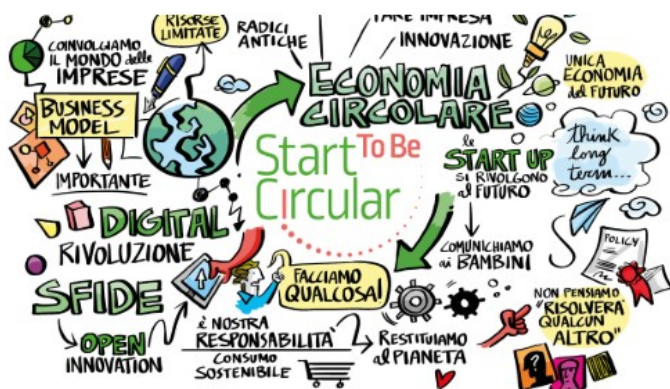


## Second edition of the Start To Be Circular competition dedicated to circular economy



For World Environment Day, Bracco Foundation is launching the second edition of the Start To Be Circular competition dedicated to circular economy and to entrepreneurial young people. Keywords: sustainability, reuse and innovation. Its goal: to promote the transition towards sustainable growth through entrepreneurial initiatives that

have an impact on important stages of the economic-productive cycle. Start To Be Circular is promoted by Bracco Foundation, Fondazione Giuseppina Mai di Confindustria and Banca Prossima, with the support of the Comune di Milano, of Speed Mi Up, and of Fondazione Italiana Accenture and Federchimica, and targets innovative and non-innovative start-ups or teams of people who plan to create a start-up in Italy within four months of the end date of the competition. Read the competition [HERE](#) to discover all the eligibility criteria. The maximum total value of the competition is over 130,000 Euro and will provide a monetary prize to each of the three winning start-ups, plus a course of incubation with Speed MI Up, the incubator of Bocconi University and Milan Chamber of Commerce, as well as funding possibilities. Circular economy opposes the traditional linear productive cycle which involves a take, make, use, dispose approach. The goal, in a world of exhaustible resources, is to find a solution to this wastefulness, recirculating materials in a responsible way. The entrepreneurs and start-ups have to concentrate on this mission, making use of technology and innovation. The keyword that forms the foundation of circular economy is reuse, the recycling of materials to avoid waste as far as possible. The Start To Be Circular Competition is linked to “progettoDiventerò”, the multi-year initiative of Bracco Foundation to support talented young people in their training and professional careers, promoting innovative solutions to consolidate the link between the academic and professional communities. For further information and to apply: <http://fondazionebracco.speedmiup.it>