

RETHINK PLASTIC HACKATHON - PITCHES

A **PLASTIC** PLANET



Unilever



#RETHINKPLASTIC

Together with [One Young World](#) and [A Plastic Planet](#), Unilever held a Rethink Plastic Hackathon on 28 November 2018.

The aim of the event was to bring together key Unilever teams with external experts, designers, and entrepreneurs to find news ways to help our Home Care brands* go plastic-free or waste-free.

The aim of the event was also to create and drive positive change - both in Unilever and beyond. That's why, we made it an open-source event. Therefore, all ideas generated throughout the day are freely available to be taken further beyond the event by any person or business, including Unilever and the attendees.

This document outlines the 10 ideas pitched on the day. The winning idea will now be further developed by Unilever Marketing and R&D teams. For more details on the event, see [here](#).

**Note: All brands referenced are for illustrative purposes only.*

For more information regarding the event, please contact Alison Young – Global Communications Manager – Alison.Young@unilever.com



WINNING TEAM: TEAM MARILAO

IDEA: Laundry Fizz

A plastic-free compressed laundry tablet that dissolves in water.

The tablet would fizz to produce high sensorial and cleaning properties.

The tablet would use a plant-based lacquer to ensure it's moisture resistant and sold in cardboard packaging, which could be reused/recycled.



No sachets... all fizz!

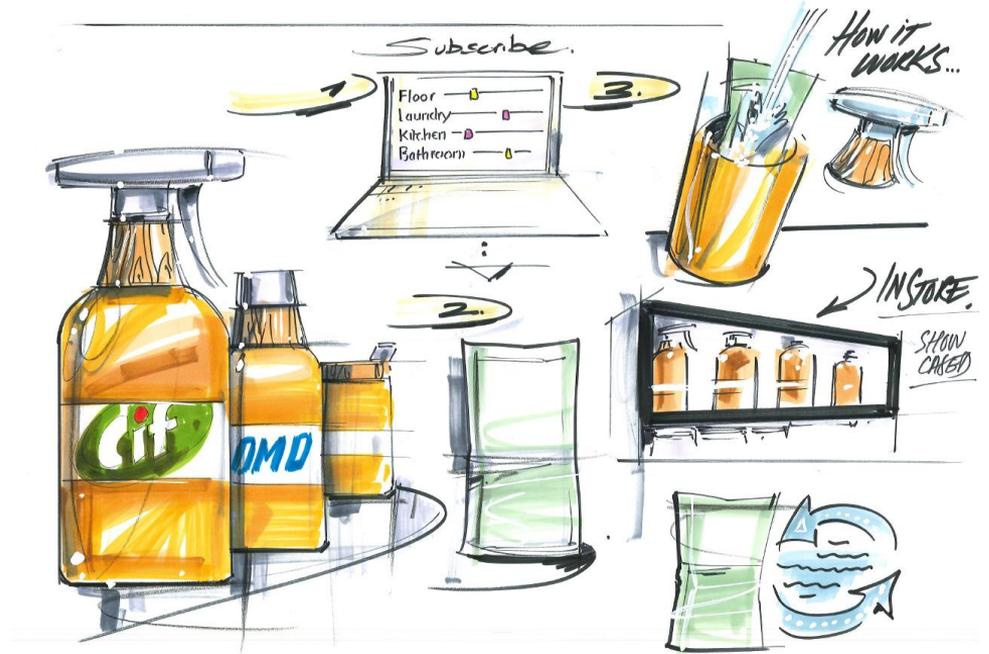


2nd PLACE: TEAM INDUS

IDEA: Project Pod

Moving away from a single-use plastic bottle to a durable and beautiful refillable bottle.

The concentrated formulation results in high efficacy when added to water and the outer casing would be made using agri-waste.

