

# The DataLab Innovation Week 2020

**Webinar 1: Kick-off**  
Wednesday 27 May

# Circular Glasgow

## Innovation Week Challenge

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# What's the emergency?

We need your help in  
tackling global challenges  
locally with circular  
economy solutions.

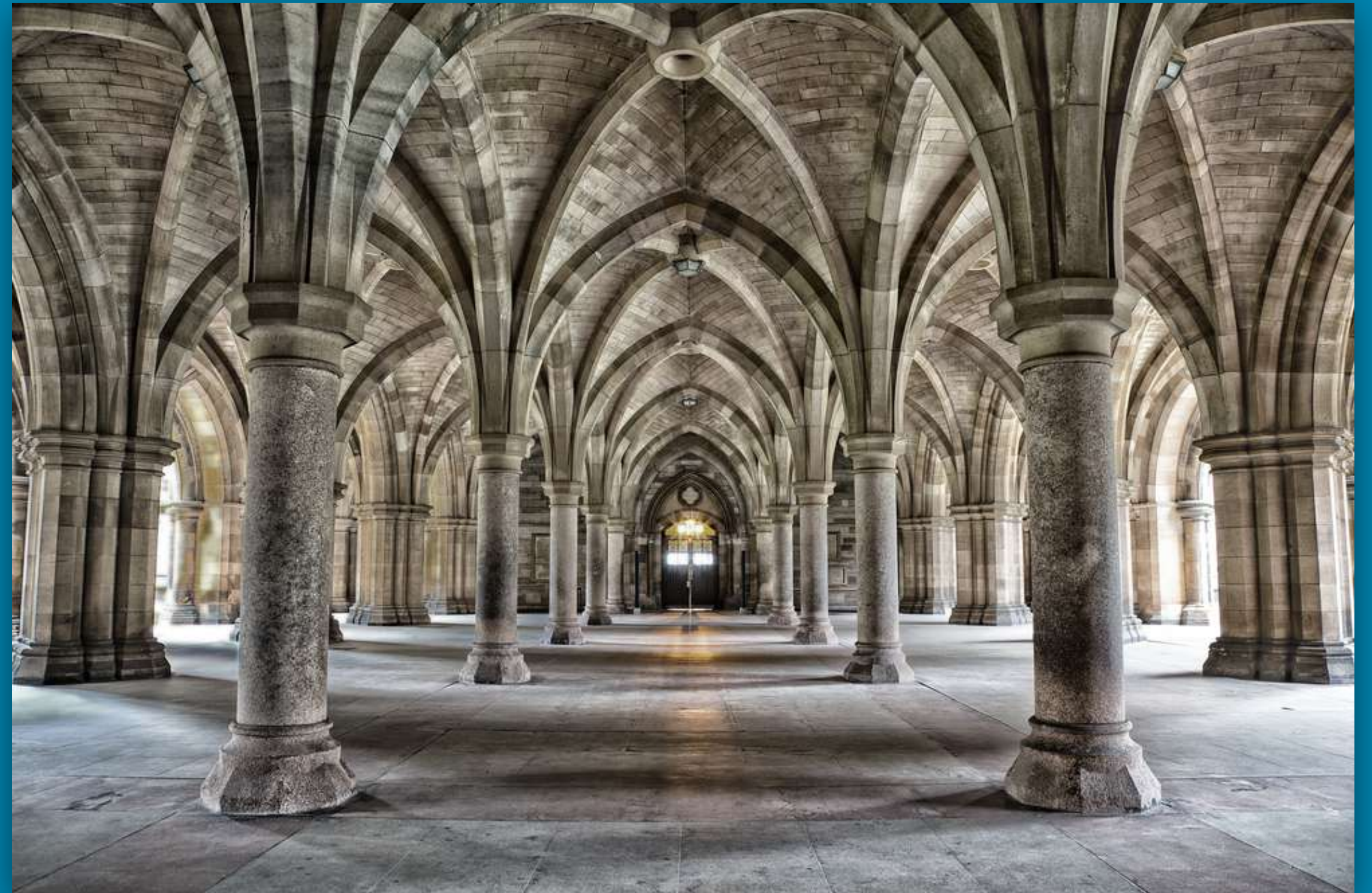




# Who are we?

Circular Glasgow is an initiative of the Glasgow Chamber of Commerce.

