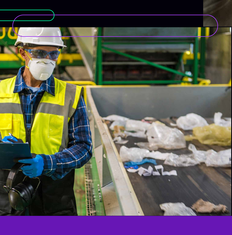
RE_SOURCE - SOCIEDADE PONTO VERDE

DISRUPTING THE PACKAGING WASTE SECTOR



THE OPPORTUNITY

Increase the recycling, recovering, and renewing rates of packaging waste by co-creating new solutions that can be scaled through the entire ecosystem and value chain.

THE WHY

Sociedade Ponto Verde is a waste packaging management organization. Its mission is to promote the selective collection, take back, and recycling of packaging waste at a national level. To accomplish its targets and goals, Sociedade Ponto Verde promotes environmental education among consumers and works with ecosystem players. It is committed to finding new solutions for producers, distributors, collectors, sorters, and recyclers to help increase recycling, recovering, and renewing rates, but also to disseminate knowledge on circular economy and digitization.

ABOUT THE PROGRAM

Impacting the entire value-chain

Re_source brings together key stakeholders and world-class startups to co-develop pilots capable of solving some of the most pressing challenges of the waste sector. Sociedade Ponto Verde co-funds the pilots, supporting the development of such solutions. To truly have an impact, the program intervenes in the entire value chain, focusing on specific objectives.

In its second edition, re_source aimed to develop solutions for consumer awareness-tackling accessibility and convenience in the recycling process of packaging materials, recovery and collection of glass & aluminum, digitalization with "Pay-As-You-Throw" (PAYT) systems, and sustainability of materials such as carton packaging for liquids and coated boards. The program gathered partners such as the leading manufacturer of aluminum foil containers, the biggest coffee roasting and distribution company in Portugal, organizations responsible for the treatment and recovery of urban waste, a major supplier of tinplate and plastic packaging, and an international chain of DIY and construction products, among others.

THE HOW

Connecting global startups and local partners for a wide-reaching impact

Program Setup

In this stage we worked with Sociedade Ponto Verde to co-create a thorough program plan that would meet their goals, with details on strategy, marketing, budget guidelines, timeline and processes.

Program Strategy & Plan

Needs Assessment

We applied a macro framework with Sociedade Ponto Verde to define collective goals and challenges and did an individual and detailed assessment with each partner. Based on the results, we set the goals and fined tune the search and scout of startups for the program.

Assessment Report
Scouting Briefing

Global Scouting & Startup Selection

We connected with our international network of innovators, accelerators, and more to find the latest technologies and best solutions. Through rigorous criteria we evaluates pitches, mediated meetings with corporate and determined the ones with most potential.

Scouting Report
Startups Applications
List with selected startups

Bootcamp

During two intensive days, startups and companies had networking and working sessions for a stronger alignment. The goal was to create and mature pilots concepts that would be developed on the next stage.

Bootcamp Event
Pilots Intentions

Development Stage

Entering the pilot development stage, we supported the work between startups and corporate through co-creation and status-update sessions, ensuring the organic progress of pilots' development and the field test of the solutions.

Evaluation Report

Integration

Demo Day it's a showcase of the progress made by startups and their current solution offering in front of a wider audience. We connected the piloted solutions to the partners' business units and support partnerships and deals.

Demo Day Event
Possible Deal Agreements
Final report

THE HIGHLIGHTS

Unveiling unexpected collaborations

The results have proven that promoting a collaborative environment, with a collective quest for holistic solutions, delivers a higher engagement from the parties involved, improving the chances for more impactful pilots and even side partnerships.

While open innovation programs normally focus on partner-startup relationships, re-source takes a step further to potentiate different types of collaboration, including partner-to-partner.

We supported the development of multi-partner pilots with organizations that complement each other, combining expertise and resources to have a bigger impact. As an example, the leading coffee producer and distributor in Portugal partnered with a waste management company to improve the sorting practices of restaurants and coffee shops, a sector that traditionally struggles to do so.

Through multi-partner sessions, corporates had the opportunity to know the type of solutions peers were developing and learn from their experiences. This program created a sense of community, positioning Sociedade Ponto Verde at the very center of the ecosystem as a leader in the circular economy capable of delivering opportunities that no other competitor is able to.

THE OUTCOMES

Delivering added value to the entire ecosystem

Re_source allows Sociedade Ponto Verde to differentiate from their competitors by helping its clients to access knowledge from innovators, test new technologies and create partnerships without cost. By promoting the knowledge and technology created in this program to their network, Sociedade Ponto Verde gets closer to hitting its target of recycling, recovering, and renewing. At the same time, it provides stakeholders in the waste sector with solutions that will tackle some of their most demanding challenges. Among the solutions developed were:

- A seaweed-based and home-compostable biopolymer to replace single-use plastic in the packaging products of a company looking for sustainable options;
- A mobile application serving as a communication interface between the door-to-door collection service of tri-flow and 200 hotels, restaurants and coffee shops to improve sorting practices through gamification, providing rewards from the main coffee distributor when waste sorting is done correctly;
- A visual recognition system using sensors and AI to provide continuous traceability and composition of incoming and outgoing flows to reduce scrap and increase the efficiency and even the safety of the sorting line, resulting in performance and cost optimization;
- A camera with integrated software to characterize the content of containers in real-time, optimizing flows of selective materials and identifying origins of contamination to improve the overall quality and efficiency of waste sorting to save time and decrease costs.
- A robot on the packaging line to optimize the capture of recyclable packaging material, bringing the line closer to a 100% capture rate with a special focus on Liquid Carton Packaging.

+130 applications
10 partner pilots
€ 299K invested in pilots*

*All pilot projects were co-funded by Sociedade Ponto Verde

THE TESTIMONIALS

"We are usually focused on the day-to-day operation and being part of such a program helps to promote and introduce innovation, new technology and a mindset change. It allows us to expand our horizons and look at what is being done around us."

Susana Silva
Communication and Environmental Awareness Manager Amarsul

"Sociedade Ponto Verde is deeply committed to foster open innovation programs focused on circular economy and digital disruption of packaging waste sector.
Our efforts also include increasing investments in innovation to discover creative solutions that tackle the challenges of waste collection and recycling. The Re-Source initiative allows us to stand out, share knowledge and add value to the economy."

Ana Isabel Trigo Morais
CEO/Administradora Delegada de Sociedade Ponto Verde