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

Join the 8th *lab of tomorrow* process!

10 – 13 September 2019 in Bangkok, Thailand
What is the lab of tomorrow?

The 8th *lab of tomorrow* process fosters the development of new business-driven solutions to Thailand’s plastic waste problem.

On behalf of the German Federal Government, we bring together diverse actors with an *entrepreneurial mindset* to enable them to co-create innovative business models for solving Thailand’s plastic waste problem. Participants comprise *European and Thai companies* as well as Thai and international public sector and civil society representatives. The *lab of tomorrow* process provides all kinds of companies – from start-ups to global players – with the space to *meet, exchange and co-create*.

The process kicks off with an innovation workshop and continues with comprehensive idea validation through testing. Participants directly exchange with potential consumers as well as European and Asian think-tanks in order to come up with relevant and sustainable innovative solutions. Together they develop business models that contribute to reaching the United Nations Sustainable Development Goals (SDGs).
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.
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 landing in rivers and oceans in Thailand?

Find out more: [www]
Background information

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

Every year, approximately 8 million tons of plastic waste end up in the sea, 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, Thailand and Vietnam. 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. Moreover, 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 both political and civil society agendas. Numerous initiatives – such as the PREVENT Waste Alliance, which connects stakeholders from the public and private sectors, civil society and academia in Europe and low and middle income countries for the transition towards a circular economy – aim at more reasonable production, consumption and re-usage patterns for plastic or the outright substitution of it.

The 8th lab of tomorrow process gives you the opportunity to participate in solving the challenge of decreasing plastic waste in Thailand by addressing it with innovative business models.

Examples of sub-challenges:
in which direction will you take your business model?

- How might we **promote** plastic reducing products and services (i.e. eco-labelled)?
- How might we **de-materialise** plastic-bound products?
- How might we increase the **plastic and littering awareness** of customers (e.g. through public-private-partnership models)?
- How might we **reduce** plastic **water** and **beverage bottles**?
- How might we scale as-a-service business approaches to reducing plastic waste (or plastic free retailing)?
- How might we promote the **use of a zero waste kit**?

**Single-use overproduction**

**Lack of public awareness**

**Marine and street littering**
Who can contribute to solving the challenge?

Our diverse participants share an entrepreneurial mindset

- Government representatives
- Tourism organisations
- Chemical industries
- Retailers
- Street vendors
- Media and Social Media Influencers
- Universities and research institutes
- Students
- Waste management organisations
- Consumers
- Civil society organisations
- Entrepreneurs

Infographics from the Noun Project – Creative Commons
How can you tackle the challenge?

Challenge
“How might we reduce, reuse or replace single-use plastic in order to decrease plastic waste landing in rivers and oceans in Thailand?” serves as the starting point of the 8th lab of tomorrow process aimed at developing innovative sustainable business models.

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 new business solutions together with other experts from the private sector, public sector, civil society, and potential future customers.

Testing and piloting
You will receive professional coaching to test your business idea in Thailand (timeframe: 3-6 months). Each venture team will benefit from comprehensive business development coaching – from conception to user testing and business model iteration as well as additional in-kind support.

Understand
Day 1 – understand the challenge
Day 2 – develop new business ideas to solve the challenge
Day 3 – build your business model
Day 4 – establish a roadmap to put your business ideas into action

Validate
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.
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
- Business Model Canvas to design a viable business model around the solution
- Establish a concrete roadmap to test the prototype

**Day 4**
Consolidation and next steps
- Finalize the solution
- Define next steps and workflow in your team
- Define 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 test phase.
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: 15 July 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.

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*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:

- DHL
- SAP
- Deloitte
- TUI
- IMS Health
- Germany Trade & Invest
- Transparency International
- World Health Organization
- Roche
- Siemens
- UPS

Interested in the results of previous processes? Visit: [www](#)
Join us for the 8th *lab of tomorrow* process in September 2019 – co-create new business models to tackle the plastic waste problem in Thailand!

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

**Germany**
Ms. Mirjam Clemens
mirjam.clemens@giz.de

**Thailand**
Mr. Rashane Sala-Ngarm
rashane.sala-ngarm@giz.de

**lab of tomorrow 2019**

**Date:** 10 – 13 September

**Location:** Bangkok, TH

**Apply until:** 15 July

**Weblink:** [www]