Its vision is to position Glasgow as a leading circular city.





# What is the circular economy?





# The circular economy

## Instrumental in reducing temperatures

### THE SITUATION

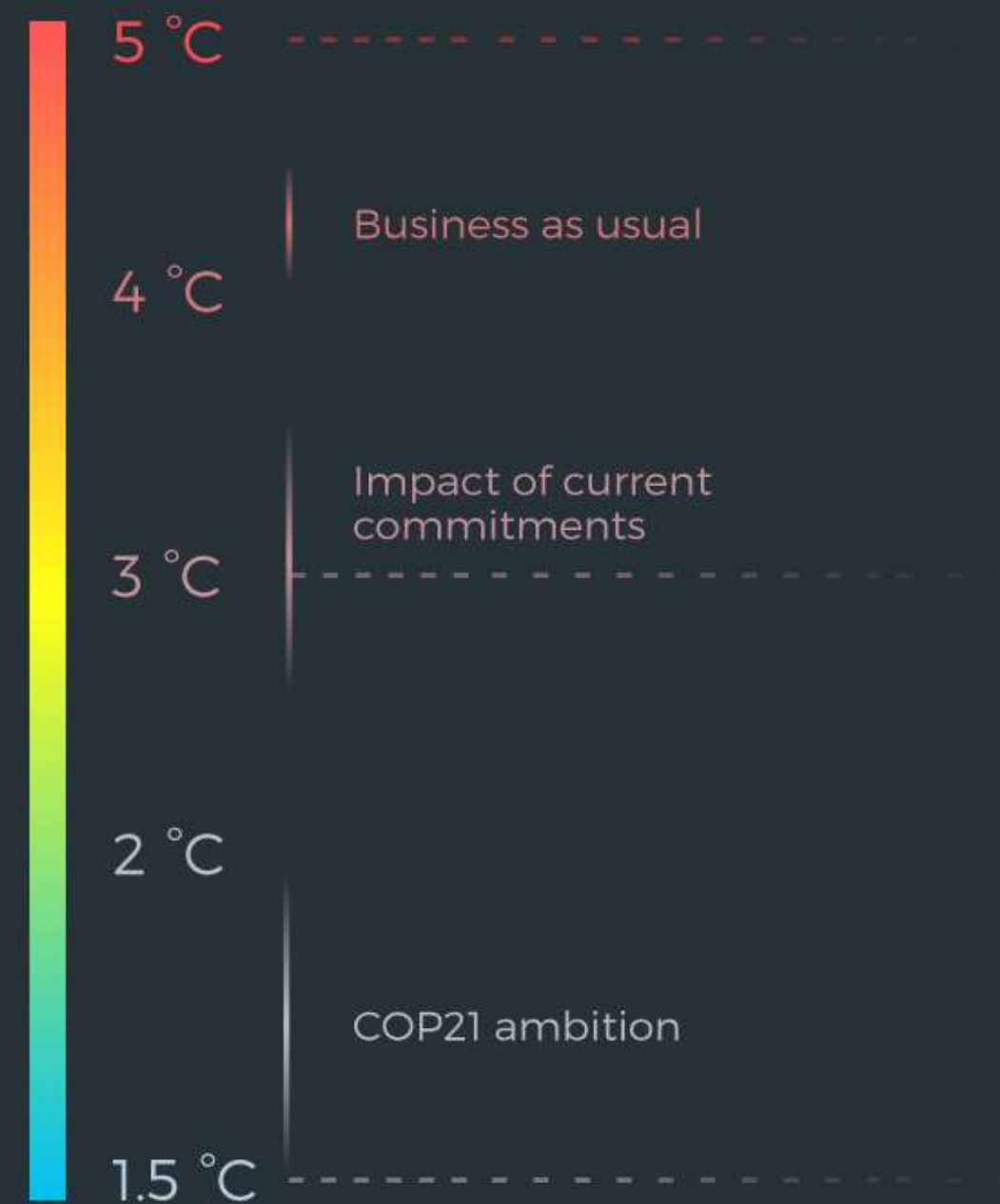
Under a business as usual scenario, the global temperature by 2100 will be more than 4°C above pre-industrial levels

