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School of
Management and Law

Sustainable innovation isn't a trade-off.

These 5 companies prove
it's a competitive advantage.

Real breakthroughs. Measurable impact.

Swipe to see how they did it. >



Fairafric Ghana

They moved the entire chocolate production to Ghana and built the world's first solar-powered organic chocolate factory.

The innovation:

Manufacture where the raw material grows.

\$0.74 per bar retained in Ghana vs. \$0.13 with conventional chocolate

215+ jobs created in Suhum

More CO2 bound than the entire value chain emits

A social innovation that became an ecological and economic one.



Brauerei Locher Switzerland

They turned a brewing by-product into Europe's largest food upcycling operation.

The innovation:

Partnered with a startup to convert spent grain into high-protein food ingredients.

25,000 tonnes of grain processed yearly into protein powder

5,500 tonnes of CO2 saved annually

A new consumer brand born from waste: Brewbee

Circular thinking transforms a cost into a business model.



Energy Vault Switzerland

They solved the biggest bottleneck of the energy transition: storage — using gravity and recycled wind turbine blades.

The innovation:

Store renewable energy as potential energy in composite blocks; release on demand.

Over 80% efficiency — no capacity loss over time

First plant: 100 MWh in China, live since 2023

Blocks made from recycled wind turbine blades

Waste materials become the infrastructure of the clean energy grid.



Mycrobez Basel

They automated the production of a biodegradable alternative to polystyrene — making it cost-competitive for the first time.

The innovation:

Grow foam from fungal roots and organic waste at industrial scale.

100% biodegradable — returns to soil as fertiliser

Used in packaging, construction insulation and luxury watch packaging

First fully automated process — now price-competitive with conventional materials

The right material innovation makes the unsustainable option obsolete.



Sellpy Sweden

They made reselling clothes as easy as buying new ones — and scaled it across 24 countries.

The innovation:

Removed every friction point from second-hand fashion with a full-service resale platform.

20 million items resold since 2014

~150,000 tonnes of CO2 avoided

Active in 24 European markets — revenue over EUR 95M

Sustainable innovation wins when it makes the right choice the easy choice.





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Sustainable innovation transforms supply chains, materials, energy systems and business models.

These 5 companies show what is possible.

Want to learn to develop innovations
that make a real change yourself?



Scan to learn more

