



**KATALISTA
VENTURES**
By Greta Monstavičė

Sustainability transformations in Lithuania



University of Ljubljana

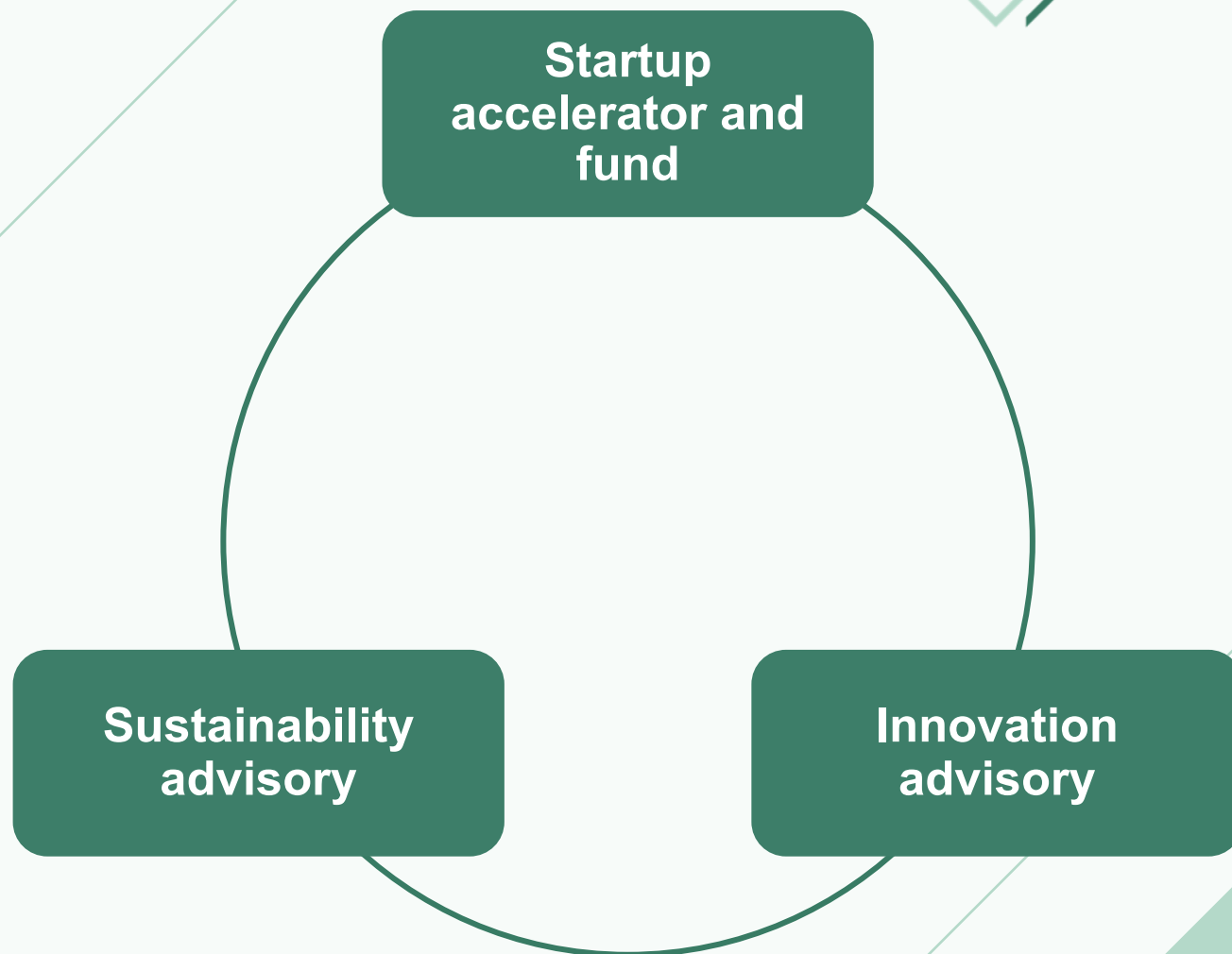
Stockholm Resilience Centre
Sustainability Science for Biosphere Stewardship



Stockholm University



The first hybrid
**startup
accelerator and
private equity fund**
focused on **Triple
Top Line** startups
in the Baltics.

