

11. AIZOME WASTECARE™ INDUSTRIAL WASTE - CERTIFIED AS SKINCARE.

Overview

WHY IS THIS WORK RELEVANT FOR INNOVATION?

By using only water, medicinal plants, and ultrasound, AIZOME has completely replaced toxic chemicals from the dyeing process while producing textiles with health benefits. These health benefits are also retained by the wastewater. This is how the innovation of WASTECARE™ was born. The health benefits of the indigo plant make it suitable for use as a nourishing face serum, first of its kind. In producing WASTECARE™, AIZOME proves that both the product and the byproduct can have a positive impact on people as well as the planet.

PLEASE PROVIDE ANY CULTURAL CONTEXT THAT WOULD HELP THE JURY UNDERSTAND ANY CULTURAL, NATIONAL OR REGIONAL NUANCES APPLICABLE TO THIS WORK.

AIZOME is a Japanese-German startup, named for the millennia-old Japanese plant-based dyeing method “aizome” that made use of water and natural indigo. It was once revered for its wound-healing properties in Samurai armor. But the invention of synthetic dyes marked the decline of aizome. Today, only five aizome masters remain in Tokushima, Japan.

AIZOME reinvented this method with ultrasound to ensure that color and health benefits actually last. AIZOME has been cleared by the U.S. Food and Drug Administration for the medicinal value provided by its products. While textile innovations focus on solving isolated problems, AIZOME tackles the whole production and consumption process. It doesn't just eliminate a problem but creates value as well by producing textiles that are not only less harmful but even beneficial. Skincare is an intimate product, and in contrast to waste, it is regarded as something with high value. By presenting waste as skincare, AIZOME proves that even their worst has a positive impact.

BACKGROUND

1500+ harmful chemicals are used in textile production. Japanese startup AIZOME has developed a dyeing method that uses only water, plants, and ultrasound, to create textiles that are not only less harmful, but even come with health benefits. But how can a small startup stand out among all the sustainability claims?

DESCRIBE THE IDEA

WASTECARE™ — the first skincare product that is industrial wastewater from textile dyeing. Straight from the factory, the wastewater is tested and certified according to dermatological standards. Bottled and packaged like a high-end beauty product, it was shipped out to key opinion leaders in textile, fashion, and healthcare with the goal of forming partnerships to eliminate toxic chemicals in the industry.

WASTECARE™ is a dermatologically certified skincare product. A few drops of organically grown natural stabilizers and preservatives (citric acid) were added to the original industrial wastewater to guarantee usability after shipping. Each stage of unboxing allows the user to get closer to the story of AIZOME through data visualization, fabric, and finally, the face serum.

200 boxes were exclusively shipped out to leaders working for brands including Adidas, UNIQLO, Pangaia, SKIMS, and more.

WHAT WERE THE KEY DATES IN THE DEVELOPMENT PROCESS?

2015 – Michel May and Misa Muto began to explore the potential of chemical-free dyeing.

2016 – AIZOME ULTRA™ is patented as only ultrasound-based dyeing method with scientifically proven health benefits.

2017 – AIZOME is founded by Misa Muto and Michel May in Germany.

2019 – The first commercial AIZOME fabric dyed with Indigofera is released.

2020 – Partnerships within the healthcare sector are secured.

2021 – Three additional colors are introduced: Sumac Grey, Rubia Rose, and Deep Indigo.

2023 –

- WASTECARE™ created, shipped out, most importantly, showcased at pop-ups and trade shows.
- Partnerships with fashion and hospitality companies.
- Rolled out new textile products. Received clearance from the U.S. Food and Drug Administration, certifying AIZOME textiles as medical device.

DESCRIBE THE INNOVATION/TECHNOLOGY

AIZOME ULTRA™ is a patented, ultrasound dyeing method. Instead of synthetic chemicals it uses a physical trick: ultrasound sets plant particles in motion at a custom frequency of 52.5kHz underwater, binding them to the fiber permanently. And with that, their color and health benefits.

While conventional dyeing consumes over 5 trillion liters of water, AIZOME makes it possible to dye using 200 times lesser water. Because no synthetic chemicals go into the making, the wastewater is clean, reusable, and simply a mixture of medicinal plants and water that retain the benefits of the dye. Natural indigo is certified for its anti-inflammatory, hydrating, and antibacterial properties. It is a traditional skincare ingredient in Japan as well as China. To highlight that even the waste produced by AIZOME holds value, the wastewater was packaged as a high-end skincare product. It was sent out to key opinion leaders so they can experience the benefits of AIZOME's process firsthand, as a way of challenging the industry's standard of waste while proposing an innovative new solution to textile's toxicity problem.

DESCRIBE THE EXPECTATIONS/OUTCOME

WASTECARE™ gained over 110 million media impressions while also generating interest from consumers. Showcased in pop-up stores and industry trade shows, the skincare experience was used to demonstrate the benefits of the textiles.

WASTECARE™ was sent to key opinion leaders in textile, fashion, and healthcare, which resulted in a 94% response rate, 44 new business opportunities, and 3 new investors. Owing to media attention and popular demand, AIZOME is in talks with cosmetic brands to roll it out for as a retail product.

12. CONTRAILS: MAKING FLYING MORE SUSTAINABLE WITH GOOGLE AI

Overview

WHY IS THIS WORK RELEVANT FOR INNOVATION?

Google has conducted research, in partnership with Breakthrough Energy and American Airlines, on one of the lowest-cost climate solutions to aviation emissions, powered by AI. This research is a significant proof point that commercial airlines can verifiably avoid contrails and thereby reduce their climate impact.

PLEASE PROVIDE ANY CULTURAL CONTEXT THAT WOULD HELP THE JURY UNDERSTAND ANY CULTURAL, NATIONAL OR REGIONAL NUANCES APPLICABLE TO THIS WORK.

Aviation is one of the hardest-to-decarbonize sectors in our transport infrastructure. It accounts for around 2.5% of global CO₂ emissions, but the industry contributes closer to 3.5% of global warming. According to IPCC's Sixth Assessment Report (AR6), contrails are responsible for a disproportionately large share – approximately 35% – of aviation's global warming impact.

The good news is that planes can fly without creating contrails, but the challenge is knowing the routes that will create them. A team at Google Research learned of the impact of contrails and realized that they might be able to identify contrail-forming regions by training a machine learning algorithm to detect contrails in satellite imagery.

BACKGROUND

Google is committed to sustainability. One of the ways we invest in sustainability is by collaborating with our partners to explore AI-enabled climate solutions. Our contrails research is an example of collaborating with our partners - American Airlines and Breakthrough Energy - to see how AI could enable climate-beneficial action.

The core technical capabilities include computer vision algorithms and large scale data processing. The solution requires processing large amounts of satellite, weather, and flight data. We applied the same technology that powers Waymo's self-driving car to identify clouds from satellite imagery.

DESCRIBE THE IDEA

Contrails constitute $\frac{1}{3}$ of aviation's warming effect. Mitigating contrail formation through altitude changes has been discussed in academic literature as a potential cost-effective climate solution. Our goal was to test in a world-first real-world demonstration that verifiable contrail reduction is possible. We created a substantial dataset of labeled contrail images to use in developing precise models to guide real flights and detect whether or not they created contrails. We were able to demonstrate a 54% reduction of contrail creation using our approach.