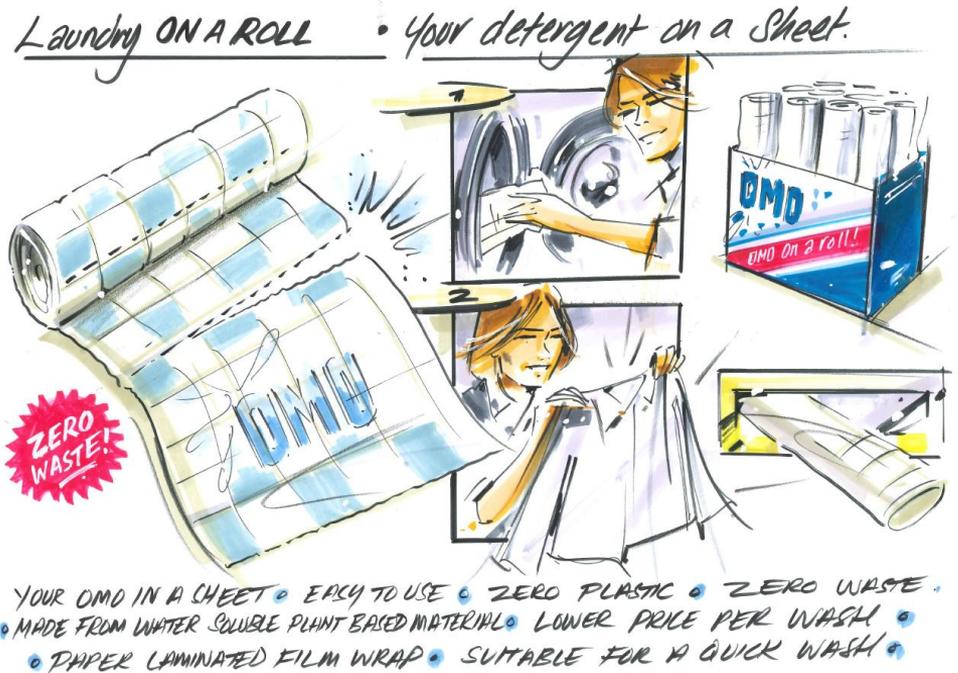


3rd PLACE: TEAM BURIGANGA

IDEA: Laundry on a Roll

Dissolvable sheets of laundry detergent that are convenient and environmentally friendly.

The new laundry format would be packaged in metallised cellulose paper to ensure its moisture resistant.

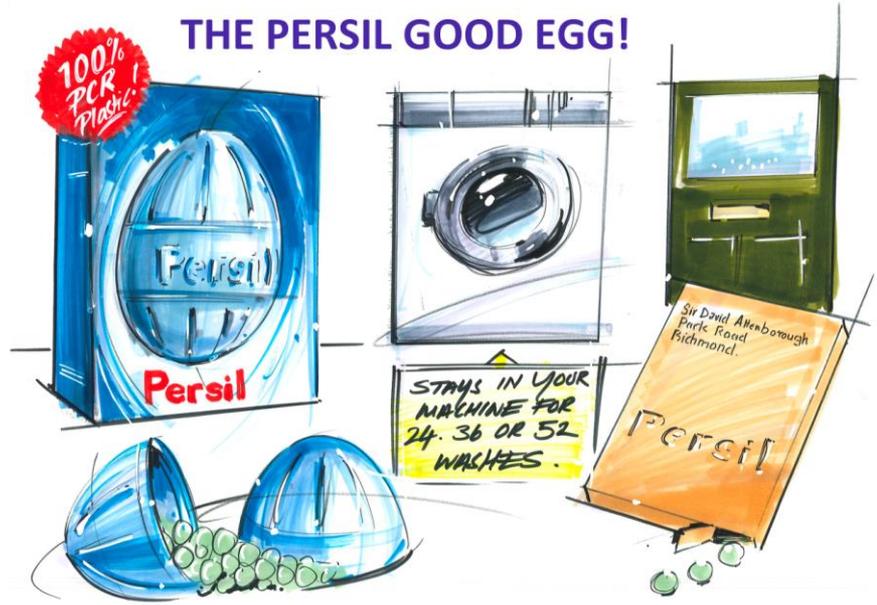


TEAM CITARUM

IDEA: The Good Egg

100% PCR 'egg' designed to stay in your washing machine for up to a month.