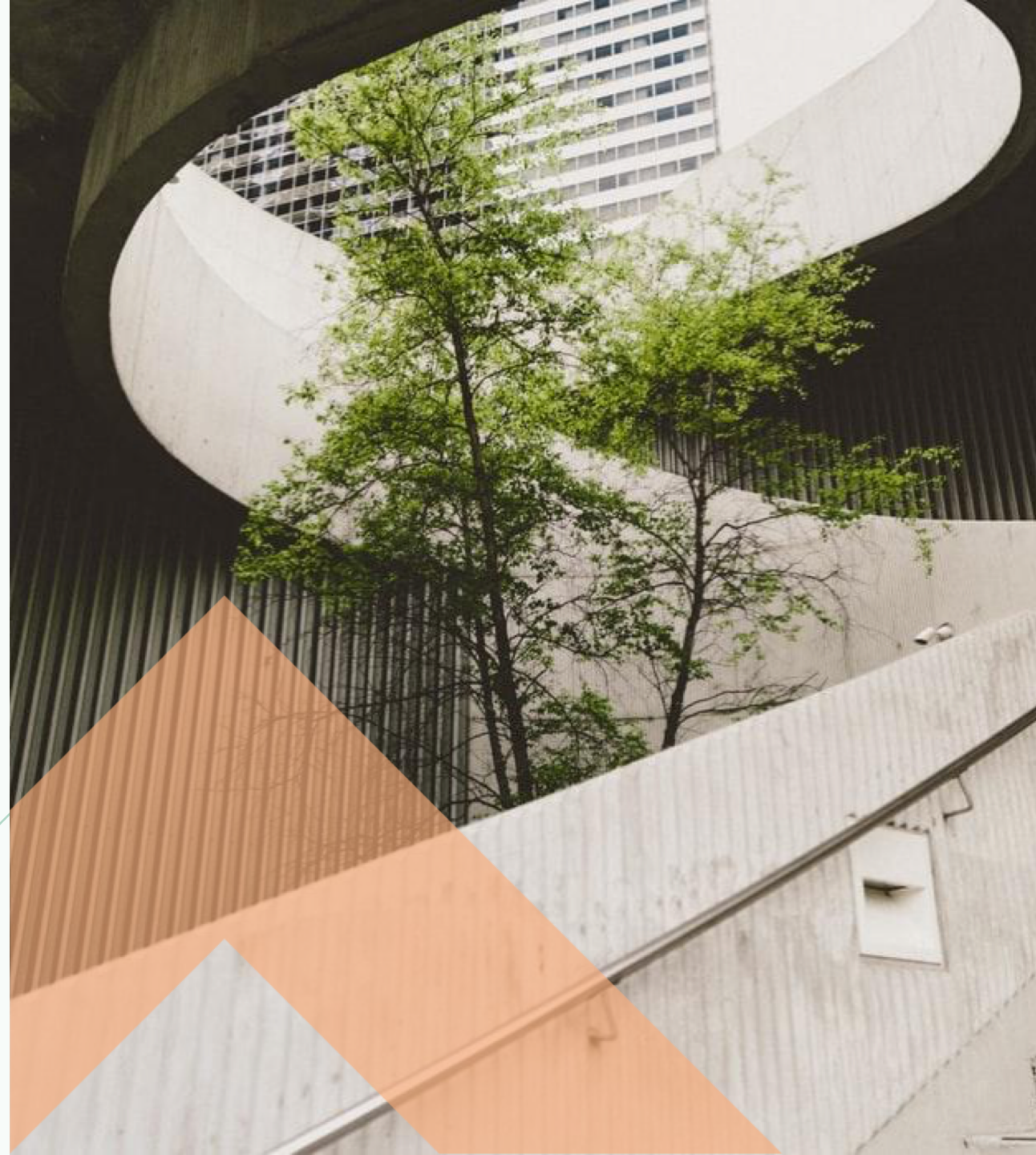


GOALS FOR THE PRESENTATION

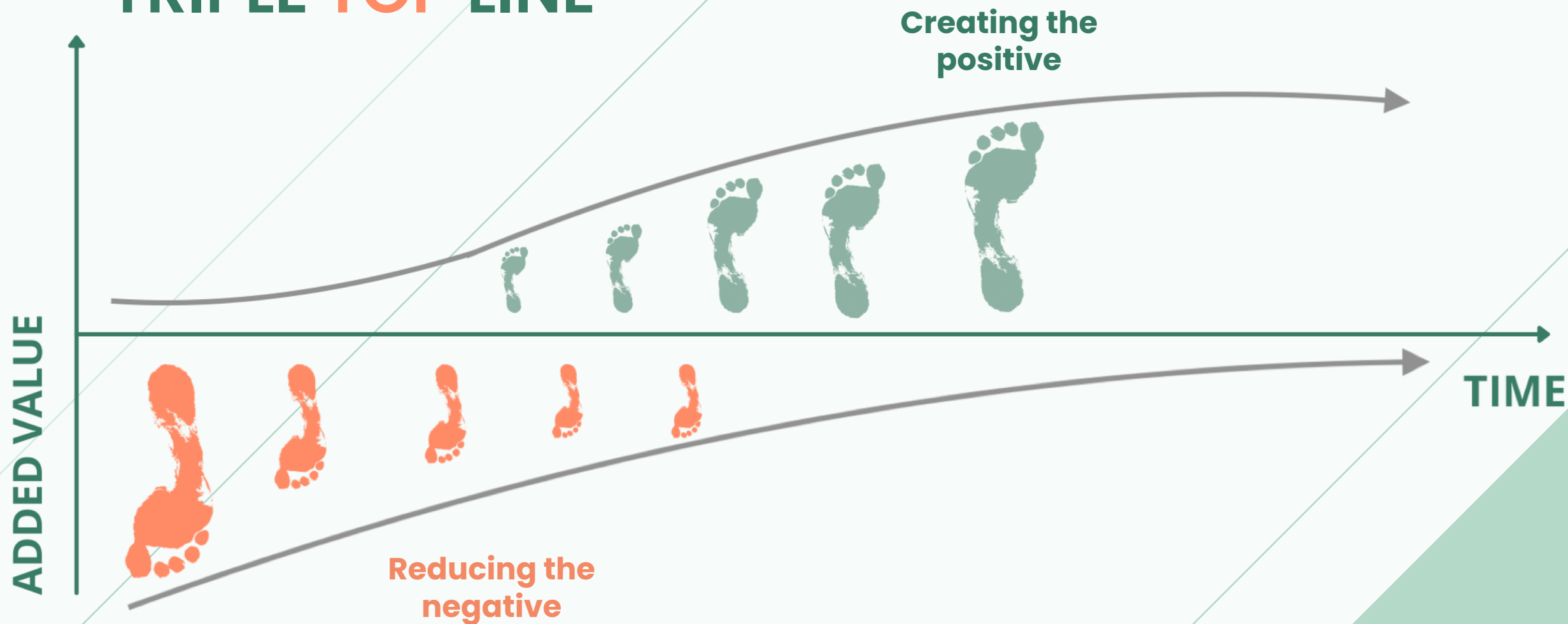
Share about
**Lithuania's
sustainability
journey**

Go through
some of the
good practices

Show examples of
**how KV works to
advance
sustainability**



OUR PHILOSOPHY – TRIPLE TOP LINE



LITHUANIA & TRIPLE TOP LINE



2017–2018

- **Sustainability mindset is not present**
- **EU regulation is a driving force** for compliance
- **Very few players** in sustainability
- **CSR**, not sustainability