WHAT WERE THE KEY DATES IN THE DEVELOPMENT PROCESS?

We started working with American Airlines and Breakthrough Energy in late 2021, and we took time to develop the operational protocols and ensure the pilot and passenger experience would in no way be negatively affected. We flew our first flights in 2022 and completed our proof of concept earlier in 2023.

A group of pilots at American Airlines then flew 70 test flights over six months using the AI-based predictions. After these test flights, the team analyzed satellite imagery and found that the predictions reduced contrails by 54% compared to when pilots didn't use the predictions. We also saw that flights that avoided contrails burned 2% more fuel, which would translate to 0.3% more fuel when scaled across an airline's fleet. (This is because not all flights make contrails, and with AI predictions, only a fraction of flights need to be adjusted.) Together, this suggests contrail avoidance costs could be in the range of \$5-25/ton CO₂e, which would make it one of the most cost-effective climate solutions.

DESCRIBE THE INNOVATION/TECHNOLOGY

Using AI-based image recognition technology and satellite imagery, Google identified contrail forming regions and made slight adjustments to traditional flight paths that would avoid those areas.

Similar to the machine learning algorithms that are trained to pick out a cat in your photos, the team at Google Research spent hours training algorithms to identify contrails in satellite imagery. From there, they were able to predict 'contrail likely zones' for future flights and provide recommendations on what upper atmosphere zones planes should avoid when flying routes. The core technical capabilities include computer vision algorithms and large scale data processing. The solution requires processing large amounts of satellite, weather, and flight data.

The key cross-organization was the ability to safely integrate these new AI-based insights into the pilot's workflow.

DESCRIBE THE EXPECTATIONS/OUTCOME

Using AI-based image recognition technology and satellite imagery, we identified contrail forming regions and made slight adjustments to traditional flight paths that would avoid those areas. After running live trials with pilots as they flew domestic American Airlines routes, we achieved our first proof point demonstrating verifiable, statistically significant, scalable and cost-effective contrail avoidance. A key accomplishment of this collaboration was the ability to safely integrate these new AI-based insights into the pilot's workflow.

The work catalyzed investment in developing contrail avoidance as a scaled, cost-effective climate solution. The work catalyzed interest in contrails across the aviation industry, and the video has been shown from boardrooms to conferences. The video was shared with executives across the aviation industry and accelerated industry investment in contrails research. We plan to continue working with more aviation partners to scale the technology industry-wide.

13. SOLAR IMPULSE - A.I IMPULSE

Overview

WHY IS THIS WORK RELEVANT FOR INNOVATION?

AI. Impulse is an innovative tool generating new and appropriate pre-drafted laws at a global scale, let's call this "machine drafting". To do this we developed our own machine called A.Impulse. This new tool took the 50 draft laws developed for France and adapted them to the legislative process, and local environmental conditions for 15 countries in 4 Continents.

PLEASE PROVIDE ANY CULTURAL CONTEXT THAT WOULD HELP THE JURY UNDERSTAND ANY CULTURAL, NATIONAL OR REGIONAL NUANCES APPLICABLE TO THIS WORK.

Activism on the environment alerts to the problem of environmental challenges, but does not necessary get people closer to the solution. Solar Impulse non-partisan Ideology of eco-pragmatism is a means to facilitate real and sustainable change, rather than just polarizing opinion.

BACKGROUND

The Solar Impulse Foundation is an environmental charity dedicated to spreading innovation to meet our planet's environmental challenges. In 2022, they hijacked the French legislative debate by pushing 50 "ready to vote" pre-drafted laws to newly elected MPs - three of these "ready to votes" became law. But climate change crisis is not restricted to national borders. To meet the global challenge, the foundation wanted to expand "ready to vote" to the whole world, to accelerate the relevant adoption of environmental laws.

DESCRIBE THE IDEA

An AI machine that transforms practical environmental ideas into legislation ready to implement in different legal systems. A technology capable of integrating and understanding the legal and semantic specificities of all target countries, to adapt laws passed in France to international use and so multiply their spectrum of action

WHAT WERE THE KEY DATES IN THE DEVELOPMENT PROCESS?

Purely digital a platform to access draft laws that are ready to go according to the priorities of the politician or journalist. A turnkey version of GPT, designed as a discussion to identify the ecological problems of the countries concerned, to spot the solutions from the Solar Impulse data base that could address them, and to draw up legal texts adapted to the legislation of these countries. An open-source system for politicians and civil society alike.

DESCRIBE THE INNOVATION/TECHNOLOGY

An AI machine that transforms practical environmental ideas into legislation ready to implement in different legal systems. A technology capable of integrating and understanding the legal and semantic specificities of all target countries, to adapt laws passed in France to international use and so multiply their spectrum of action

DESCRIBE THE EXPECTATIONS/OUTCOME

Ready to vote legislation that can impact the environment, to enable the shift from debate to action. Democratize the efficient technologies of Solar Impulse, to overcome the political blockage of international countries, too focused on competitiveness, and solve the global problem of ecology on the scale of each country.

14. ADDRESS THE INVISIBLE

Overview

WHY IS THIS WORK RELEVANT FOR INNOVATION?

Because we used free and open source technology like Google Plus Codes in a way no one used it before, to provide people with a dignified home, but beyond that, a better life.

Plus Codes are alphanumeric codes that take into consideration latitude and longitude. They work as a substitute for an address, allowing people to get their official ID's, receive mail and even call for an ambulance. But more so, getting recognition from the government to plan ahead for basic services like, potable water, electricity and paving.

This was a societal challenge that needed positive and transformative change.

PLEASE PROVIDE ANY CULTURAL CONTEXT THAT WOULD HELP THE JURY UNDERSTAND ANY CULTURAL, NATIONAL OR REGIONAL NUANCES APPLICABLE TO THIS WORK.

In the world, there are thousands of abandoned places that don't even appear on Google. Communities that remain invisible. In Mexico, more than 47 million people don't have a home, let alone an address. They lack basic services and are not recognized by the government.

In this context, Techo, an NGO that builds houses for the people that live in informal settlements, needed to help make these communities visible. And we did that by addressing the problem and by, literally, giving them an address using Google technology.

BACKGROUND

In Mexico, more than 47 million people don't have a home, let alone an address. They lack basic services and are not recognized by the government.

How to help make these communities visible?

By literally addressing the unaddressed with technology. We used geolocation technology like never before to give them addresses so they could start getting their official ID's, receive mail and even call for an ambulance, and in consequence getting recognition from the government to plan ahead for basic services like, potable water, electricity and paving.

Communities that are invisible to society needed not only a decent house, but an address to have access to a dignified life.

DESCRIBE THE IDEA

TECHO presents: Address the Invisible, a social initiative where technology dignified communities that no one had seen before. Techo gave them a decent place to live. Then, in collaboration with Google, through an unprecedented use of their geolocation technology called Plus Codes, we gave them an address.

WHAT WERE THE KEY DATES IN THE DEVELOPMENT PROCESS?

