

Terms and Conditions

1. BACKGROUND

Current modern design practices, logistics, distribution and delivery systems are energy intensive, leak waste, and support a destructive single-use mindset. The lifecycle of products is short, since around 99% of the things we buy are thrown away within the first six months. Waste management issues continue to rise globally as more people migrate to urban areas and consume more. Following current population growth trends and consumption and production patterns, global municipal solid waste generation is expected to double from 2 billion tonnes (2016) to 4 billion tonnes (2050). Coupled with current inefficient resource extraction and processing and poor waste management practices, waste of all types will continue to negatively impact our health, environment and economy. Life on Earth will only improve if waste's impact is drastically reduced.

Kosovo lacks proper solid waste management (including an organized waste recycling system), therefore almost all waste ends up in landfills, is openly burned, or ends up in streets, rivers, and communities! There are around 1,490 illegal dumpsites posing environmental and health risks. In 2019, the waste sector accounted for 5% of the total GHG emissions in Kosovo, with around 70% deriving from solid waste. The amount of municipal waste collected in Kosovo increased by 11% to 452,000 tonnes in 2019 compared to 2018. Public awareness on waste generation and disposal is insufficient, with only 3% perceiving the environment (including waste collection in general) as a major problem for Kosovo. Recycling practices are also low, with less than 1% of the total collected waste being currently recycled.

Minimizing waste generation while maximizing the recycling rate is central to the circular economy concept and achieving sustainable development. Recycling waste not only reduces GHG emissions and other environmental contamination; it also provides raw materials for new products, spurring innovation and job creation.

The **U.S. Embassy Pristina** and **UN-Habitat Kosovo** (hereby referred as "the Organizers") have initiated the **Waste Wise Challenge**, which aims to increase public awareness on waste management (including prevention, reduction, reuse, recycling, and disposal) and its impact to human health, the environment, and climate change, and to encourage technological innovation and a strong circular economy.

It consists of two components:

1. **Educational & Awareness Raising:** public lectures, panel discussions, and other awareness raising activities on **reducing waste** in our cities, and their proper management (SDG 11.6),
2. **Entrepreneurship:** a design competition encouraging the development of innovative ideas and solutions for **repurposing or recycling solid waste** (SDG 12.5) into bankable products, (organized in partnership with BONEVET, Innovation Center Kosovo (ICK), Coca-Cola HBC, American Corner and Kosovo United States Alumni (KUSA)).

2. TIMELINE

The Waste Wise Challenge runs from 9 November 2021 – 12 January 2022, linking with the UN Kosovo Team’s [#KosovoClimateAction](#) campaign (October-November 2021) leading to the [26th UN Climate Change Conference of the Parties \(COP26\)](#) (31 October – 12 November, 2021), as well as the [Global Entrepreneurship Week](#) (8-14 November 2021).

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| 9 November 2021 | Launch of the Waste Wise Challenge and the design competition |
| 10 November 2021 | Panel discussion with recycling businesses and NGOs |
| 15 November 2021 | Public lectures with international experts (weekly until 6 December) |
| 12 December 2021 | Application deadline for the design competition |
| 22 December 2021 | Announcement of ideas selected for the boot camp |
| 8 January 2022 | Boot camp/mentoring sessions |
| 10 January 2022 | Final pitch/presentation to judges and potential investors |
| 12 January 2022 | Winners announcement and closing event |

3. DESIGN COMPETITION

The **Waste Wise Challenge** design competition aims to encourage the development of innovative ideas and solutions for repurposing or recycling solid waste (SDG 12.5) into bankable products, while rethinking their overall lifecycle and impact to our environment, health, and climate (SDG 11.6).

While using design as a tool to address the most pressing societal and environmental issues, let’s think about how to reduce our waste, make the most out of it, and aim for Zero Waste Cities! How can we use waste as a resource? How can we design products and components that have a longer lifecycle and promote the circular economy? How can we learn from and empower informal waste pickers and better support the jobs that they do? How can we turn trash to cash? How can we make our cities Waste Wise?

