Reshaping our future through the Circular Economy
Tondo is a non-profit organisation focused on Circular Economy, that is building a wide ecosystem on the Circular Economy, creating a bridge between Universities, Startups, Corporates, Institutions, and People.
Mission & Purposes
Tondo wants to implement the **Circular Economy** into our everyday reality by accelerating the transition to an industrial and economic system that is **regenerative** and **restorative by design**.
**PURPOSES**

**Innovation**
Promoting the development of innovation with research and studies related to the Circular Economy

**Entrepreneurship**
Creating a wide and heterogeneous network that can support entrepreneurial activities

**Circularity**
Supporting public institutions and startup switching to more circular approaches and business models
Mission & Purposes
Support the development of urban contexts organised in a circular way, presenting projects developed in nationally and internationally, but also developing projects focusing on smart cities, mobility and urban farming.
Increase the knowledge and application of new biomaterials (e.g. algae, fungi) which are offering solutions aimed at replacing synthetic ones, encouraging the development of the reuse of materials with specific projects and favouring innovation.
Encourage the use of emerging technologies to support the development of Circular Economy, presenting the trends that overturn the concept of waste and optimise the resource management with a focus on AI, IoT, renewable energy production and digital platforms.
Main activities
ACTIVITIES

Knowledge
Supporting the development and the diffusion of relevant knowledge concerning the best practices of Circular Economy

Ecosystem
Incrementing the opportunities of innovative and entrepreneurial projects by creating a wide and heterogenous network

Projects
Promoting the development of innovative projects that involve emerging technologies, circular materials or new business models
Tondo develops reports and analysis about the Circular Economy. Currently, we are working on a first report on the Fashion industry, with a focus on the North of Italy; it will be released by October 2020.

Tondo organises training classes and workshops, also towards its associates, in order to further spread the knowledge of the Circular Economy.
Re-Think is an event format that was designed by Tondo to *stimulate critical thinking* towards the current industrial and economic system, showing the *possible evolutionary trends of the Circular Economy*.

Re-think *has been organised* for the first time *in February 2019* at the Catholic University of Milan. A second event event was in Genoa in November 2019, and we are planning 2 events for 2020 in Milan, and Taranto. We have recently launched also the Webinars.
Tondo develops different kind of projects aimed at implementing relevant actions to accelerate the transition to the Circular Economy.

In the projects, Tondo operates as a Project Manager, involving different actors, from research centres to companies. A first project that Tondo is developing concerns the cigarettes butts.
Events Organised
The first Re-think event was organised the 14th of February 2019, at the Catholic University (https://re-think.today/)

More than 30 companies, start-ups and institutions participated, presenting projects related to the Circular Economy (https://bit.ly/2IqjOc4)

Around 1,000 people registered for the event, and about 600 people attended

The second Re-think event was organised in Genova the 14th of November 2019 at Palazzo Doria-Tursi (https://re-think.today/ocean-event.php)

More than 20 companies, start-ups and institutions have participated presenting on projects related to the Circular Economy (https://bit.ly/2xqEDT)

Around 300 registered for the event, and around 150 people attended

Team & Partners
Note: included only some of the associates
Why to become a member
MEMBERSHIP ADVANTAGES

Knowledge
Access to Tondo’s training at low cost and weekly updates on the Circular Economy

Projects
Possibility to be involved in projects, researches and studies, writing articles for the blog, webinars and podcasts

Network
Opportunity to meet the main actors involved in the Circular Economy during Tondo’s meeting and events
CONTACTS

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