

Eco 360 Innovation Plan Worksheet

Eco 360 Challenge

What is the Eco 360 Challenge?

A challenge inviting all our environmental leaders, dreamers and innovators to develop an innovation plan that incorporates a circular economic model, eliminating plastic waste from our environment. Our economy currently functions in a linear manner which has proven to be unsustainable, resulting in the crisis of plastic waste. We need to reimagine our economy and transition towards a circular economy for plastic - one without plastic waste!

What is an innovation plan?

- Innovation typically stems from a problem faced by society.
- A problem is essentially an opportunity in the market to create something new.
- An innovation plan includes recognizing such needs in the market (e.g. plastic pollution) and taking the opportunity to offer a new solution - i.e. a new business, a product or a service.

Preparing for the Eco 360 Innovation Plan

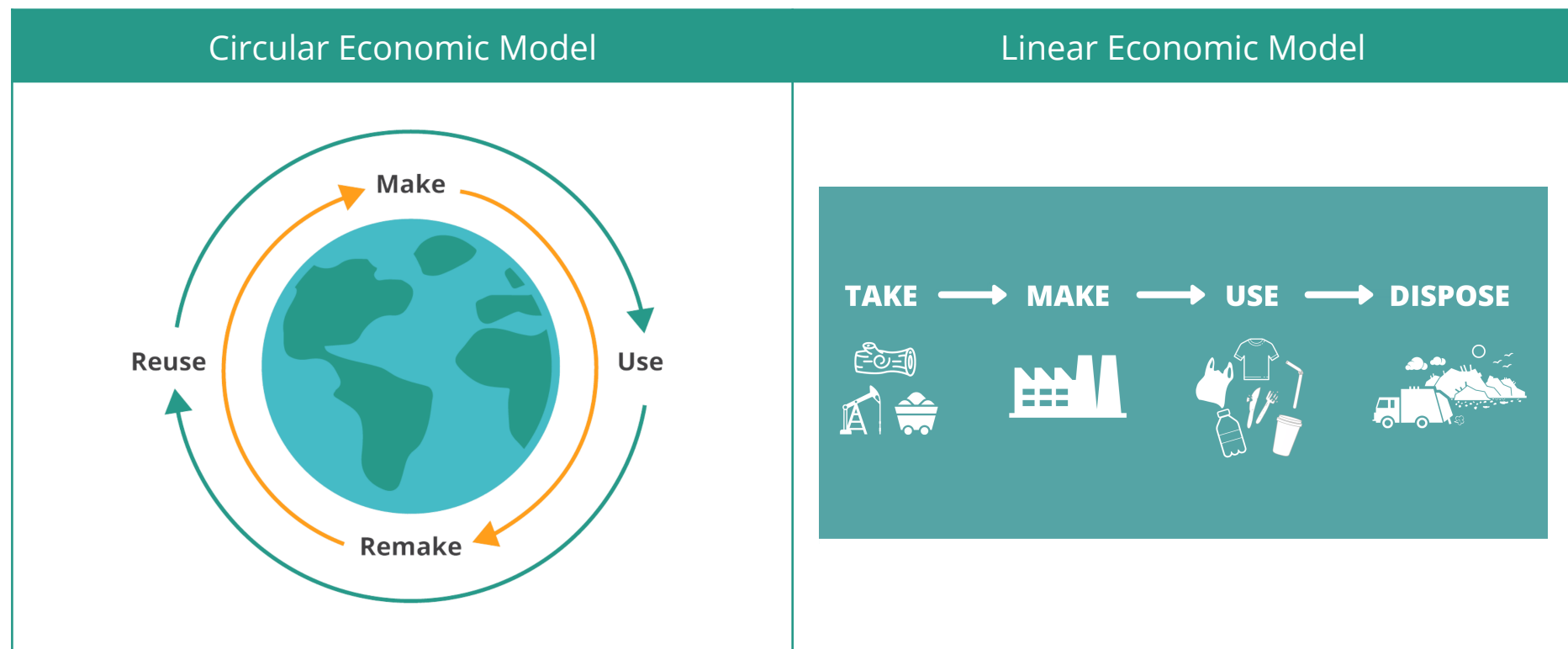
Before diving into writing your Eco 360 Innovation Plan (page 6 - 12), we encourage you to review the Homework A, B and C sections to brainstorm ideas and help you get organized!

