**A black and white logo

Description automatically generated with low confidence**

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Description automatically generated

**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 idea (it may be easier to do this at the end once you have completed the sections below).

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| Type your answer here… |

**Provide a short, descriptive summary** of your idea, try to keep this to 150 words or less (it may be easier to do this at the end once you have completed the sections below).

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| Type your answer here… |

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

* 1. **Describe what your idea 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 idea 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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| Type your answer here… |

**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. **Select the Practice / Solution area(s) you think your idea most aligns with**. You can select multiple options if relevant.

Options: Brand Guidance, Brand Strategy, Media, Creative, Innovation, Consulting, Customer Experience, Commerce.

* 1. Building on your selection(s) in the previous question, **explain how the insights are actionable**?

E.g., how are they helping marketers best design and position their strategy, products, communication, or innovation pipeline? Can this be used to define advertising segments to target? 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 idea be used? Which categories would benefit the most from your idea?** 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?** To the best of your knowledge, 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. To the best of your knowledge, **is this solution an enhancement to a current Kantar product, or is it still somewhat exploratory and new?**

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* 1. **What are the potential limitations or barriers to consider for your idea?** 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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| Type your answer here… |

**SECTION 7: Do you want to submit any supporting documentation?**

* 1. If you prefer to think visually and want to submit something in a different format, such as PPT or an image, you can. However, any additional material you submit must clearly tie back to what you captured in your written responses. **Uploading extra documentation is entirely optional and you will not be marked down for not choosing to do this.**

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)

**SECTION 8: Help us estimate the size of the opportunity for clients**

* 1. **You also need to complete a short online questionnaire as part of your submission**. Click on the link below and answer the questions to the best of your knowledge. Don’t worry if you don’t know an answer for sure, just answer as best you can.

Be sure to use your Kantar email address in the form Link: <https://forms.office.com/r/g9uJrwkua6>

**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)**.**