



# LAUNCH NORDIC

## INNOVATION CHALLENGE 2015

LAUNCH Nordic is working to create a better world of materials. To meet this goal we seek innovations with the potential to shape a more sustainable future of materials and manufacturing. In 2015 LAUNCH Nordic will select 10 innovative solutions and help the innovators mature their businesses. The goal is to support the innovations in scaling globally through our international partners, network and accelerator program.

### ABOUT LAUNCH NORDIC AND THE CHALLENGE

LAUNCH Nordic is a partnership between pioneering Nordic companies and organizations. We are joined in an effort to green the value chain of materials, to initiate industry collaborations, and to scale sustainability innovations and technologies in materials.

The LAUNCH Nordic Innovation Challenge 2015 is a global call to innovators and entrepreneurs, companies and organizations. We urge you to submit solutions with the potential to transform the system of materials and manufacturing. In 2015 LAUNCH Nordic specifically seeks innovations with solutions to the following challenge:

How can we - through new types of materials, or alternative ways of using known materials - significantly increase sustainability in production, manufacturing, and recycling?

We are looking for transformative innovations to increase sustainability within all types of material, such as the materials we use in our clothes, our furniture and other durable household goods.

We are interested in innovations with the potential to scale globally, including early stage technologies, prototypes and business models, as well as market-ready solutions.

LAUNCH Nordic is part of LAUNCH - a global innovation platform founded by Nike, NASA, The U.S. Agency for International Development (USAID) and The U.S. Department of State. LAUNCH aims to identify and accelerate innovations that will change the world

LAUNCH NORDIC IS A GLOBAL INNOVATION PLATFORM BY:

IKEA, NOVOZYMES, KVADRAT, THE DANISH MINISTRY OF THE ENVIRONMENT, FOREIGN MINISTRY OF DENMARK (3GF), VINNOVA, REGION SKÅNE, MALMØ STAD, THE CAPITAL REGION OF DENMARK AND THE FUND FOR GREEN BUSINESS DEVELOPMENT

In collaboration with LAUNCH Founders: NASA, NIKE, USAID & U.S. DEPARTMENT OF STATE

# WE ARE SEEKING INNOVATION IN THE FOLLOWING AREAS

## ALTERNATIVE RAW MATERIALS & CULTIVATION

Innovations could be, but are not limited to:

- **NEW TYPES OF RENEWABLE RAW MATERIALS** or significantly improved sustainability in existing raw materials. This includes wood and grass types, algae and halophytes, agriculture leftovers (e.g. crop and straw residues) or food production waste (e.g. fruit or vegetable waste, shellfish residues).
- **NEW APPROCHES TO CULTIVATION OR FARMING** of raw materials that remove the need for chemicals, fertilizers and pesticides.
- **NOVEL PLACES TO GROW AND PRODUCE BIOMASS.** This could be different kinds of marine eco systems, confined spaces, densely populated areas and other areas with limited or no natural sunlight, i.e. ontainers, warehouses, cities, etc. Solutions should take into account resource and energy usage and scaling issues.



## SUSTAINABLE DESIGN AND MANUFACTURING

Innovations could be, but are not limited to:

- **CREATION OF NEW TYPES ADVANCED MATERIALS** from new or existing types of renewable raw materials.
- **MATERIAL MANUFACTURING PROCESSES THAT UTILIZE GREEN CHEMISTRY** to reduce the toxic footprint or allow for reuse of materials.
- **NEW TYPES OF COMPOSITE MATERIAL** that use no toxic glues or chemicals, and are easy to separate and recycle.
- **SUSTAINABLE MATERIALS WITH IMPROVED PERFORMANCE** that gives designers the possibility to create break through sustainable products.
- **NEW CIRCULAR BUSINESS MODELS** that keep materials in the loop.



## BETTER DESIGN TOOLS FOR A CIRCULAR ECONOMY

Innovations could be, but are not limited to, solutions or services for:

- **ENSURING SUSTAINABLE MATERIAL CHOICES** within the reality of tight design and production timelines.
- **FACILITATING SUBSTITUTION OF EXISTING MATERIALS** with more sustainable alternatives.
- **GIVING ACCESS TO DATA ABOUT PROPERTIES AND PERFORMANCE** of new sustainable materials, facilitating new product development.
- **DESIGNING FROM A CASCADING MATERIAL APPROACH** to ensure best use of a material according to its lifecycle phase; thereby keeping materials in circulation for longer.



**IF YOU ARE WORKING ON AN INNOVATION WITH THE POTENTIAL TO ACCELERATE THE SHIFT TO A CIRCULAR ECONOMY AND CREATE A BETTER WORLD OF MATERIALS, SUBMIT NOW!**

**[GO TO LAUNCH.ORG/NORDIC](https://go.to/launch.org/nordic) TO SUBMIT YOUR APPLICATION**