11 October 2023 - First use of Google Plus Codes by Techo in an informal settlement

28 February 2024 - Local Government pledges to plan ahead for basic services in Ixtapaluca Municipality

23 March 2024- Establishment of the use of Google Plus Codes as a regular process for Techo in the upcoming projects

DESCRIBE THE INNOVATION/TECHNOLOGY

Google Plus Codes are alphanumeric codes that take into consideration latitude and longitude, segmenting the whole world in a grid. They are free and open source. They work as a substitute for an address and can even be found in Google Maps, allowing people to get their official ID's, receive mail and even call for an ambulance as they now have a recognizable address. But using them in a never seen before way, allowed us to get recognition from the government to plan ahead for basic services like potable water, electricity and paving.

TECHO is currently using this technology as a common practice in all of their house building processes.

DESCRIBE THE EXPECTATIONS/OUTCOME

We helped hundreds of communities and thousands of families to have a decent place to live and an address to start getting their official IDs, receive mail, and even call for an ambulance.

The support of government leaders like the Mayor of the Ixtapaluca Municipality in the State of Mexico allowed people to change their attitude towards communities that were otherwise invisible. Now Mexicans see Techo not only as builders of decent homes for the outcast, but as allies to help them claim a dignified living with basic services.

Though this initiative was mainly applied throughout Mexico, it has the scalability to reach all of Latin America and the world. Techo International is on its way to making this an international common practice.

Google Plus Codes are free and open source. This has allowed Techo to let their money donors know that every donation is used primarily to build homes.

15. **ILLUSTRATE CHANGE**

Overview

WHY IS THIS WORK RELEVANT FOR INNOVATION?

Medical illustrations have a fundamental problem. And it can be fatal.

Less than 5% of medical images show dark skin and only 8% of medical illustrators identify as people of color. This lack of representation leads to biases in the healthcare system, which can lead to misconceptions and dangerous misdiagnosis. To fight structural inequalities in medicine, we created the world's largest library of diverse medical illustrations—open-source and completely free to use for training and education. And as a commitment to systemic change, we established the first fellowship to train diverse medical illustrators around the world.

PLEASE PROVIDE ANY CULTURAL CONTEXT THAT WOULD HELP THE JURY UNDERSTAND ANY CULTURAL, NATIONAL OR REGIONAL NUANCES APPLICABLE TO THIS WORK.

For 2,000 years, medical illustrations have been used for education and training. But these illustrations have depicted mostly white male figures—teaching generations of doctors and patients that white men are the norm. In 2022, an image of a black fetus in-womb created by medical illustrator and medical student Chidiebere Ibe bluntly exposed this issue.

As a global company, Johnson & Johnson works with patient groups, providers, governments, and other stakeholders worldwide to ensure patients have access to affordable, safe, quality health care. To increase diverse representation in medical imagery—and ultimately help improve health outcomes for people of color—Johnson & Johnson partnered with the Association of Medical Illustrators to launch Illustrate Change. And collaborated with Chidiebere Ibe himself and diverse medical illustrators around the world.

BACKGROUND

Illustrate Change is part of Johnson & Johnson's Our Race to Health Equity, a bold commitment to create a world where the color of your skin is not a determinant of access to care, treatment, or health outcomes. To increase representation in medical imagery—which leads to better health outcomes for people of color—Johnson & Johnson partnered with the Association of Medical Illustrators to create the world's largest library of diverse medical illustrations.

The goal was to not only drive long-term change, but also generate instant impact. So, we set out to create hundreds of diverse medical images that for centuries had been missing from healthcare, and to make them instantly available for free to doctors, patients, medical schools, and health institutions around the world.

DESCRIBE THE IDEA

To fight structural racism in healthcare, we created Illustrate Change—the world's largest library of diverse medical illustrations. With hundreds of new diverse medical images across conditions that disproportionately affect people of color. Open-source and completely free to use for training and education, leading to more accurate diagnosis and better representation in medicine.

As a commitment to lasting impact and to ensure that Illustrate Change will continue to scale for years to come, we established the first fellowship to support and train diverse medical illustrators around the world.

WHAT WERE THE KEY DATES IN THE DEVELOPMENT PROCESS?

We established a partnership between Johnson & Johnson and the Association of Medical Illustrators to build the world's largest library of diverse medical illustrations and establish the first global fellowship for diverse medical illustrators. Providing funding, training, and support for diverse artists around the world to create an initial 125+ new medical images across critical conditions that disproportionately affect people of color.

Every image, source, and written description was meticulously reviewed by a bespoke board of 14 doctors, medical affairs specialists, and Health Equity experts, creating a customized medical, legal, and regulatory process for the initiative.

IllustrateChange.com launched (June 19, 2023)

Medical art gallery debuted in France (June 20, 2023) and the UK (October 16, 2023)

The Wall Street Journal full page ad (full U.S. market, June 21, 2023)

Open-source and free to use for education and training.

DESCRIBE THE INNOVATION/TECHNOLOGY

We created the largest, first of its kind library with 125+ new diverse medical images across women's health, maternal health, cardiology, dermatology, eye disease, hematology, oncology, and orthopedics.

Due to the highly clinical nature of the materials, every image, source, and written description was meticulously reviewed in detail by a bespoke board of 14 doctors, medical affairs specialists, and Health Equity experts, creating a customized medical, legal, and regulatory process for the initiative. Every single image can be downloaded for free in high-resolution.

Staying true to the cause, the visual identity for Illustrate Change is rooted in the American Civil Rights movement, with typography that pays homage to posters from the March on Washington.

A bespoke logo reimagines medicine's iconic Rod of Asclepius—with a pencil through the middle, while a nouveau rebus type system brings the illustrations into the headlines.

DESCRIBE THE EXPECTATIONS/OUTCOME

In one year, Illustrate Change increased diversity in medical illustrations by >67%, with 125+ new diverse images that for centuries have been missing from healthcare. Changing representation for people of color and paving the way for a more equitable and sustainable future in medicine.

Established the world's first fellowship for diverse medical illustrators—with 11 diverse contributing artists from 8 different countries.

Achieved 760% above target for fellowship applications.

125+ open-source medical images across women's health, maternal health, cardiology, dermatology, eye disease, hematology, oncology, and orthopedics

Organically recognized by medical school curriculums and health systems (Manchester University School of Medicine, Harvard, McGill, UW Medicine, Mount Sinai Hospital, American Nursing Association, Frank H. Netter M.D. School of Medicine at Quinnipiac University)

45M reach in the first month

Globally recognized as an essential tool by doctors and patients.

Featured by the United Nations Development Program.

Overview

WHY IS THIS WORK RELEVANT FOR INNOVATION?

The Guarded Bus Stops project is an exemplary candidate for the Innovation Lions as it ingeniously repurposes Eletromidia's existing OOH media infrastructure into interactive safety hubs. A true innovation in the Out of Home market. This initiative employs real-time video technology to provide immediate assistance and companionship to vulnerable individuals at bus stops, effectively blending digital innovation with social responsibility. The project not only enhances public safety but also demonstrates significant scalability and financial viability, evidenced by its rapid expansion and substantial sponsorship interest. This transformative approach turns conventional advertising tools into lifelines, showcasing a profound impact through creative problem-solving.

