



Factsheet: Postcode Lotteries Green Challenge 2021

The Postcode Lotteries Green Challenge is one of the largest annual competitions for sustainable entrepreneurship organized by the Postcode Lotteries (active in Germany, Great Britain, The Netherlands, Norway and Sweden). The Postcode Lotteries Green Challenge encourages green start-ups to send in creative and innovative business plans.

Everything we do for a better world at the Postcode Lotteries is made possible thanks to our 12 million players. Starting this anniversary year, we are therefore specifically looking for sustainable innovations or solutions that our players can relate to, which they can use in daily life and/or that can be made into a consumer product.

Our preliminary jury will select one finalist per country in which the lottery is located in. The winner receives €500,000 to further develop their service or product and bring it to market within the next two years. 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 receive six months of expert coaching. No shares, no returns, just support!

How does the competition work?

Companies and businesses from Germany, Great Britain, the Netherlands, Norway or Sweden can submit their sustainable business plans from 1 March 2021, until 15 April 2021 12:00 CEST (noon), at www.greenchallenge.info. The preliminary jury will then select the applications that may proceed to the next stage, at which point a fuller application form will be submitted. These start-ups will be informed mid-May and will have 2 weeks to complete the full application. By the end of July, the organization will announce the 25 nominees who are in the running towards becoming a finalist. Five finalists will then be selected for the final round of the competition, where they will present their business plan in front of the Final Jury.

As this is an international competition, all entries must be submitted in English. 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 Lotteries Green Challenge

2020

Ayca Dundar – SoluBlue

Ayca Dundar, CEO and Co-Founder of SoluBlue together with her team has developed a sustainable alternative to plastic and bioplastic food packaging, which extends shelf-life and reduces food waste. SoluBlue packaging looks and feels like plastic, but is breathable and hydrophilic, absorbing excess moisture from food and preventing mould growth. Not only does the packaging extend shelf life – in SoluBlue packaging, food gradually dries over months, providing a second life for fresh food in cooking, or as animal feed. Being made from seaweed, the material is bio digestible, making it safe for marine life. The packaging is also home compostable, biodegrading as quickly as the food it contains."

2019

Sofie Allert – Swedish Algae Factory

In dark and cold seas diatoms - algae that develop a shell with unique properties to survive in this dark environment - grow. The material naturally absorbs light efficiently and can be used to make

solar panels more efficient. The material also has a moisturising and cleansing effect, so that it can be used as a natural ingredient for personal care products. Sofie Allert is the CEO and founder of Swedish Algae Factory: the only company in the world that grows these algae on a large scale.

2018

Anne-Marieke Eveleens – The Great Bubble Barrier

The Great Bubble Barrier has developed an air bubble screen for use on riverbeds that catches plastic before it arrives at sea. Approximately 80% of the plastic floating in the oceans enters the sea via rivers. In order to tackle plastic soup, The Great Bubble Barrier sends high-pressure air through a perforated tube on the riverbed. This creates an air bubble curtain that blocks both the stream of plastic waste on the surface and the floating microparticles underwater. The plastic then floats to the waterfront along the air bubble curtain, where it is collected for recycling.

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 Lotteries Green Challenge, please have a look on www.greenchallenge.info.