4. ELIGIBILITY

The design competition is open for:

- Individuals or groups of people (teams)* based in Kosovo, either being **students, designers, tech nerds, entrepreneurs, start-ups, civil society organizations etc.**,
- With a **passion to earn money while saving the planet**,
- Having an **innovative and promising waste recycling idea** (product design),
- Which creatively repurposes **solid waste (metals, plastics, glass, paper, tires, e-waste etc.)**,
- Hence **making our cities and settlements cleaner and less polluted!**

**Teams with members of diverse backgrounds are highly encouraged. Each team should have a designated focal point.*

5. APPLICATION INSTRUCTIONS

All applicants should submit their ideas through the online [Application Form](#) in English language by **12 December 2021** by filling in the following sections:

- **Concept Idea (max 400 words):** What is the idea that you would like to share with us? Which type of waste does it aim to reduce? How does it contribute to reducing environmental pollution and/or greenhouse gas emissions? How does it contribute to the creation of new jobs and the improvement of people's livelihoods? What makes it stand out?
- **Product Design (max 400 words):** What are the strategies and principles followed to design your product and optimize its life cycle? All related visuals or materials (drawings, sketches, 3Ds, photos etc.) should be submitted within the Attachment section.
- **Implementation (max 400 words):** How is your idea/product realized? What type of financial, technological or human resources are needed to implement your idea?
- **Potential Market (max 400 words):** Who could benefit from your product? How could it get into the market?

*All related visuals or materials (drawings, sketches, 3Ds, photos etc.) or additional textual descriptions (if there is insufficient space to elaborate) presenting your idea should be submitted as a **single PDF file (max 10 MB)** within the Attachment section.*

6. SELECTION PROCESS

Applicants will go through two selection phases. The first phase includes the assessment of the top ten (10) concept ideas in terms of their impact and feasibility by a jury of local and international waste management and recycling professionals. Individuals or teams making it to the selected top ten (10) concept ideas will undergo a one-day boot camp with mentoring sessions (including from BONEVET and Innovation Center Kosovo) on how to further develop their ideas, scale up their impact, and present them more effectively. After the refinement of their ideas, the applicants will pitch/present them to a second jury composed of potential investors or other related networks, who will select up to three (3) winning ideas.

7. BENEFITS

Up to three (3) winning teams/individuals will receive:

- **Up to 10,000 EUR from Coca-Cola HBC** related to their Mission Sustainability 2025 Commitments, focused on waste, emissions reduction, water protection, and communities.
- **Incubation services from Innovation Center Kosovo (ICK)**, including office space, mentorship, training, Amazon Web Services, promotion, and more.
- **Training services by BONEVET** on electronics, programming, graphic design, CNC mechanics or digital fabrication (up to 240 EUR/person),
- **Ticket to the 11th World Urban Forum (WUF11) in Katowice, Poland (June 2022)** for presenting their Waste Wise idea globally. WUF, convened by UN-Habitat, is the premier global conference on urban areas, and the 2022 year's theme "Transforming our Cities for a Better Urban Future" explores issues on rapid urbanization and its impact on communities, cities, economies, climate change and policies.



8. INTELLECTUAL PROPERTY RIGHTS, INFORMATION AND PUBLICITY

By entering the competition, applicants confirm that they own all Intellectual Property Rights (IPR) subsisting in their entry to the competition and that their entry does not infringe any third party's IPR. The applicants retain full and exclusive ownership of the information and IPRs subsisting in their entry to the competition.

The Organizers do not retain any equity or ownership of the applicant/s idea. Submitted ideas will only be used for the purpose of evaluating your application to the Waste Wise Challenge.

Applicants are responsible for obtaining any necessary permission from third parties to use their IPR in their respective submission. In case of any third party claiming that the material uploaded by the applicants to the Waste Wise Challenge constitutes a violation of their IPR, or their confidentiality/privacy rights, the Organizers reserve the right to ask for additional evidence or documents to validate that all the supplied information supply is true and complete, or to disclose the applicant/s identity to the claimant/s.

9. PERSONAL DATA

Unless stated otherwise, information (including personal information, logos, photos, videos) submitted or presented/pitched by the applicant/s will be used by the Organizers for administering and judging the competition, and for promotional purposes. The Organizers may share this information with the jury members, partners, and anyone who is involved in the competition. If required, the Organizers may disclose your personal data in order to comply with any legal obligation with the purpose of fraud protection and credit risk reduction.