



Give waste a new life

How can a platform help companies to give waste a new life and discover new revenue streams by connecting chemical innovation to the waste handling process, hand in hand with the EU Circular Economy action plan? How could the story look like to sell the concept to the industry supported by an innovative business model and a tangible and seamless digital user interface?

Using the example of textiles and the textiles business for a proof of concept, we will provide the teams with knowledge about the EU action plan and information on the market players, possible waste sellers and buyers and technical innovators.

Textiles have a very high impact on waste and pollution in the production and consumption process:

- 1)** 8-10% of carbon emissions
- 2)** largest consumer of freshwater
- 3)** largest polluter of water
- 4)** 85% end up in landfills
- 5)** 500kt end up in the ocean as microfibers



The challenge team optimally consists of UX designers, platform techies, marketing and business development specialists and experts around circular economy, sustainability and/or chemistry.



hackdays

Rhein-Neckar 2021

Give waste a new life

We are convinced, sustainability can't be solved alone, circular economy fosters collaborative relationships and disrupts the traditional supplier – customer transactional relationship. Let's create the platform to accelerate the transformation into circular economy and make the EU ambitions real, with the Hackdays Rhein-Neckar as the center of action!

 **BASF**
We create chemistry