LITHUANIA & TRIPLE TOP LINE



Sustainable Startup Map 2018

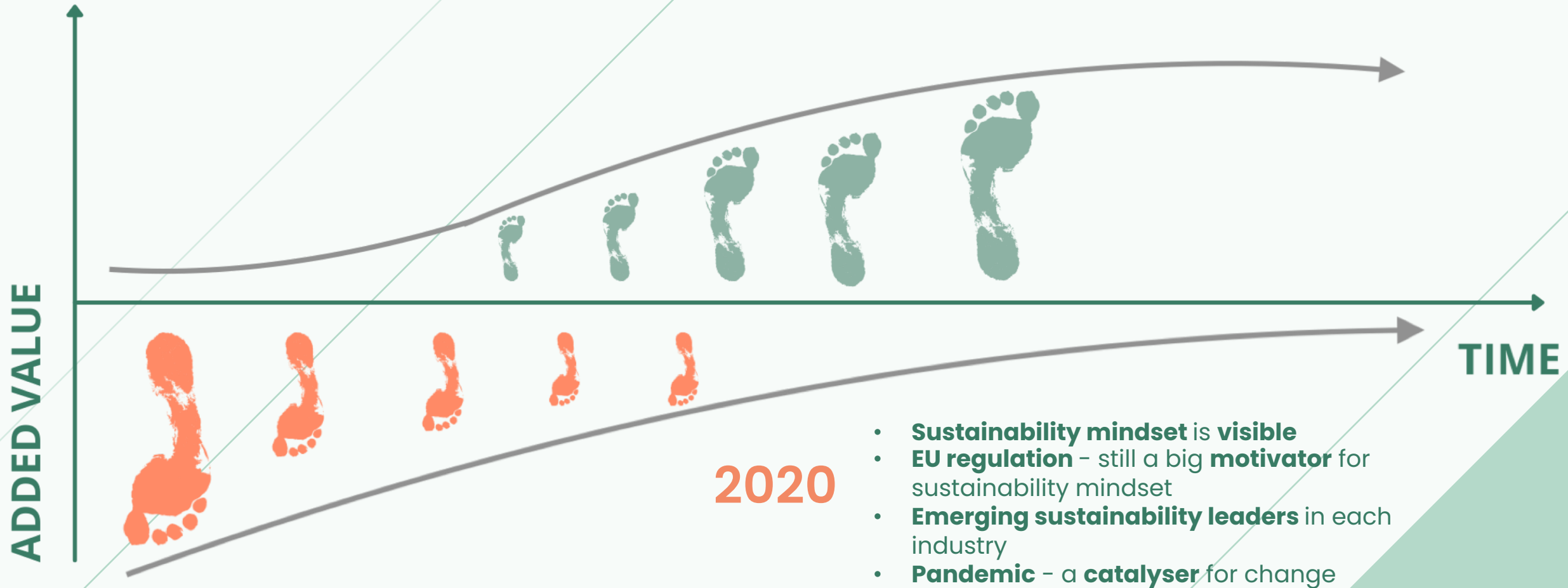


32 (~6%) who are **addressing the SDGs** one way or the other

TOP 3 SDGs addressed are Industry, Innovations & Infrastructure (**SDG 9**), Sustainable cities and communities (**SDG 11**), Climate action (**SDG 13**)