PLEASE PROVIDE ANY CULTURAL CONTEXT THAT WOULD HELP THE JURY UNDERSTAND ANY CULTURAL, NATIONAL OR REGIONAL NUANCES APPLICABLE TO THIS WORK.

In Brazil, the security situation, especially for women at public transit points, is alarming.

Waiting for the bus alone at night in Brazil can be very unpleasant, not to say dangerous. Every 8 minutes a woman is raped in Brazil. And research shows that 97% of women interviewed have suffered some type of harassment on public transport. That's why 77% of them fear being alone at bus stops after dark (and it should be 100%), reflecting widespread anxiety about personal safety.

This fear is compounded by a perceived lack of adequate governmental response, the government in Brazil don't provide the security that people need. What creates a critical need for private sector intervention.

BACKGROUND

The Guarded Bus Stops project ingeniously integrates video call technology—commonly used in smartphones—into its expansive network of digital displays. This innovation stems from the idea: if personal devices can facilitate video calls, why not utilize large digital screens at bus stops for the same purpose, especially to enhance safety?

Context: Eletromidia is the largest OOH media company in Brazil, with over 70 thousand digital and static displays in the largest cities in the country, especially at bus stops. And far beyond ads, Eletromidia always seeks the best experience for its users.

However, the project navigates complex challenges such as adherence to safety and privacy regulations which govern real-time video communications and public surveillance. While the exact budget remains confidential (see below), the initiative represents a substantial investment focused on leveraging technology for public good, balancing cost with potential high impact on community safety and brand engagement.

DESCRIBE THE IDEA

Guarded Bus Stops project transforms traditional out-of-home advertising spaces from bus shelters into interactive safety hubs, to help women waiting for their buses, to be and feel safer. These billboards are equipped with real-time video communication technology that allows isolated women at bus stops during vulnerable night-time hours to connect instantly with security professionals. Waiting for the bus alone at night in Brazil can be very unpleasant, not to say dangerous. That's why Eletromidia mapped out the most deserted and/or dangerous bus stops in some cities, and transformed their Digital Billboards into a powerful tool for companionship and protection, with security professionals who made company for the women, until their bus arrived. These professionals are trained not only to provide reassurance but also to alert city public security services if needed. Today, the project has over 100 Guarded Bus Stops up and running, in 3 different cities.

WHAT WERE THE KEY DATES IN THE DEVELOPMENT PROCESS?

28 February 2023 – First Guarded Bus Stop activated. (pilot project)

11 September 2023 – beginning of the expansion of the project

9 March 2024 – official announce of new 2000 Guarded Bus Stops coming up

Until 30 April 2024 there were already 100 Guarded Bus Stops up and running

DESCRIBE THE INNOVATION/TECHNOLOGY

The innovation at the heart of the Guarded Bus Stops project is the integration of real-time video communication technology into existing digital advertising displays at bus stops.

This technology facilitates a direct video call link between bus stop users and security professionals, providing instant assistance and enhancing safety for those waiting alone, particularly at night.

Components: The system comprises speakers, night-vision camera, microphone, presence sensor, high-resolution digital touch-screens equipped with cameras and internet connectivity, embedded software for video calling, and a centralized monitoring center staffed by trained security personnel.

Platforms: The video communication operates through a secure, proprietary platform developed specifically for this initiative, ensuring privacy and reliability. It uses robust data encryption to maintain the confidentiality of interactions.

Development Stage: The project is beyond the pilot phase, with 100 bus stops already transformed and operational across several major cities. The success of the initial deployment has led to the official announcement of 2,000 additional installations, showing a clear transition from concept and testing to scaling and widespread implementation.

This deployment of digital screens as interactive safety tools showcases a novel use of OOH media technology, pushing the boundaries of traditional advertising into realms of social service and community safety.

DESCRIBE THE EXPECTATIONS/OUTCOME

The primary goal of improving safety at bus stops was achieved spectacularly— the project achieved 0 incidents of harassment at the upgraded stops and protected over

1million women. It also assisted other vulnerable groups, including the elderly, LGBTQIA+ community, and even saved a man's life - by calling him an ambulance during a heart attack.

And 2,000 additional installations were already officially announced, showcasing the project's substantial scalability.

The initiative has exceeded initial expectations, securing 9 major sponsors and generating over \$9 million in new income, demonstrating its financial viability.

It also generated over \$10 million in earned media.

Clearly along with many other factors, after the project, Eletromidia sold almost 10% of the company, at U\$40MM, to the country's largest media group.

Furthermore, a few congressmen have already sent bills, currently being processed in congress, trying to make Guarded Bus Stop a mandatory item in the cities.

17. FILTER CAPS

Overview

WHY IS THIS WORK RELEVANT FOR INNOVATION?

This work is highly relevant for innovation due to its transformative impact on addressing global water crises. By leveraging additive manufacturing technology and implementing scalable solutions, it pioneers a novel approach to providing safe water access to communities in need. The initiative's ability to adapt laboratory findings into real-world solutions underscores its innovative nature, while its potential for global expansion demonstrates its scalability and adaptability. Moreover, its success in delivering tangible results, such as providing safe water to thousands and recovering substantial amounts of potable water, highlights its effectiveness and relevance in driving innovation in the field of water sustainability.

PLEASE PROVIDE ANY CULTURAL CONTEXT THAT WOULD HELP THE JURY UNDERSTAND ANY CULTURAL, NATIONAL OR REGIONAL NUANCES APPLICABLE TO THIS WORK.

Filter Caps addresses a global issue, but its implementation must consider cultural, national, and regional contexts to ensure relevance and effectiveness. In many cultures, water holds profound symbolic and spiritual significance, often representing purity, life, and renewal. Therefore, initiatives like Filter Caps resonate deeply with communities worldwide, as they provide a tangible solution to a fundamental human need while respecting cultural values associated with water.

Moreover, cultural perceptions of technology and innovation may influence the reception of Filter Caps in different regions. In some areas, embracing innovative solutions may be met with enthusiasm and seen as a sign of progress, while in others, there may be skepticism or resistance to new technologies. Understanding these cultural nuances is crucial for effectively implementing and promoting Filter Caps in diverse communities.

Additionally, the availability and accessibility of safe drinking water vary across cultures and regions due to factors such as infrastructure, geography, and socioeconomic conditions. In regions where access to clean water is limited, Filter Caps can have a transformative impact on public health, economic development, and overall well-being. However, cultural attitudes towards water management, hygiene practices, and community cooperation must be considered to ensure the successful adoption and utilization of Filter Caps.

Overall, by acknowledging and addressing cultural, national, and regional nuances, Filter Caps can effectively fulfill its mission of providing safe drinking water to vulnerable communities worldwide while respecting and aligning with local cultural values and practices.

BACKGROUND

Technological influences: Thanks to this technology, we were inspired to develop a filter that is 100% biodegradable and utilizes natural raw materials. We employed Stereolithography (SLA) printing, which utilizes a photopolymerization process to solidify layers of biodegradable liquid resin sensitive to ultraviolet light. This method is renowned for its high precision and quality finish.

Context: In Colombia, over 3.7 million people lack access to safe drinking water, with particularly acute challenges in regions like La Guajira, where extreme heat and limited infrastructure exacerbate the issue. Globally, 2.2 billion lack access to safe water.

