



New Circular System 2 + 12

2plus12.org

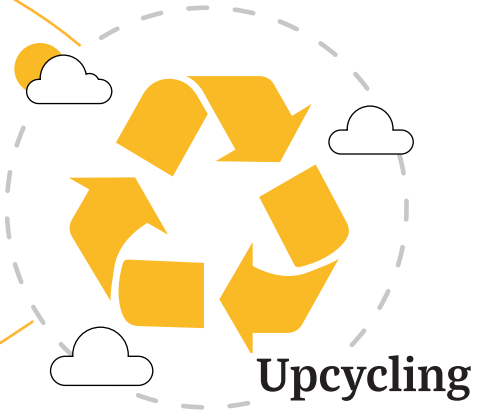
Idea Competition

New Circular System 2+12

New Products from Food Surplus to fight Global Hunger



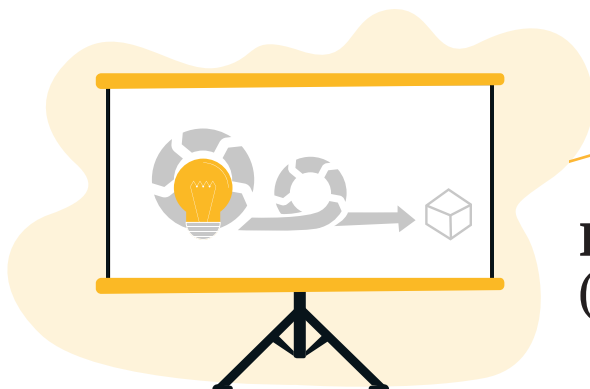
**Supermarket
Food Surplus**



Valorization



Economic Viability



**Product Development
(scalable world product)**

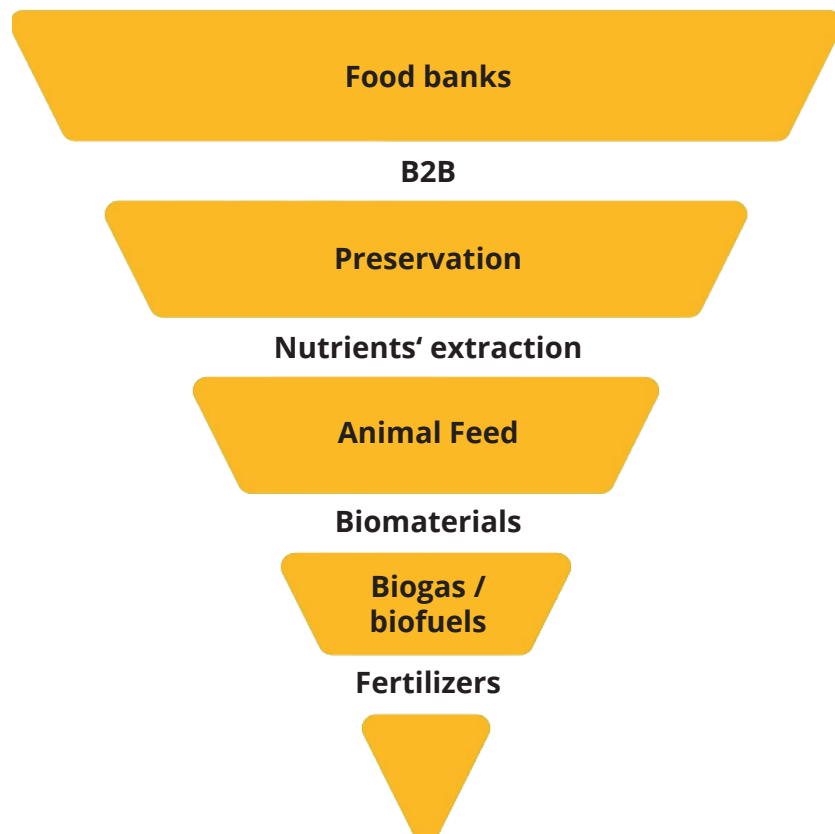
Project overview

The **New Circular System 2+12** challenge calls on creative minds to fight global hunger by developing innovative products from supermarket food surplus. We are looking for individuals and teams eager to create viable world products that not only have a social impact but are also economically sustainable. This competition is for those who are ready to turn their **visionary ideas** into real-world products.

Idea Competition

Dive into the diverse types of supermarket surplus to repurpose these goods into impactful products. Whether it's through creating long-lasting meals, extracting vital nutrients, or finding new uses for surplus items, the **goal is to develop solutions** that are both valuable and sustainable. Participants are encouraged to follow the 8 cascades, a structured approach to **transform food waste into resources**, from the most preferable option to the least, to ensure that their solutions optimize resource use and environmental benefits. We challenge you to convert surplus into products that leave a lasting impact and contribute to sustainability.

8 Cascades - Recycling Food Surpluses wisely and valuably



Information about the project

Ideation and guidelines:

Participants, either in teams or as individuals, are required to submit a **presentation** detailing their project alongside a SWOT analysis, for which templates will be provided. These documents will serve as the basis for evaluation, focusing on the project's innovation, feasibility, and potential impact. Please submit your presentation (see presentation template, page 9) to info@2plus12.org

Evaluation and vote:

The "Forschungsnetzwerk Neues Kreislaufsystem 2+12" will judge submissions based on their presentations and SWOT analysis. The selection criteria emphasize **feasibility, scalability, sustainability** and most importantly, **economic viability**.

