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Singapore unveils new sustainability innovation hub to ease product testing for start-ups, accelerate market entry

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Singapore-based sustainability hub Vidacity has launched a new innovation platform at JTCâ??s LaunchPad at one-north on April 15, aimed at accelerating the development of green technologies by providing start-ups with a space to test and refine their products before scaling to market.

The 32,000 sq ft hub, is designed to support start-ups in agri-food, built environment, and energy solutions sectors. With facilities for workshops, laboratories, and demonstrations, Vidacity plans to back up to 200 companies and facilitate 80 pilot deployments over five years.

Among the first to benefit are N&E Innovations, which creates biodegradable antimicrobial coatings from food waste, and Entropy Lab, which develops passive cooling paint for buildings. This initiative underscores Vidacityâ??s mission to bridge the gap between innovation and real-world application in the green economy.

The new hub is Vidacityâ??s second site in Singapore, complementing its first location at the former Loyang Primary School in Pasir Ris. While the Pasir Ris hub has successfully nurtured an ecosystem of entrepreneurs in sustainable technologies like agriculture, water treatment, and material science, its location limited access to Singaporeâ??s broader start-up community.

LaunchPadâ??s central position within the start-up ecosystem addresses this challenge, enabling Vidacity and its partner start-ups to collaborate more closely with founders and participate in JTC-organized programs. This strategic move aligns with LaunchPadâ??s vision of fostering ecosystem growth over the next decade. By situating itself within this vibrant community,

Vidacity can better support start-ups in their journey from concept to commercialization.

Vidacityâ??s ecosystem-building efforts extend beyond physical space. The hub offers free, public-access events and personalized consultation services to start-ups and enterprises, alongside fee-based hands-on deployment advisory. Its revenue model includes two key businesses: VidaCircle, which supports local and overseas enterprises in their expansion efforts through a retainer fee model, and VidaCapital Academy, which provides training in impact investing and sustainable finance for students and fresh graduates in Southeast Asia. These initiatives reflect Vidacityâ??s commitment to not only supporting green innovation but also equipping the next generation of professionals with the skills needed to drive sustainability forward. Chief executive Zac Toh emphasized the importance of expanding Vidacityâ??s scope after witnessing the success of City Sprouts, an urban farm business that inspired a community of environmentally focused enterprises.

At the hubâ??s launch, Senior Minister of State for Trade and Industry Low Yen Ling highlighted the green economyâ??s growing role as a driver of regional and national growth. She noted that Singapore must innovate and scale solutions quickly to remain competitive amid challenges such as evolving technologies, market demands, and supply chain shifts. The ongoing Middle East conflict, she added, presents an â??opportunity in crisisâ? for Singaporean companies to maintain their edge by developing resilient and innovative solutions. Ms. Low underscored the importance of hubs like Vidacity in uniting innovators, enterprises, and partners to transform ideas into practical solutions. She announced several memorandums of understanding between Vidacity and key stakeholders to strengthen the connection between innovation and real-world implementation, enabling faster transitions from lab to market.

As part of its collaborative approach, Vidacity will work with JTC to pilot proof-of-concept opportunities at LaunchPad and the Punggol Digital District, allowing start-ups to test solutions in both local and international markets. It has also partnered with the Action Community for Entrepreneurship (ACE.SG) to enhance founder referrals and co-develop programs that strengthen the start-up community. These partnerships aim to create a robust pipeline of future unicornsâ??companiesthat not only achieve financial success but also contribute meaningfully to environmental and social good. By fostering collaboration and innovation, Vidacity is poised to play a pivotal role in shaping Singaporeâ??s green economy and supporting its ambition to be a leader in sustainable innovation across ASEAN and beyond.