

Help close the value-action gap!



iLab innovation challenge

Help brands in the **below categories** to create more sustainable products, develop a brand purpose in line with people's vision of the future, and measure sustainability targets and / or create and measure advertising.

CATEGORY	THIS REFERS TO...	FOR EXAMPLE...
Fast-moving consumer goods (FMCG)	These are products that are sold quickly and at a relatively low cost. Examples include soft drinks, shampoo, deodorant, biscuits, fruit and vegetables, ready-to-eat meals, home cleaning products, toiletries, cosmetics, and stationary.	What kind of products should brands develop today and in the future? Which sustainability issues should be prioritised by brands?
Mobility	How individuals will get around in the future, particularly in urban spaces (e.g., not air travel), making use of new growing technologies such as electric bikes and cars as well as self-driving cars.	How can we get more people to adopt electric vehicles? How can we help brands measure their impact on the planet?
Consumer technology	Any form of technology that is intended for everyday use by people. Products include laptops, tablets, gaming computers, gaming consoles, smart phones, smart home devices, GPS, wearables, VR devices, and more.	How can tech help people make environmentally friendly decisions in their day-to-day life?
Financial services	Professional services that involve the investment, lending and management of money and assets. This includes credit unions, banks, credit-card companies, insurance companies, accountancy companies, consumer-finance companies, stock brokerages, investment funds, etc.	What would make green investment the obvious choice for people? How can companies measure impact of sustainable products and services?
Fashion & Apparel	The design, manufacturing, distribution, and marketing of all types of apparel, from expensive haute couture and designer fashions to ordinary clothing and accessories.	What 'purpose' should the brands of the future have? How can we encourage people's adoption of upcycling fashion?
Retail	The businesses where consumers purchase products or services for their own use. The transactions can occur through a number of channels such as online (e-commerce), in a brick-and-mortar storefront, through direct sales, or direct mail.	What would make it easier for people to understand carbon footprint of products? How could we measure the impact of companies' advertising more effectively?
Energy	Companies that produce and/or supply energy, including energy sources from non-renewables such as natural gas or nuclear and energy sources from renewables such as hydro, wind or solar power, to be used by businesses (e.g., office blocks, factories) and consumers (e.g., cars, homes).	What gets in the way of people switching to a renewable energy supplier instead of suppliers using fossil fuels?