Prizes and final event:

The winning project will not only achieve recognition but will also have the opportunity for practical application and further development. Winners will be supported through coaching and networking, enhancing their project's viability and impact.

The **announcement** of the winning project will take place during the Federal Action Week "Germany Saves Food", scheduled from September 29th to October 6th, 2024.

Additionally, a representative from the winning team will be invited to an event at Lake Constance on May 2nd, 2025, to present their project and explore potential collaborations with key stakeholders. This event is part of the Festival for Good, organized by the Haus der Ideen, highlighting the project's commitment to fostering sustainable solutions. For more information, please visit <https://haus-der-ideen.org>.



Time schedule

01

Start of project

On May 2nd 2024 (Issuance of the tender documents)

02

Application phase

You can enter the project processing phase at any time

03

End of submission

The deadline for submission is August 2nd, 2024

04

Assessment phase

Assessment of the submitted works

05

Announcement of the winning project

The winner will be announced during the 'Germany Saves Food' campaign week from September 29th to October 6th, 2024

06

Festival for Good

The winner is invited to the Festival for Good at Lake Constance and can present their project idea at the World Development Forum on May 2nd, 2025

The event:

Organized by the Haus der Ideen, the **Festival for Good** in the Lake Constance region stands as a central hub for sustainability, aiming to fight hunger, encourage circular economies, and advance the UN Sustainable Development Goals through innovative solutions. This festival acts as a **gathering point** for diverse stakeholders, promoting the sharing and adoption of sustainable practices. The festival dedicates one of its days specifically to the „New Circular System 2+12,“ providing an exclusive platform for the winning team of this challenge to present their innovative project.

kontakt information

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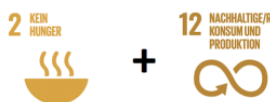


