



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 the IKEA Foundation, asked designers and innovators for solutions to address 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 105 experts organised in multiple Selection Committees around the world. 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."

BIG DREAMS, SMALL HACKS & EVERYTHING IN BETWEEN

While some nominated projects take on entire systems of production, others focus on changing consumer habits and empowering grassroots action. [Bare Necessities](#) (Delhi), for example, is a big-picture initiative. Their goal is to inspire a wave of more socially conscious behavior by connecting individuals with the products and resources needed for a zero-waste way of living. Similarly, [ReUp](#) (Amsterdam) is a service whose environmental impact grows the more consumers use it. Instead of replacing broken or damaged products, this app encourages you to repair them with the convenience of door-to-door delivery. [Flower Matter](#) (Thailand), on the other hand, is an upcycling hub working with farmers and researchers to turn waste from the flower industry into biodegradable materials. [Vegeme](#) (Tokyo) targets both individuals and local government. This full-circle composting programme, exchanging fresh produce for food waste, also advocates for food waste reduction policy across the entire city of Tokyo.

Together, the nominated ideas add up to an image of a changing world — one where we've both improved existing practices and implemented completely new solutions. Some nominees even take on both approaches, like [SOLO Packaging](#) (Brazil) which melds 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."



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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.

View all the nominees online at: <https://nowaste.whatdesigncando.com/nominees>

FOR THE EDITORS

The No Waste Challenge joins a powerful movement of no-waste innovators. For photos, graphics, and additional materials on the global issue of waste, view our [press kit](#). More information about past challenges and What Design Can Do is available at our [press webpage](#).

With any further press enquiries, please contact our Communications Manager Daphne Schmidt. For more information regarding the challenge, please contact our Programme Manager Rosa Kieft.

ABOUT WHAT DESIGN CAN DO

What Design Can Do (WDCD) is an international platform that advocates for design as a tool for social change. Since 2011, we have undertaken numerous activities to promote the role of designers in addressing the world's most pressing societal and environmental issues. To date, WDCD has hosted 13 successful conferences in Amsterdam, São Paulo, and México City. In 2016 WDCD launched an ambitious design challenge programme that engages the creative community with urgent societal issues such as the wellbeing of refugees and climate change.

For more information, visit www.whatdesigncando.com

ABOUT THE IKEA FOUNDATION

The IKEA Foundation works to create a better everyday life for people. To achieve that, they support innovative approaches to solving the root causes of inequality: poverty, the consequences of climate change, and lack of resources such as clean air, energy and fertile land. The IKEA Foundation is funded by INGKA Foundation, owner of the Ingka Group of companies. The IKEA Foundation is independent from the retail business with a sole focus on creating brighter lives on a liveable planet through philanthropy and grantmaking.

For more information, visit www.ikeafoundation.org



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