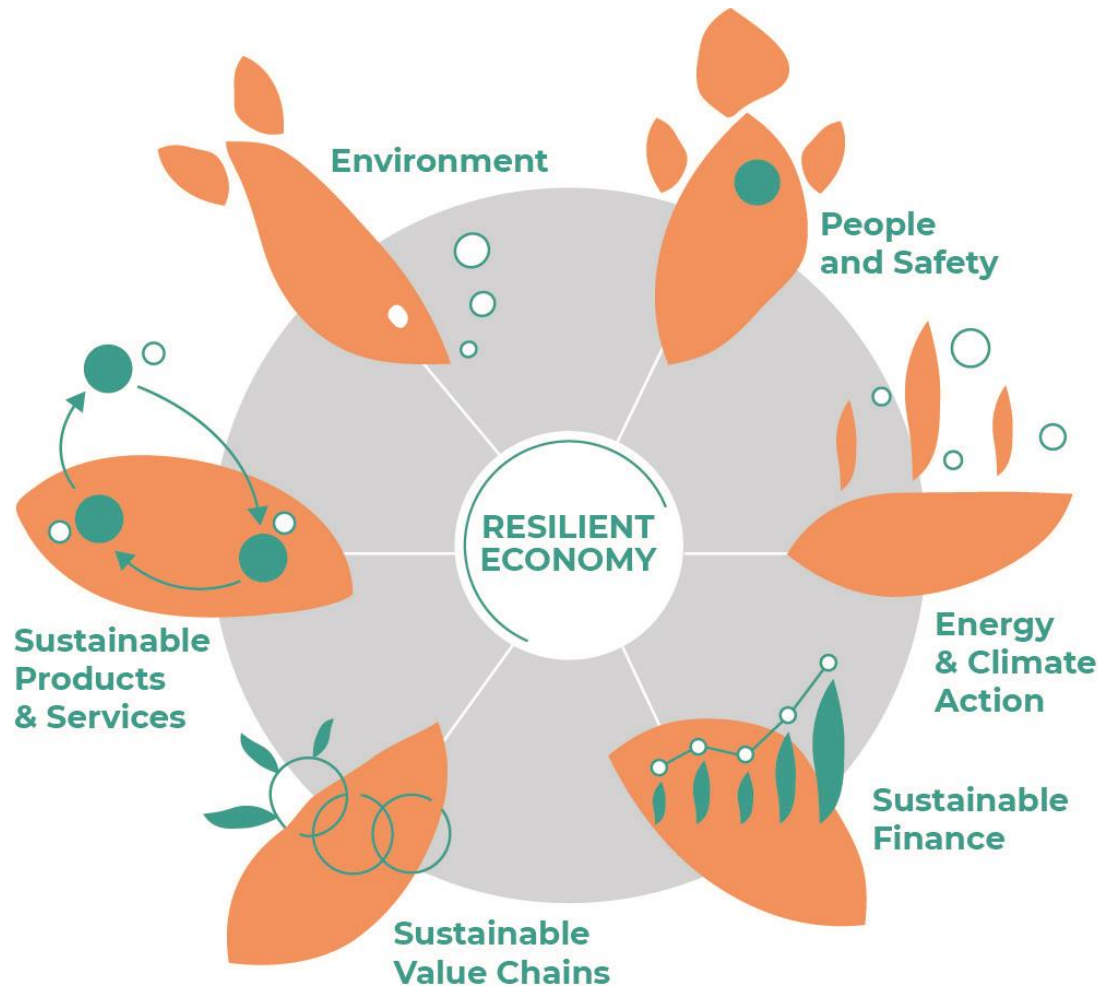
MATCHMAKING EVENT

Hold a booth and
get a pre-access
and briefing
about solutions
developed

TOUCHDOWN EVENT

Present your
company and
the possible
match with the
startup

CHALLENGE TRACKS



Energy & Climate Action: How can we provide access to affordable, reliable, sustainable and modern energy for all?

Environment: How can we avoid depletion or degradation of natural resources and allow for long-term environmental quality?

Products & Services: How can we support the development of more Sustainable Products & Services?

Finance: How can we nudge the transformation to a more sustainable economy?

Value Chains: How can we design more circular life cycles, including material sourcing, production, consumption and disposal/recycling process?

People & Safety: How can we maintain a healthy and safe work- and living environment, for everyone impacted by a business?

