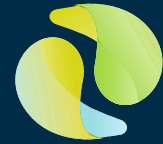


Innovate2PREVENT

Application Guidelines



PREVENT
Waste Alliance

For a circular economy, the prevention of plastic and electrical and electronic equipment waste is a crucial challenge that is calling for innovative and inclusive solutions. The **Innovate2PREVENT** program seeks to inspire and mobilize creative minds from all around the globe to develop innovative, inclusive, and data-driven circular business approaches. It combines an innovation contest with business acceleration and provides a unique opportunity for innovators, environmentalists, and forward thinkers to showcase and advance their innovative solutions.

Innovative solutions will be required to contribute to one of three tracks:

- **Track 1:** Solutions contribute to extending product lifetime, closing resource loops or optimizing resource efficiency **through reuse, refurbishment or repair of electrical and electronic equipment.**
- **Track 2: Upstream solutions in the plastics value chain** that contribute to phasing down single-use plastics, fostering alternatives to plastics and reuse models, contributing to closing material loops, improving recyclability, increasing secondary raw material use, and/or reducing environmental pollution.
- **Track 3:** Solutions contribute to a circular economy **by integrating digital solutions and interoperable data models** across product life cycle stages and value chains.

Selected solutions should thereby contribute to a circular economy in priority countries of the German Development Cooperation while taking Just Transition principles into account. Solutions that contribute to diversity, gender equality and/or social inclusion will be favoured. The program will be implemented by [Yunus Environment Hub](#) on behalf of the [PREVENT Waste Alliance](#).

Benefits of joining the Innovate2PREVENT program:

- **Non-financial support:**
 - Peer learning and capacity building on innovative circular business models through Innovation Bootcamps, Masterclasses and one-on-one Coaching Sessions
 - Market access support i.e., support in identifying market opportunities and developing strategies for their utilization.
 - Communication support, including pitch trainings for investment readiness.
 - Technical assistance such as (digital) business model trainings, technology workshops, access to testing and prototyping facilities and circular design tools.
 - Legal and regulatory guidance.
 - Networking and matchmaking support via the PREVENT network.
 - Access to PREVENT members as (local) mentors.
 - Access to information about funding opportunities and requirements.
 - Priority access to the [PREVENT Leadership Training](#), if suitable.
- **Financial support:**
 - Seed funding: Up to EUR 9,000 depending on the stage of your innovation and your financial needs.



Minimum time commitment:

- 2 virtual tailor-made Expert Innovation Bootcamps (3 hours each)
- 5 virtual Masterclasses (2 hours each). The Masterclasses are open to all applicants that are shortlisted as semi-finalists within the program.
- 10 virtual one-on-one coaching sessions (2 hours each)

Innovate2PREVENT program is your perfect match if:

a. Eligibility criteria:

- Eligible applicants are companies, social businesses and NGOs registered in low- and middle-income countries¹. Collaborations with local and international partners from all countries are encouraged.
- The organisation must be able to demonstrate a minimum of 3 years of working experience. Please note that you will be asked to provide copies of the financial statements of the past 3 years as a proof.
- The innovation contributes to a circular economy either through **Track 1, 2 or 3**.
- Supported activities must be sustainable, necessary and contribute to a charitable purpose according to German charity law*.
- Selected solutions must take social aspects and potentially harmful consequences into account.
- Fluency in English is a prerequisite for participation since the program will be in English.
- Applicants do not need to be a member of the PREVENT Waste Alliance.

*Germany Charitable Law: “A corporation pursues charitable purposes if its activities are aimed at selflessly promoting the general public in material, intellectual or moral areas.”

b. Selection criteria:

- **Impact of innovation:** a clear description of expected results in terms of integration of circular innovation into business models. These impacts can e.g., include waste prevention, resource efficiency, lifetime extensions, design considerations and/or an improved legal/institutional framework in a specific country with measurable key performance indicators.
- **Innovation² and creativity:** assessing the innovation characteristics and creativity of proposed solutions.
- **Implementation feasibility and viability:** the proposed solutions should clearly demonstrate 1) how the innovation can be implemented within the given timeframe and available resources and 2) how the innovation can remain viable beyond the duration of the program.
- **Scalability and replicability:** the proposed solutions should have the potential to serve as inspiration to others. Any future scale-up or replication should contribute to sustainable development locally and/or at national, regional, and international levels.

¹ All low- and middle-income countries based on gross national income (GNI) per capita as published by the World Bank, with the exception of G8 members, EU members, and countries with a firm date for entry into the EU. Also includes all Least Developed Countries (LDCs) as defined by the United Nations (UN). Potential partner organisations may be located in countries not included in this list.

² Innovation encompasses new ideas, concepts, products, and processes that have a disruptive effect in the plastic and waste electrical and electronic equipment (WEEE) sector leading to positive social and environmental impact to the society.

- **Team expertise and capability:** the teams should be sufficiently set up, with sufficient human and technical capacity, clearly defined roles and responsibilities and past experiences. Please show how these are relevant to achieving the proposed solution’s objectives.
- Selected solutions must take **social aspects and potentially harmful consequences** into account.
- Additional points will be rewarded to:
 - Applicants who pursue a socially inclusive approach which leads to gender equality.
 - Project teams of collaborating organisations where appropriate. Collaboration with other local or international partners is very welcome, however, funding will be directed to the lead applicant organization only.

Preliminary timeline:

Activities	Timeline
Call for applications opening	7 th June 2024
Application Q&A Session (1-hour)	25 th June 2024
Deadline for application submission	5 th July 2024
Applications evaluation phase	8 th to 26 th July 2024
Announcement of the finalists	28 th July 2024
Virtual kick-off (2-hour session)	31 st July 2024
Program implementation phase	31 st July 2024 to 28 th Feb 2025
Virtual closing	28 th Feb 2025

How to apply?

- After carefully reading the application guidelines, please fill in the [application form](#).
- Please note that applications need to be submitted in English.
- Applications will close on the **5th of July 2024, at 23:59 CEST**.

If you have any questions, please reach out to Bramwel Omondi (bramwel.omondi@yunuseh.com) and Leonard Mwasi (leonard.mwasi@yunuseh.com).

About the partners:

The **PREVENT Waste Alliance** serves as an international ‘think and do tank’ for circular economy practitioners. As a platform for knowledge exchange and international cooperation, it brings together organisations from the private sector, academia, civil society and public institutions. PREVENT’s mission is to advance the circular economy in low- and middle-income countries by minimising waste, eliminating pollutants, and maximising the reuse of resources in the economy worldwide. The PREVENT Waste Alliance was launched in 2019 by the German Federal Ministry for Economic Cooperation and Development.

Yunus Environment Hub (YEH) is a member of the PREVENT Waste Alliance since its inception in 2019 and co-leading the working group on plastic and sub working group on social inclusion. YEH’s vision is to create a World of 3 Zeros: Zero Poverty, Zero Unemployment and Zero Net CO2 Emissions. To achieve this goal, YEH is developing and supporting social business solutions for environmental and social challenges that create opportunities along the value chain for entrepreneurs or supporting organizations; using social business entrepreneurship as a vehicle to solve the most pressing issues of the planet, to ensure these solutions are financially self-sustainable and socially inclusive.

