Co-create innovative business models to tackle the plastic waste problem in Thailand

Join the 8th *lab of tomorrow* process!

Starting 10-13 September 2019 in Bangkok, Thailand
What is the *lab of tomorrow*?

The 8th *lab of tomorrow* process fosters the development of new sustainable businesses that tackle Thailand’s plastic waste problem.

- The *lab of tomorrow* is an **open innovation process** that functions as an **incubator for sustainable business models**.
- It brings together **key players from Thai and European companies** as well as the Thai public sector and enables them to **co-create sustainable business models** in small interdisciplinary venture teams, based on agile methods such as Design Thinking and Business Design.
- Committed venture teams with **promising business ideas** receive **extensive support** – from testing and refining their business models to piloting them in the Thai market.

Applications are open until 21 August 2019!
How can you tackle the challenge?

**Challenge framing**

“**How might we reduce, reuse or replace single-use plastic** in order to decrease plastic waste in Thailand?”

Key stakeholders examine the root causes of the challenge and identify ensuing business opportunities for the creation of innovative sustainable businesses.

The *lab of tomorrow* process will provide you with deep insights about the challenge, its context and its business potential.

**Innovation workshop**

In a **4-day innovation workshop** coached by Design Thinking and business development experts, you will work in interdisciplinary teams to co-create sustainable business models together with other experts from the private sector, public sector, civil society, and potential future customers.

**Day 1** – understand the challenge
**Day 2** – develop new business ideas to solve the challenge
**Day 3** – create your business model
**Day 4** – establish a roadmap

**Testing and piloting**

The venture teams with the most promising business ideas receive professional business development coaching to test and refine their idea (**timeframe: 5-10 months**).

Starting from October 2019 (Europe and Thailand)

Your solutions will be promoted through the *lab of tomorrow* website - and potentially become a self-sustaining business model that helps solving the plastic waste challenge.
Your benefits

- **EXPLORE** a new market and develop a promising business case.
- **ACCESS** local expertise.
- **CO-CREATE** new business models with experts from diverse backgrounds.
- **RECEIVE** professional coaching to test and refine your business ideas.
- **POSITION** your company as a frontrunner in sustainable business endeavours.
Plastic waste – a global problem

According to The New Plastics Economy Report*, $80-120 billion in annual economic value is lost due to uncontrolled plastic in oceans.

- Approximately **8 million tons of plastic waste** end up in the sea every year, making plastic the #1 pollutant in marine systems.
- Over **half of land-based plastic waste leakage** comes from just **5 countries**: China, Indonesia, the Philippines, Vietnam, **Thailand**.
- **Thailand is this year’s Chair of ASEAN** with the mandate to promote “Advancing Partnership for Sustainability.”
- Plastic waste creates a **range of environmental impacts**, harming ocean wildlife, accumulating in our food chain and inducing massive costs to the tourism industry, amongst many others.
- **Plastic is a valuable resource** difficult to recover once sent to landfills or landing in the environment.
- The issue of plastic waste pollution touches on several United Nations **Sustainable Development Goals** and is now **high on private sector, political and civil society agendas**, such as the Alliance to End Plastic Waste and the PREVENT Waste Alliance.

*EllenMacArthur Foundation (2017): https://newplasticseconomy.org*
The central challenge for the 2019 *lab of tomorrow*:

How might we reduce, reuse or replace single-use plastic in order to decrease plastic waste in Thailand?

Find out more: [www]
7 preliminary sub-challenges offer opportunities for sustainable business*

- **Increasing recycled content**
  How might we increase recycled content in single-use plastic?

- **Green consumer goods production**
  How might we promote green consumer goods through a green currency?

- **Tourism industry packaging reduction**
  How might we promote sustainable alternatives to single-use plastic in the tourism industry?

- **Households & cosmetics packaging**
  How might we reduce single-use plastic packaging & promote reduced packaging retail in the household goods & cosmetic industry?

- **Ready-to-eat food - plastic-free delivery**
  How might we disrupt the delivery of ready-to-eat food to reduce single-use plastic whilst not jeopardizing hygiene?

- **Processed foods packaging**
  How might we reduce single-use plastic packaging in the processed food industry?

- **End of single-use plastic beverage containers**
  How might we replace all single-use plastic beverage cups in a given safe space?

*Preliminary sub-challenges identified at the 8th lab of tomorrow Challenge Framing Workshop in Bangkok, Thailand (June 2019).*
Who can contribute to solving the challenge?

Our interdisciplinary participants share an entrepreneurial mindset and a SDG mission.

- Investors
- Government representatives
- Consumers
- Civil society organisations
- Entrepreneurs
- Universities & research institutes
- Students
- Waste industry
- Food & beverage industry
- Tourism industry
- Packaging industry
- Chemical industry
- E-Commerce & food delivery
- Retailers & wholesalers
- Street vendors
- Media & Social Media
- Food & beverage industry
- Retailers & wholesalers
- Street vendors
- Media & Social Media
The innovation workshop: a result-driven journey

**Day 1**
Teams and sub-challenge ownership
- Introduction to the challenge and its context
- Receive key insights and case studies
- Build interdisciplinary teams
- Understand and reframe the sub-challenge

**Day 2**
New solutions generation
- Develop innovative, user-centred solutions
- Build first rough prototypes
- Create a test design
- Test prototypes with local users
- Iterate and improve the prototype

**Day 3**
From solution to business model
- Create a Service Blueprint
- Use a Business Model Canvas to design a viable business model around your solution
- Get first feedback from potential investors

**Day 4**
Consolidation and next steps
- Establish a concrete roadmap to test and refine your business model
- Define the workflow in your team
- Plan resources and capacities

The outcome of the 4-day innovation workshop are innovative business models for each sub-challenge and a clear roadmap for the subsequent testing and piloting.
What do I have to contribute to take part?

- **APPLY** with your company for the 8th *lab of tomorrow* process starting on 10 September 2019. Application deadline: 21 August 2019.

- **INVEST 4 DAYS WORKING TIME** for the innovation workshop where you co-create innovative business models with other entrepreneurially-minded experts.*

- **COMMIT** to pushing your ideas further after the innovation workshop and make them reality.

*Travel and accommodation costs are not included in the offer.
The *lab of tomorrow* offers a proven process

- **8** past innovation processes
- **330** participants
- **47** promising business ideas
- **12** business models in pilot

Past participants include:

Interested in the results of previous processes? Visit:  www
Join the 8th lab of tomorrow process from September 2019 onwards – co-create business models to tackle the plastic waste problem in Thailand!

Apply now

For questions regarding the upcoming process, please don’t hesitate to contact:

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8th lab of tomorrow innovation workshop

Date: 10-13 Sept 2019
Location: Bangkok, TH
Apply until: 21 Aug 2019
Weblink: www