Limitations, restrictions, regulations: Through INVIMA, we investigated the parameters that the device must comply. Understanding the regulations, we conducted laboratory tests to measure the quality of the water where we obtained a result of 0.1% over the 0.3% required by Colombian regulations to be safe to drink.

Budget: 11.280 USD

DESCRIBE THE IDEA

Filter Caps transforms a universal bottle cap into a portable water treatment plant, providing a simple yet effective solution to the global water crisis using innovative technology and unique materials. Designed with a universal PCO 28 mm thread, these caps are compatible with any bottle, ensuring scalability and accessibility in areas underserved by more complex filtration systems. Filter Caps are practical, accessible, affordable, and 100% biodegradable, making them a sustainable option.

The development process began with extensive user research, including interviews and market analysis, to tailor the design to specific water purification needs. Studies in fluid physics and chemical components followed, ensuring the device's effectiveness. After confirming its functionality, the aesthetics and materials were refined. Opting for 3D printing as the manufacturing technique, we ensured compliance with necessary regulations. Filter Caps have the potential to revolutionize the water treatment industry by providing a cost-effective and sustainable solution.

WHAT WERE THE KEY DATES IN THE DEVELOPMENT PROCESS?

December 2022: Discovery made regarding the adaptability of 2 lids to generate filtration.

January 2023: Commencement of exhaustive research on product development.

February 2023: Initiation of the design phase and physical-mechanical study of the filter.

March 2023: Fabrication of initial prototypes begins, alongside qualitative checks of the product. Additionally, research into biodegradable materials and technologies commences.

April 2023: Implementation of chemical component research, applied with FDM printing prototypes. Analysis of filtration times and fluid physics values in a compact size.

May 2023: Preliminary results obtained, prompting adjustments to the device for air vent application. Further investigation into new components and chemical formulas for water purification and mineralization.

July 2023: After extensive research, the exact formula meeting parameters is found. Adoption of a new SLA manufacturing formula improves quality and reduces costs.

August 2023: Second prototype development with newly categorized chemical components. Testing of the device with these materials.

September 2023: Optimal results achieved after thorough analysis of filtration times and quantity of filtered liters.

October 2023: Implementation of testing protocol in the field. Texturized finishes resembling a water droplet are generated. Biodegradable materials like sweet corn extract resin and naturally extracted chemical components are used.

November 2023: Completion of parametric design with textured matte finishes, presenting the product as an effective, practical, premium, and affordable solution.

January 2024: Application of the second verification phase to assess efficiency and adaptability of the filter.

February 2024: Further characterization of arid regions in Colombia.

March 2024: Expansion of testing to Argentina and Brazil, yielding optimal results in the verification phase.

This detailed timeline reflects the various stages and processes of product development, from initial research to expansion and application in other countries.

DESCRIBE THE INNOVATION/TECHNOLOGY

Filter Caps originates from the design of a simple universal bottle cap, purifying and mineralizing water with just a single movement. Its compact dimensions of 6x4cm and light weight 24g enables it to reach places other filter systems cannot.

Its interior comprises metals, minerals, and natural substances, all enclosed in a 100% biodegradable cornstarch casing that leaves no carbon footprint.

The type of printing is Stereolithography (SLA), which uses a photopolymerization process to solidify layers of biodegradable liquid resin sensitive to ultraviolet light, which is known for its high precision and high quality finish.

By programming from STL software we can manufacture 500 units per day, calculating weight so that there is no material waste.

During the development stage of our additive manufacturing filter, we've successfully produced 1000 units, benefiting 10,000 families. The process begins with laboratory studies of component quality to measure water quality. Subsequently, physical tests include fatigue, impact, tolerance measurements, and lifecycle assessments, along with stress simulations. In the second phase, we conduct qualitative checks characterizing regions facing water issues, studying adaptability, efficiency, and user experience analysis. This comprehensive approach ensures our filters meet both technical standards and community needs effectively.

DESCRIBE THE EXPECTATIONS/OUTCOME

The goal is to deliver 1million filters by 2025, aiming to decrease gastrointestinal diseases and create an economic impact due to their lower cost compared to medical treatments. The project's scalability is evident, with over 10,000 individuals in Colombia benefiting to date and plans to reach countries like Brazil, Argentina, and other regions. The initiative's industry relevance is notable as it addresses critical public health issues. To date, over 10mil people have been provided with safe water, 300,000 liters of potable water have been recovered, and an estimated 1,825,000 liters are expected to be filtered annually. Significant investment has been received, supporting the project's growth and expansion and reflecting confidence in its ability to address the water crisis and improve the quality of life for millions of people globally.

18. **AT&T 5G HELMET**

Overview

WHY IS THIS WORK RELEVANT FOR INNOVATION?

The AT&T 5G Helmet is the latest in a long history of innovations from AT&T. From a custom app, a coach can communicate a play call directly to a pinhole holographic AR lens embedded in the visor of a football player. The near-instantaneous transmission of data through AT&T 5G gives Deaf players the same information as their hearing counterparts. The challenge was integrating a battery, transmitter, visual display, and cabling into a Riddell SpeedFlex helmet without compromising safety. We experimented with components with Gallaudet's feedback into the prototypes until we had a product approved for in-game use.

PLEASE PROVIDE ANY CULTURAL CONTEXT THAT WOULD HELP THE JURY UNDERSTAND ANY CULTURAL, NATIONAL OR REGIONAL NUANCES APPLICABLE TO THIS WORK.

Millions of people rely on AT&T's wireless and home internet network every day. It's a necessity. But as a category, much of telecom advertising can be indistinguishable. Deal based. Transactional. In this context, we collectively recognized an opportunity to go far above and beyond this kind of work. We embraced AT&T's day-one commitment to innovation that changes people's lives. By focusing on connecting with a community, committing to an iterative and often difficult process, engaging in real partnership, and serving real people, we were able to create work that goes beyond the expected, and truly proves AT&T's core brand belief that "Connecting Changes Everything."

BACKGROUND

AT&T produced 15 5G football helmets, divided into three categories:

Six for testing by the National Operating Committee on Standards for Athletic Equipment (NOCSAE): These helmets underwent rigorous safety testing to ensure they met regulatory standards.

Three for in-game use: Worn by Gallaudet players during a real college game, showcasing their functionality.

Six AT&T branded helmets, primarily used for promotional purposes.

Production cost: Each helmet cost approximately \$60,000, including:

Research and development

Hardware components

Production and fabrication

Creative and technical direction

Retail price: The helmets are not currently available for retail and are not intended for consumer purchase yet.

In summary:

Production size: 15 helmets

Cost per unit: \$60,000

Retail price: Not applicable

If this production were to commence at scale, the costs would be significantly lowered.

DESCRIBE THE IDEA

The AT&T 5G Football Helmet is a fully connected, 5G-powered football helmet, with a built-in Augmented Reality lens that lets Deaf and hard of hearing players see their coach's play calls in real time, receiving information at the same time as hearing players. Once they can see what others can hear, they aren't unfairly penalized, and their talent and athleticism have a chance to shine. By connecting the players, this innovation changes the game – creating possibilities that did not exist before. This levels the playing field for our partners at Gallaudet University, and for countless Deaf and hard of hearing athletes beyond their walls – from the team today, to others who will adopt this in the future. The launch of the AT&T 5G Helmet shifted the 5G story from speed for speed's sake, to human connection, embodying a perfect demonstration of AT&T's brand purpose – “Connecting Changes Everything.”

