

Invitation

We would like to invite you to develop & implement new circular business solutions that reduce glass waste and provide affordable pricing for glass packaging and materials in Albania

Join the 23rd lab of tomorrow process and bring solutions to market:

Application deadline: **30. August 2024**

Dates for Ideation Sprint: **24.09 - 27.09.24**

Venue: **Tirana, Albania**

Application deadline: 30. August 2024

Apply now!



Why did You receive this Invitation? What is it about?

You have been selected!

- **Our goal** is to **reduce the amount of glass going to waste** in Albania
 - We identified **market potentials** within this challenge
 - To lot programs companies are invited, that do have the expertise, mindset and product portfolio, to bring profitable and impactful solutions to market
- **Your benefits** in brief:
 - **Get access to a new market**
 - **Develop your product portfolio**
 - Access to **matching local and International business partners**
 - Access to **broduct and business model development** support
 - Access to **business incubation** services including a pool of up to **200.000 € co-financing of pilots**
 - **Networking** with **business partners, public sector actors, investors** and other experts
- **Create impact!**

The lab of tomorrow (I)
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Welcome to the lab of tomorrow 23

**Your opportunity to
grow your business
& create impact!**

Learn more about how the lab of tomorrow works
on the following slides!



About the lab of tomorrow

The lab of tomorrow (lot) is **your chance to grow your business in Albania** while helping to address critical development challenges with the products and services you create.

Each lab of tomorrow process offers its participants a well-defined business & impact opportunity, a strong product-development process, supported by expert coaches and a strong supporting network from academia, politics and the start-up ecosystem, including investors. Throughout the program you will work in teams with other companies. Together, you have everything it takes to co-create solutions that can be brought to market successfully and relatively quickly. To create impact – for you and for the local people in Albania.