DISCOVERY: DEFINING YOUR CHALLENGE



WORKSHOP 1 | 30.09. | 15:00 – 17:00 | online

ReThink the Future: Why you need to become resilient now more than ever

Input by [Stockholm Resilience Centre](#)

WORKSHOP 2 | 14.10. | 15:00 – 17:00 | online

ReDesign the Future: Circular innovation as the means to become more resilient

Input by [InnoBoost](#)

WORKSHOP 3 | 28.10. | 15:00 – 17:00 | online

ReConnect the Future: The dos & don't's in a Partnership for a resilient future

Input by [AustrianStartups](#)



YOUR BENEFITS

+ INCREASE YOUR KNOW-HOW

Learn more on resilience towards to the SDGs and how startup-collaborations can support you
Get insights from experts in the fields of sustainability

+ ENTER A PLAYGROUND FOR NEW BUSINESS DEVELOPMENT + OPPORTUNITIES

Explore possible solutions with startup founders, students & sustainability experts
Find a matching partner to drive sustainable innovations in your organisation

+ EMPLOYEE ENGAGEMENT

Out-of-the-box thinking and nurturing creativity and innovative processes internally
Giving your team a purpose they can build on
Innovation department meets Sustainability department

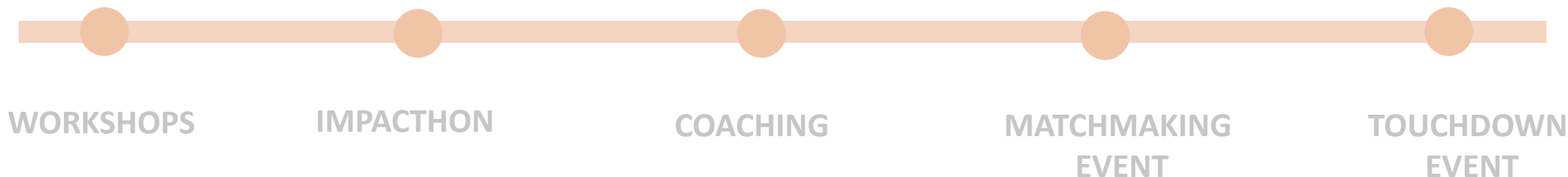
+ NETWORK

Meet future changemakers that promise to change the industry for the better
Position yourself as a leader in the fields of sustainable innovation

**YOU DON'T WANT TO PARTICIPATE, BUT
STILL PRESENT YOURSELF IN THE CIRCLE17-
COMMUNITY? BECOME A SPONSOR!**

2 SPONSOR

**Support the movement
and gain visibility!**



Position yourself as a sustainable
leading corporate in the field of
startup-collaboration innovation

Be mentioned as sponsor in
press releases

Positioning of company logo on
C17 website and social media
channels

Join a network
throughout the journey

VALUE PROPOSAL

1	CHALLENGE LEAD	2	SPONSOR
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COMMUNITY

Interview/story shared on our channels		
Communication as leading partner/sponsor to media partners		
LinkedIn community membership		
Potential to become panelist at AustrianStartups Stammtisch		

VISIBILITY

Positioning of logo on circle17 website		
Testimonial incl. quote and logo posted on circle17 social media pages (Facebook and LinkedIn)		
Listed as leading partner/sponsor at livestreams		

WORKSHOPS

Participation at all three workshops organized by respACT and AustrianStartups		
Guiding on how to best prepare to develop and host a challenge at Impaction		

IMPACTHON

Host a challenge	●	
Host a session		●
Listing as partner/sponsor on social media (Facebook and LinkedIn) and in press release about Impactthon	●	●
Logo placement at the event itself	●	●
Optional coaching support after the Impactthon	●	

MATCHMAKING

Company presentation in a booth (incl. promo material)	●	
Receive briefing about participating startups beforehand	●	
Reverse pitching – present yourself to potential startups (if interested)	●	
Logo on posters and other advertisement at the event	●	●
Be named as leading partner/sponsor of the Matchmaking on social media as well as in press release about event	●	●

VALUE PROPOSAL



TOUCHDOWN

Be named and receive credits as leading partner/sponsor of circle17 2020	●	●
In case there is a match with a startup through the cycle, there is a possibility to present yourself	●	

€ 3.000,- excl. VAT*

€ 1.500,- excl. VAT

*20% discount for respACT members and AustrianStartup partners

The offer is subject to change over the course of the cycle. Non-profit organisations are exempt from the fees.

**YOU'RE NOT SURE WHETHER YOU WANT TO
ACTIVELY PARTICIPATE IN THE WHOLE
PROCESS, BUT STILL WANT TO JOIN THE
WORKSHOPS?**

WORKSHOPS

You attend all three workshops	●	
You join the rest of the cycle as an observing guest	●	
Optional: Becoming a Leading Partner after the workshops (Hosting a challenge at the Impacathon and becoming an actively engaged for the rest of the cycle)		●

€ 1.500,- excl. VAT**

additional
€ 2000,- excl. VAT**

- + You still can decide after the workshops whether you want to continue
- Your logo would not be presented in circle17 channels in case you decide to only join the workshops
- The price of the Challenge Lead package is more expensive if you decide to become one after the workshops (€ 1.500 + € 2000)

**No 20% discount for respACT members and AustrianStartups partners applies for this price

HOW TO JOIN

1. Confirm your interest as a challenge lead or guest **by 25.09.** the latest to join the workshops via e-mail or phone
2. Block the dates in your calendar
3. You will receive a registration form & a contract stating our service to you
4. You cannot join one of the workshops? We record the sessions and would provide you with them via a shared link



Fanny Hofbauer
Co-Lead circle17
f.hofbauer@respact.at





