








# Eco 360 Innovation Plan Worksheet

Eco 360 Challenge

**Propose an innovative solution to eliminate plastic waste from our environment.**

	<b>Summary:</b> Identify and describe what is your proposition - is it a policy solution, an entrepreneurial solution such as a new business, product or service, or a behaviour change solution through public education and awareness? Briefly, explain how your model works.
	<b>Problem Definition:</b> Describe the problem that you want to solve (remember it is also an opportunity!)
	<b>Consumer Segments:</b> Describe who your target consumers and/or audience are.
	<b>Unique Value Proposition:</b> <ol style="list-style-type: none"><li>1. Describe and explain clearly why your proposition is unique and worth buying into and/or implementing?</li><li>2. Describe and explain clearly how your proposition incorporates a circular economic model at its core - where there is no generation of plastic waste.</li></ol>
	<b>Solution for Plastic Waste:</b> <ol style="list-style-type: none"><li>1. Describe and explain how your proposition eliminates plastic waste.</li><li>2. Quantify (if possible) how much plastic waste will be diverted once your proposition is implemented.</li></ol>
	<b>Sustainable Model:</b> Explain how your proposition is sustainable - i.e. it is feasible financially, environmentally and socially.
	<b>Conclusion:</b> Summarize your key findings and solidify your pitch here!

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## Innovation Plan

Write your Innovation Plan in each of the sections below.

### Summary

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## Problem Definition

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## Consumer Segments / Audience

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## Unique Value Proposition

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## Solution for Plastic Waste

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## Sustainable Model

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## Conclusion