Our track record



EU 4 CIRCULAR ECONOMY AND LIVABLE CITIES



Co-funded by the European Union



Implemented by

giz Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH

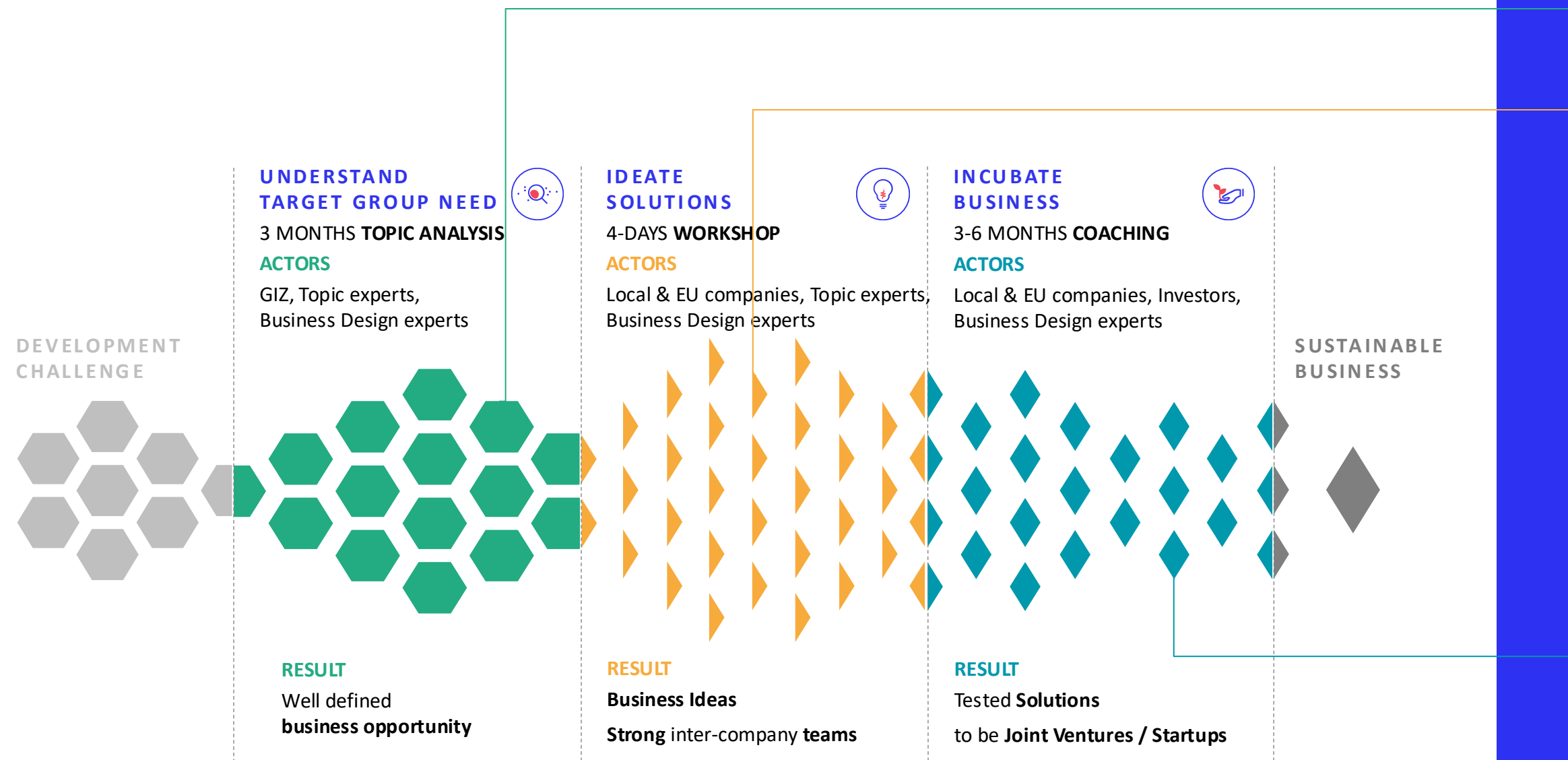


The lab of tomorrow (lot) is a business development and impact programme by the German Ministry of economic cooperation and development.

lot 23 is supported by EU 4 Circular Economy and Livable Cities project, and financed by the EU and the BMZ.

The lab of tomorrow opportunity

3 phases from opportunity to market & impact



Profit from

- Well defined market and needs to tap into
- Strong **product development support** in a 4-day ideation sprint, guided by business design experts
- **Experts from politics, academia, civil society** as well as the **potential customer group** directly accessible
- A **strong network and chance to team up** with other selected companies from Albania and the EU that bring in everything that's needed to succeed
- **Incubation support** by coaches and lot-mentors
- **Access to investors** and the startup ecosystem

From challenge to business opportunity

General Context

The achievement of UN Sustainable Development Goals (SDGs) and the promotion of the Circular Economy in Europe are two ambitious agendas backed by the mandated glass recycling rates of 70% by 2025 and 75% by 2030 for each country.

Considering the ambitious goals for glass recycling, EU membership aspirant countries in the Western Balkans, such as Albania, must strive to maintain progress and endeavor to achieve the targets established at both national and EU levels.

By 2030 Albania is expected to recover 30% of its overall glass packaging and by 2035 the target is set at 60%.

The amount of waste generated in 2019 in Albania was 1087 thousand tonnes (381 kg per capita). From this amount only 10-18.5% was collected for recycling. (Eurostat 2021).

The Challenge

Each lab of tomorrow revolves around a **challenge** (and specific business opportunities) which is defined after extensive field research. Suitable companies are then invited to work on **solutions for this challenge**, while simultaneously profiting from new markets, expertise and an extensive network of stakeholders. Our challenge is about:

How can we provide circular business solutions to reduce glass waste and decrease glass packaging costs in Albania by promoting reusability and recycling?

The Business Opportunities

Each challenge contains several business opportunities. We invite you to **tap into the opportunity matching your competences and interests**. These opportunities and their underlying needs have been identified, through our customer-based research. They all can be addressed through profitable products.

When applying, please select the sub-challenges, you would want to address. Typically, each company can only participate in one of the sub-challenges-teams.

Increasing the lifespan of glass bottles to lower local production costs

How might we reduce glass packaging costs and extend their lifespan, in the beverage industry, through take back or re-fill systems in a context where only a fraction of glass packaging is currently being re-used?

Sustainable alternatives for HoReCa

How might we provide hotels, restaurants, and cafes (HoReCa) with glass sustainable consumer goods. as an alternative to single-use products in a context where consumers' awareness and interest in sustainable consumption increases?

