



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**

OUR 2030 VISION: A CIRCULAR, SUSTAINABLE AND INCLUSIVE SOCIETY WHERE PEOPLE, BUSINESSES AND COMMUNITIES THRIVE.



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.

WE ARE INTERESTED IN EARLY PROTOTYPE TO COMMERCIALY 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.



TRUST

INNOVATION OPPORTUNITY 1: BUILD TRUST IN NEW CIRCULAR PRODUCTS AND BUSINESS MODELS

Customers must have trust in circular business models being able to deliver on their needs and aspirations. It will be crucial to find ways to facilitate and support this trust.

SO CAN YOU...

- create trust between people on product origin, value, and quality, when exchanging items that are reused, repaired or recycled?
- build trust between companies and customers on quality, value and compliance in new types of circular business models and products?
- use social platforms, social movements, or communities of interest to help facilitate trust in circular products and business models?



EXPERIENCE

INNOVATION OPPORTUNITY 2: MAKE EXPERIENCES AND RELATIONS THE CORE OF CIRCULAR BUSINESS MODELS

Customers will choose circular products when they provide stronger benefits compared to regular products. Creating new experiences, relations, and connections to communities will be a key part of this.

SO DO YOU...

- design new, circular business models, that shifts from just supplying a product to providing experiences and facilitating human relations?
- design new, attractive, accessible and convenient customer experiences around product repair, reuse, and recycling, both through physical retail and e-commerce?
- create new opportunities for local product manufacturing, personalisation and customisation, without compromising the potential for reuse or recyclability?



ACCESS

INNOVATION OPPORTUNITY 3: MAKE ACCESS, RATHER THAN OWNERSHIP, THE NORM

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.

SO CAN YOU...

- demonstrate new approaches to product-as-service, in particular targeting new generations of customers, and their habits and aspirations.
- facilitate and support customers' care taking, repair and maintenance of products, in order to better maintain their value across multiple life-cycles?
- get beyond first adopters, by leveraging customers' aspirations for 'a good life', as a driver for circular business models?
- support the changing nature of financial transactions in circular business models, for example through new kinds of value definition, bargaining models, or financial transaction systems?



TRANSPARENCY

INNOVATION OPPORTUNITY 4: SHAPE A CIRCULAR SOCIETY BASED ON TRANSPARENCY

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' design and manufacturing decisions.

SO DO YOU...

- have a novel way of presenting or providing access to relevant product design, manufacturing and circularity information, in a way that impacts customers' decision making?
- enable tracking, accessing and applying data from across circular chains, especially towards better design of circular products, models, and for customer engagement?
- capture and communicate the reuse value of a product at different stages of its life cycle?

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INNOVATION WITHIN ONE
OF THESE AREAS SUBMIT
YOUR INNOVATION TODAY OR
BEFORE SEPTEMBER 1ST,
2018 AT:
LAUNCH.ORG

LAUNCH CIRCULAR UNITES PARTNERS COMMITTED TO
ACCELERATING A CIRCULAR SOCIETY:

**IKEA GROUP, EBAY, VF CORPORATION, NOVOZYMES, KVADRAT
& GOVERNMENTAL INSTITUTIONS**

SELECTION PROCESS

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 impact on 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.