None of the companies references SDGs in their communication

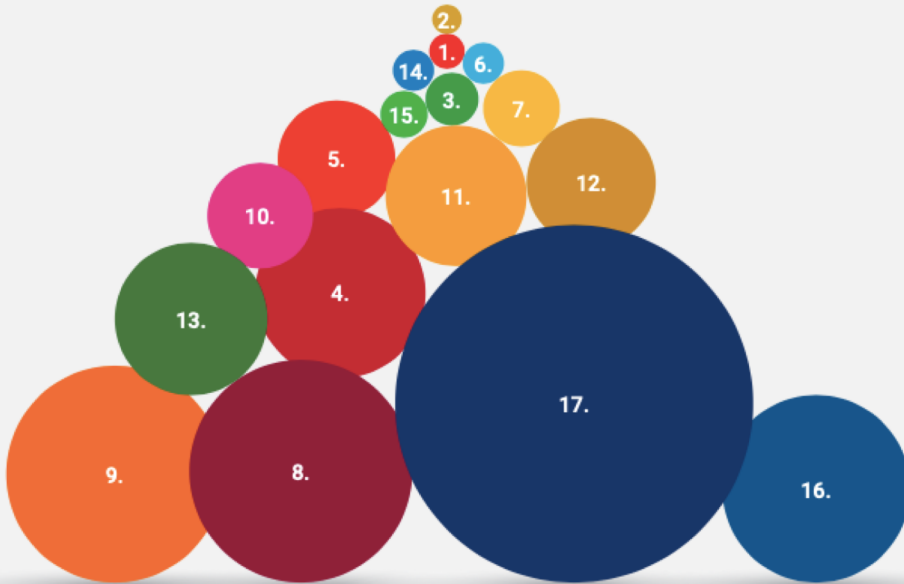
LITHUANIA & TRIPLE TOP LINE



LITHUANIA & TRIPLE TOP LINE



Sustainability Ecosystem Map 2020



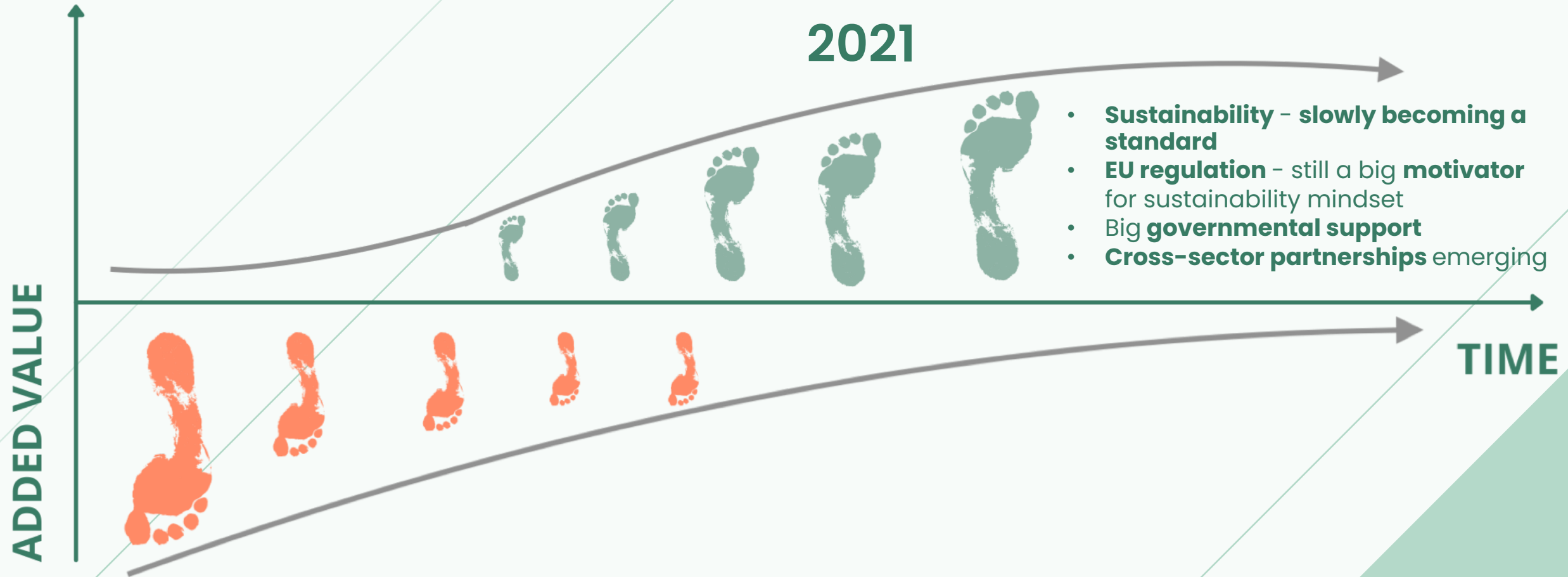
68 organisations in 8 sectors were analysed through SDGs and other criteria

Organisations interpret sustainability in their own terms, individually

Instead of PPP approach – one or two are often prioritized

CSR and sustainability are slowly being separated

LITHUANIA & TRIPLE TOP LINE



LITHUANIA & TRIPLE TOP LINE NATIONAL GREEN DEAL GOALS