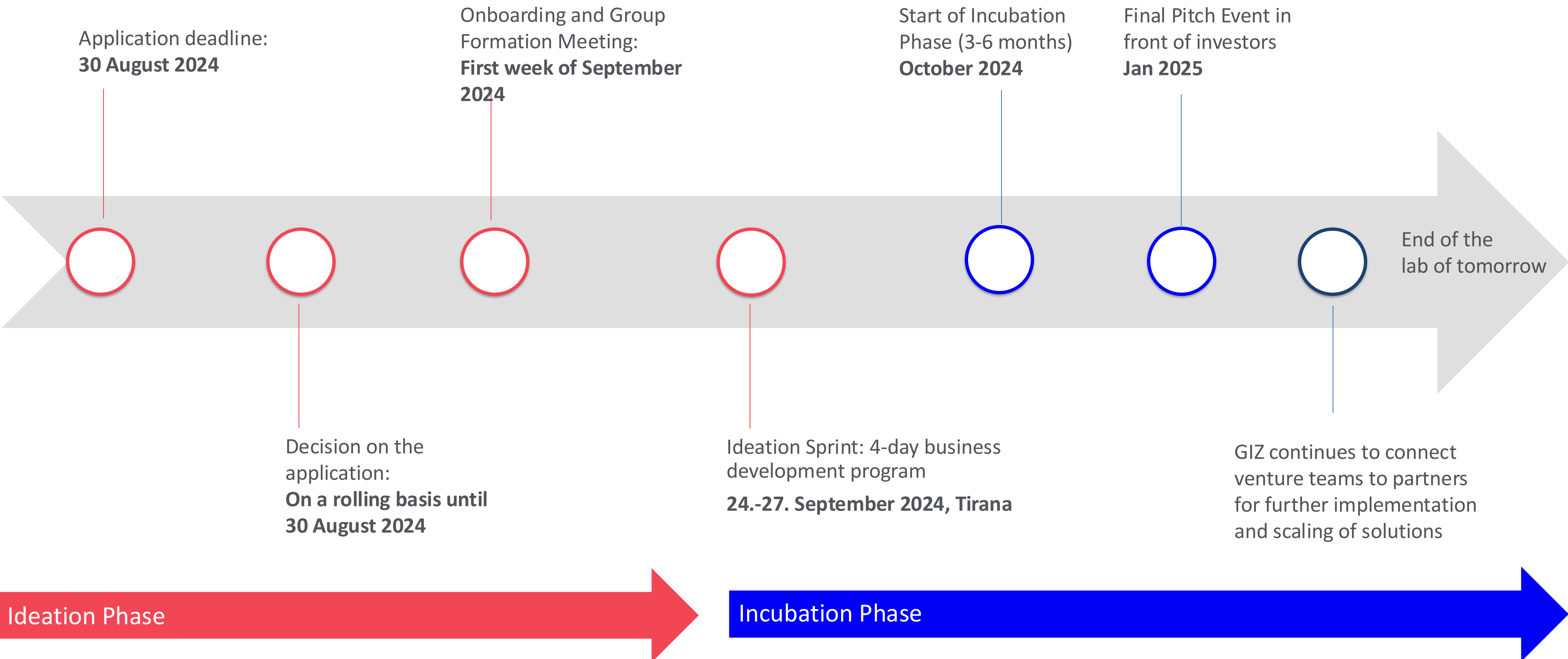
Rethinking product design for reuse

How can we repurpose discarded glass packaging in Albania for glass artistry and everyday items?

Affordable glass byproducts

How can we obtain affordable, valuable primary materials out of recycled glass waste?

Your Journey as participant



Your path to market & impact



• Benefits Ideation sprint

- 4 intense days of co-innovating **guided by product development** coaches, supported by experts
- **Strong** development **partners**
- Direct **access to customers** and **public decisionmakers**

• Benefits Incubation

- **further support** like coaching, mentoring and other services
- **access to investors** and the startup ecosystem
- **co-financing** pool for pilots of up to **200.000 €**

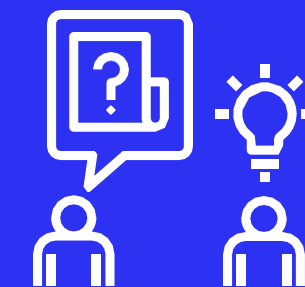
Who can participate?

- **You are strongly interested in addressing the Albanian** market by developing and implementing a new business solution with SDG impact.
- **You have an entrepreneurial spirit**, the drive to tackle environment and e-commerce related challenges and are ready to drive the development and implementation of the emerging solution.
- **You have relevant products or services in your portfolio** that might be adapted to become part of new business solutions or relevant resources for business solutions.
- **You have a background** in business development and operations, product development & innovation, or a related field.
- **You can commit time and resources** to the development and implementation of your emerging solution in the market.
- **You can participate in a venture team in** all 4 days of the Ideation Sprint to co-create a new solution together with other entrepreneurially-minded experts from the region.

If you are happy with your team and solution after the sprint:

- You should be able to **fully commit to developing the business model** after the ideation sprint.
- We will assist you in bringing the solution to the market!

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Your Commitment

- Step 1:

Send suitable person for 4-day Ideation Sprint in Albania
- Step 2:

If you are happy with your team and solution after the sprint: long-term commitment & engagement to further develop, establish and scale the product in the market

Your Benefit

Grow your business!	
Networking Opportunities (Private & Public Sector)	Strong Development Support
Product Development & Business Innovation Insights	Market Insights
Visibility / Image	Impact!
Coaching and mentoring services	A pool of up to 200.000 € to co-finance market pilots

Join us in the 23rd lab of tomorrow!

For questions regarding the upcoming process, please don't hesitate to
contact us on lab-of-tomorrow@giz.de.

Date of Ideation Sprint: **24.09.2024 - 27.09.2024**

Duration of Ideation Sprint: **4 days**

Duration of Incubation: **3-6 months**

Venue: **Tirana, Albania**

Application deadline: 30 August 2024



Who is GIZ?

- The GIZ is a service provider in the field of international cooperation for sustainable development and international education work.
- In its offices in 120 countries, more than 23.000 employees are working for customers around the globe, like the German Government, European Union institutions, the United Nations, the private sector, and governments of other countries.

What is the interest of the lot?

- The GIZ implements the lab of tomorrow for the German Ministry of Economic Development and Cooperation (BMZ).
- The lab of tomorrow aims to create impact and to help reach the Sustainable Development Goals (SDGs), by promoting economic development.
- **The lab of tomorrow has no commercial interest of its own in the conduction of lot innovation processes.**



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