

Please Sign In!





Agenda

- What is an Innovation Challenge
- Circular Plastics
- PeaceRise
- Workshop Em
- Upcoming Programs



WTF IS AN INNOVATION CHALLENGE





Innovation Challenge

In the broad sense, an innovation challenge is.....

“Innovation Challenges are published innovation needs that help companies find relevant ideas, technologies, and innovative approaches to solving specific problems in a kind of competition outside their own organization. “





Sustainable Innovation

A sustainable innovation challenge marries competition and group thinking with the idea of sustainable innovation...

“Sustainable innovation is a conceptual framework that requires companies to make intentional changes to their philosophy, values, products, processes, and practices with the goal of delivering environmental, social, and economic value through innovation”



2024
CIRCULAR
PLASTICS
CHALLENGE



INTRODUCTION

Net Impact is thrilled to launch the **2024 Circular Plastics Challenge** to generate industry-shifting ideas to keep plastics in the economy and out of the environment.

The 2024 Circular Plastics Challenge invites participants to submit solutions that will rethink the plastics value chain to increase the supply of post-consumer recycled material or “PCR”. All participants who download the challenge brief will be invited to attend an exclusive industry connections event, a virtual networking opportunity to meet professionals in the plastics industry and learn about the latest developments and challenges of circularity in plastics.

After all submissions are received, up to five finalist teams will be chosen to present their concepts to an expert panel of judges in a virtual final showcase broadcast at NPE, the largest plastics trade show in the United States. During the virtual showcase, the judges will select the winning idea for the \$10,000 grand prize, with \$2,500 and \$1,000 awarded to second and third place, respectively.



CHALLENGE CONTEXT & PROMPT

As global plastic pollution increases, regulatory pressure, and consumer demand are mounting for a more circular economy for plastics. Plastic packaging brand owners and manufacturers are confronted with the multi-faceted challenge of managing consumer preferences for convenience, cost competitiveness, packaging performance, and recyclability. In 2018, in partnership with the Ellen MacArthur Foundation and the UN Environment Programme, the New Plastics Economy Global Commitment united businesses, governments, and other organizations from around the world to develop a common vision and strategy for a circular economy for plastic.

With over 500 signatories representing nearly 20% of all plastic packaging produced globally, one of the most popular pledges is around minimum recycled content commitments or "rPET" for recycled polyethylene

terephthalate. For example, the United Kingdom Plastic Pact aims to reach 30% of recycled content in all plastic packaging for its members by 2025. Polyethylene terephthalate, also known as PET, is one of the most widely used types of plastic in consumer goods for its versatility, performance, and ability to be 100% recyclable.

However, the demand for rPET is not keeping pace with supply due to low levels of recycling rates, particularly in the United States. According to a 2023 McKinsey and Company report, from 2012-2022, rPET supply grew at only about 1 percent per annum, while consumption has increased approximately 4 percent per year over the same period¹. If brands meet their stated recycled-content commitments for 2030, demand for rPET will rise by some 15 percent per year between 2022 and 2030, while supply is expected to grow at only 1 percent per year, resulting in demand being three times the level of available supply by 2030².

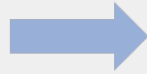


Net Impact's Circular Plastics Challenge calls upon innovators, system-thinkers, and sustainability practitioners from all backgrounds to consider:

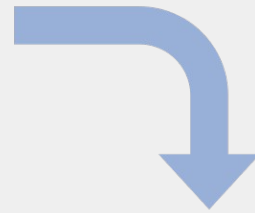
How might we increase the supply of rPET to create a more circular economy for plastics?



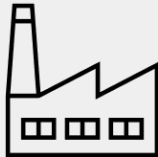
Crude Oil



PET Products



Manufacture



RPET Products

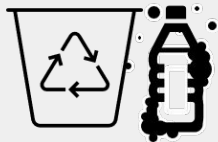


Consuming

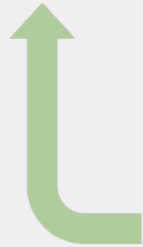


INFINITE LIFE RECYCLE

Sort and Clean



Waste



TIMELINE

Dec 12, 2023

- Program Launch —
- Application is live

Week of Mar 18, 2024

- Virtual Industry Connections
- Event (Date TBC)

Apr 8, 2024

- Finalist teams
- paired with mentors

Mar 8, 2024

- Early submission deadline to
- receive personalized feedback
- on submission from Net
- Impact staff

Mar 29, 2024

- Final Submission deadline

Week of May 6, 2024

- Virtual Final Showcase,
- broadcasted at [NPE](#)
- (Date TBC)



SUBMISSION DETAILS AND ELIGIBILITY

SUBMISSION ELIGIBILITY

- Undergraduate students, graduate students, and professionals from around the world are welcome to apply.
- Submissions must come from teams of two to four members, ideally with a variety of academic backgrounds or perspectives. If your team has more than four people, up to four can be chosen to participate in the final showcase event. Please reach out for special circumstances.
- If selected, finalist teams will be expected to commit to participating in the virtual final showcase in early May 2024. The final showcase will last approximately two hours and require approximately six to eight hours of preparation.
- Early-stage businesses or startups that have raised more than \$100,000 in capital are **ineligible to apply**.