WHAT WERE THE KEY DATES IN THE DEVELOPMENT PROCESS?

September 2021 - Presented “Gallaudet Glass” concept to AT&T after meeting with AT&T 5G team

September 2021 - Start of partnership with Gallaudet University

September 2021 - Start of partnership with Riddell

January 2022 - Start of R&D process with technology partners

January–September 2022 - Initial R&D

9/21/22–9/22/22 - Tech Walkthrough @ Gallaudet University / Demo / Football Practice / Interviewed Players

10/3–10/7/2022 - First Riddell Field Testing + NOCSAE Certification & Safety Waiver Attempt

January–October 2023 - R&D Round 2

7/17/23 - Riddell Authorization

7/2023 - Second NOCSAE test + pass

10/7/2023 - In-game use. Gallaudet University vs Hilbert College, NCAA Game. Gallaudet University won!

10/14/2023 - Campaign Launch, including :60 “Sound of Silence” video

12/6/2023 - AT&T Executive Message @ AT&T Stadium

DESCRIBE THE INNOVATION/TECHNOLOGY

The helmet, the first of its kind, was designed by AT&T to speed up on-field communication for Deaf and hard of hearing players. From a tablet, the coach communicates the play call from a custom app via AT&T 5G, which is displayed on a pinhole holographic AR lens embedded in the visor. The near-instantaneous transmission of data results in real-time visual information, giving players the same access to critical game data as their hearing counterparts at other schools. The challenge was integrating a battery, transmitter, visual display, and cabling into a Riddell SpeedFlex helmet, balancing the engineering requirements without compromising the safety demands required for use of the helmet in game play. The design team experimented with a combination of off-the-shelf and custom components while incorporating Gallaudet’s feedback into the prototypes over a period of over two years until we had a final product approved by the NCAA.

DESCRIBE THE EXPECTATIONS/OUTCOME

In its first week, the campaign earned 1B+ impressions, and over 3 months, the campaign generated over 4.5B earned media impressions. Sentiment across social media was overwhelmingly positive — 93.6% – rare for this category. The AT&T 5G

Helmet also delivered Gallaudet their first win of the season in the first game it was worn and Gallaudet has received approval from the National Collegiate Athletics Association (NCAA) to use the helmet in every game in the upcoming 2024 season. The College Football Hall of Fame is putting the helmet on permanent display. NCAA conferences have interest in making the helmet available to all players. And, AT&T is exploring the possibility of implementing the technology within firefighter helmets to support more streamlined communication.

19. EXOSPHERE

Overview

WHY IS THIS WORK RELEVANT FOR INNOVATION?

MSG Ventures created Sphere – a next level entertainment medium. Through the innovative implementation of art and science, Sphere Entertainment launched the Exosphere, the world’s biggest digital canvas, with the sole purpose of bringing wonder to the world. Partnering with the world’s premiere artists, designers, and technologists, we explored and harnessed Exosphere’s capabilities, revealing a new surface for creativity unlike anything seen before. Overnight, Sphere took the world by storm, becoming one of the most innovative platforms the world has ever seen. TIME Magazine’s Cover for “2023 Best Inventions of the Year”. FastCo’s #14 in “Most Innovative Companies of 2024”.

PLEASE PROVIDE ANY CULTURAL CONTEXT THAT WOULD HELP THE JURY UNDERSTAND ANY CULTURAL, NATIONAL OR REGIONAL NUANCES APPLICABLE TO THIS WORK.

Las Vegas is a dazzling shrine to entertainment. But how do you dazzle Vegas (and in turn dazzle the world) through the sheer wonder of a new kind of entertainment experience?

With its pursuit of bringing wonder to the world, Sphere Entertainment brought the Exosphere to life, creating a first-of-its-kind art gallery, a digital brand canvas like no other, and programming that enabled the world to see, feel and experience like never before. On July 4th, 2023, Sphere said “Hello World”, immediately stealing the limelight from the Las Vegas skyline and gaining a global following as fascination with the Sphere spread worldwide.

Sphere's Exosphere reimagined how a building could engage with people, connecting on a deeper level through a visual spectacle that awed millions on the ground and online. This was an entirely new level of immersive experience.

BACKGROUND

Sphere is one of the most sophisticated and surprising buildings ever built. For its highly anticipated debut, we were tasked with its launch and to visually program it in a way that would turn it into a beacon of wonder, spectacular enough to captivate audiences worldwide.

Bringing it to life required awe-inspiring new forms of art and innovation. To spark what has now become a global obsession, Sphere Entertainment created dynamic art and content that made this spectacular canvas even more spectacular. Our team of artists and technologists developed and curated bespoke art, promotional content and brand experiences to light up the Exosphere, championing our larger belief in the value of community, innovation, and storytelling.

Sphere wasn't created to simply be 'a building'. It was constructed to become 'living architecture' to capture the zeitgeist and evolve the city into a dynamic urban canvas, elevating the cultural moments that matter most.

DESCRIBE THE IDEA

With our mission of 'bringing wonder to the world', we were determined to breathe life into the Sphere as the first 'living architecture' that audiences worldwide could feel and react to. To bring the world's most technologically advanced canvas to life, we partnered with the world's premier artists, designers, technologists, and brands to design, program, and curate the Exosphere - a dynamic canvas imbued with emotion, depth and spectacle like no structure before. We created the world's first building with feelings.

Since launch, Sphere has become a must-see monument for art, culture, and brand experiences, activating passionate fans worldwide and quickly becoming a viral phenomenon. There is a level of emotion and brand love few structures will ever see.

Sphere's Exosphere became 'The World's Screen' - a larger-than-life platform for art, ideas and experiences that projected on a planetary scale, allowing people to see, experience, and feel like never before.

WHAT WERE THE KEY DATES IN THE DEVELOPMENT PROCESS?

A technological marvel. A new era of entertainment. A first-of-its kind art gallery. And a brand canvas... like no other.

On July 4, 2023, Sphere introduced itself to the world, marking a new era of experiential entertainment and storytelling - that captivated the planet, leaving everyone in awe-inspired disbelief.

To bring it to life, we created a series of Exosphere Art & Promotional content, designed to reflect a world in perpetual motion and bring theatre to the streets of Las Vegas.

Sphere became 'living architecture' that captured the zeitgeist, evolving the city into a dynamic 'urban canvas', projecting the cultural moments that mattered most.

As the world's largest outdoor art gallery, Sphere invited the world's premiere artists, creators and technologists to share their vision in an entirely new way.

Sphere became the world's first building with feelings... greeting, celebrating, and cheering you on. Sometimes... even judging you.

And in the months that followed, Sphere premiered a new, immersive canvas for Brand Partnerships, activating fans and audiences globally, both on-ground and on social.

Sphere became the 'world's screen' - a larger-than-life platform for art, ideas and experiences

that projected on a planetary scale, letting people see, feel, and experience like never before.