Climate-neutral
technologies
development



Effective **waste
management**



**Renewable
energy**
development



**Circular
business
models**




Sustainable
packaging



Supply chains for
sustainable food



Buildings'
renovation



Accessible cities and
environmentally-friendly
transport

LITHUANIA & TRIPLE TOP LINE NATIONAL GREEN DEAL GOALS



▼ **Climate-neutral**
technologies
development

▼ Effective **waste**
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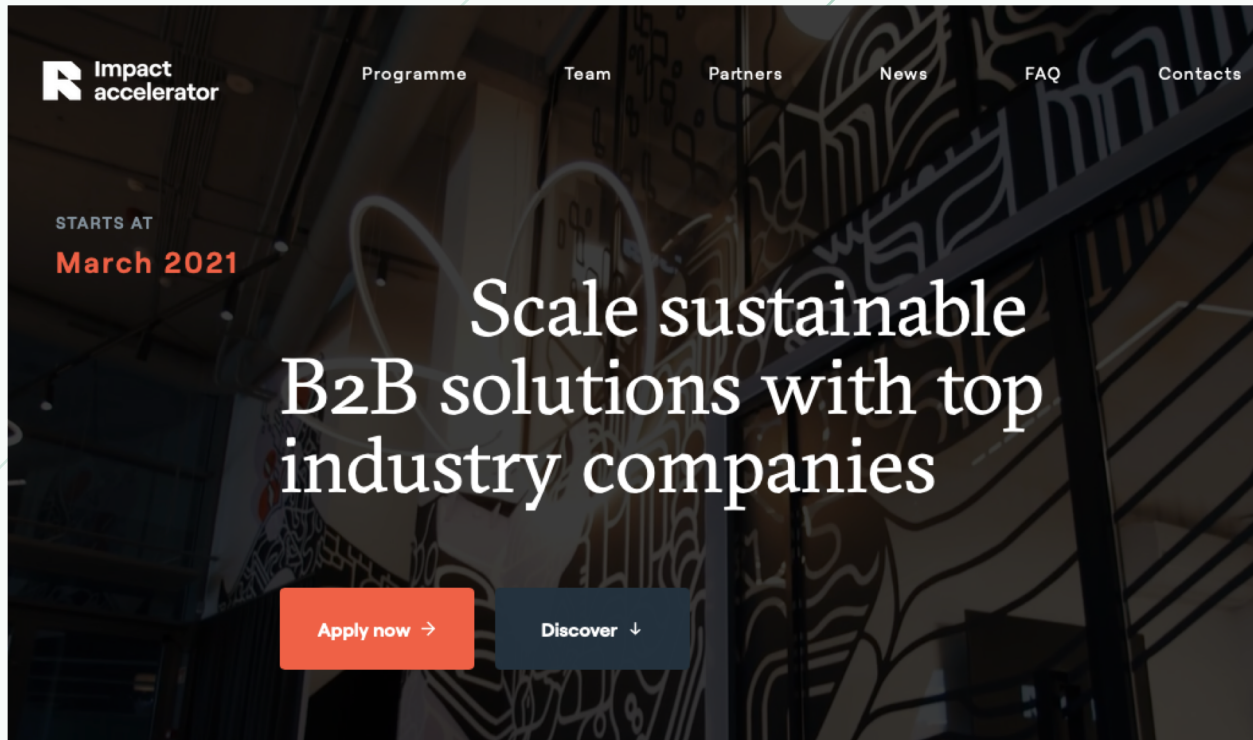
▼ Buildings'
renovation