Filled with solid dissolvable pellets that provide high efficacy and fragrance, and are delivered in cardboard packaging.



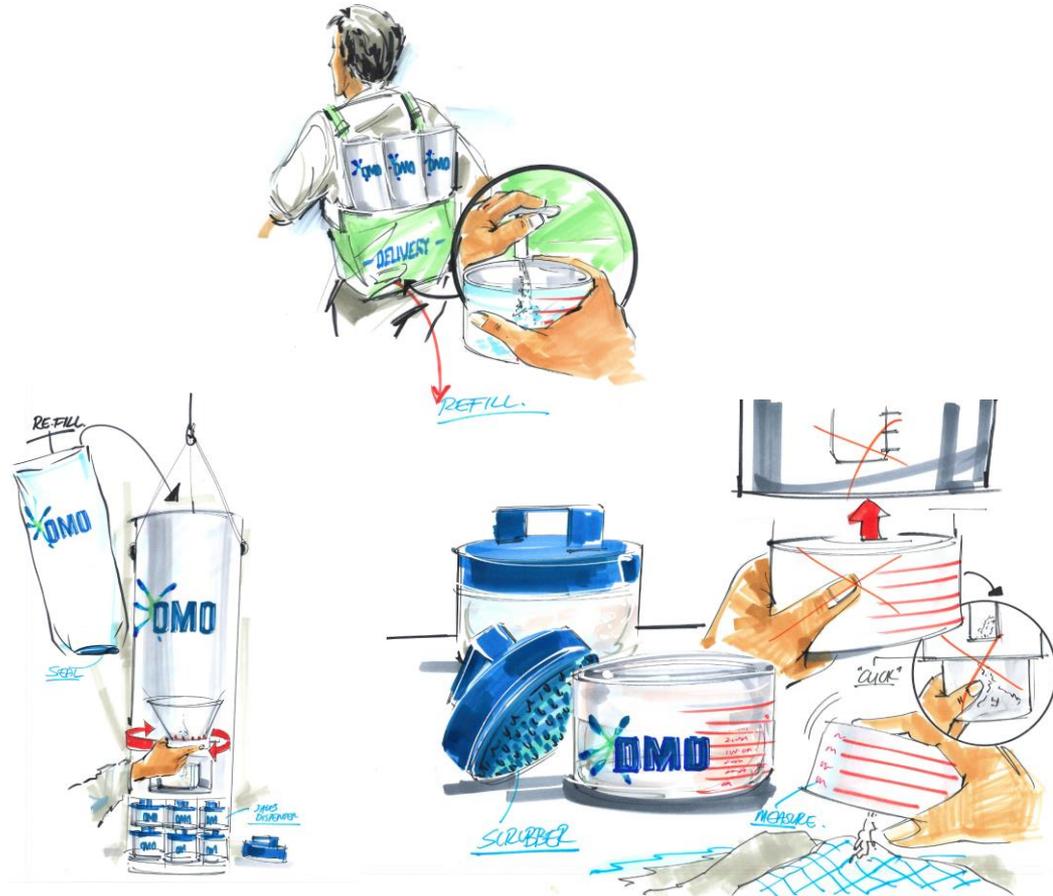
TEAM GANGES

IDEA: Laundry Jar

In store and door-to-door laundry powder dispensing systems, using a refillable auto dosing container.

Shoppers can fill either their own container or a branded durable jar with built-in scrubbing device.

The main unit is refilled with reusable powder bag and returned for refill.



TEAM MISSISSIPPI

IDEA: The Candy Shop

A dissolvable powder-based laundry tablet, removing non-essential water.

The tablet would be wrapped in aluminium foil, ensuring its moisture resistant, and fully recyclable.

The tablet is breakable depending on number of washes needed.

