

UWE Business Team Entrepreneurship Hackathon Brief

In Partnership with SUEZ



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Brief Overview

The UWE Business Team Entrepreneurship undergraduate programme is thrilled to announce its partnership with **SUEZ Recycling and Recovery UK**, presenting an engaging and crucial problem-based challenge for our entrepreneurship students running **Monday 5th till Wednesday 7th February 2024**. In just **48 hours**, teams will endeavour to identify innovative solutions to address specific recycling challenges posed by SUEZ.

SUEZ has highlighted a selection of "difficult products" that pose challenges for recycling, upcycling, or reuse:

1. Desk Furniture
2. Carpets
3. Lino

These items are commonplace in organisations with physical locations and are often improperly disposed of, contributing to environmental issues such as landfill pollution, broad shipping, or the release of toxic chemicals through incineration. Our goal is to curb material wastage and foster responsibility through inventive thinking.

In collaborative, mixed teams, your task is to conduct comprehensive primary and secondary research. This includes identifying the underlying issues with these products, exploring existing solutions, devising your own innovative proposals, defining potential customer bases, considering cost and profit margins, and, most importantly, ensuring the sustainability of your initiative.

Teams will culminate their efforts with a compelling 10-minute pitch to a panel comprising both internal and external members. Following the presentations, there will be a 5-minute Q&A session with the audience. **This will take place in 2X112 (lecturer theatre) on Wednesday 7th February at 13:00**

The stakes are high, as one outstanding team will be selected to continue developing their proposal in collaboration with SUEZ post-event. The potential impact of your idea is substantial, with the chance for it to become a national or even international case study. This challenge not only presents an opportunity for learning and collaboration but also for making a tangible difference in the world of sustainability and recycling.

Resources

What resources do you have available?

1. UWE campus (Library 24hours, staff 9:00-17:00)
2. TE Hub (6:00-23:00 Monday-Wednesday)
3. Access to the SUEZ team (Monday 5th February)
4. Mentors in Residence (Tuesday 6th February)

5. Workshop (Monday 5th February)
6. Team Coaches (Available Monday-Wednesday)
7. Lecture materials (in each year site on MSTeams)
8. Past workshop materials ([click here](#))
9. Pitch structure ([click here](#))
10. Each other's knowledge and networks

Evaluation Criterion

1. Sustainability:

- Impact on Environmental Factors: Assess the potential environmental effects.
- Ethics of Practice: Examine the ethical considerations associated with the proposed solution.
- Longevity: Evaluate the projected lifespan and lasting impact.

2. Innovative:

- Uniqueness: Measure the originality and distinctiveness of the proposed idea.
- Ease or Complexity: Gauge the practicality and complexity of implementing the innovation.

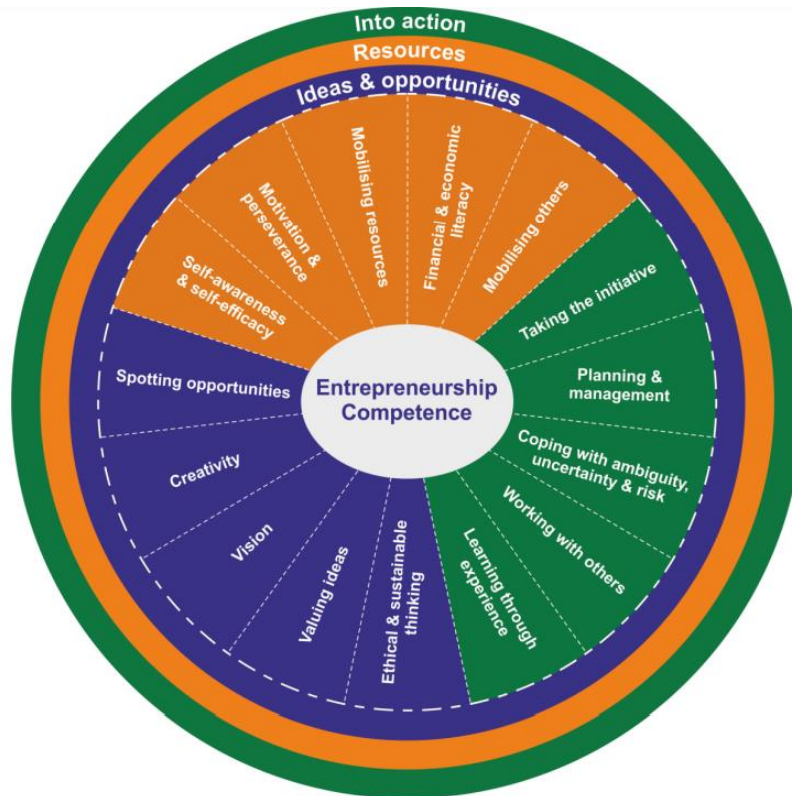
3. Potential:

- Cost/Income: Analyse the financial implications, considering both costs and income generation.
- Customer: Examine the identified customer base and their needs.
- Market Size: Assess the potential market size and demand.

This structured format allows for a clear and organised evaluation of sustainability, innovation, and potential aspects, making it easier to assess and compare different proposals.

Competency Development

There are a range of competency frameworks available to you. Entrecomp (below) is one framework you can use within your project planning, post-reflection or future action.



For further information and descriptors refer to page 12 within the PDF linked to this site ([click here](#))

Student Conduct

Whilst on campus or off campus there are policies and procedures to keep you safe and support you to represent UWE in the desired way.

Follow this link to review <https://www.uwe.ac.uk/life/health-and-wellbeing/staying-safe-on-and-off-campus/student-conduct-and-reporting-incidents>