▼ **Accessible** cities and
environmentally-friendly
transport

LITHUANIA & TRIPLE TOP LINE



Rockit Impact Accelerator



The **first B2B Sustainability accelerator** in Lithuania

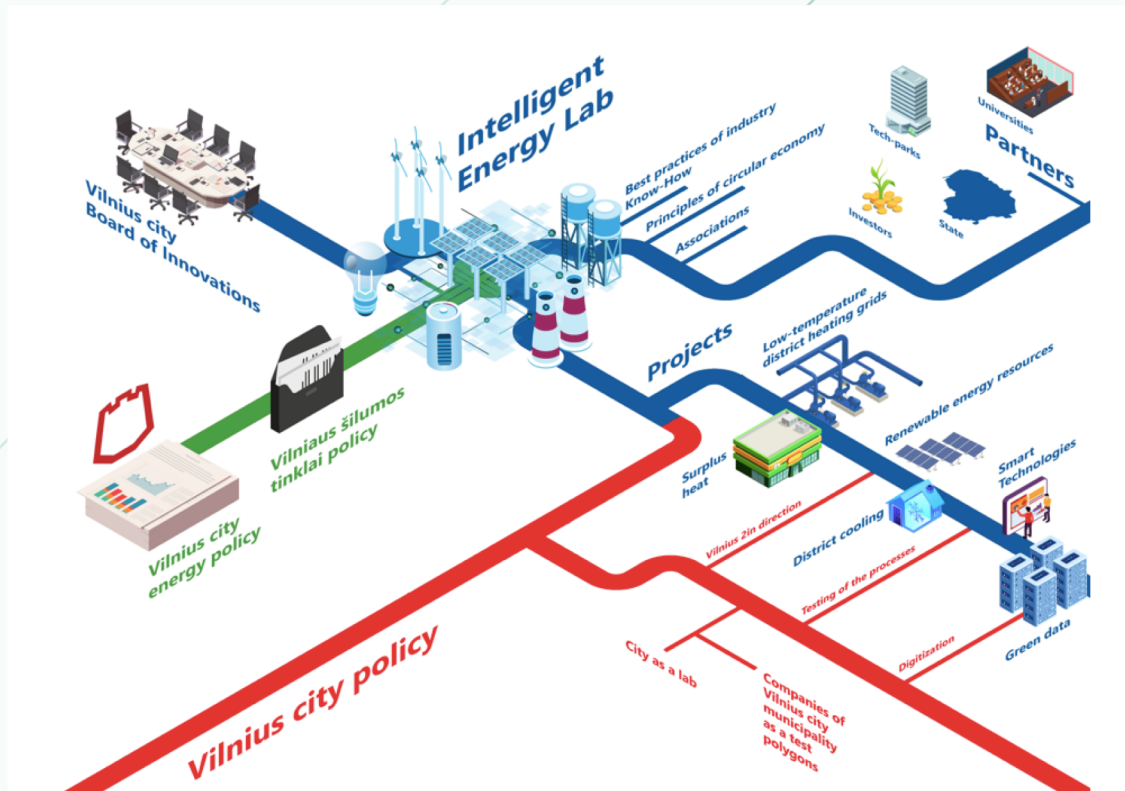
Startups will **create sustainable B2B products**