DESCRIBE THE INNOVATION/TECHNOLOGY

Sphere's Exosphere is a technological marvel that ushered in a new era of art, entertainment, and brand experiences.

As the world's most technologically advanced digital canvas, Sphere wanted to go beyond simply be 'a building', it was constructed to become 'living architecture' to

capture the zeitgeist and evolve the city into a dynamic urban canvas, responding to its surroundings and elevating the cultural moments that matter most.

In collaboration with artists and brand partners, Sphere Entertainment programmed and created dynamic content to activate cultural and brand moments, engaging audiences both on-ground and across socials with experiential activations that transcended those of traditional large-scale media.

To create Sphere, we deployed some centuries old mathematical formulas and some very 22nd century engineering and technology. For confidential reasons, company policy does not allow us to include or go deeper into the technology beyond the following specs below...

- + 366 Feet Tall

- + 516 Feet Wide

- + 580K Sq Ft of Programmable Surface

- + 1.2M LED Pucks

- + 18-hours of Daily Programming

- + 50% Art / 50% Brand & Partner Content

- + A structure so bold and bright you can see it from space

DESCRIBE THE EXPECTATIONS/OUTCOME

Since launching on July 4, 2023, we saw immediate adoption and growth, attracting a list of Fortune 500 clients and some of the world's most innovative artists, amassing a multi-million social following.

As one of the most disruptive innovations of 2023, Sphere brought a new level of spectacle to Las Vegas that was quickly shared and celebrated around the world.

- 45.5B Global Impressions

- 4.9M Average Daily Views
- 209.6M Views on Social
- 15.7M Engagements
- 300K Average Daily Foot Traffic
- +3,852,726% YTD Social Growth
- TIME Magazine Cover and one of '2023 Best Inventions of the Year'
- Fast Co's #14 'The World's Most Innovative Companies of 2024'
- Sphere's Emoji named NYT Style 71 Most Stylish 'People' 2023

20. LAP OF LEGENDS

Overview

WHY IS THIS WORK RELEVANT FOR INNOVATION?

AI and machine learning turned Lap of Legends into an interdimensional sporting event unlike anything ever done before.

We used both technologies to fuel Logan Sargeant's computerized racing competitors in the first-ever real-vs.-virtual F1 race. The computers behind the virtual racers interpreted Logan's driving moves as real-time racing data via machine learning, and responded on the racetrack in real time via AI. All on live TV.

Breaking the boundaries of enjoyment in sports, one data point at a time.

PLEASE PROVIDE ANY CULTURAL CONTEXT THAT WOULD HELP THE JURY UNDERSTAND ANY CULTURAL, NATIONAL OR REGIONAL NUANCES APPLICABLE TO THIS WORK.

Logan Sargeant is the first American F1 driver in 30 years. It's one of the highest honors in racing today, but it also comes with even higher stakes in a hyper-competitive league like F1.

He recently told a reporter that his rookie F1 season had been “a dream come true. Then you immediately think, ‘now the real work starts, trying to keep my place in F1.’”

He's not the only one facing debilitating pressure to keep his place in F1. Top drivers like Lewis Hamilton and Lando Norris have publicly opened up about their struggles with the high-stakes intensity of racing culture.

And, unfortunately, the intensity extends beyond the drivers themselves. Their crew members, their fans, and the journalists who cover them all now understand that each race feels like a fight to stay alive in the racing world. The competition has become more existential.

So as the league works to alleviate this pressure, we aim to rekindle the joy that shaped F1 racing in the 20th and early 21st centuries.

After all, we believe that it's only worth it if you enjoy it.

BACKGROUND

Beer is a particularly hectic category.

You're competing against countless brands spending millions of dollars to catch people's attention. And if you're lucky, consumers who see your brand will buy from you before inevitably switching to another beer.

In other words, you need to consistently be top-of-mind in culture to keep driving sales.

So, to achieve our objective of cultural relevance, we set out to address another pressing, hyper-relevant issue in F1, the world's fastest-growing sport.

We focused our brief on the overwhelming pressure that F1 drivers face to win, offering a timely reminder to the world of F1 that racing is only worth it if you enjoy it.

DESCRIBE THE IDEA

We put Logan Sargeant, a young F1 driver, on a real racetrack against AR avatars of his racing heroes from his youth, driven by AI.

All to remind him of the joy that first inspired him to race; a joy that is more powerful than the win-at-all-costs mentality making F1 racing so toxic today for drivers, fans, and journalists.

It was the first-ever real-vs.-virtual car race, featuring virtual versions of racing legends like Mario Andretti, Jacques Villeneuve, Alain Prost, Nigel Mansell, Jenson Button, and Damon Hill and it aired live on TV, like a traditional F1 race.

WHAT WERE THE KEY DATES IN THE DEVELOPMENT PROCESS?

APRIL 2023 – Concept developed.

APRIL 2023 (Same day as above) – Concept pitched to marketing VP over the phone.

APRIL 2023 (Also the same day) – Concept green-lit.

MAY 2023 – Concept pitched to Williams Racing.

MAY 2023 – Concept green-lit by Williams.

JUNE 2023 – Director and production house locked.

JUNE 2023 – Tech R&D begins.

JULY 2023 – Pre-race shoot 1 of 3: Williams Experience Centre.

AUGUST 2023 – First phase of tech R&D complete (AI racer prototyping, race physics design, beta simulator design).

SEPTEMBER 2023 – Teaser campaign kickoff.

SEPTEMBER 2023 – Pre-race shoot 2 of 3: Innovation Lab in London.

OCTOBER 2023 – Initial design development complete.

OCTOBER 2023 – Second phase of tech R&D complete (AR system integration, digital mapping of Silverstone).

NOVEMBER 2023 – Teaser campaign launched at Las Vegas Grand Prix.

JANUARY 2024 – Show animatic development begins.

FEBRUARY 2024 – Pre-race shoot 3 of 3: Track testing at Silverstone.

MARCH 2024 – Third phase of tech R&D complete (AR helmet and AI racers finalized).

MARCH 2024 – Show animatic locked.

MARCH 2024 – Networks pitch to host show.

APRIL 2024 – New York show premiere

DESCRIBE THE INNOVATION/TECHNOLOGY

Using Tech to Do the Impossible: With the help of artificial intelligence, augmented reality, machine learning, and telemetry Logan raced in his car on a track — like he normally would — at Silverstone, home of the British Grand Prix. But his digitized opponents appeared as augmented reality avatars in his racing helmet, responding to his driving motions in real time with the help of machine learning and 45 years of historical racing data programmed as context for each automated racing decision. This technology is so precise and true to racing physics that F1 teams have started using it themselves to test new racing strategies.

Doing the Impossible Across Touchpoints: We previewed Lap of Legends at the United States Grand Prix in October 2023, and at premiere events in early 2024. Then, the full program aired on AMC and BBC America in spring 2024, interspersed with stories of Logan's personal journey.

DESCRIBE THE EXPECTATIONS/OUTCOME

Lap of Legends is still in its promotional phase. But the success of the promo shows another cultural relevance juggernaut in the making:

4.5 billion impressions and 19 million viewers across platforms

+1,650% month-over-month growth in organic search for Michelob ULTRA

+23% month-over-month growth in social reach for Michelob ULTRA

100% positive/neutral press coverage

And we're making a lasting impact beyond the race.

