

Project title:

Cirkel Supply Co.

Created by:

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Partners & Support 🤝

Tourism Network: hotels, ski rental stores, chalet companies, resorts and tourism boards, travel and rental agencies are motivated to work with us to improve their guest experience, and reduce over-consumption.

Outdoor Brands: we partner with suppliers who make quality clothing responsibly, and share our love for nature.

Operational Partners: Cirkel's partners for delivery, repair, and laundry.

Circular Economy Experts: Organisations and people that we learn from and share knowledge with. Such as: Dr Daniel Böckin (LCA expert), Circular Economy Transition Incubator, Sustainable Mountain Alliance.

Activities 🏹

Find more customers by growing our tourism partner network.

Convert more customers by developing our website.

Automate operations to handle more customers with the [high quality we've achieved to date](#).

Resources 🛠️

Circularity & Outdoor Products, Rental, repair + resale expertise (and how they work together); knowledge of garment design, materials, functionality, ESG performance, and durability.

Tourism, Building our network & behavioral knowledge of tourists to adapt and market our service.

Financing, See section below, to make real progress, we need support in our early stages.

Project 📦

We make skiwear rental of high quality an ultimate convenience: customers order online, and we deliver their clothing directly to the customer's accommodation (and pick it up afterwards).

Our service offers a wide range of choice for all ages from 7+ top quality brands like Patagonia and Namuk.

36M skiers in Europe already rent their skis & boots, indicating they don't ski often enough to justify purchasing their ski gear. It's these 'light usage' skiers who we target for skiwear rental.

We rent products for as long as they remain premium, before reselling them second hand to Swiss customers.

Relationship, Community ❤️

We actively gather feedback from Cirkel's stakeholders to improve our service and ESG performance.

We have responded to Swiss user demand with options more suited to medium & heavy usage skiers: seasonal rental & resale of ex-rental clothing.

Channels 📱

Tourism partners, Who promote us in pre-arrival emails, on their website, apps and social media.

Digital Marketing, Targeting customers looking for their accommodation, services and activities for their Swiss trip.

Target Groups 👤

Rental end-users: rental works best for light-usage skiers (skiing less than two weeks per year). This fits perfectly with ski tourists, especially:

People wanting to travel light, without heavy bags of ski gear:

- long haul travelers
- those traveling by train

People looking to save money:

- families w growing kids
- those already renting their skis and boots
- beginners

People wishing to access the latest clothing from top quality brands, without having to store it, care for it, and own it.

Budget 💰

To make a significant dent in the overproduction of outdoor clothing, we are building Cirkel for scale. This means that we have costs of financing a wide assortment of premium clothes, the costs of keeping garments in play with careful laundry and repair practices, other operating costs such as tech development (to ensure an easeful online experience), and operations infrastructure.

With a bit of financial support and investment in our early years, we can then thrive with a financially sustainable business that helps tourists buy less, use more, and go explore.

Impact 🌱

1. Impact: We reduce the overconsumption of skiwear. Using a business model lifecycle assessment, we estimate our service emits less CO₂ than linear sales. The BM-LCA identified our most impactful lifecycle stage as delivery - informing our decision to switch to a delivery provider who uses train transport between hubs, and EV in an increasing percentage of their last mile delivery.

2. Scaling/Expansion/Unfolding: Today we have not served enough low-income families with our service. One of Cirkel's core values is to lower cost barriers to nature, but our service has been most popular at high-end accommodation. We will address this with strategic partnerships in order to honor our social KPI's - advice welcome!