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Homework (A)

Before diving into writing your Eco 360 Innovation Plan, we encourage you to refer back to the Eco 360 learning activities to recap essential differences between a linear and a circular economy, and how a circular economy solves the problem of plastic waste. You can refer back to your Eco 360 Notebook to review the notes you have been taking throughout the program.



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Homework (B)

Before diving into writing your Eco 360 Innovation Plan (page 6 - 12), look at some of these creative and innovative ideas to get inspired!





1. Explore an innovative entrepreneurial solution by coming up with a new business idea, product or service tackling plastic waste. This could include:
 - a. Material transformation by converting a plastic material into something new and unique!
 - i. You can take inspiration from an innovative company in Kenya that transforms plastic waste into bricks stronger than concrete - <https://www.reuters.com/article/us-kenya-environment-recycling-idUSKBN2A211N>
 - ii. Take inspiration from schools like Collingwood School in Calgary where they are taking plastic waste and making it into furniture - https://www.youtube.com/watch?time_continue=20&v=ryGwn_9Ggns&feature=emb_logo
 - b. A chemistry-based solution to deal with plastic waste and imagine new possibilities!
 - i. You can take inspiration from these studies - <https://www.sciencedaily.com/releases/2019/10/191018112142.htm>
 - ii. You can take inspiration from the innovative company Novoloop to explore how plastic waste can be transformed through chemical processes for new products - <https://www.novoloop.com/>
2. Explore an innovative policy solution for your province or municipality to implement a circular economy, eliminating plastic waste.
3. Explore an innovative behaviour change solution by promoting strategies around education and awareness to the masses to promote a circular economic model, eliminating plastic waste.

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Homework (C)








Before diving into writing your Eco 360 Innovation Plan (page 6 - 12), we encourage you to use these prompts below to help you formulate your innovative idea. You can record your notes in your Eco 360 Notebook.

	What is it? Think about whether your idea will be an entrepreneurial solution (if yes, is it going to be a new business, a good or a service?) or a policy solution or a behaviour change solution through education and awareness?
	Why are you proposing this? Think about the problem you want to solve
	How will you do it? Think about how your idea will solve the problem for consumers
	Who are you doing this for? Think about who will be your consumers and why will they buy into your idea

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What should your Eco 360 Innovation Plan entail?

	Summary: Identify and describe what is your proposition - is it a policy solution, an entrepreneurial solution such as a new business, product or service, or a behaviour change solution through public education and awareness? Briefly, explain how your model works.
	Problem Definition: Describe the problem that you want to solve (remember it is also an opportunity!)
	Consumer Segments: Describe who your target consumers and/or audience are.
	Unique Value Proposition: <ol style="list-style-type: none">1. Describe and explain clearly why your proposition is unique and worth buying into and/or implementing?2. Describe and explain clearly how your proposition incorporates a circular economic model at its core - where there is no generation of plastic waste.
	Solution for Plastic Waste: <ol style="list-style-type: none">1. Describe and explain how your proposition eliminates plastic waste.2. Quantify (if possible) how much plastic waste will be diverted once your proposition is implemented.
	Sustainable Model: Explain how your proposition is sustainable - i.e. it is feasible financially, environmentally and socially.
	Conclusion: Summarize your key findings and solidify your pitch here!

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Innovation Plan

Write your Innovation Plan in each of the sections below. You can add more pages if needed.

Summary

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Problem Definition

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Consumer Segments / Audience

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Unique Value Proposition

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Solution for Plastic Waste

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Sustainable Model

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Conclusion