[SUBMIT HERE](#)

Each team must submit their proposal using the [2024 Circular Plastics Challenge Application Form](#)

Early Submission Deadline

Teams who submit by the early submission deadline on March 8, 2024, will receive personalized feedback from Net Impact.

Teams will have the option to revise and resubmit their idea before the final submission deadline. When selecting finalist teams, only the most recent submission will be reviewed.

Final Deadline

Submissions must be received **prior to 11:59 pm Pacific Time on March 29, 2024.**

SOLUTIONS THAT ARE IN SCOPE:

- **Business model innovation** — reuse, refill, deposit schemes, Extended Producer Responsibility (EPR) concepts
- **Collection systems** — industry methods that can increase collection rates without increasing the burden on consumers
- **Package design innovation** — packaging that is designed to be recycled
- **Product redesign/Innovative elimination** — Lush Cosmetics creating shampoo in solid form, eliminating the need for bottling
- **Material standardization** — plastics production that has a significantly smaller set of material/additive combinations
- **Cleaning and sorting technologies** — manufacturing or technology that eliminates barriers to recyclability

SOLUTIONS THAT ARE OUT OF SCOPE:

If your solution is primarily focused on one of these topics, it will not be eligible for the finals:

- **Waste to fuel schemes/chemical recycling**
- **Solutions that replace plastic using aluminum, glass, or paper**
- **Plastics crediting systems**
- **Biodegradable and bio-based plastics**
- **Consumer education and training initiatives³**
- **Policy or public sector solutions**

³ This program recognizes that consumer education plays a large role in systems change, and that many new solutions will require consumer education as part of its successful deployment. However, solutions should not be solely consumer education initiatives.

PRIZES AND BENEFITS

INDUSTRY CONNECTIONS EVENT

Everyone who downloads the case brief will be invited to attend a virtual industry connections event to network with sponsoring partners and learn how industry leaders incorporate circularity into their companies.

Five finalist teams will be paired with a subject matter expert mentor ahead of the virtual final showcase at [NPE](#). In addition to participating in the final showcase, finalist teams will also compete for the following grand prizes:

FIRST PLACE:

\$10,000

SECOND PLACE:

\$2,500

THIRD PLACE:

\$1,000





Fostering Global Peace through Technology and Collaboration

Organized By:  Alloy
INNOVATION LAB



The Vision: Nurture & Create



Inclusive & Diverse

Participants

Ideation

Solution development



Sustainable Impact

Future Thinking

Long-term impact

Global functionality



Global Collab.

International Perspectives

Cross-discipline insights

Ranging Experiences



Knowledge Exchange

Information & Tool Sharing

Enrich innovative education

Cultural info. Exchange

Promote Peace Tech Comprehension



The Challenge: Format



Virtual / Live Event

- 72-Hour Dev Sprint : Bring ideas to life!
- Presentations, Judging, Prizes



Submissions

- Detailed dev. paper submissions
- **6 Categories:** Problem/Solution, UI/UX, Design, Analytics, Development Approach, Go-to-market



Braintrusts

- Virtual learning events with SME's
- Team / Networking opportunities



Challenge: Timeline

Jan.
15th

- ◇ Press Kits
- ◇ Landing Page

Apr.
14th

- ◇ Submission
Deadline

May
10th-11th

- ◇ Presentations
- ◇ Awards

Feb.
5th

- ◇ Announcement
Focus Areas

Mid Feb
Mar, Apr

- ◇ Braintrusts

Mar.
4th

- ◇ Applications Open

May
3rd-6th

- ◇ Live Challenge
Begins



PeaceRise: Outcomes & Awards

\$X Prize Pool



Real-World Applications

Practical impact creations
Winning idea implementation



Community Engagement

Participant collaboration growth
Inclusive peace centric community



Open Source Contributions

Public available solutions



Global Network

Connecting peace advocates
Idea exchange & sharing



Academic & Res. Insights

Valuable research findings
Support peacetech growth



Innovative Solutions

Discover & Dev. peace tech
Address peace-related issues

WHAT NOW?!

CIRCULAR PLASTICS CHALLENGE

1. Breakout into small groups of 4 people
2. Identify a desired solution scope
3. Brainstorm 3-5 solutions within the selected scope
4. Present on top 3 ideas

PEACE RISE

1. Breakout into small groups of 4-6 people
2. Discuss what peacebuilding means to you
3. Ideate on what subjects of world peace you connect with us
4. Identify 3 global peace topics
5. Come up with 3 potential technology solutions for each of the 3 selected topics
6. Present on top 3 solutions