Haus der Ideen
www.haus-der-ideen.org



**WORLD
DEVELOPMENT
FORUM**

**Forschungsnetzwerk
Neues Kreislaufsystem**



Demonstrationsbetrieb

Im Rahmen der Nationalen Strategie zur Reduzierung der Lebensmittelverschwendung



**ZERO
FOOD WASTE
FACTORY**

The project - Ending World Hunger

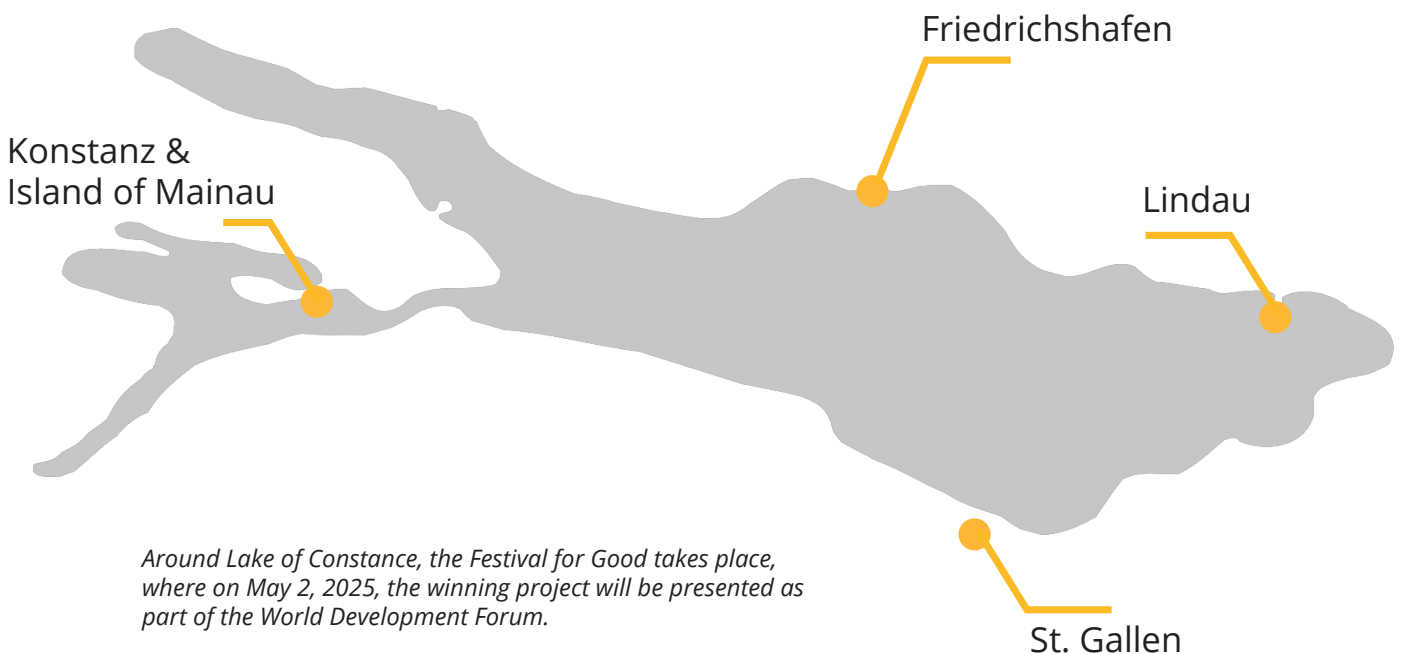


In an era where food surplus and hunger coexist, the New Circular System 2+12 project, part of the Festival for Good and World Development Forum organized by the Haus der Ideen, shines as an innovative approach. Imagine a reality where over a billion tons of food are wasted every year, while 783 million people are left hungry. But what if, as the UNEP's 2024 Food Waste Index Report suggests, we could turn that "waste" into 1.3 meals per day for each person affected by hunger, just by saving the edible parts we usually throw away?

This is where you come in! We're scouting for innovative solutions to transform the mountain of surplus supermarket food into something priceless. Whether before, on, or after their expiration dates, these items represent a potential waiting to be unlocked. The **diverse conditions of these foods**—be it packaged, unpackaged, mixed, or separate - fuel the need for ingenious solutions.

It's not just about stopping food from going to waste; it's about transforming it into something **useful or innovative**. When we can't use food directly for meals, why not consider turning it into animal feed or creating new materials from it? This part of the challenge encourages thinking outside the box to find alternative uses for food that might otherwise be discarded, ensuring our solutions are not only creative but also viable.

Got a groundbreaking idea to tackle food waste? We're all in to hear it and spotlight the best one! The winner or a member of the top team gets to bring their idea to life with expert help, networking, and an invite to Lake Constance on May 2nd, 2025, for a chance to team up and elevate their project. This endeavor isn't just about solving today's problems but paving a path for tomorrow, where surplus finds purpose and innovation nurtures hope. Let's transform surplus into sustenance, one idea at a time.



1

What is the New Circular System 2+12 challenge?

The New Circular System 2+12 challenge is an initiative aimed at transforming supermarket food surplus into innovative, economically viable products to combat global hunger. It encourages participants to come up with sustainable solutions using food items that are nearing or past their expiration date.

2

Who can participate in this challenge?

Individuals and teams passionate about creating sustainable solutions to reduce food waste and address global hunger are welcome to participate. Whether you're a student, professional, or enthusiast in the field of sustainability, food technology, or related areas, your contributions are valuable.

3

What types of food surplus can be used for the challenge?

Participants can work with a wide range of supermarket food surplus, including but not limited to, bakery goods, meats, milk products, fruits and vegetables. Both packaged and unpackaged items, mixed or separated, before and after the expiration date, can be utilized for creating your solution.

4

What should the proposals focus on?

Proposals should focus on developing methods to repurpose food surplus for human consumption as a priority. However, ideas for using surplus food for animal feed, biomaterials, or other sustainable purposes are also welcome, particularly if human consumption isn't feasible.



5

How should participants submit their ideas?

Participants should submit their ideas in a 6 slide PDF presentation (see presentation template, page 9) accompanied by a SWOT analysis.

6

What criteria will be used to evaluate the submissions?

Submissions will be evaluated based on their innovation, feasibility, scalability, sustainability and economic viability.

7

What are the prizes for the winners?

The winning project will gain the opportunity for further development and real-world application. A representative will be invited to present their project at an event hosted at Lake Constance, scheduled on May 2nd, 2025. This gathering offers a platform to discuss and potentially collaborate on advancing their solution.

8

Can international students or teams participate?

Yes, the challenge is open to international participants. While the event and final presentation will be held at Lake Constance, efforts will be made to accommodate and engage international teams.

9

Where can we find more information or ask further questions?

For more information, visit the official challenge website at www.2plus12.org. If you have specific questions please contact info@2plus12.org.



Slide 1

Project introduction

- Which new **product** should be manufactured?
- What is the **name of the project**?
- Can you sum up your project in one **catchy phrase**?
- Who are the **members** of your team, and which **university** or organization are you representing? Also include contact details.

Slide 2

The Challenge and Context

- What **specific aspect** of food surplus or waste does your project target?
- Why is this project relevant in both economic and social context?
- How does your project align with political, legal, and environmental consideration?

Slide 3

Innovative solution

- What **innovative solution** is your project proposing?
- What **technology** or **methodologies** will you use?
- Who are the key **stakeholders**?

Slide 4

Economic Feasibility and Auswirkung

- What are the expected **outcomes** and potential **impacts** on reducing food surplus and addressing hunger?
- What makes your project stand out (**unique selling point**)?
- How **economically viable** is your solution?
- Outline the expected **costs** and potential **revenue sources**.

Slide 5

SWOT analysis

- Conduct a SWOT analysis to evaluate your project's strengths, weaknesses, opportunities, and threats. This analysis should provide a clear picture of your project's resilience, potential hurdles, market opportunities, and external factors that could influence its success.

Slide 6

Implementation plan

- What are the **next steps** to develop or implement your solution?
- How can **stakeholders** get involved?
- Why should your project be chosen for further development?