**A black and white logo

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**We can’t wait to read your idea! Ready to submit? Use this template if you prefer to work offline and make sure everything is perfect!**

**TITLE AND SHORT SUMMARY: Provide a title and description**

**Provide a short, descriptive title** for your solution. Note that other users will only be able to see the title and description of your submission. The rest will only be visible to those judging your submission.

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**Provide a short, descriptive summary** of your solution. Try to keep this to 150 words or less. **Don't include any sensitive IP as other users will be able to see this.**

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**SECTION 1: How is your solution helping to solve this challenge?**

* 1. **Describe what your solution is about** and how it is helping address this sustainability challenge? Consider an elevator pitch format:
* Present the problem
* Present your solution
* Share your value proposition
* Add a call to action (how clients will be benefit from it – e.g., new insights, saving money, greater scale, efficiency, etc.)

[Click here](https://www.entrepreneur.com/growing-a-business/7-essentials-for-an-elevator-pitch-that-gets-people-to/249750) for some more tips on building a good elevator pitch.

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* 1. **In what ways is your solution different** to existing Kantar solutions? If needed, refer back to this document ([click here](https://www.kantar.com/-/media/project/kantar/global/articles/files/iLab%20Sustainability%20Challenge%20%20Kantar%20offer%20summaries%20and%20links%20final.pdf)) to a summary of Kantar’s existing sustainability-related products.

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**SECTION 2: How is data helping you to do this?**

* 1. **Explain how the chosen data links to actual behaviours** (e.g., actual purchases made, recycling habits) and not just to claimed behaviours (e.g., what people say through self-reported sources like social media or surveys). What kinds of people does this help better understand?

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* 1. **How does your solution connect the different data** sources to create a consistent, insights-driven story? Also consider data that might be hard to access or collect today but could be included in the future with support from Kantar (e.g., hard-to-cover categories or data that might add a lot of value but is not widely accessible).

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**SECTION 3: What methods / processes are you applying?**

* 1. **What analytics, processes, methods, frameworks, or taxonomies** does your solution apply to the data to make it possible to extract value and insight? Be as specific as possible.

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* 1. **How does your solution minimize human effort to process the data?** For example, consider the use of repeatable frameworks or taxonomies, AI for text analysis, leveraging AI and machine learning to improve processing quality and efficiency over time, improved visualization tools and techniques, etc. Be as specific as possible.

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**SECTION 4: Tell us about the new insights you are creating?**

* 1. **What are the new insights your solution provides?** How do these give us a new view on barriers and motivations that impact sustainable behavior? What decisions do they enable?

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* 1. **Explain how the new insights are actionable?** E.g., how are they helping marketers design and position brand strategy, customer experience strategy, products, creatives and media, innovation pipeline, etc.? Can this be used to define segments for targeting through advertising? Could it offer foresight or predictive power?

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**SECTION 5: Can this solution scale?**

* 1. **In which countries and languages can this solution be used? Which categories would benefit the most from your solution?** Are there any instances, such as countries or categories (specifically keeping in mind the stated categories of interest for this challenge) where it would not be relevant or applicable?

Refer back to this document ([click here](https://www.kantar.com/-/media/project/kantar/global/articles/files/iLab%20Sustainability%20Challenge%20definitions%20of%20consumer%20categories%20final.pdf)) for a summary of relevant categories to consider.

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* 1. **Explain how your solution would be easy for users to adopt?** How much human involvement is needed throughout the process? Would there be any limitations to its performance, now or in the future?

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**SECTION 6: What is the current status of your proposed solution?**

* 1. **How mature is this solution?** E.g., is it fully available now, does it use some existing processes or platforms to deliver part of the solution, or is it very experimental?

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* 1. **What are the potential limitations or barriers to consider for your solution?** Think over and above scaling and performance considerations discussed in Section 5. E.g., perhaps it is regulatory, related to data acquisition limitations or data privacy considerations? Perhaps a deployment limitation?

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**SECTION 7: Practically demonstrating your solution**

* 1. [**Click here**](https://www.kantar.com/-/media/project/kantar/global/articles/files/external-submission-guidelines.pdf) **to see more detailed guidelines on how to approach this section**. Here are some of the key principles to keep in mind:
* The objective is to show how your solution could work in practice, and this must tie to the ideas discussed in your written submission.
* Try to address each of these areas, as much as you can: Data sourcing, Data processing, Data visualization, Insights generation. You may not be able to practically demonstrate all of these areas, and that is ok. Demonstrate what you can, and consider the other areas as much as you can.
* Consider including a short video explanation of your practical submission, to ensure judges are clear what is in your mind.
* The total file size limit is 150MB. If your submission size needs to be larger than this, please reach out to us on challenges.ilab@kantar.com to discuss. To see accepted upload formats:
  + Files - [click here](https://help.ideascale.com/uploading-an-attachment-to-an-idea-or-comment)
  + Videos - [click here](https://help.ideascale.com/video-image-faqs)

**How to submit?**

When ready to upload your submission, just [**click here**](https://kantar.ideascale.com/c/?submission-form=open)to open the online form.

**Good luck! Buena suerte! Bonne chance!**

For any queries, reach out to us on[**Challenges.iLab@Kantar.com**](mailto:Challenges.iLab@Kantar.com)**.**