WE ARE INTERESTED IN EARLY PROTOTYPE TO COMMERCIAL PROVEN INNOVATIONS with the potential to significantly accelerate engagement in circular products and business models. While your innovation may hold a short term higher cost, it should also be cost-competitive at scale.

WE HIGHLY ENCOURAGE INNOVATORS FROM ALL REGIONS OF THE WORLD TO APPLY. We expect many different solutions to the challenges we pose, meeting different needs for diverse people and places.

In the Fall of 2018, we will select up to 10 innovative solutions and invite you into the LAUNCH community. If you are selected you will:

• Become a part of the LAUNCH network and innovation ecosystem, gaining access to connections and dialogues with key stakeholders from corporations, government, investment, and academia resulting in visibility for your work, exposure to new ways of thinking and opportunities to grow your business.
• Take part in the LAUNCH Forum, December 5-6, where you will collaborate with a curated group of pioneering companies, other innovators, public organisations and investors on how to scale your business and impact.
• Work with the LAUNCH team to create a concise, high-impact presentation, tailored towards the LAUNCH network.
• Get a professional video of your innovation story, featured on LAUNCH.org, and accessible for your use in promotional activities.
• Continued support for scaling your impact, through LAUNCH network engagements during and beyond this challenge cycle.

DO YOU HAVE AN INNOVATION THAT CAN HELP CUSTOMERS LIVE MORE SUSTAINABLE LIVES?

DO YOU BELIEVE YOUR INNOVATIVE BUSINESS MODEL, PLATFORM, TOOL OR TECHNOLOGY WILL:

• PROVIDE CUSTOMERS WITH NEW AND BETTER SERVICES, BENEFITS AND EXPERIENCES THROUGH CIRCULAR BUSINESS MODELS?
• MAKE IT MUCH MORE CONVENIENT, VALUABLE, AND ACCESSIBLE FOR CUSTOMERS AND COMPANIES TO REPAIR, REUSE, RESELL AND RECYCLE PRODUCTS?
• MAKE IT THE NORM TO ACCESS, SHARE OR RENT, INSTEAD OF OWNING?

OR CAN YOU SURPRISE US WITH SOMETHING COMPLETELY DIFFERENT THAT WILL MAKE SUSTAINABLE LIFESTYLES A REALITY?

THEN WE HIGHLY ENCOURAGE YOU TO SUBMIT YOUR INNOVATION TODAY OR BEFORE SEPTEMBER 1ST, 2018 AT LAUNCH.ORG

THE CLOTHES YOU’RE WEARING, THE CHAIR YOU’RE SITTING ON, THE BACKPACK YOU OWN – WHERE WILL THEY GO AT THE END OF THEIR USEFULNESS? IN THIS TAKE-MAKE-WASTE LINEAR ECONOMY, THEY ARE LIKELY TO BE THROWN AWAY, OR LEFT TO DECAY.

At LAUNCH, we imagine a future where all products are designed to last, to be reused, repaired, and recycled. What we are building is a truly Circular Society.

LAUNCH Circular is a partnership between pioneering companies and public organisations that all believe the shift to a circular society requires new levels of innovation, collaboration, and action. We invite your company to join this journey.

For nearly a decade, LAUNCH has been catalysing this shift by sourcing innovative new services, business models, technologies, and regulatory frameworks. The LAUNCH Circular Innovation Challenge 2018 is a global call to action for innovators and entrepreneurs, companies and organisations that can provide solutions to this year’s challenge.

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OUR 2030 VISION: A CIRCULAR, SUSTAINABLE AND INCLUSIVE SOCIETY WHERE PEOPLE, BUSINESSES AND COMMUNITIES THRIVE.
Customers must have trust in circular business models when they provide stronger benefits compared to regular products. Creating new experiences, relations, and connections to communities will be a key part of this.

Circular business models will drive a shift in ownership, changing our relationship with the products we access or acquire. Both in the form of products-as-a-service, but also in how we take responsibility for making products last across multiple life-cycles.

We must build transparency into circular business models and supply chains, and find ways of using this transparency to impact customers’ decision making and companies’ decision making and manufacturing decisions.

To guide the selection process, your innovation will be peer reviewed by LAUNCH partners and external experts based on the following criteria:

1. Transformative Potential: How disruptive your innovation can be within its area of focus, including its ability to provide a superior service or value.
2. Environmental Impact: The innovation’s potential for an environmental sustainability.
3. Social Impact: The innovation’s potential for social/economic impact in developing or underserved communities and regions.
4. Technical Feasibility: The technical feasibility of bringing the innovation to market.
5. Political Feasibility: The political feasibility of bringing the innovation to market.
6. Financial Feasibility: Your company or initiative’s ability to demonstrate a pathway to profit or sustained operations, if a non-profit initiative.
7. Market Scale: The innovation’s market adoption potential and ability to reach a significant number of customers/users.

LAUNCH CIRCULAR UNITES PARTNERS COMMITTED TO ACCELERATING A CIRCULAR SOCIETY: IKEA GROUP, EBAY, VF CORPORATION, NOVOZYMES, KVADRAT & GOVERNMENTAL INSTITUTIONS

IF YOU ARE WORKING ON AN INNOVATION WITHIN ONE OF THESE AREAS SUBMIT YOUR INNOVATION TODAY OR BEFORE SEPTEMBER 1ST, 2018 AT: LAUNCH.ORG

SELECTION PROCESS

LAUNCH.ORG