



## PRESS RELEASE

### WHAT DESIGN CAN DO RECEIVES 1409 ENTRIES IN THE NO WASTE CHALLENGE — SHOWING AN EAGERNESS AMONGST DESIGNERS TO REVOLUTIONISE THE WAY WE PRODUCE AND CONSUME

Over 100 experts to nominate most promising projects by 27 May

Amsterdam, 20 April 2021 – **The entries to the No Waste Challenge are in. From bioplastic made from banana peels, to the world’s first carbon-neutral razor, they make a strong case for the creative industries’ capability to take on one of the world’s most urgent issues: waste. The design competition, launched in partnership with the IKEA Foundation, has attracted an incredible wealth of ingenious ideas — more than ever before in What Design Can Do’s challenges.**

The No Waste Challenge gave innovators three months (12 January - 20 April) to come up with design-driven solutions to address the enormous impact of waste and consumerism on climate change. The response exceeded all expectations. “We asked for bold, and that’s what we got,” comments Richard van der Laken, co-founder and creative director of What Design Can Do. “I’m floored by the level of commitment and innovation we’ve seen in this open call. Creatives are taking on climate change from every angle – and en masse. It’s a sign of powerful change, and that brings me hope.”

Looking at the submitted projects, a few trends stand out. First is the group’s keen interest in finding alternatives to plastic, a clear reproach to the once-popular material. Secondly, many applicants opted for dual-purpose approaches by finding new uses for leftover organic materials (such as pruned tree branches, or fallen pine needles), in order to create demand for their source-plants, reaping economic and environmental benefits in one fell swoop. But by far, the most common theme amongst the entries was empowerment. From apps incentivising better recycling habits, to community farming systems and skill-sharing platforms, many innovations share a similar line of thought: if you want people to change, bring them closer together.



FUNDING PARTNER



ENDORISING PARTNER

PLASTIC  
SMARTCITIES



DEVELOPMENT PARTNERS

..STBY..





## SELECTION COMMITTEE SETS OUT TO FIND POTENTIAL WINNERS

The competition now enters a pivotal selection phase. Over 100 creative and industry leaders from around the globe are joining together to serve as the No Waste Challenge selection committee. Represented in the group are experts in circular design, climate action and social impact, including Oskar de Roos (WWF Netherlands' plastic lead), artist duo Honey & Bunny and Aaron Nesser (co-founder and CTO of AlgiKnit). At least ten members will join from every Challenge city: Amsterdam, Delhi, Mexico City, Nairobi, Tokyo, São Paulo and Rio de Janeiro.

The selection committee has until **27 May** to review the entries online and create a shortlist of nominees for every track. Besides rating each project against the four main selection criteria (impact, creativity, feasibility & scalability), each member will also provide expert feedback on how nominees could improve or refine their projects.

What else will they look out for? As the saying goes, 'Creativity is thinking up new things, innovation is doing new things', points out Bezawit Eshetu, circular economy expert and committee member evaluating the global track entries. "I am excited to learn what the contestant's view of circularity is," she explains. "What new solutions and opportunities did they think of to address the gaps and challenges in their community, and what entrepreneurial idea did they come up with to make business cases out of their ideas?"

The duo behind design studio Formafantasma are similarly on the look-out for lasting impact. Their top priority? "Groundbreaking ideas with a long-term view." What all members seem to share, is a sense of optimism tied to the sheer number of creatives who have joined the movement to design out waste.

## WHAT'S NEXT?

Published projects can be viewed online via the [Challenge platform](#). Nominees will be announced on 27 May, after which they will have two weeks to further improve their applications before the international jury begins their evaluation and decides on **16 winners worldwide** by 15 July. Winning ideas are made into a reality with €10.000 in funding and a global development programme co-created with Impact Hub.

To get to know the selection committee, visit the No Waste Challenge platform: <https://nowaste.whatdesigncando.com/selection-committee>



FUNDING PARTNER



ENDORISING PARTNER



DEVELOPMENT PARTNERS

..STBY...





### FOR THE EDITORS

For photos, graphics, and additional materials on the global issue of waste, view our [press kit](#). To check out the first submission to the No Waste Challenge, visit the platform's [entries page](#). More information about past challenges and What Design Can Do is available at our [press webpage](#).

With any further press enquiries, please contact our Communications Manager [Daphne Schmidt](#). For more information about the challenge, please contact our Programme Manager [Rosa Kieft](#).

### ABOUT WHAT DESIGN CAN DO

What Design Can Do (WDCD) is an international platform that advocates for design as a tool for social change. Since 2011, we have undertaken numerous activities to promote the role of designers in addressing the world's most pressing societal and environmental issues. To date, WDCD has hosted 13 successful conferences in Amsterdam, São Paulo, and México City. In 2016 WDCD launched an ambitious design challenge programme that engages the creative community with urgent societal issues such as the wellbeing of refugees and climate change.

For more information, visit [www.whatdesigncando.com](http://www.whatdesigncando.com)

### ABOUT THE IKEA FOUNDATION

What Design Can Do's Challenge programme is funded by the IKEA Foundation. The IKEA Foundation works to create a better everyday life for people. To achieve that, they support innovative approaches to solving the root causes of inequality: poverty, the consequences of climate change, and lack of resources such as clean air, energy and fertile land. The IKEA Foundation is funded by INGKA Foundation, owner of the Ingka Group of companies. The IKEA Foundation is independent from the retail business with a sole focus on creating brighter lives on a liveable planet through philanthropy and grantmaking.

For more information, visit [www.ikeafoundation.org](http://www.ikeafoundation.org)



FUNDING PARTNER



ENDORISING PARTNER



DEVELOPMENT PARTNERS