### THE END GOAL

To limit temperature rise to 1.5°C, we need to cut greenhouse gas emissions from 65 to 39 billion tonnes CO<sub>2</sub>e per annum by 2030

### THE SOLUTION

Current national commitments achieve about half of the required emissions cuts. Circular economy may fill about half of the remaining gap



THE GAP

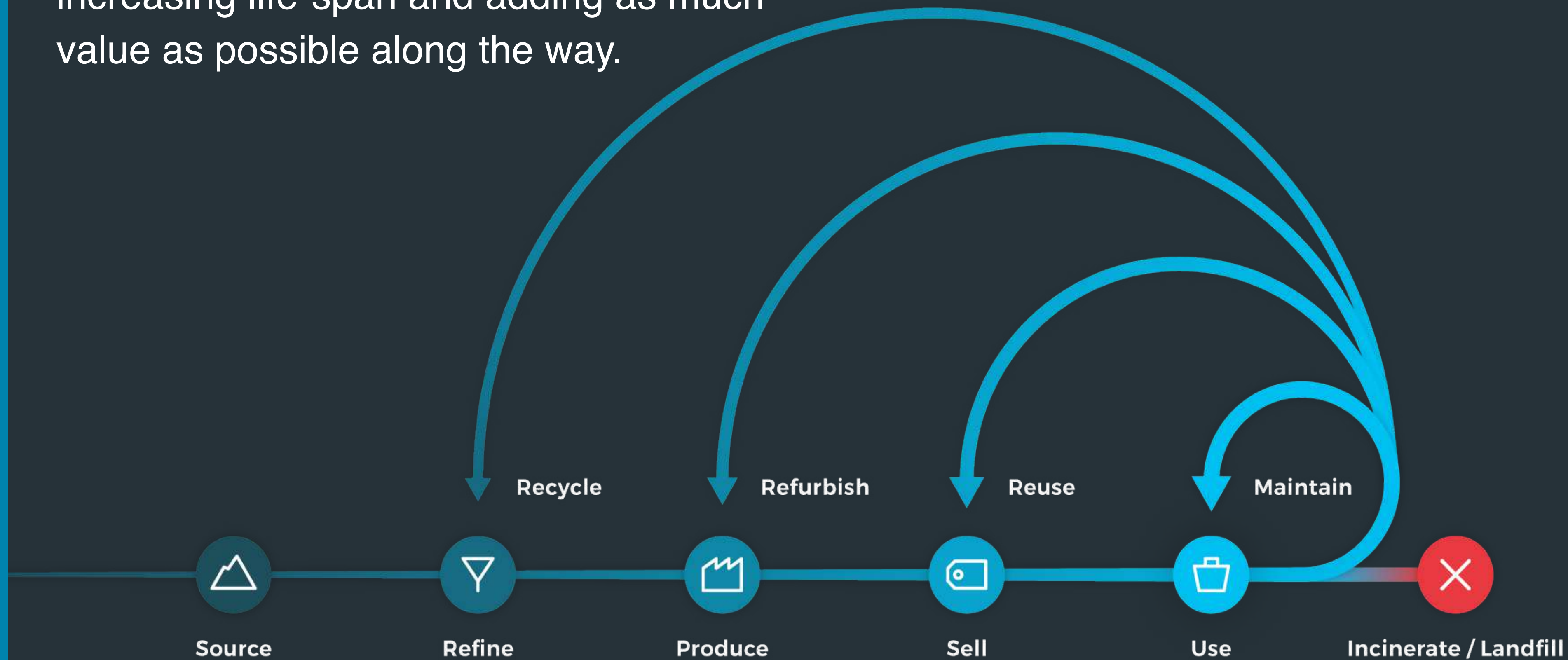


- **National commitments**  
Renewable energy  
Energy efficiency  
Reduced deforestation
- **Circular Economy**  
Recovery and reuse  
Lifetime extension  
Sharing and service models  
Circular design  
Digital platforms
- **Other measures**  
Further scale up of renewables and energy efficiency  
Reforestation  
Climate-smart agriculture

Renewable specific section

Wider Circular Economy Gap

**In a circular economy,** products or systems are created with the intention of increasing life-span and adding as much value as possible along the way.



