

Calling Ireland's Circular Economy Innovators

10th Green Alley Award Open for Entries



The European Recycling Platform, Ireland's only pan-European compliance scheme for WEEE and Waste Batteries is calling on Irish circular economy startups to enter this year's Green Alley Award. The Award aims to identify innovative European business ideas that balance economy and ecology in significant ways and provides the perfect platform for Ireland's green entrepreneurs to showcase their sustainable innovation.

In 2014, the first Green Alley Award was started with the vision to invest and innovate for the future. Now, as a decade unfolds, the Green Alley Award is once again in search of circular economy startups in the fields of recycling, waste prevention and digital solutions. Six entries from across Europe will be shortlisted with the winning startup receiving €25,000 at an awards ceremony in Berlin on the 25th April, 2024.

The Green Alley Award is looking for companies that are about to launch their products or services, are already in the growth phase, or want to expand into other European markets. The sole condition is that the business idea must help reduce waste or turn waste into resources.

The impact of the Green Alley Award has been truly significant and has created a community of circular economy innovators including 1,600 applicants from over 30 countries. With over €1.3 million investment made directly with startups, the Awards have actively nurtured entrepreneurs while also connected them with an extensive network of circular economy experts. Notably in recent years, within this diverse pool of applicants, 40% are female founders.



Martin Tobin, CEO of ERP Ireland and Green Alley Award judge commented, *"Facing difficult challenges posed by climate change, environmental pollution, and resource scarcity, the circular economy emerges as an important solution."*

Ireland is a hot bed of innovation and creativity and its time we showcased our circular economy entrepreneurial spirit on the European stage. The Green Alley Award is incredibly competitive but over the years it has connected a community of like-minded green entrepreneurs and investors to drive innovation that benefits everyone. As the Green Alley Award celebrates its 10th year, we would encourage all Irish startups that drive change and push boundaries in the circular economy space to enter the Awards and lead the way towards a more sustainable future."

Entries to the Green Alley Award can be made via <https://green-alley-award.com/> with the submission deadline of 20th November 2023.

About ERP Ireland

The European Recycling Platform (ERP) is the first compliance scheme authorised to operate in different countries since 2002, in response to the first European Union's Waste Electrical and Electronic Equipment (WEEE) Directive.