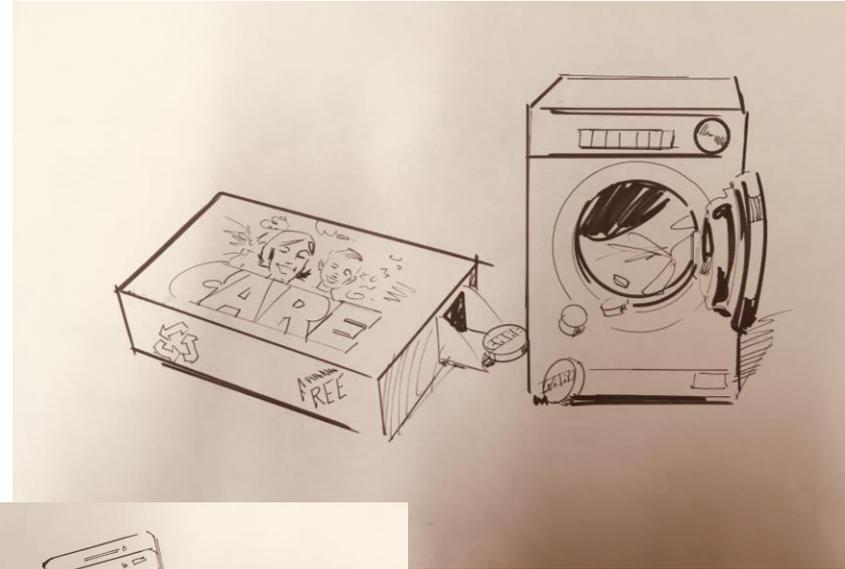


TEAM NIGER

IDEA: Care

Hyper-concentrated laundry detergent in a 'pill' format, which is packaged using agri-waste.

Personalised and tailored for your needs, and delivered direct to home.



TEAM SARNO

IDEA: Diamond

A direct-to-home frictionless subscription service, which replaces the liquid detergent container at every delivery.

All the containers will go back to the system for the next consumer, resulting in zero post consumption waste.

Together with a 'gamified' app, consumers can learn/advocate and get rewards by saving plastic.

DIAMOND



IDEA: Vendor Dispensing System

Consumers bring their own container to access a vendor dispensing system.

Mobile technology used to implement loyalty programme, traceability and gain consumer insights



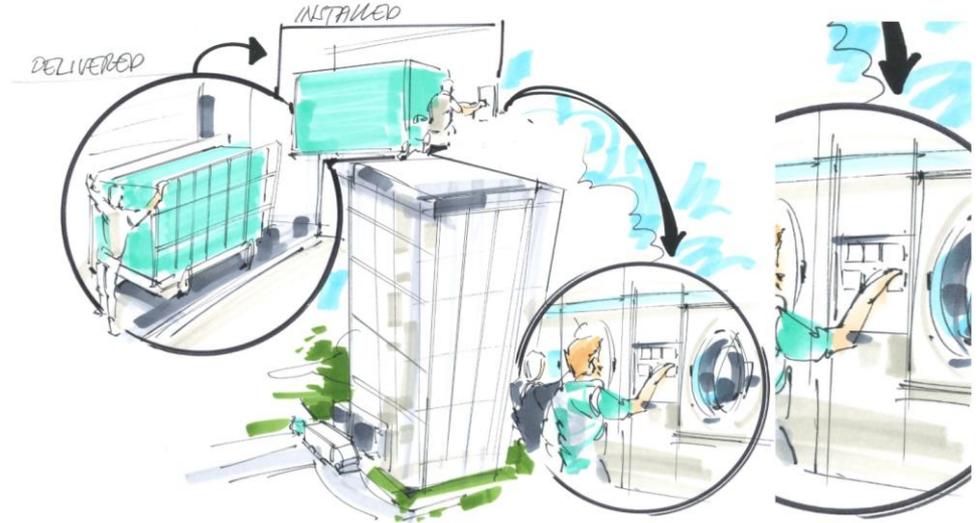
TEAM YELLOW

IDEA: Sharing the Load

Bulk supply of laundry detergent to communal living spaces with shared laundry facilities.

Detergent directly plumbed into water feed for machines with users selecting and paying for detergent variation per wash.

Bulk containers are refilled when empty.



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