# Did you know?

- Scottish households throw away **566,000** tonnes of food waste each year.
- Consumer goods such as clothes, phones and furniture are responsible for **13%** of global resource consumption.
- Transport in Glasgow accounts for **32%** of the city's CO2 emissions.
- Housing and infrastructure (construction) accounts for **50%** of all waste generated in Scotland.
- **31%** of food on average is wasted before it even reaches our plates.
- **72%** of plastic packaging is never recovered.



# What's the city's role?

Today, over half of the global population live in cities and by 2050 this share is expected to reach 68%.





# Let's get inspired

Food & drink

Jaw Brew and Aulds - turning  
waste bread into beer.





# Let's get inspired

## Manufacturing

Sofa for Life – where no  
part ends up in landfill.





# Let's get inspired

## Textiles / Plastics

Adidas and Parley - fighting for plastic-free oceans by turning plastic rubbish into high performance sportswear.





# MSc Innovation Week Challenge

How might Glasgow's businesses  
take action to create a world leading  
circular city?



# What we'd like you to think about?

- Glasgow businesses and value chains: what's their role?
- Practical action: delivering innovative, commercial and scalable solutions within one year.
- Sector focus: Built environment; food & drink; tourism; manufacturing; plastics and textiles.
- Digital transformation: the role of data in supporting behaviour change.



# Thank you

## Good luck and most importantly, have fun!

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# Concept Scoring Criteria

## FRESH

*Does the idea address the challenge brief in a fresh and creative way?  
It could be a new interpretation of an existing idea or a clever way of combining concepts.*

## DESIRABLE

*Is the idea based around **real** business or end-consumer consumer **needs and desires**? Will this have market pull?*

## FEASIBLE

*Is the idea **technically achievable today**?  
We are looking for immediate impact.*

## VIABLE

*Is there a **sound commercial basis** that will sustain and grow the idea?*

## ENVIRONMENTAL IMPACT

*Does the idea create **scalable impact** towards the goal of making Glasgow a circular economy?*



# Schedule

KEY ● Webinar ● Coaching Circles / Office Hours ● Self-directed Team Work

KICK-OFF Wed, 27 May	DAY 1: DISCOVER Mon, 1 June	DAY 2: DEFINE Tue, 2 June	DAY 3: DEVELOP Wed, 3 June	DAY 4: DELIVER Thu, 4 June	DAY 5: DELIVER Fri, 5 June	CLOSE Wed, 10 June
Set-up for the week	Empathise with your users	Reframe the challenge	Develop a concept	Validate your concept with users	Pitch your concept	Winners, prizes & wrap-up
START 9:00 am BST						
<b>Webinar*: 1 hr</b> Kick-off: introduction to human-centred data science, challenge setup	<b>Webinar: 1 hr</b> Masterclass delivered by expert coaches. Sharing theoretical background for the activities of the day.					
BREAK 10:00 am – 10:15 am BST						
<b>Coaching Circles: 1.5 hrs</b> Each coaching circle has 3 teams and one coach. Teams put learnings from masterclass into practice under guidance of the coaches.						12:30 BST start
LUNCH 12:00 noon – 1:00 pm BST						<b>Webinar*: 1 hr</b> Close: Winners & prizes, Wrap-up
<b>Self-directed Work: 2hrs</b> Teams put learnings from masterclass into practice independently.						
<b>Optional Office Hours: 45 min, from 3 pm to 3:45pm</b> Teams can check-in with their coaching circle to get feedback or support on the work being developed.					<b>Coaching Circles:</b> Reflections & Wrap-up	
END 4:00 pm BST						

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# Useful References on circular economy

We're looking forward to meeting you again next Monday!  
In the meantime, get familiar with the challenge topic and try to understand as much as you can about circular economy! Below are some useful references to get you started on understanding the topic.