Startups will **pilot with leading businesses** in Lithuania and the Baltics

LITHUANIA & TRIPLE TOP LINE



Intelligent Energy Lab at Vilnius



Open platform to **unite companies, universities, investors, startups**

The aim is to **support sustainable and efficient energy projects** in Vilnius and Lithuania

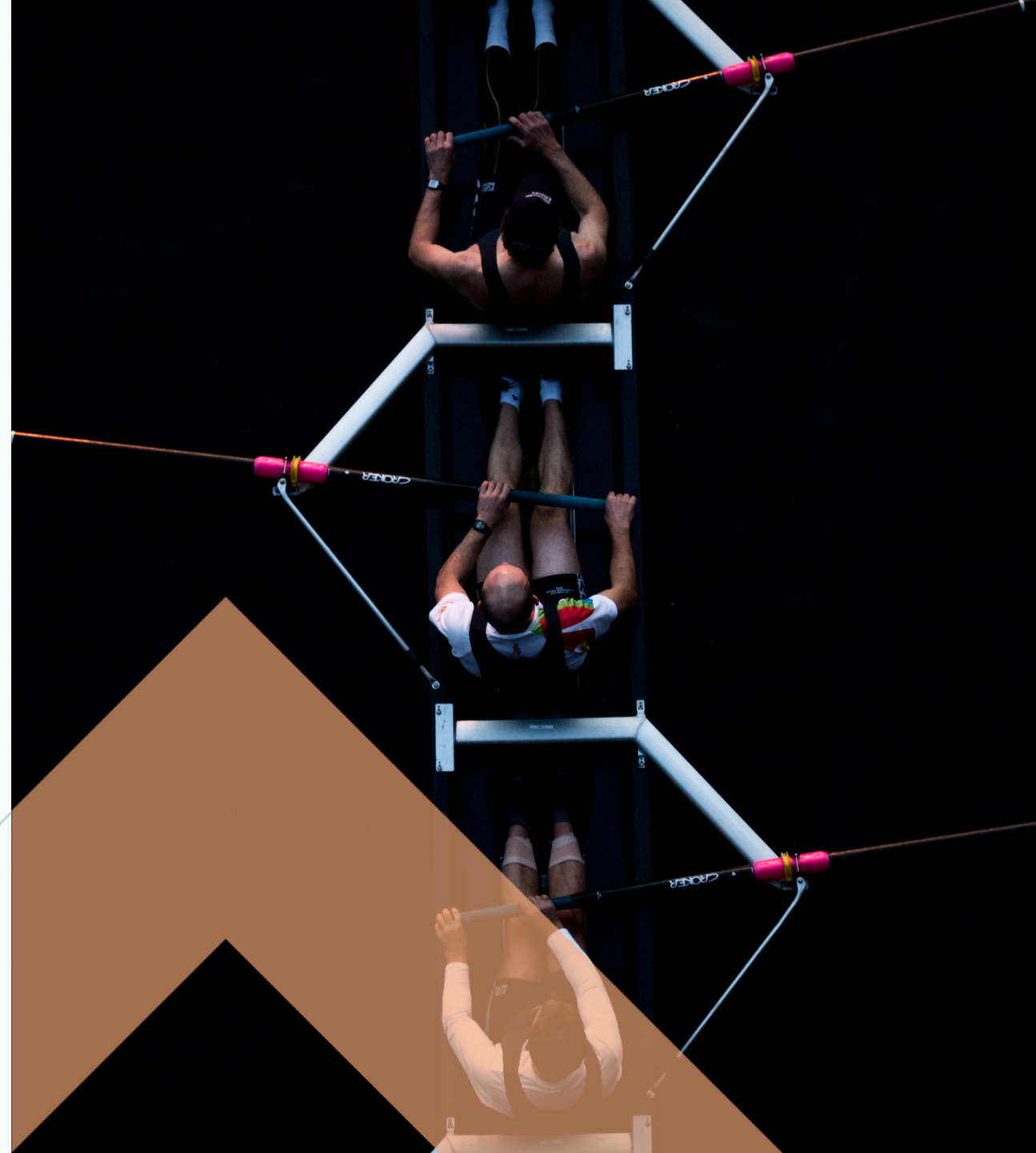
DRIVERS OF SUSTAINABILITY MINDSET

11TH globally for
doing business

Startup Visa for
non-EU startups
since 2017

#3 in Europe for
fintech –
success case

Regulation and
funding towards
sustainability



