

For Immediate Release

Title - The Sustainable Living Lab platform: catalyzing cross-sectoral innovation towards sustainable living solutions in Suisse Romande.

Launch of the Sustainable Living Lab: an Impact Hub Geneva & Impact Hub Lausanne initiative supported by Engagement Migros, a development fund of the Migros Group.

September 27, 2017- Impact Hub Geneva & Impact Hub Lausanne in partnership with Engagement Migros are pleased to announce the launch of the *Sustainable Living Lab* platform which will catalyze cross-sectoral innovation towards sustainable living solutions in Suisse Romande.

The objective is to create a multi-stakeholder platform that facilitates open collaboration between business, government and civil society to support concrete initiatives that solve the most important challenges of our time.

The *Sustainable Living Lab* platform will hold different opportunities and pathways for engagement through specific programmes such as **startup incubation, open labs public sessions** and **social labs**, with the aim of generating solutions for systemic change. Participants will be supported to accomplish their impact-driven initiatives while learning about innovation methodologies and experimenting with new paradigms of collaboration.

The platform will focus on empowering innovation and entrepreneurship for sustainable living towards the achievement of 3 core themes:

- Future of food & responsible consumption
- Health & wellbeing
- Mobility & sustainable communities.

The first **startup incubation programme** will be on the "Sustainable Living Challenge - Food Saving" and will open for applications on 27 September. This programme will identify and support the best solutions tackling food waste specifically in the context of the Lausanne area. Selected teams will win up to 9 months of support - worth up to CHF 50'000 - which include coaching, network access, financial support and workspace at the Impact Hub Geneva & Impact Hub Lausanne.

On 19 October, we will kick off the first a series of **open labs, which will be monthly sessions open to the public**, where we will explore, exchange, and get inspired to develop sustainable living solutions.

Finally a third stream of engagement will start in January 2018, the **social labs**, where a diverse group of 15-30 influential leaders will embark on an 6-month experimental journey leading to systemic change.

The Sustainable Living Lab also marks the opening of Impact Hub Lausanne planned for November 2017.

Contact

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About Impact Hub Geneva & Lausanne:

Impact Hub is the largest entrepreneurship and innovation community in Switzerland with +1'000 members having access to six locations in Switzerland (Zurich, Bern, Geneva and soon Lausanne and Basel) and 90 Impact Hubs worldwide (i.e., +15000 members globally). At its core, Impact Hub is a community of creators building a radically collaborative world that works for all it's people as well as the planet itself.

www.sustainablelivinglab.net

About Engagement Migros

The Engagement Migros development fund supports pioneering projects in the midst of social change, projects that break new ground and test future-oriented solutions. To make sure this support is effective, Engagement Migros is tying funding to coaching and similar services in its Pioneerlab. Engagement Migros is made possible by the companies of the Migros Group thanks to an annual grant of approximately CHF 10 million. It has supplemented the Migros Culture Percentage since 2012. For further information: www.engagement-migros.ch