

Corporate Innovation Challenge Template

Challenge Name: Reusable, biobased takeaway

Code Name: BIOECONOMYVENTURES-2022-OC1-SA_1

Challenge Domain:

Food packaging innovation

Description of the Corporate innovation Challenge

Existing takeaway containers all have at least one draw-back. Aluminium trays cannot be microwaved, and single use plastic containers cannot be used in the oven. Up until now, many alternatives were leaky or had other issues, not forgetting the environmental impact of aluminium and oil-based plastic production, and finally the uncertainty of recycling food contaminated containers, which more than likely go to incineration (a linear economy).

The main goal of this challenge is to fast track the development and launch of a **biobased** takeaway container that is either home compostable OR can be reused multiple times. The rectangular tray format needs to be available in several sizes, with a tight-fitting lid (which simply could be disposable yet biobased, to keep costs down). Made from innovative low cost, waste biobased products e.g. a bagasse/wool/crustacean mix with a water & grease resistant lining, the trays need to be food safe, microwavable, oven able, freezable, stackable & easy to use. The reusable variant must also be washable, without degradation of the shape or functions for at least 10 washes.

Consideration should also be given to using existing mold shapes currently used in the plastics industry and which the end consumer is familiar with for their business models.

Expected results

- Support the fast-track development of new and innovative biobased products that solve/reduce the current environmental issues.
- Enabling the European and UK launch of such products, through our easy-to-use website, at affordable costs to the end consumer.
- Driving market penetration, participation, and sales at pace, enabling rapid return on investment.
- Development of a biobased single use takeaway container with secure lid, and/or

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- Development of a biobased reusable takeaway container with secure lid.

Types of Collaboration

1. Mentorship
2. New business model exploration (i.e., exclusive distribution, profit sharing, IP sharing ...)
3. Knowledge sharing and Tech Transfer
4. Fast track to market

Company Information

Company Name: Single Use Alternatives Ltd.

Company information:

Single Use Alternatives Limited is an established, UK independent, online business with a commercial model focused on making it easy and affordable for consumers to make the switch to sustainable, renewable, biobased alternatives to oil based single use plastic disposables, mitigating their impact on Climate Change.

We buy in bulk, and we pass those savings on, making the most of supply chain efficiencies, AI and technology. Being lean ourselves means we are very competitive, and we have created resonance with 1000s of customers UK wide.

There are 165,000 registered UK restaurants, cafes, event caterers, takeaways and street food stands, butchers & bakers, with an estimated UK market value of £198m+ (excluding corporates).

We now feature over 450 different products made from plants do not oil based plastics, from almost 15 international manufacturers, all on 1 easy to use website. Everything from the usual disposable coffee cups, lids, deli containers, cutlery, soup/ice cream containers, tableware, and platters, to the more unusual and gaining in popularity, plant based clingfilm, gloves, stickers and cellulose bags etc. We are also proud to fast track new and innovative products such as Notpla's seaweed lined takeaway boxes and spill proof Zume trays, bowls, and lids.

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We would love to fast track to market, the next generation of bio based takeaway container with other new partners.

Please contact us at adrian@mysua.uk to find out more.

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