The tech behind Lap of Legends makes AR devices more accurate and functional in fast-moving vehicles. This will make a crucial difference for ambulances during medical emergencies, disaster response teams during extreme weather events, and more.

Not to mention, we pioneered a new entertainment media format. Rather than advertising alongside sports, we created the sports event ourselves and other brands advertised alongside our event.

From live events to impossible technology, we continue to change the world with the joy of sports.

21.

PINK CHIP

Overview

WHY IS THIS WORK RELEVANT FOR INNOVATION?

Pink Chip takes information that has been hidden in plain sight and reworks it into a first-of-its-kind financial tool that upends traditional consumer behaviour while rebalancing gender disparity in the business world. Pink Chip isn't just a campaign or a cause, it's a real-world tool with real value for its users. It has already been

harnessed by thousands of people across Europe and that will soon expand to other markets around the world. Last year, Pink Chip was recognised by D&AD's Future Impact jury while in development. The future is now and Pink Chip is making a real difference.

PLEASE PROVIDE ANY CULTURAL CONTEXT THAT WOULD HELP THE JURY UNDERSTAND ANY CULTURAL, NATIONAL OR REGIONAL NUANCES APPLICABLE TO THIS WORK.

This work is rooted in the global movement towards gender equality and diversity in the workplace. While there have been strides towards gender parity in recent decades, a pervasive bias against women in leadership positions hasn't gone away. This bias can manifest in all sorts of insidious ways, such as investors being more likely to sell their shares in a company once a woman is appointed as its leader, regardless of her qualifications or track record - placing female leaders at a disadvantage before their tenure has even started. Pink Chip is on a mission to reverse that bias and, though it is designed to make a difference across the globe, its first iteration was built using American businesses. The reason for this is two-fold. Firstly, although DEGIRO is a European company, its user base takes a greater interest in the American market than any other - helping to get the project off the ground with as great an impact as possible. Secondly, America is home to the world's largest financial markets, the NYSE and the NASDAQ. By focusing on businesses that were listed in the nation home to these financial powerhouses, the project could be sure to have more eyes on its launch than if it had been focused on businesses in any other market. The bias that Pink Chip is devoted to fighting, however, is found in every corner of the planet and so the project is already focused on expanding into other major markets around the world.

BACKGROUND

DEGIRO, Europe's largest investment app, believes that investing isn't just about money, it can make a better world. Through its platform, it highlights ESG scores so investors can make informed decisions and it releases educational content to help women get their start on the investment ladder. However, 4 in 5 investors are men and research shows that they are biased against female leaders even though female leaders tend to offer better returns. Today, just 7% of global CEOs are women. This isn't just bad for society, it's a poor investment strategy. DEGIRO recognised that their own platform had the ability to reverse this bias and, in doing so, boost their users' returns while supporting women in business. While data blindspots and male investor reticence to change long-standing habits may have been stubborn obstacles to overcome, the potential to make a real difference made them hurdles worth clearing.

DESCRIBE THE IDEA

Pink Chip is a first-of-its-kind live index designed to make the success of female leadership impossible for investors to ignore by reframing a moral failure as a financial one. The index, initially for the US market, tracks the performance of female-led businesses and measures it against industry benchmarks and direct male competitors. For the first time, investors can see for themselves how investing in women is better for their bottom line and, through DEGIRO's platform, choose to buy shares in women-led companies that caught their attention. The initiative, however, isn't just for the benefit of investors. By promoting the power of female leadership, it contributes to the UN's Sustainable Development Goal 5.5: Ensure women's equal opportunities for leadership in political, economic and public life - because of this, UN Women NL joined as a launch partner to offer guidance during development and amplify Pink Chip's message.

WHAT WERE THE KEY DATES IN THE DEVELOPMENT PROCESS?

October 2022 - First contact with DEGIRO

October 2022 - Agency team forms

November 2022 - Pink Chip is born

November 2022 - First contact with UN Women

January 2023 - Thematic becomes official tech partner

February 2023 - Pink Chip, DEGIRO, & UN Women begin discussions about launching the index

April 2023 - First Index incorporated through research and partnership with Thematic

May 2023 - Agency begins design, development, and storytelling to bring the Pink Chip platform to life (across a website, unique social channels, and supportive assets)

March 2023 - Euronext invites Pink Chip to attend the ringing of the bell on IWD

September 2023 - UN Women NL confirm their endorsement of Pink Chip

Nov 2023 - DEGIRO confirm Pink Chip rollout on their platform and strategic discussions begin on where/how/when

January 2024 - alignment with DEGIRO to launch an IWD campaign

January - March 2024: Creative development on campaign assets to launch Pink Chip

February 2024 - Advisory board is formed, development of additional indices for other markets begins

27th February 2024 - Soft launch of Pink Chip - owned channels, Linked In, DEGIRO social owned channels, index goes live on the Degiro app

8th March 2024 - IWD Pink Chip official launch. Full digital OOH campaign goes live, Pink Chip team attends the Euronext ringing of the bell at the opening of the Dutch market (represented by UN Women NL), Pink Chip team launches a reconstituted version of the index (and announces it will do so on an annual basis)

March 2024 - Conversations begin with investment platforms around the world that want to host Pink Chip, while investors get in touch to request indices for their markets. Academics also request to cite Pink Chip in upcoming research papers.

April 2024 - Bloomberg hosts Pink Chip ticker on its platform

DESCRIBE THE INNOVATION/TECHNOLOGY

Pink Chip used AI and name recognition software to trawl through an extensive data-set of corporate structure filings and create a list of women-led companies, a list that didn't exist before. In addition to requiring a female leader (Pink Chip is inclusive of all female-identifying people), the index had criteria based on market capital and consistent revenue growth to rule out "caretaker CEOs" and the glass cliff effect. DEGIRO then enlisted Thematic, an AI-powered investment research platform that collects the back-end data on which Pink Chip is built and refreshes the list of companies behind the index on a daily basis. It lives primarily on its own website, pinkchip.org, where its performance, the companies featured, and the methodology used to create it are freely available for anyone to access. Pink Chip is also available on the DEGIRO app where investors can compare its success to other indices they follow and choose to directly invest in women-led businesses. DEGIRO also maintains a Pink Chip Top List that highlights Pink Chip's top performing companies.

DESCRIBE THE EXPECTATIONS/OUTCOME

Pinkchip.org attracted 70,000 visitors within its first week. Within three weeks, over 14,500 DEGIRO users invested in Pink Chip companies. In that time, those companies saw a 6.7% stock price increase while the index climbed 9.48%. Overall, Pink Chip has outperformed market benchmarks by over 80% and keeps climbing. It is championed by academics who now have an open data-set of female-led companies to use across their research. With UN Women NL and grassroots activists on-board, Pink Chip made over 58m online impressions, reached over 85m people, and was added to Bloomberg. With an advisory board established across five countries, other investment platforms are in discussions to host Pink Chip, while new indices are in development for additional markets. Better still, with its data included in a variety of academic studies, Pink Chip can impact the perception of female leaders beyond the business world.