Author Organisation	Title Topic	Hyperlink Web address
Glasgow Chamber of Commerce	Circular Glasgow: The Story So Far	<a href="https://story.circularglasgow.com/">https://story.circularglasgow.com/</a>
Glasgow City Council	A Path to Carbon Neutral Glasgow	<a href="https://www.glasgow.gov.uk/article/24899/Climate-Emergency-Group-Sets-Out-a-Path-to-Carbon-Neutral-Glasgow">https://www.glasgow.gov.uk/article/24899/Climate-Emergency-Group-Sets-Out-a-Path-to-Carbon-Neutral-Glasgow</a>
Glasgow City Council	Glasgow's Plastic Reduction Strategy	<a href="http://www.glasgow.gov.uk/councillorsandcommittees/viewSelectedDocument.asp?c=P62AFQDN0G81NTZ3NT">http://www.glasgow.gov.uk/councillorsandcommittees/viewSelectedDocument.asp?c=P62AFQDN0G81NTZ3NT</a>
Zero Waste Scotland	Scotland and the Circular Economy	<a href="https://www.zerowastescotland.org.uk/sites/default/files/Scotland%20and%20the%20Circular%20Economy%20%28a%20report%20for%20the%20Scottish%20Government%29.pdf">https://www.zerowastescotland.org.uk/sites/default/files/Scotland%20and%20the%20Circular%20Economy%20%28a%20report%20for%20the%20Scottish%20Government%29.pdf</a>
Climate Ready Clyde	Regional Climate risk and opportunity assessment	<a href="https://www.crc-assessment.org.uk/">https://www.crc-assessment.org.uk/</a>
SEPA	A Waste To Resources Framework	<a href="https://www.sepa.org.uk/media/219528/one-planet-prosperity-a-waste-to-resources-framework.pdf">https://www.sepa.org.uk/media/219528/one-planet-prosperity-a-waste-to-resources-framework.pdf</a>
Scottish Government	Making things last: A circular economy strategy for Scotland	<a href="https://www.gov.scot/binaries/content/documents/govscot/publications/strategy-plan/2016/02/making-things-last-circular-economy-strategy-scotland/documents/00494471-pdf/00494471-pdf/govscot%3Adocument/00494471.pdf">https://www.gov.scot/binaries/content/documents/govscot/publications/strategy-plan/2016/02/making-things-last-circular-economy-strategy-scotland/documents/00494471-pdf/00494471-pdf/govscot%3Adocument/00494471.pdf</a>
Scottish Government	Circular Economy: consultation for proposals for legislation, Dec 2019	<a href="https://consult.gov.scot/environment-forestry/circular-economy-proposals-for-legislation/">https://consult.gov.scot/environment-forestry/circular-economy-proposals-for-legislation/</a>
NESTA	Smart Resources: new forms of open data for a more circular economy	<a href="https://www.nesta.org.uk/event/smart-resources-new-forms-open-data-more-circular-economy/">https://www.nesta.org.uk/event/smart-resources-new-forms-open-data-more-circular-economy/</a>
EU	Open Data and the Circular Economy	<a href="https://www.europeandataportal.eu/en/highlights/open-data-and-circular-economy">https://www.europeandataportal.eu/en/highlights/open-data-and-circular-economy</a>
Video 1: Fairphone	Fairphone discusses the circular economy.	<a href="https://youtu.be/IWzlrleYVto">https://youtu.be/IWzlrleYVto</a>
Video 2: Instock	Making use of leftover ingredients in restaurant menus.	<a href="https://youtu.be/bo8RYqMzokU">https://youtu.be/bo8RYqMzokU</a>



# Slack to-do's

If you haven't yet, do join us on Slack.  
Complete your slack profile by adding your picture and describing yourself in 1 line.  
Below are the essential channels that you'll need to subscribe to.

Essential Slack Channels (please browse and subscribe to all these)	Purpose Topic
#agenda	Use this channel to get updates on the agenda, and ask any questions related to the programme in general.
#techhelpline	Use this channel to let us know if you have any technical issues and we will try to help as soon as we can.
#dataquestions	Use this channel to hear from our data science expert coaches, and ask any data-related questions
#innovation community	Use this channel to engage with other students, coaches and everyone else involved in this event.  Share your progress throughout the week in this channel, helping us to record your stories and build this community. Following the event we will produce a short film involving your videos, giving you a memory and inspiring others



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See you soon on...

Monday 1 June

