



LAUNCH NORDIC

INNOVATION CHALLENGE 2014

LAUNCH Nordic is working for a future where the making of things has a positive impact on global sustainability. To meet this goal we are seeking ambitious innovators with the potential to lower the environmental footprint of making and materials while increasing the economic and social welfare of the communities involved. We will help innovators go to scale globally through our international partners and accelerator program.

Summary

IKEA, Novozymes, Kvadrat, The Danish EPA, 3GF, and the Danish Fund for Green Business Development joined together to form LAUNCH Nordic in an effort to green the value chain of materials, initiate precompetitive industry collaborations, and scale sustainability innovations and technologies in materials.

LAUNCH Nordic was created in collaboration with LAUNCH, a strategic partnership between Nike, NASA, The U.S. Agency for International Development (USAID) and The U.S. Department of State. LAUNCH is a global innovation platform focusing on one of the world's biggest challenges – the sustainability of materials and how they are made. Until 2020, LAUNCH will be addressing the global system of materials to transform the system to one that advances equitable global economic growth, drives human prosperity and replenishes the planet's resources.

The LAUNCH Nordic Innovation Challenge 2014 seeks innovations that will transform the system of textiles, fabrics and fibers to one that has a minimal environmental impact and/or drives social equality.

We are interested in innovations with potential to scale in two years, as well as game-changing early stage technologies and prototypes. Innovations can be business models, financial instruments, technologies or programs that accelerate research, education and capacity building.

LAUNCH NORDIC 2014 FOCUS

- CLOSED LOOP SOLUTIONS & DESIGN FOR DISASSEMBLY
- CLEANER MANUFACTURING & GREEN CHEMISTRY
- SUSTAINABLE INVESTMENTS & PROCUREMENT
- END-USER ENGAGEMENT

LAUNCH NORDIC IS A GLOBAL INNOVATION PLATFORM BY:

IKEA, NOVOZYMES, KVADRAT, 3GF, DANISH MINISTRY OF THE ENVIRONMENT & THE FUND FOR GREEN BUSINESS DEVELOPMENT
In collaboration with LAUNCH Founders: NASA, NIKE, USAID & U.S. DEPARTMENT OF STATE

WE ARE SEEKING THE FOLLOWING INNOVATIONS.

Closed Loop Solutions & Design for Disassembly

- Innovations that create local or regional supplies of raw materials within textiles, fabrics and fibers by reclaiming/reusing materials locally.
- Innovations that incorporate design for disassembly and reuse within the area of textiles, and fibers. This can be both new design approaches or methods that optimize existing design approaches.
- Innovations that support recycling of textiles and fibers. Examples include enabling automated identification of and sorting by material composition or enabling chemical recycling of synthetic textiles.
- New approaches to training and education of producers, designers and makers of textiles, fabrics and fibers in relation to better and more informed decision making concerning sustainability, including design for disassembly and environmental awareness.
- Innovations that introduce new sources of feedstock or new ways of applying local and regional sources of feedstock such as forestry.
- Zero waste or closed loop systems that eliminate waste and create equitable, empowered workforces.



Cleaner Manufacturing & Green Chemistry

- Innovation which optimize or combine existing technologies and approaches within closed loop manufacturing, green chemistry, and recycling/reuse, making them more cost effective and more accessible.
- Innovations that reduce the toxic/chemical impact of textiles, fabrics and fibers at the point of production, manufacturing and usage, e.g. through use of green chemistry.
- Innovations in sharing and exchange of manufacturing information and data, e.g supporting more equitable capacity management & worker inclusion in value chain.



Sustainable Investments & Procurement

- New financial instruments or incentive structures, which share the value and risk of sustainable material production across the value chain.
- Tools, models and methods supporting private and public organizations in green/responsible procurement or sustainable supply chain management, such as through natural capital accounting.
- New innovative frameworks, services or applications that will allow private and/or institutional investors to make more efficient sustainable investments in companies and innovators.
- Scalable innovative business models that are sustainable and create equitable, empowered workforces.



End User Engagement

- Innovations that engage, inform and create transparency for the end-user of textiles, fabrics and fibers (both businesses and consumers). The goal is to advance the use of sustainable materials or change the behavior of consumers to more sustainable care and consumption of materials.
- New incentive structures or brand/product approaches for consumers to buy sustainable/environmentally conscious textile and fabric products or use products in more sustainable ways, like through take-back schemes, deposits or leasing models.



To submit an innovation go to: launch.org/nordic