



PRIZE 2019

CallaghanInnovation
New Zealand's Innovation Agency

Join us on the **C-Prize journey**

Empowering New Zealand's next generation
of environmental innovators

Background

C-Prize is a bi-annual challenge run by Callaghan Innovation that seeks to push the boundaries of what's possible using the power of new technology.

The inaugural 2015 C-Prize found solutions for the use of UAV (drones) in the screen industry.

C-Prize 2017 focussed on improving human performance and wellbeing through wearable technology.

C-Prize 2019 aims to solve critical challenges in the most important domain for our future:
the environment.

Teams may choose to enter the challenge for the opportunity to be first to a new market, or they may have a strong personal desire to solve a problem.

C-Prize competitors are Kiwi exemplars of innovation, with an appetite to push frontiers. Their successes contribute to New Zealand's growing global business achievements – supporting our country's job creation and economic growth.

C-Prize doesn't just need entrants – we want our country's innovation ecosystem to come together to support these innovators through mentoring, sponsoring and investing.

C-Prize 2019 challenge detail

C-Prize 2019 is focused on developing practical products, services, or systems (with a customer clearly in mind) that accelerate movement towards net-zero or net-positive environmental outcomes.

Judges will be looking for ideas that explore the convergence of technologies such as new materials, new manufacturing techniques, artificial intelligence, big data, and biotechnologies, that have the potential to make global and measurable impacts on:

- **Climate change** – Slowing or reversing negative human impacts on climate
- **Fresh clean water** – Cleaning up our waterways
- **Resource use** – Smarter ways to use and preserve our planet's finite resources

Entries are invited under the following categories:

- **Growing and Producing:** How we grow and/or manufacture new or existing products and services in innovative ways (new materials, new processes, new systems, etc.) that will accelerate positive environmental outcomes
- **Using and Consuming:** How we consume products in ways that preserve resources (reuse, recycle, reclaim, etc.) and reduce negative environmental impacts
- **Rejuvenating Natural Systems:** The creation or innovative use of technologies that will not just reduce negative environmental impacts, but improve our natural environment (land, climate, soil, water, and nutrient systems)



PRIZE 20
19

CallaghanInnovation
New Zealand's Innovation Agency

Callaghan Innovation is looking for partner organisations who can support C-Prize entrants in the following ways:

- Corporate sponsors – Corporates aligned to the C-Prize mission of improving our environment and able to help incentivise and support Aotearoa's environmental innovators by way of cash and in-kind support
- Mentors – People and organisations able to contribute to the development of our ten finalist teams up to, and potentially beyond, the selection of the winning team
- Content providers – Organisations able to support the intensive programme we put our finalists through. This could be by way of Bootcamp workshops or webinars (themes will cover everything from the practicalities of setting up a business, through to market validation, product design, and strategies around intellectual property management and capital raising).
- Early adopters – Those businesses willing to act as trial or pilot customers for the teams coming through C-prize 2019
- Potential investors

C-Prize entrant target audience

We welcome entries from:

- New Zealand's innovation community of companies, universities, and research organisations
- Businesses, networks, and Māori organisations involved in environmental sustainability
- New Zealanders with exceptional minds.

We expect entries in excess of 200 teams, from whom we will select a pool of finalists and then an overall winner.

Finalist teams and the overall winner will compete for

- Prizes in excess of \$250,000
- International market exposure
- Access to hands on R&D assistance and advice from some of New Zealand's top scientists, innovators and business minds.

C-Prize schedule

- Entries open | From Monday 23 September 2019
- Official launch and entrant events | October 2019
- Entries close | Sunday 8 December 2019
- Finalists announced | Friday 20 December 2019
- Finalist bootcamps | From February 2020
- C-Prize Award Evening | From 5 June 2020

Contact Details

cprize@callaghaninnovation.govt.nz

www.cprize.nz

#cprize2019