

## PRESS RELEASE

### What Design Can Do announces shortlist of 85 nominees for the No Waste Challenge

#### *Final round of competition will determine 16 winners by 15 July*

Amsterdam, 27 May 2021 — **The No Waste Challenge shortlist is in, and these nominees are hungry for design-led climate action. What Design Can Do's global design competition, launched in partnership with IKEA Foundation, asked designers and innovators to find solutions addressing the massive impact of waste on climate change. From 1409 entries worldwide, 85 projects will now move on to the final round of competition.**

How did these 85 entries snag the nomination? Ideas submitted to the global track and six city tracks were meticulously reviewed by the 105 experts organised in multiple Selection Committees through a series of online and offline meet-ups. Nominees won over the Committee by exceeding expectations across the competition's criteria: impact, creativity & design, feasibility, and scalability. In addition to these four, there's one important element the nominees seem to share: an out-and-out urgency to confront the climate crisis.

"Over the past year, many of us have wondered: how will the creative industries respond in a time of unprecedented crisis?" comments Richard van der Laken, co-founder and creative director of What Design Can Do. "Well, I think we have one answer: creatives are no longer willing to wait for the change they want to see. They're determined to be part of building a better future; one which redefines not only our relationship with waste, but our relationship with nature."

The finalists' determination is not without good reason. There is indeed a lot at stake when designing to halt climate change, and perhaps what is even more encouraging — there is also a lot to gain. "These nominees are fuelled by the climate emergency, their creative skills and passion," comments Bas Raijmakers, creative director of STBY, the design research agency partnering with WDCD. "They show that working with nature and with people is much more exciting than working against them."

While some projects are taking on big-picture systems of production, others are inspiring individual consumer habits and empower grassroots action. [Vegeme](#) (Tokyo) is a full-circle initiative. This project collects food waste, converts it to fertiliser, then uses it to grow new vegetables and provide consumers with ecological food in return. [ReUptt](#) (Amsterdam), on the other hand, focuses on empowering individuals to make more sustainable choices. Instead of replacing broken or damaged products, this app repairs them with the convenience of door-to-door delivery. Similarly, [Bare Necessities](#) (Delhi) connects with individuals in order to affect broader change, by connecting people with zero-waste ways of living, including products and resources. In the end, their goal is to inspire a wave of more socially conscious behavior, bringing attention to the ways we improve systems, from production to consumption.

Together, the finalists' ideas add up to an image of a changing world — one where we've both improved existing practices and implemented completely new solutions. One nominee, [SOLO Packaging](#) (Brazil), takes both approaches, melding old and new in its eco food packaging made from dry palm leaf. As Selection Committee member and Eu Reciclo's Project and Partnerships Director Tania Sassioto explains, "This nominated project takes an old idea — wrapping and cooking food with leaves — and elevates its design."

The nominees certainly made a strong impression on the 100+ experts in the Selection Committee. As Sara Landeira, founder of What The Studio, summarises, "People around the world are demonstrating that they are ready to change the way we inhabit our planet. Now it's time for governments and corporations to pay attention and push change forward."

### **WHAT'S NEXT FOR THE NOMINEES?**

Nominated projects can be viewed online via the Challenge platform. Over the next month and a half, the 85 nominees will refine their entries, and an international jury will review their projects. On 15 July, the international jury will announce 16 winning projects. Winners will receive €10.000 in funding and launch into a full-steam-ahead development programme co-created by Impact Hub.

### **ABOUT THE NO WASTE CHALLENGE**

What Design Can Do and IKEA Foundation launched the [No Waste Challenge](#) in January 2021, asking the creative community to come up with bold solutions to address the enormous impact of waste on climate change. In April, the open call ended with an exceptional 1409 submissions. The overwhelming response suggests that waste is not just an urgent and global issue, but also one that is especially important to a growing number of designers and innovators. Representing ideas from participants in 105 countries, creatives answered the call with both optimism and a clear sense of responsibility.