KEY TAKEAWAYS

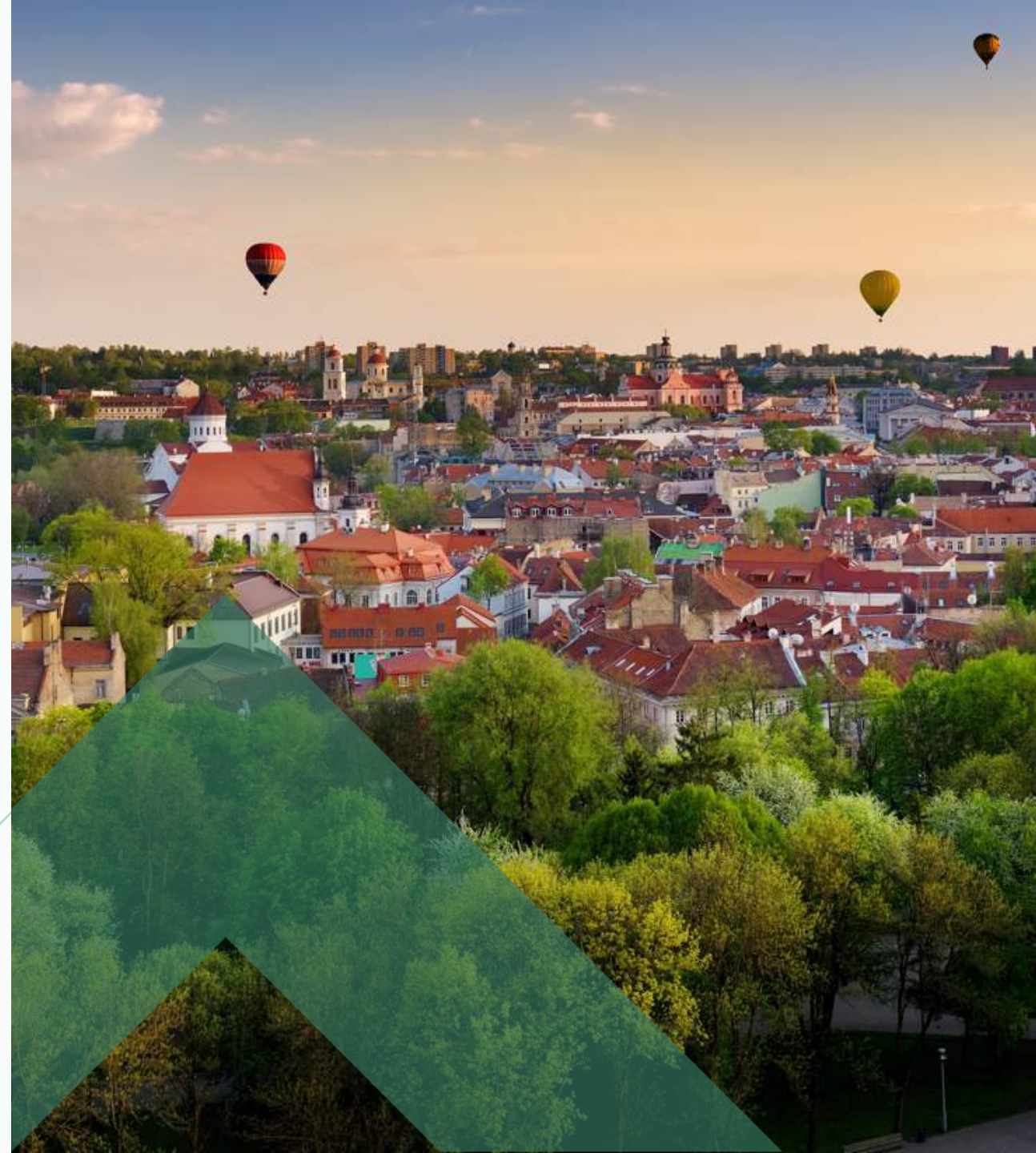
Sustainability is **slowly becoming a standard**, moving in the **TTL direction**

Sustainability has been **facilitated by non-sustainability** related success stories

Regulation still plays a big role for the **sustainability laggards**

Cross-sector partnerships are strengthening the sustainability ecosystem

Sustainability – highly related to **innovation mindset**, opportunity for USP





KATALISTA
VENTURES

Catalysing the change you want to make

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