

Transcript

Title: Cameron McKenzie (Alumni Impact Awards 2023)

Creator: Swinburne University of Technology

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Cameron McKenzie (Alumni Impact Awards 2023). Innovative Planet Impact Award Finalist.

NARRATOR: Cameron McKenzie is the Chief executive officer of ASPIRE, which stands for Advisory System for Process Innovation and Resource Exchange. This online marketplace matches businesses with re-manufacturers, purchasers and recyclers of waste materials. Dubbed a Social Business Network, ASPIRE is an online matchmaking tool that uses digital technology developed by CSIRO to give businesses a cheaper and more sustainable option than landfill for their waste.

Cameron joined ASPIRE in 2019 to expand the program by transitioning it to a commercial entity. Drawing on his prior start up experience. Through ASPIRE more than 2,800 businesses across Australia have collectively saved more than 3.5 million dollars. Diverting more than 200,000 tonnes of waste from landfill and reducing over 230,000 CO2 emissions by trading through the platform. ASPIRE won the Australian Technologies competition in 2019, and in 2022, ASPIRE was nominated as a finalist in the Premier's Sustainability Awards, Victoria for Circular Economy Innovation.

As a graduate of the Master of Construction, Master of Business Administration Executive and Master of Entrepreneurship and Innovation, Cameron is passionate about promoting sustainable practices and facilitating the transition to a circular economy.

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