

Clima Now Spotlight 2026 – FAQs

Welcome to the Clima Now Spotlight Call for Projects 2026. This section provides answers to frequently asked questions to help you with your submission.

What is Clima Now Spotlight?

With Clima Now Spotlight, we mobilise people to actively contribute to climate solutions and support them in turning their ideas into action.

Once a year, we issue a call for ideas on a specific topic. We give project initiators visibility and mobilise society and their communities for the climate.

Winning projects share a total prize money of CHF 90,000:

1. 1st place: CHF 50,000
2. 2nd place: CHF 25,000
3. 3rd place: CHF 10,000
4. Audience prize: CHF 5,000

Content support for all Wall of Fame projects: Our partners give selected projects that match the theme access to mentoring, networks and the industry, to make them visible and support them on the path to implementation. Further details will be announced during the call.

What do we mean by "feeding Switzerland tomorrow"?

The way we produce, process and consume food is one of the biggest levers for a climate-neutral Switzerland – and at the same time one of the most complex. There is enormous potential for innovation and transformation across the entire value network: from cultivation and processing to distribution and the use of residual materials.

By "resilient food systems" we mean solutions that are ecologically sustainable, climate-compatible and socially just – and that make Switzerland fit for a net-zero future.

We have defined four levers where ideas can make a real difference:

Lever 1: Preserving Resources – Solutions that protect and regenerate soils, water and biodiversity, and show how this can be economically viable.

Lever 2: Processing & Circularity – Ideas that make use of side streams, share infrastructure and build processes for circularity.

Lever 3: Connectivity & Synergy – Approaches that better connect actors, create supply security and enable shared infrastructure.

Lever 4: New Value Creation – Concepts that make climate contributions visible and economically attractive.

The examples on the main page serve as inspiration – we actively encourage new and unconventional approaches.

What do I need to submit?

- Project title (max. 100 characters)
 - Project team (names & roles, max. 200 characters)
 - Project summary: Describe your project in 3–4 sentences (max. 500 characters)
 - What problem does your project address and why do you want to tackle it? (max. 500 characters)
 - What is your project and how is it a solution for resilient food systems in Switzerland? (max. 500 characters)
 - How do you measure the success of your project? (max. 500 characters)
 - Who is behind the project and what makes your team stand out? (max. 500 characters)
 - Required budget in CHF
 - Mission Model Canvas upload (PDF only)
 - Project video (max. 2 min., 16:9) > Extension possible until 31 July. Please coordinate in advance with Clima Now at contact@climanow.ch
 - URL of your project – if available
 - Three project images (up to five possible)
 - Social media profiles – if available
 - Name and contact details of the project lead
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How are projects submitted?

Projects are submitted exclusively via the Clima Now Spotlight website. Applications are reviewed on an ongoing basis. The submission deadline is 30 June 2026, 11:59 PM CEST.

Who can apply?

Eligible applicants include legal entities, individuals with full legal capacity, and individuals with limited legal capacity (with the consent of their legal representatives). Project initiators must be based in Switzerland or their project must have a clear connection to the Swiss food value network. The minimum age is 18 years.

Spotlight is our community competition for social change. We welcome projects from all sections of society, regardless of gender, origin or background.

Formal Criteria

- Compliance: The project must not contain any discriminatory or illegal content.
- Completeness: The application form must be fully completed, the video may be a maximum of 2 minutes long, and the canvas template must be fully filled in.

- Project location: Spotlight funds solutions for Switzerland. Projects based abroad are welcome if they come with a concrete plan for how the idea will be implemented in Switzerland.
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Content Criteria

- Impact: The project must make a positive, significant and robust contribution to resilient food systems in Switzerland.
 - Feasibility: The project must be implementable within the following year.
 - Scalability: We support projects that can be implemented or replicated in different regions of Switzerland or have growth potential.
 - Organisational form: Whether a new idea, association, startup or company – all organisational forms are welcome.
 - The prize money is earmarked and must be used directly for the implementation of the submitted project.
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The following projects will not be supported:

- Projects with discriminatory or illegal content
 - Projects that engage in greenwashing
 - Awareness campaigns without tangible impact
 - Solutions without a clear connection to the Swiss food value network
 - Projects based abroad without an intention to implement in Switzerland
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How does the selection process work?

1. Timeline

4 May 2026: Spotlight goes live / Call for projects opens. Applications are reviewed on an ongoing basis. Submission deadline is 30 June 2026, 11:59 PM CEST.

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- July 2026: Internal screening by Clima Now
- 31 July – 21 August 2026: Jury evaluation for Wall of Fame
- 25 August 2026: Jury meeting & Wall of Fame decision
- 27 August 2026: Communication of jury decision to project teams
- 7–21 September 2026: Public Voting
- 1 October 2026: Announcement of the 7 finalists
- October 2026: Practice pitch presentations (online)
- 29 October 2026: Spotlight Pitch Night at Kraftwerk Zürich
- After the event: Signing of funding agreement with Clima Now and handover of projects to partners for content support

2. Formal review by Clima Now

After the submission deadline, Clima Now checks whether submissions meet the formal criteria (see above).

3. Content evaluation by the jury

All submissions that meet the formal criteria are evaluated by the jury based on the following criteria:

- Impact: How effective is the project for resilient food systems?
- Relevance & feasibility: Is the project necessary and realisable in Switzerland?
- Scalability: How well can the impact grow or be multiplied?
- Sustainability: How likely is it that the project will continue after the funding period?
- Added value of the prize money: What does the prize money concretely bring to the project?
- NOW factor: Does the solution produce its first impact within one year?
- Community: To what extent is a community actively involved?
- Thematic fit: How well does the project match this year's Spotlight theme?

The 14+ projects with the highest scores make it onto the "Wall of Fame" on the Clima Now website. During the two-week public voting period, the public decides which seven projects get to present at the Pitch Night. All Wall of Fame projects may be supported by Spotlight partners where there is a thematic fit (selection and contact is at the discretion of the partners).

Disqualification

We rely on fair competition during public voting. Votes must come from real people. Should we detect any irregularities, we reserve the right to disqualify the project in question and exclude it from further competition.

What can I win?

Winning projects share a total prize money of CHF 90,000:

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All projects on the Wall of Fame become part of the Spotlight Alumni Community and benefit from increased visibility through Clima Now's communication channels. All Wall of Fame projects also benefit from exposure to partner organisations, who may support them with mentoring, networking, probing, communications, etc. where there is a thematic fit.

Key Dates

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7–21 September 2026	Public Voting

1 October 2026	Announcement of finalists
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