



**CENTER
FOR THE CIRCULAR
ECONOMY**

CLOSED LOOP PARTNERS

The **Center for the Circular Economy at Closed Loop Partners**

fosters pre-competitive industry collaborations and supports entrepreneurs, serving as a hub for business acceleration, investment, and research in sectors including textiles & apparel, packaging, food, and the built environment.

Kate Daly, Executive Director
@K8_Daly, @LoopFund

The Transition From Linear to Circular Supply Chains

Market

Over \$750B/year spent on manufacturing consumer products and packaging.

Transition

Consumer goods companies transitioning from virgin materials to recycled.

Demand

Revenue: Cities generate revenue from recyclables; corporations can reduce manufacturing costs using recycled materials.

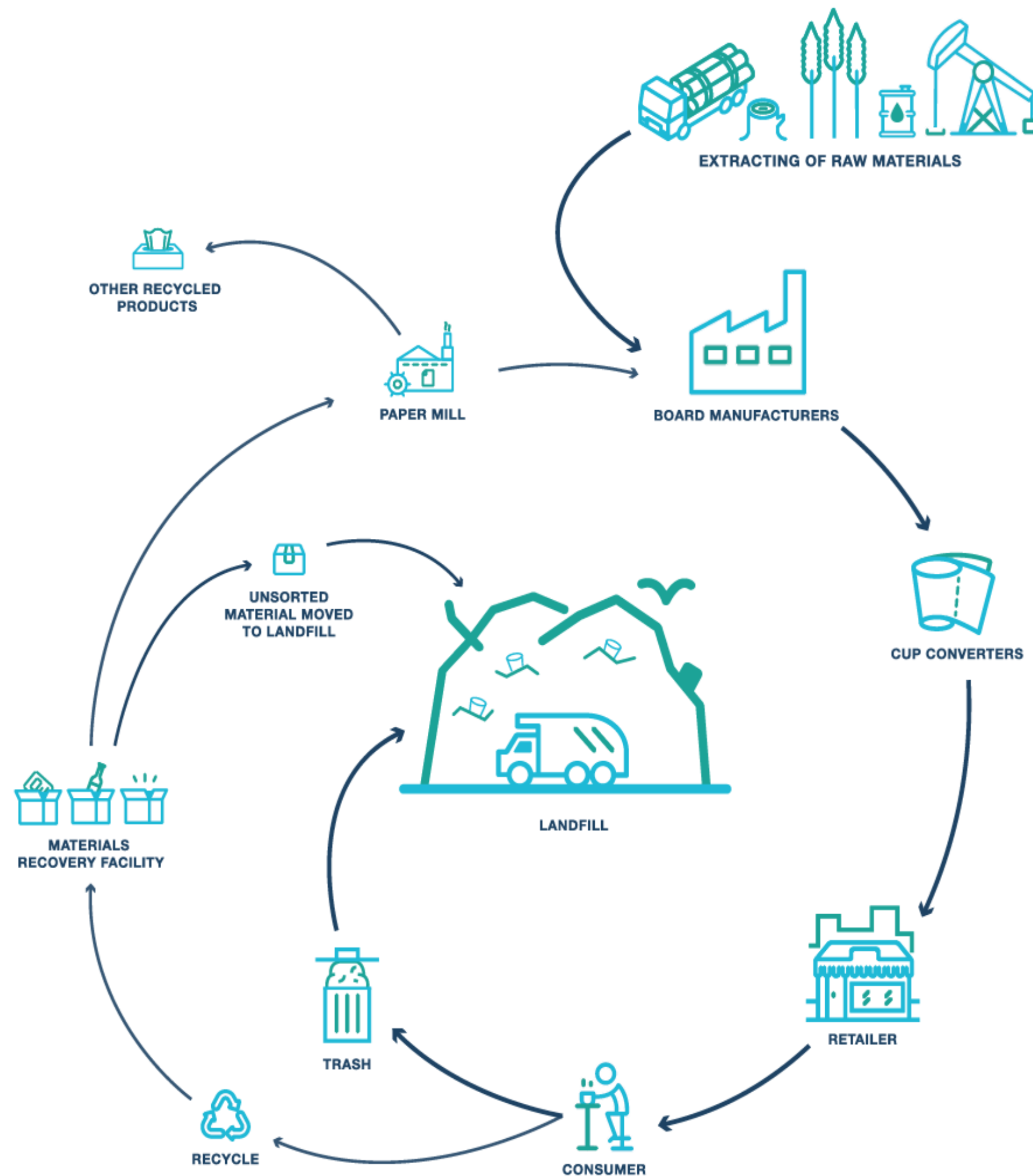
Regulation: Government bans on single-use plastic, bans on food and clothing waste, and regulations on the amount of recycled content required in products.

Risk: Access to large amounts of recycled commodities reduces reliance on volatile raw commodity markets.

