



Factsheet: Postcode Lottery Green Challenge 2018

The Postcode Lottery Green Challenge is one of the world's largest annual competitions for sustainable entrepreneurship organized by the Postcode Lottery (active in The Netherlands, Sweden, the UK and Germany). The Postcode Lottery Green Challenge encourages green start-ups to send in creative and innovative business plans for products and services that contribute to a low carbon economy and the reduction of greenhouse gas emissions. The winner receives €500,000 to further develop their service or product and bring it to market within the next two year. The runner-up will receive €200,000. The other three finalists will receive €100,000 each. On top of the prize money, all finalists will be giving six months of expert coaching. No shares, no returns, just support!

How does the competition work?

People from all over the world can submit their sustainable business plans from the first of March, 2018, until June 1, 2018, at www.greenchallenge.info. Mid-July, the organization will announce the 25 nominees who are in the running towards becoming a finalist. Five finalists will then be selected Mid-August for the final round of the competition, where they will present their business plan in front of a selected audience and an international panel of experts during the grand final in Amsterdam on September 13. After the decision round the judges will announce the winner of the €500,000 as well as the runner-up.

As this is an international competition, all entries must be submitted in English. Due to the fact that we receive hundreds of submissions from over 80 countries, we have to employ strict guidelines. If you have been selected as one of the finalists, you will be invited to come to Amsterdam to present your plan before the international panel of experts. Please be aware that your presentation should also be in English.

An overview of past winners of the Postcode Lottery Green Challenge

2017

Gayatri Datar- EarthEnable- Rwanda

EarthEnable has developed a method for making sustainable floors using locally sourced materials. This Rwandan start-up tackles a global problem, as more than a billion people still live on sandy floors, which are often a breeding ground for parasites and germs. The EarthEnable floors are 75% cheaper than cement floors and reduce the carbon footprint by 90%.

2016

Willem Kesteloo – PHYSEE – The Netherlands

PHYSEE created the first fully transparent energy-generating glass. A coating collects light that would normally be reflected, and solar cells in the frame convert it to electricity. In dense cities, commercial buildings can account for most carbon emissions. PowerWindows can supply half the energy for a renovated commercial building and up to 100% for a new building. Optional tinted panes for hot climates produce more electricity while cutting cooling costs.

2015

Jurriaan Ruys – Land Life Company – The Netherlands

The Cocoon from Land Life Company is designed to support a seedling through its critical first years. The Cocoon provides water and shelter while stimulating the seedling to produce a healthy and deep root structure, tapping into the sub-surface water supply within its first year. This way, the Cocoon

produces independent, strong trees, which are not reliant on external irrigation and can survive harsh conditions.

2014

Arthur Kay – Bio-bean – United Kingdom

Bio-bean uses a patented process to upcycle waste coffee grounds into two advanced biofuel products, namely biodiesel and biomass pellets used for powering buildings and transport systems.

2013

Ginger Dosier – bioMASON – The United States

BioMASON employs natural micro-organisms and chemical processes to manufacture biological cement-based building materials. Firing bricks generated carbon dioxide emissions in the process. BioMASON offers a clean and sustainable process where bricks can be home-grown, revolutionizing the building and construction industry.

2012

Molly Morse – Mango Materials – The United States

Mango Materials produces a naturally occurring biopolymer from waste biogas (methane) that is economically competitive with conventional oil-based materials, like plastic.

2011

Nick Christy – CINTEP – Australia

CINTEP's technique cuts water and energy usage by 70% without sacrificing enjoyment or hygiene. The shower will heat up a small amount of water making sure the first drop out of the showerhead is pleasant. The water is filtered three times, heat pasteurized and diluted with 30% fresh drinking water and then immediately re-used during your shower session.

2010

Scot Frank – One Earth Designs – The United States

Globally, over four million people die every year from household air pollution, mostly due to cooking over burning wood, animal dung or charcoal. The SolSource is a light, foldable device that harnesses the sun's energy to cook, generate heat and light, and charge mobile phones.

2009

Dean Gregory – The Power Collective – United Kingdom

The Power Collective Ltd. Developed the RidgeBlade, a low-cost rooftop wind turbine that captures wind power in low-wind conditions. Its visual unobtrusiveness makes it suitable for city housing as well as environmentally sensitive locations like national parks.

2008

Eben Bayer – Ecovative – The United States

Ecovative takes agricultural waste and adds mycelium to create all sorts of sustainable and easily decomposable (packaging) material as an alternative to styrofoam.

2007

Igor Kuin – Qurrent – The Netherlands

The Qbox combines the energy generated by personal solar panels or micro wind turbines and regulates the energy needs and costs accordingly among the participating neighbours.

For more information about the Postcode Lottery Green Challenge, please have a look on www.greenchallenge.info.

