



**LAUNCHNORDIC**  
INNOVATION CHALLENGE 2017

## ARE YOU WORKING ON AN INNOVATION THAT WILL ENABLE CIRCULAR ECONOMY THROUGH NEW WAYS OF DESIGN AND MANUFACTURING?

LAUNCH Nordic is working to accelerate the transition to a more sustainable society. To meet this goal, we seek innovators with the potential to create a shift in the way we design and manufacture to enable circular economy.

In 2017 we will select up to 10 innovative solutions and invite these innovators into the LAUNCH community. Here, we will help them scale through collaboration with a world-class group of industry pioneers, government organisations, investors, innovation experts & technical capacities.

### ABOUT LAUNCH NORDIC AND THE CHALLENGE

LAUNCH Nordic is a partnership between pioneering companies and public organisations that all believe collaborative innovation is critical to shape a more sustainable society.

The LAUNCH Nordic Innovation Challenge 2017 is a global call to action for innovators and entrepreneurs, companies and organisations. We invite and encourage innovators globally to apply, and to help us find the answers to this year's challenge.

In 2017 LAUNCH Nordic specifically seeks innovations that provide solutions to the following challenge:

**HOW CAN WE - THROUGH NEW WAYS OF DESIGNING AND MANUFACTURING - SHAPE A MORE SUSTAINABLE FUTURE OF MATERIALS AND MANUFACTURING?**

We are interested in early prototype to pilot stage, scalable technologies, processes and innovative business models with potential to disrupt current product, material and resource flows. This includes innovations that will

- enable the design of superior customer experience around circular products
- drive the use of new types of renewable or recycled materials in design and manufacturing
- explore more agile manufacturing around customisable, modular and localised products
- support the inclusion of emerging markets in a globalised design and manufacturing value chain

Or you can surprise us with something completely different.

**LAUNCH UNITES A COALITION OF PARTNERS COMMITED TO DRIVE CIRCULAR ECONOMY:**

IKEA GROUP, NIKE, EBAY, NOVOZYMES, KVADRAT, VINNOVA, REGION SKÅNE, THE DANISH MINISTRY OF FOREIGN AFFAIRS, THE DANISH MINISTRY OF THE ENVIRONMENT, AND MALMÖ STAD

In collaboration with the LAUNCH founders: NASA, NIKE, USAID, U.S. DEPARTMENT OF STATE



# ARE YOU WORKING ON AN INNOVATION THAT WILL TRANSFORM DESIGN AND MANUFACTURING?

## **WE WANT PRODUCTS THAT ARE DESIGNED TO BE REUSED AND TO LAST. DO YOU HAVE AN INNOVATION THAT ...**

- helps designers create superior customer experiences around sustainable and circular products?
- enables products the customer can co-design, customise, upgrade and repair, increasing product longevity and supporting multiple lifecycle?
- uses nature-based and/or biomimicry approaches to transform the way we manufacture and process materials, components or products (e.g. around dying, cleaning, protecting), or make it possible to add novel functional and mechanical properties to products (e.g. self-healing)?

## **WE WANT PRODUCTS THAT ARE BUILT, RECYCLED AND DISPOSED OF WITH NO NEGATIVE IMPACT FOR NATURE. DO YOU HAVE AN INNOVATION THAT ...**

- enables fast prototyping and exploration of how new bio based, renewable or recycled materials can support circular product design and manufacturing?
- makes it possible to design for a product's full life cycle - providing easy access to data and options on reuse, disassembly, recycling and end-of-life scenarios, across the value chain?

## **WE WANT PRODUCTS MANUFACTURED LOCALLY USING THE NATURAL AND RECYCLED RESOURCES AVAILABLE RIGHT AROUND US. DO YOU HAVE AN INNOVATION THAT ...**

- enables the shift from large scale manufacturing to smaller-scale localized, customizable, and community-based production setups?
- enables agile manufacturing, e.g. allowing the same product to be manufactured with different materials in different parts of the world, based on renewable or recycled material streams available regionally?
- help empower and engage local communities and informal ecosystems from especially emerging economies (e.g. frugal design, product repair, modification, or recycling), thus making them contributors to otherwise globalised value chains.

## **WE WANT TO USE DIGITAL TECHNOLOGIES TO HELP US STEWARD OUR LIMITED GLOBAL RESOURCES. DO YOU HAVE AN INNOVATION THAT ...**

- applies digital technology (IoT, smart objects, tracking technologies) to better inform us and help decide on optimal product takeback, repair and maintenance or to better track and use recycled or renewable material streams?

IF YOU ARE WORKING ON AN INNOVATION WITH THE POTENTIAL TO ACCELERATE THE SHIFT TO A CIRCULAR SOCIETY, SUBMIT IT BEFORE SEPTEMBER 1ST 2017!

**SUBMIT YOUR APPLICATION TODAY: [LAUNCH.ORG](https://launch.org)**