Aligning Design with Infrastructure



The Current Journey of the Cup





Mission and Vision

NextGen is a multi-year, multi-industry Consortium

Mission

Drive the design, commercialization, and recovery of packaging solutions

Our Vision

Commercially viable, industry-wide packaging solutions that simplify market access, reduce variability, and are recoverable in multiple infrastructures at the highest material value





Managing Partner



Founding Partners



Supporting Partners



Advisory Partner



Innovation Partner

IDEO



Identifying and scaling a universal hot/cold cup that is
100% compostable
100% recyclable

Global Design Challenge

**Early-stage Accelerator
+
Innovator Pilots**

**Value chain and
Infrastructure Investment**



CONGRATULATIONS
TO THE NEXTGEN
CHALLENGE WINNERS!

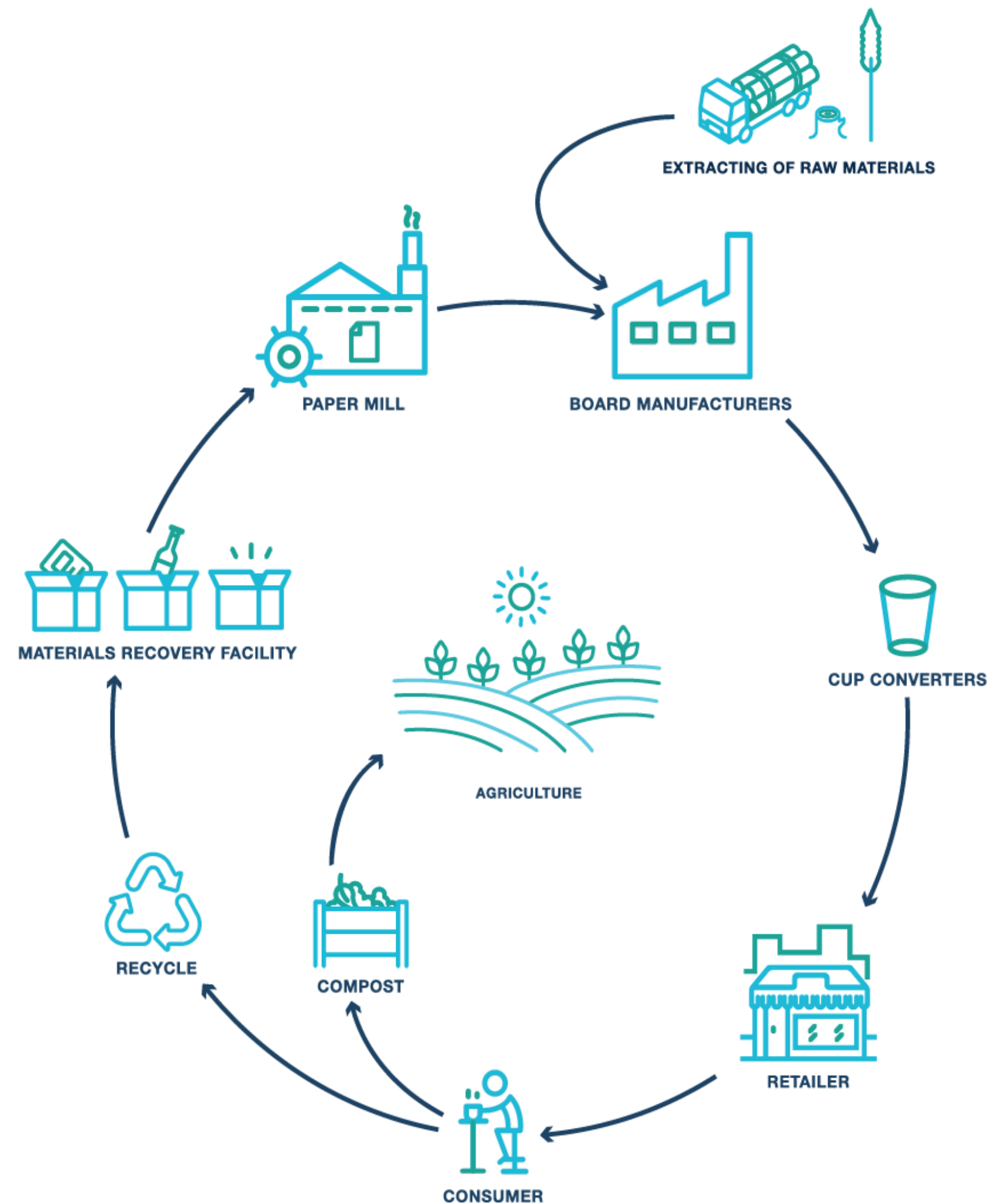
From **480** Total Submissions

to

29 Shortlisted Concepts

to

12 Challenge Winners



The Future Journey of the Cup